



*Urban, peri-urban and regional food dynamics:
toward an integrated and territorial approach to food*

Beating the economies of scale through local food

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WG 3 Healthy growth: from niche to
volume with integrity and trust
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Italy



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Outline

- Objective;
- Global and local value chains;
- The Dutch context;
- Case study;
- Methodology;
- Results;
- Conclusions.



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Objective

- Paper objective:
 - To understand how to successfully integrate and manage local food within conventional food system?



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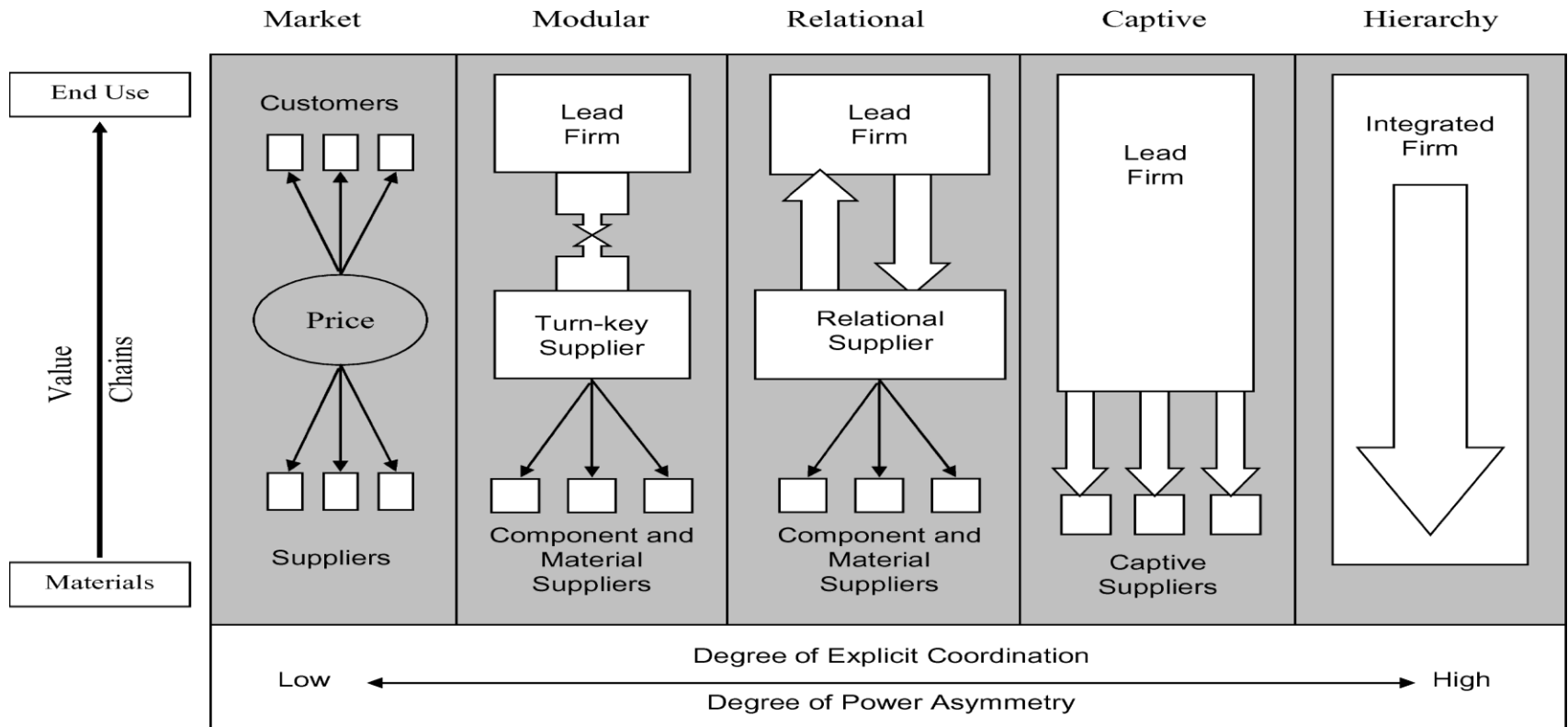
Value chain

“In its most basic form, a value-added chain is the process by which technology is combined with material and labor inputs, and then processed inputs are assembled, marketed and distributed (Gereffi, Humphrey and Sturgeon, 2005).”



