



Strengthening European Food Chain Sustainability by Quality and Procurement Policy

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What is Strength2Food?

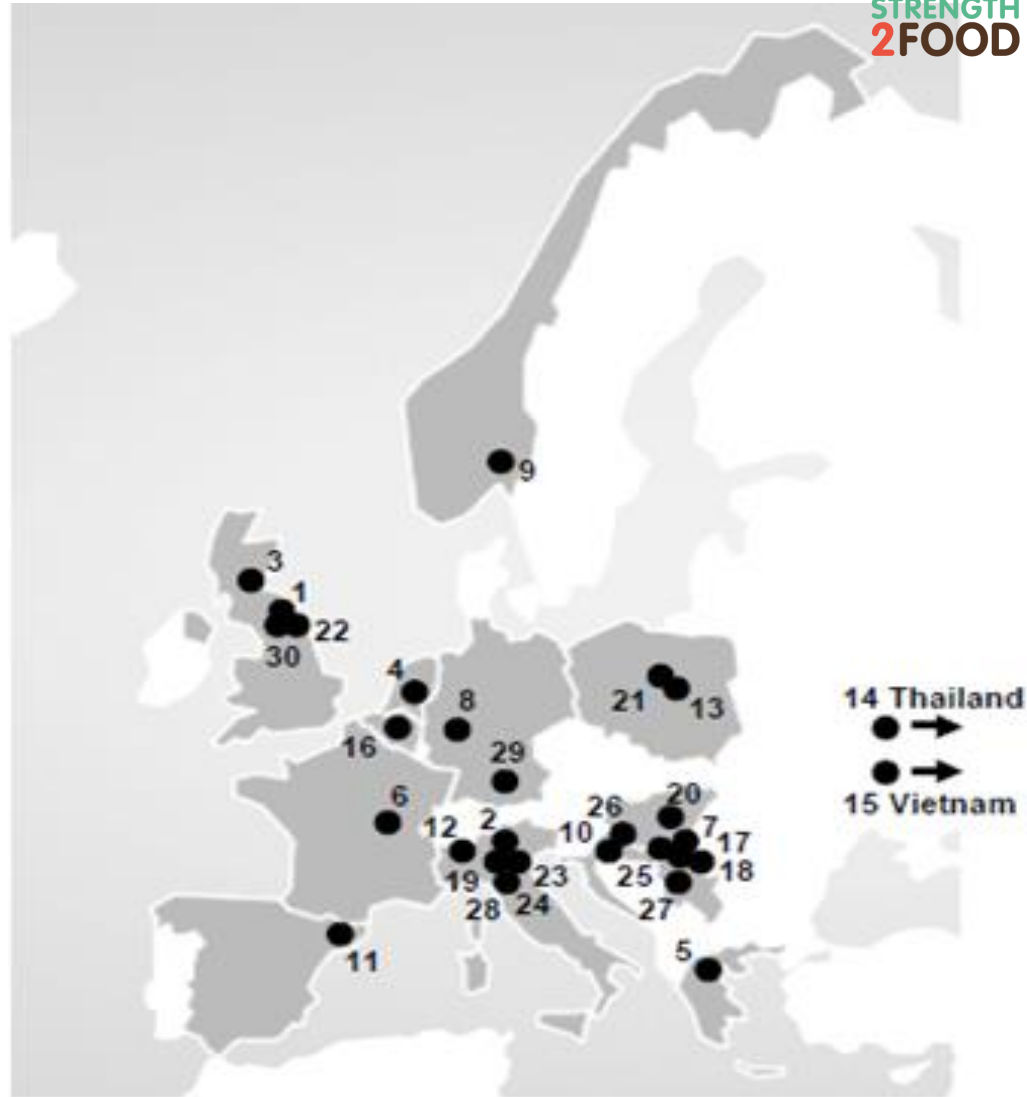
- It's a five-year, **€6.9 million project**, funded by Horizon 2020
(*started in March 2016!*)
- Research, innovation and demonstration project with strong emphasis on **impact**
- Aims:
 - Improve the effectiveness of **EU Food Quality Schemes (FQS)**, such as PDO, PGI and TSG
 - Improve the effectiveness of **Public Sector Food Procurement (PSFP)**
 - Stimulate the development of **Short Food Supply Chains (SFSC)**

Key Principles



- **Multi-actor project:** stakeholder partners integral to the research conducted (design, execution and demonstration of research)
- Emphasis on **knowledge exchange**
- Develop communication materials for 5 different user groups:
 - ✓ Consumers / General Public
 - ✓ Food Supply Chain Practitioners
 - ✓ Schools
 - ✓ Policy Makers and Development Agencies
 - ✓ Academics

Consortium



30-partner consortium
(11 EU and 4 non-EU countries):

- 15 Academic Partners
- 3 Dedicated Communication and Training Partners
- 12 Stakeholder Partners

COORDINATED BY



PARTNERS



Impact Measurement Research



Aid policy makers and other relevant stakeholders in improving the **effectiveness of current policies on Food Quality Schemes (FQS), Public Sector Food Procurement (PSFP) and Short Food Supply Chains (SFSC)** by:

- **Developing robust methodologies and indicators for evaluating** the economic, social and environmental **impact** of EU FQS, SFSC and PSFP policies (WP3);
- **Understanding farmers' current engagement** with quality designations and their impact on farm performance, price transmission and trade, identifying strategies for improving farmers' value added (WP4);
- **Evaluating** the economic, environmental and social impacts of:
 - ✓ EU FQS (WP5);
 - ✓ Different models of PSFP, focussing on school meals (WP6);
 - ✓ SFSC and local/regional sourcing initiatives (WP7).

Policy Focused Research



Develop and deliver **effective policies** for improving the **overall sustainability** of agriculture and capacity for balanced nutrition by:

- Understanding how to **enhance consumer confidence** in, and **willingness to purchase**, products that are designated under FQS (WP8);
- **Evaluating good practices** and developing evidence-based policy and practical recommendations to improve the operation of EU FQS, PSFP and SFSC (WP10).

Impact: Demonstration and Validation

Demonstrate and validate how to **stimulate the development of new quality markets and local food chains** by:

- Implementing **6 pilot initiatives**, bringing together academic and non-academic partners, relating to school meals (PSFP), FQS, local/regional sourcing and SFSC (WP9).

Behavioural change in the project - potential adaptation and impact beyond project's lifetime

First results: The quality dimensions of FQS

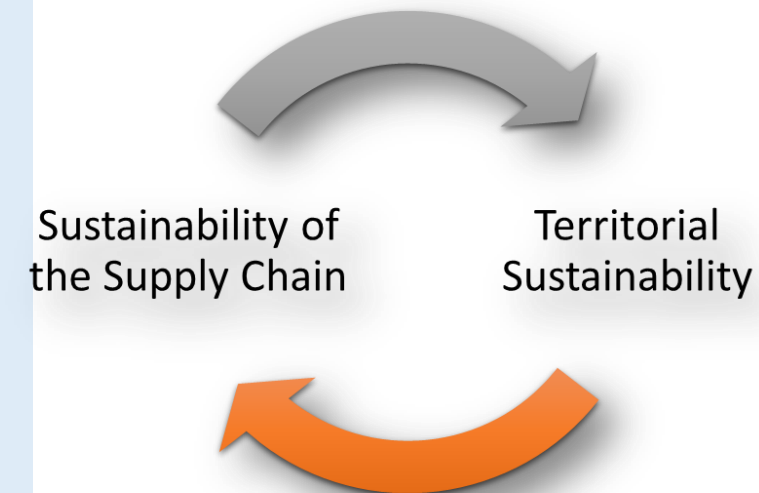


➤ CONCEPTUAL FRAMEWORK FOR UNDERSTANDING THE SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT OF FQS, SFSC AND VARYING PSFP POLICIES ON AGRI-FOOD CHAIN PARTICIPANTS AND RURAL TERRITORIES

➤ DIFFERENT FQS CHARACTERS BUT ONLY ONE METHODOLOGICAL APPROACH!