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Global food supply chains

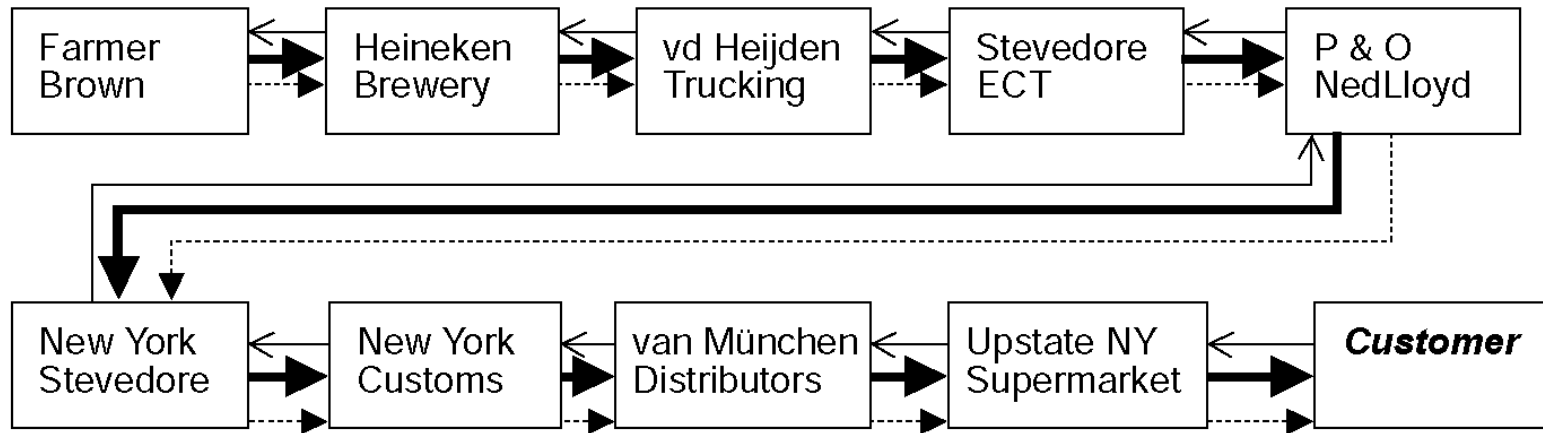


Source: Gereffi , et al(2005).



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Heineken supply chain



Key

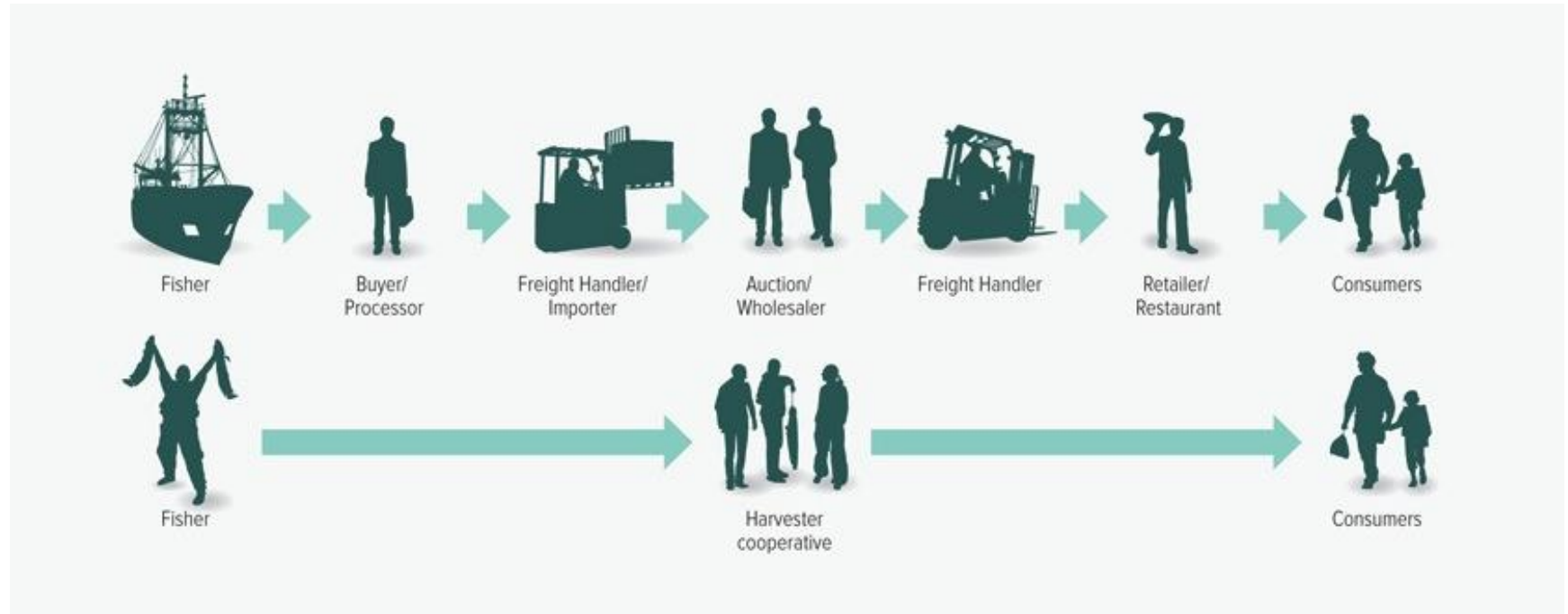
- ← Order Flow
- Physical Goods Flow
- - - Notice of Shipment Flow