➤ FROM THE LITERATURE IT EMERGES THAT FQS ARE CHARACTERIZED BY:

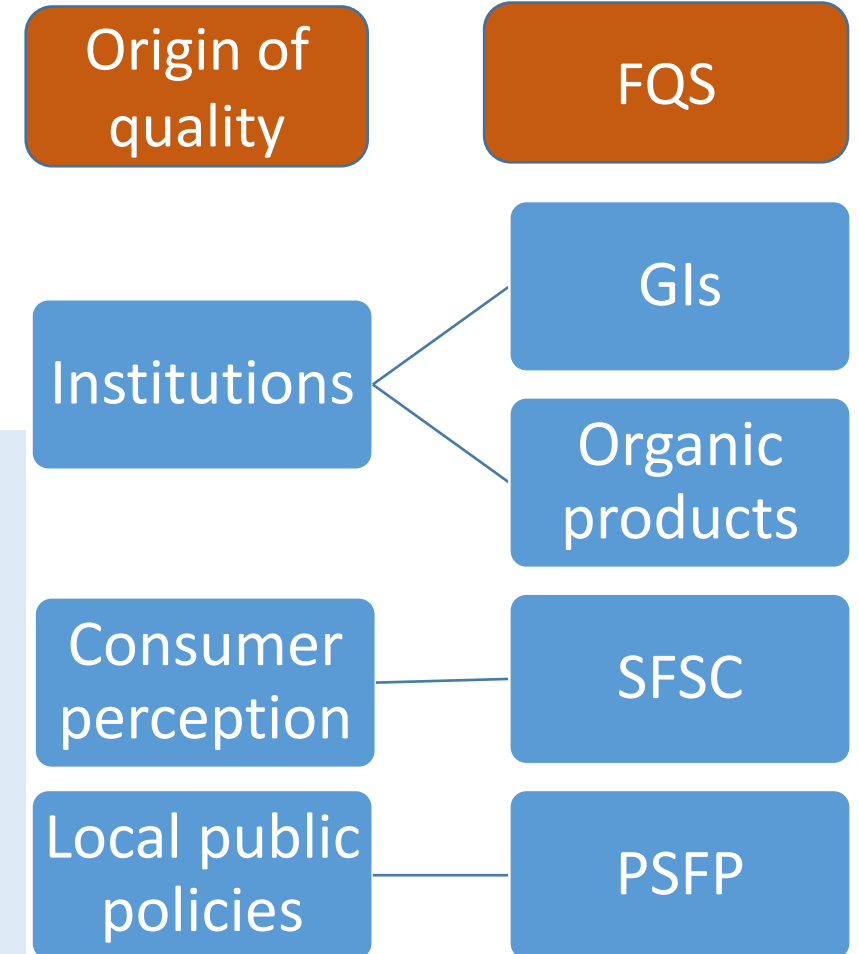
- the concept of **quality** and its perception by the consumer;
- the **territory** and the characteristics of the production system in its ability to provide unique characteristics to qualify and manage food production;
- the **food value chain**, in its ability to deliver value added to producers



The quality dimensions of FQS

The **origin** of quality for FQS is **different based** on the mix of intrinsic and extrinsic attributes, generating **different perceptions** depending on the perspectives of actors

Perspectives on **sustainable food products** and food chains are considered to **have the same theoretical framework** if they are considered a matter of **conventions** in different worlds of production (Salais and Storper, 1993) and are subject to an **evolution process**.



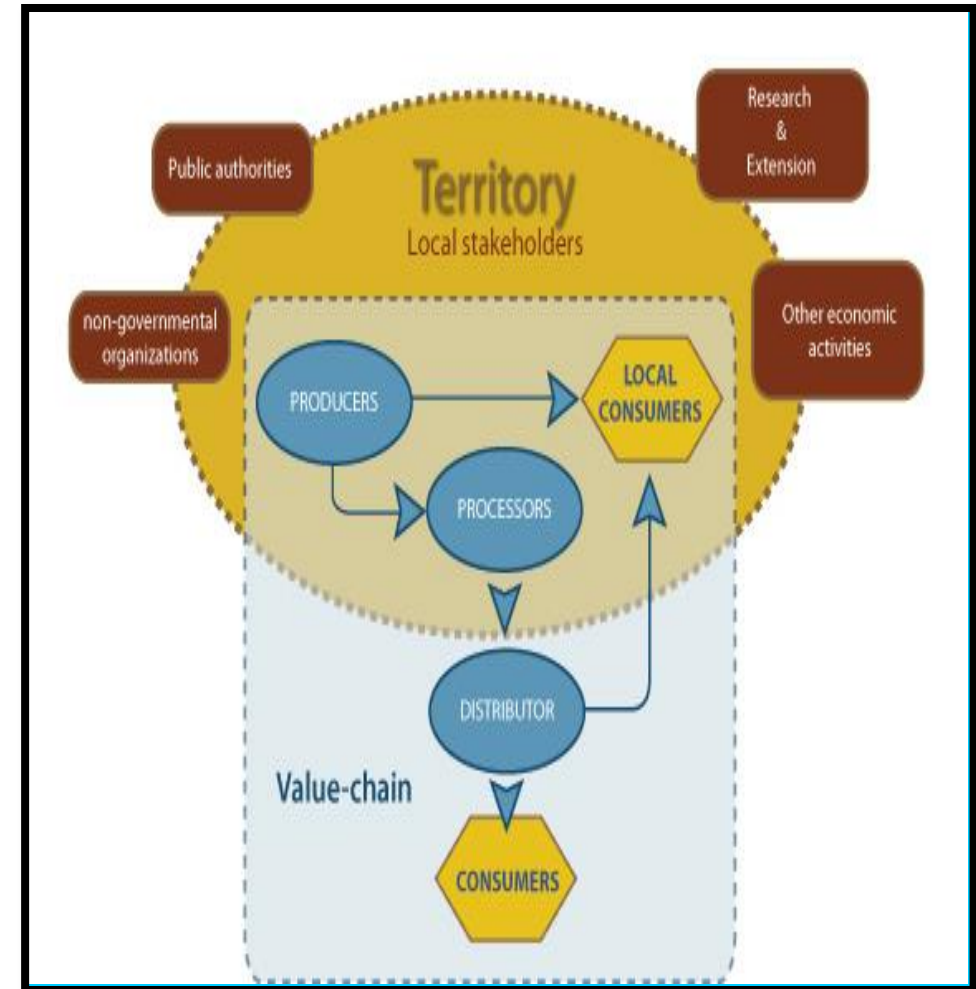