Source: Christiaanse and Kumar, (2000)



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Local/short food supply chains



Source: <http://www.alternativesjournal.ca/science-and-solutions/wheres-fish> (2013)



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National context - organic



- Consumers spent in 2012 14,3% on organic food and beverages;
- Market share of organic is 3,1%;
- Expenses on organic products grew with 17,1% (and with 2,8% for conventional);
- 50% of organic products are exported;
- Fresh produce most popular;
- 68,9% of org. fruits and vegetables are sold through supermarkets;
- Fastest grower in Europe, followed by Switzerland and Austria;

Source: LEI/Wageningen UR (2012; 2013)



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National context – local food



- Market potential: € 11 – 41 million;
- Image of local food is based on 4 core values: clear link with the producers, regional embeddedness expressed through labelling, no mass-production (artisanal), and different selling channels;
- Most popular are fruits, vegetables, eggs and cheese;
- On farm, supermarket, market;
- Urban as well as rural consumers;
- Willingness to pay more: 8%;

Source: PPO & LEI/Wageningen UR (2013)



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Case study – Willem&Drees



Willem&Drees
VAN DE BOER UIT DE BUURT



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Methods

Case study	Participatory observation
Qualitative	January and February 2013
Cross-case analysis	Daily basis
Explorative/descriptive	Awareness
“Harvard Business Review”	Log book
	Feedback from employees



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Results & analysis

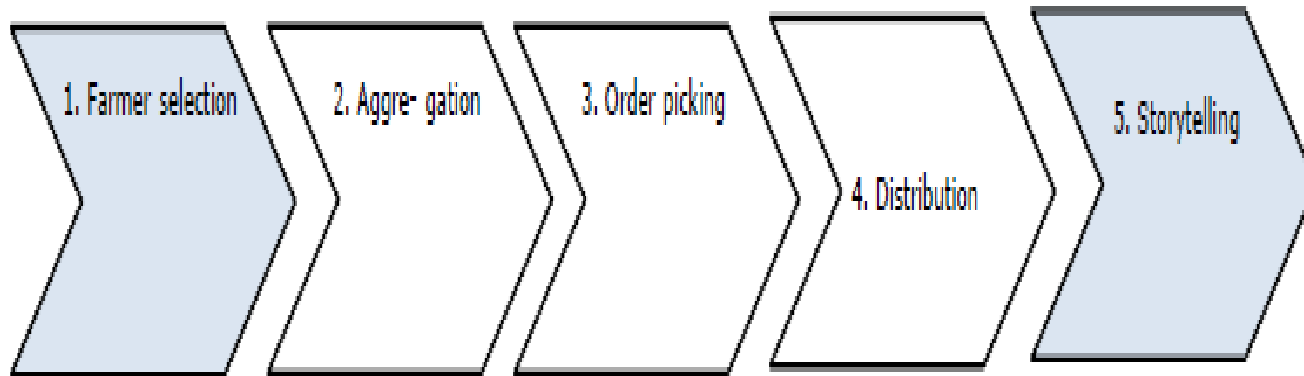
- Market response;
- Societal response;
- Organic and local: logistics;

- Matching the conventional retail sector through integration with their logistical wholesale systems.