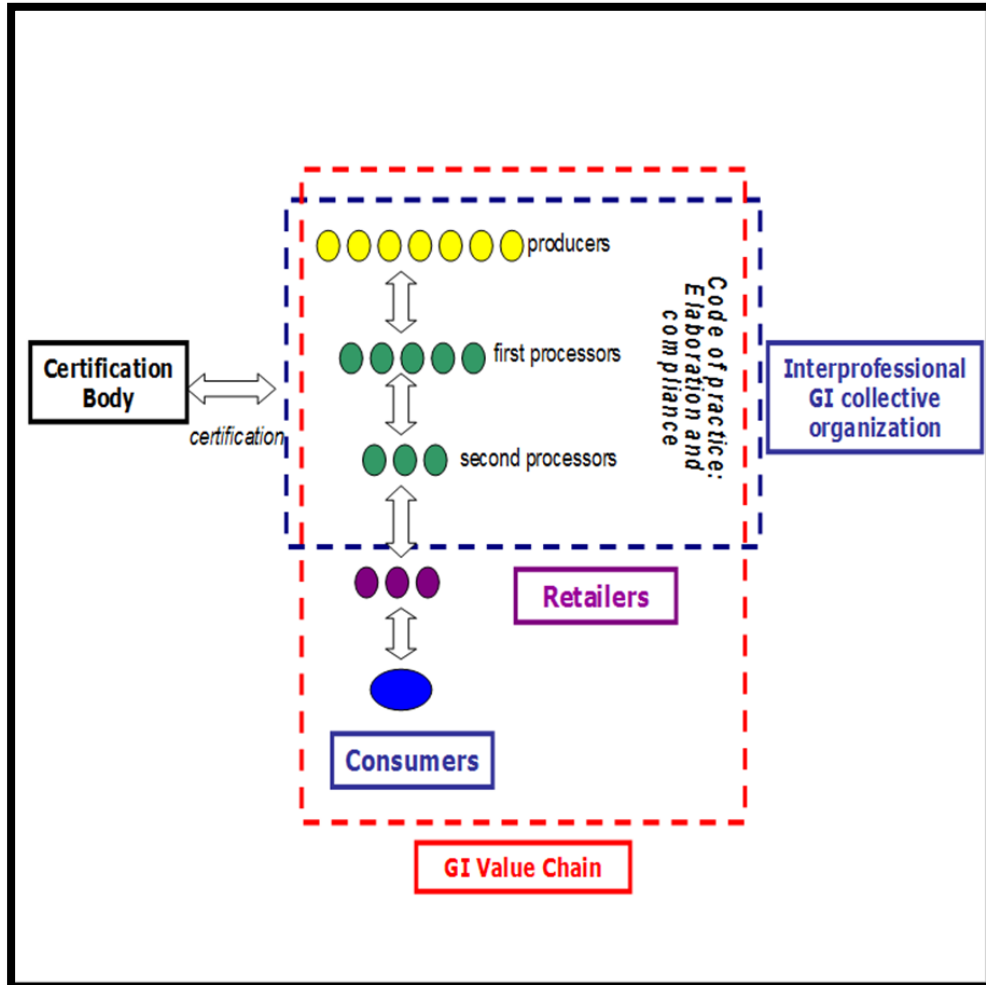
The territorial dimension of FQS

- The territory as **Local Agrifood system (LAFS)**;
- The LAFS concept resides in recognizing the **role of the territory** through the role of **its social and institutional components**, and their **ability to contribute to the creation of value within the supply chain.**
- The specific nature of the LAFS is represented by the **deep interaction between food cultures, human actions and institutions**;
- The LAFS are the **result of a process of cooperation** among companies with common interests, located in a given area, which organise themselves and agree on certain production and marketing norms and rules in order to obtain a competitive advantage.

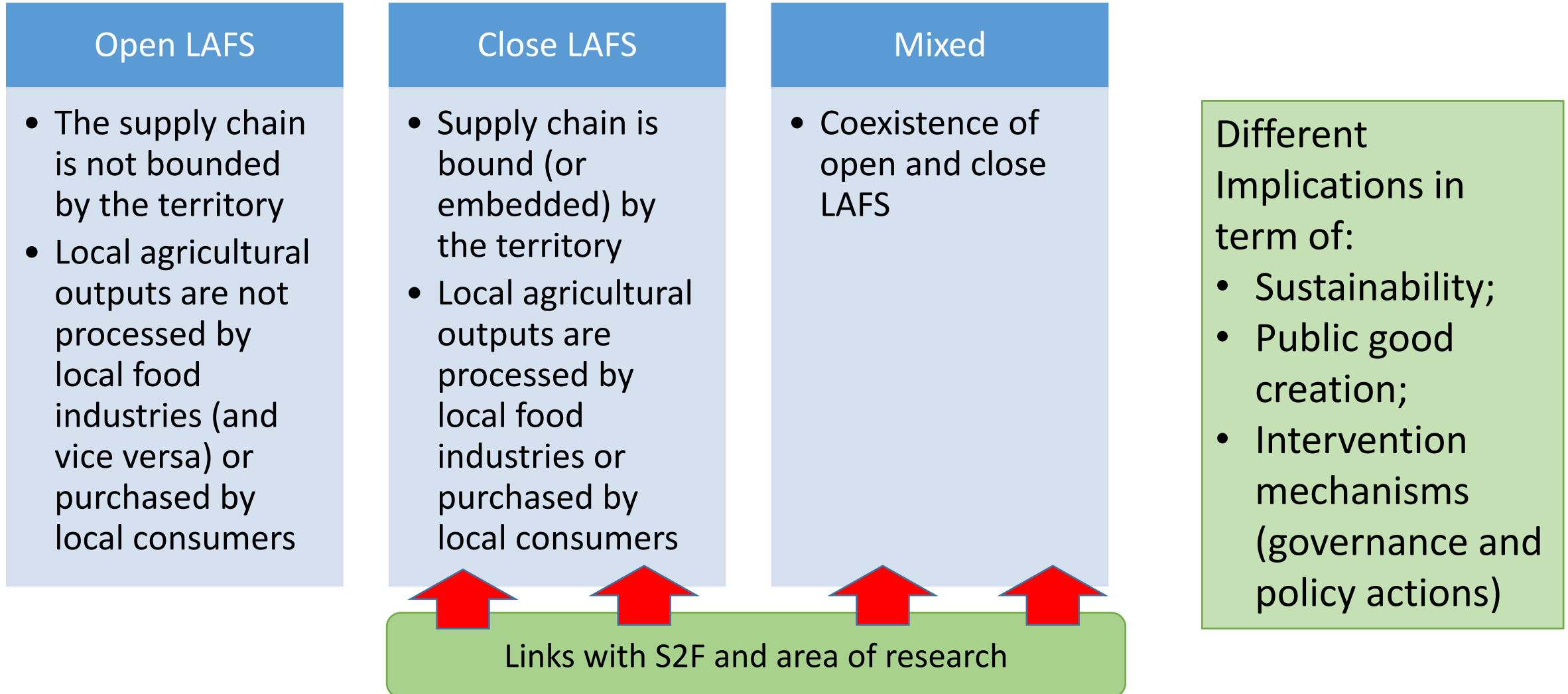
The role of the value chain for FQS

- **Value chains** combine the technological functions of the supply chain in a more economic and managerial function;
- Chains are regarded as a tool for managing production, **useful to create an appropriate product quality** and develop **marketing strategies** aimed at **creating value for all the actors of the chain**;
- **FQS are not an exception!!!**
- A **dominant model of FQS-value chain does not exist** but - rather - **several typologies of FQS-value chains emerge**, according to the combination of their structural and management features and they interplay with the production system;