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Willem&Drees supply chain



Mainstreaming:

1. Growth (€, #)
2. Similar initiatives
3. Large actors incorporate



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Conclusions

- Module in the global value chains;
- Green capitalism and mainstreaming;
- Core social competences: selection and story telling;
- Innovation through marketing and logistics.



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Thank you!

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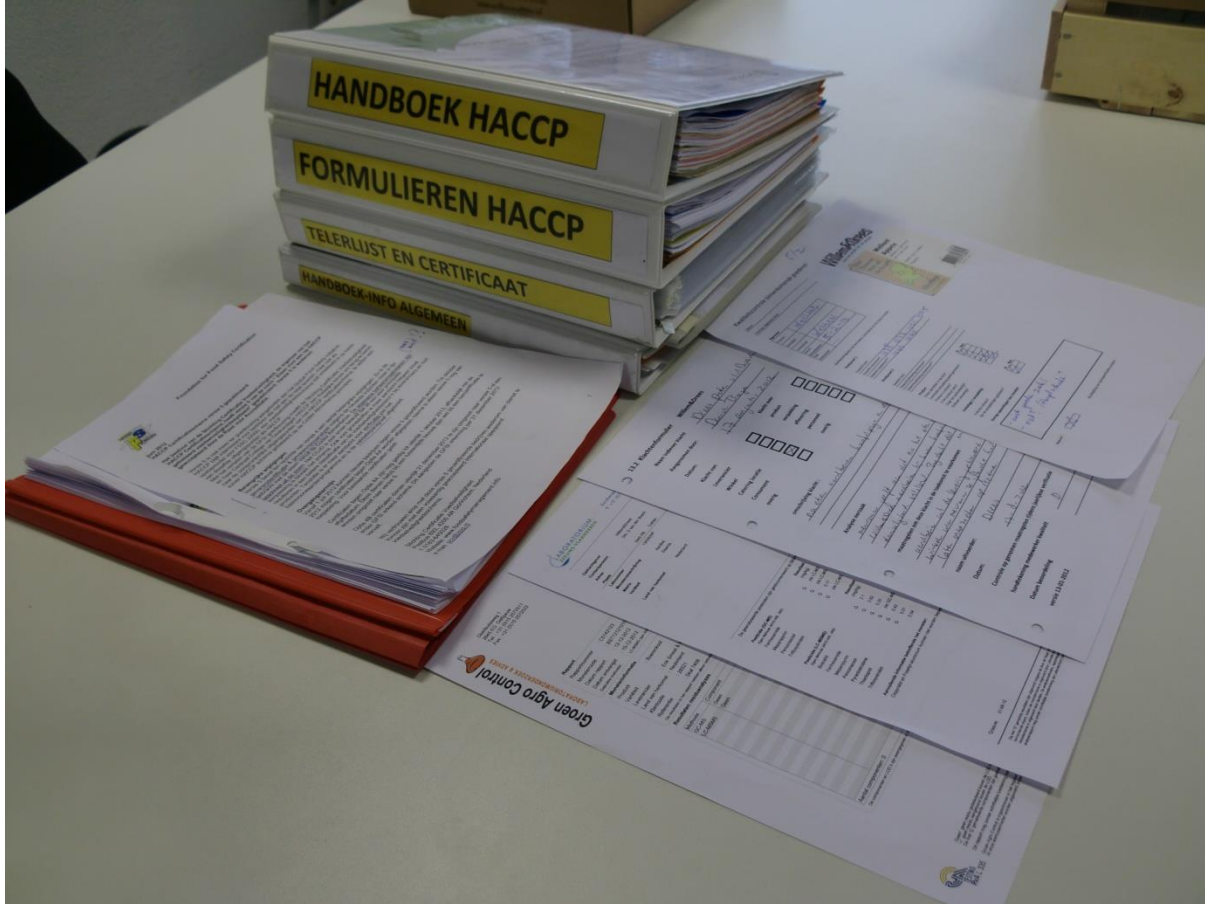
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