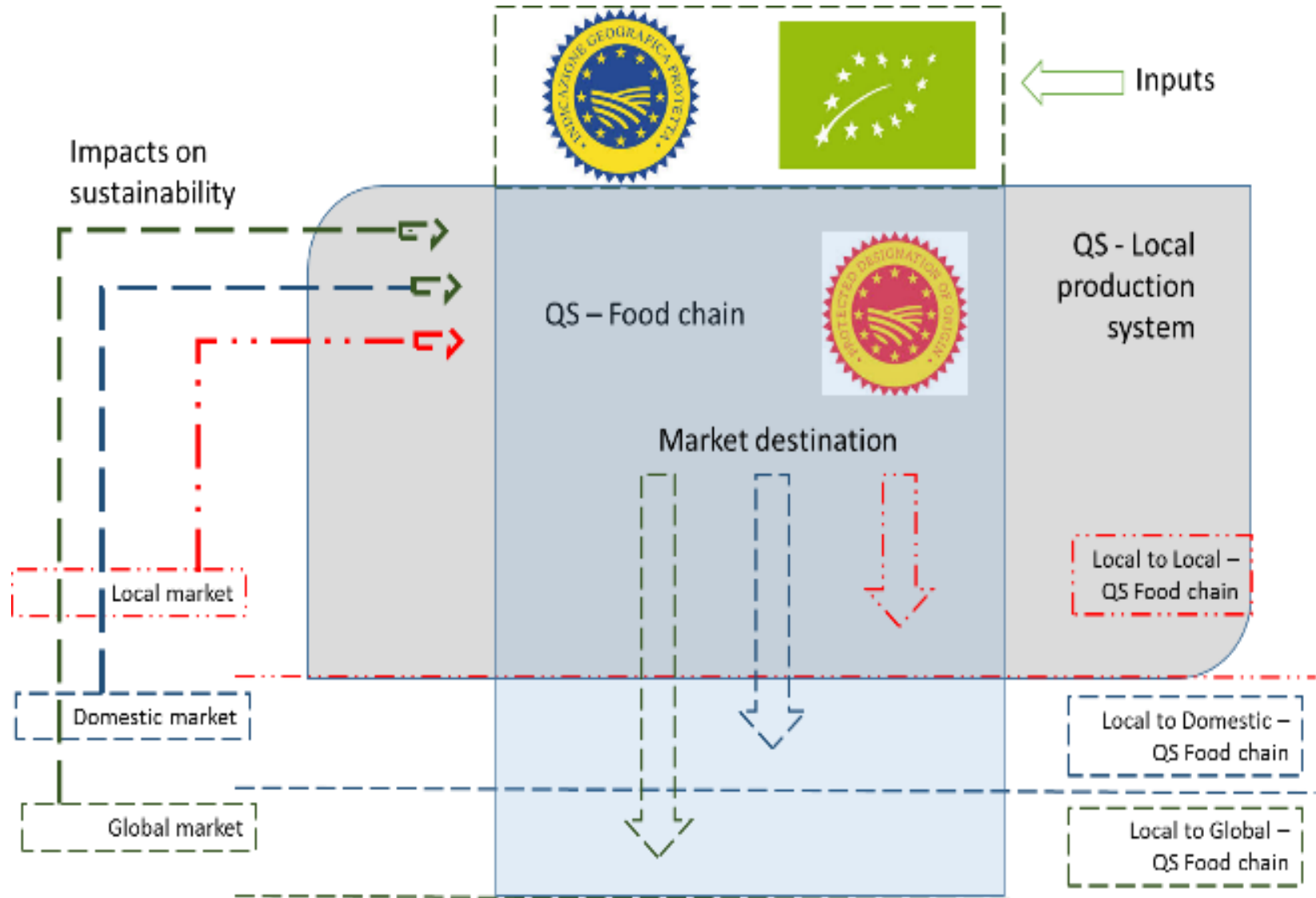
From Value Chain to Territorial GI Value Chain



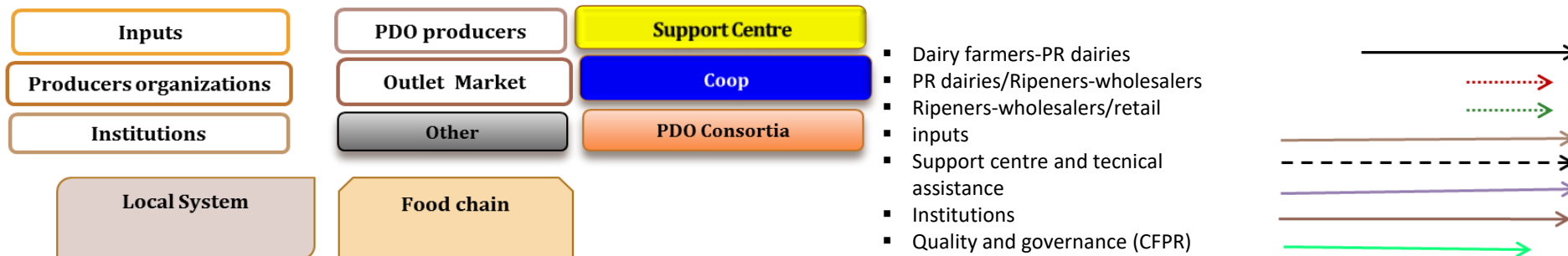
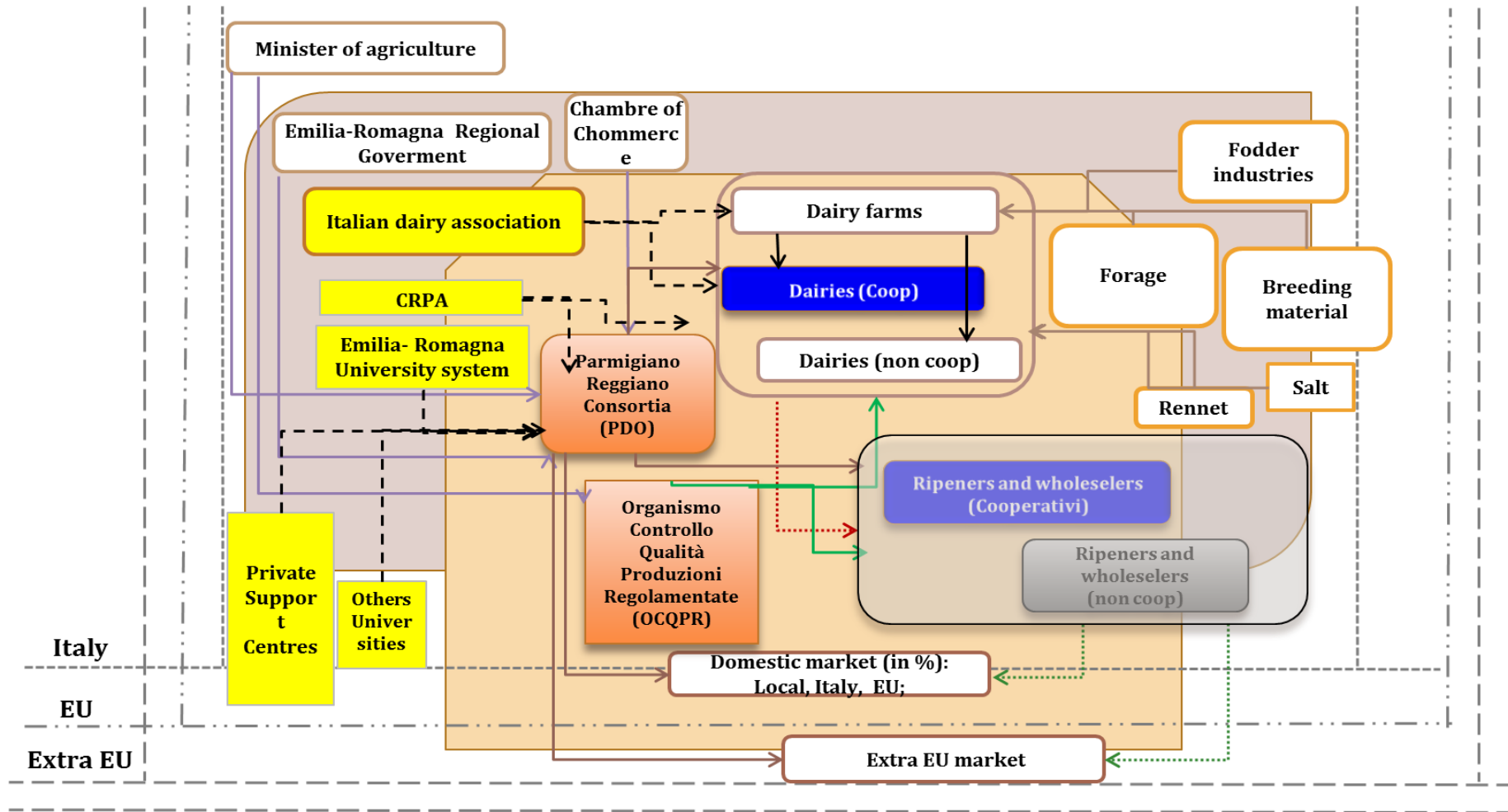
The interaction of value chains and territory



The interaction of value chains and territory



Parmigiano Reggiano: Localised Agri-food System



The future ahead

- Because of the connection between the territory and the value chain, **it is important that measurements for several characteristics of the economic, social and environmental sustainability are collected at both the value chain and the territorial level.**
- The extensive work of data collection is undertaken using SAFA indicators with the help of the **Methodological Handbook** (i. e., Index cards and Monograph). Figures will generate **determinants** that at the territorial and food chain level (LAFS or other) will describe their characteristics and their impact on sustainability of FQS.



Thanks for your attention!

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