

SHORT SUPPLY CHAIN KNOWLEDGE
AND INNOVATION NETWORK

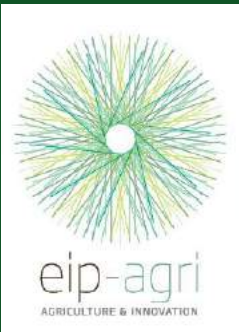
SKIN, a Thematic Network example

EUROPEAN SEMINAR: FOSTERING INNOVATION

Meet the challenges of rurality

(17/05/2018– Tourinnes-La-Grosse, Belgium)

Evelien Lambrecht, Ghent University



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°728055.

Introduction: overall goal and vision

SKIN is an ambitious initiative in the domain of Short Food Supply Chain (SFSC)

SFCS CAN PLAY ROLE IN

- Sustainable agricultural production in economic, environmental and social terms
- Enhanced competitiveness of European farmers

Introduction: overall goal and vision

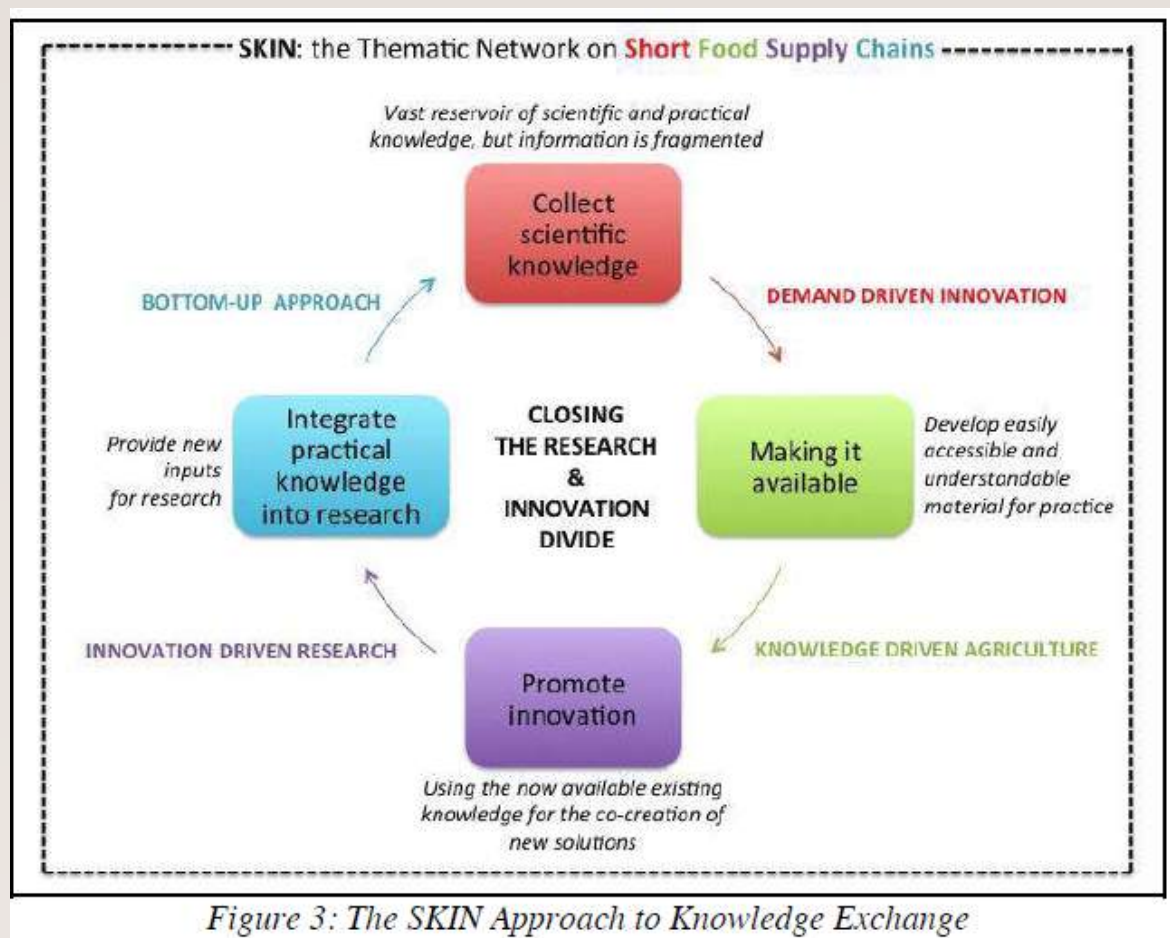
- Many diverse types of SFSC in Europe
- Typically rooted in limited territories
- Exchange of efficient approaches, innovation and management practices is poor/fragmented

OBJECTIVE

- Enhance innovation capabilities and pathways that support the development of efficient SFSC
- Promote research supporting strategic innovation needs

Approach

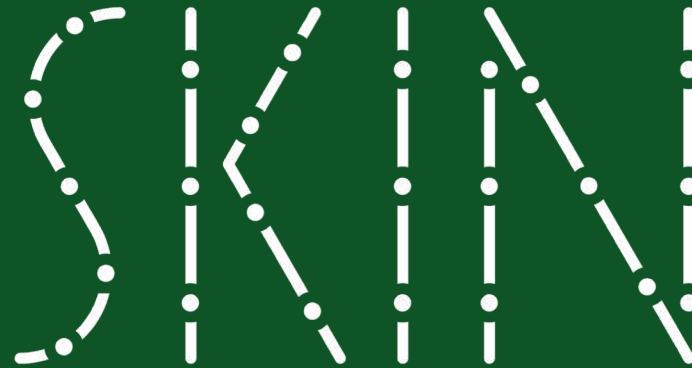
- Closing the research and innovation divide by connecting multiactors



PROJECT PARTNERS

- 21 PARTNERS FROM 14 EU COUNTRIES
- Research, agricultural organisations, innovation support services





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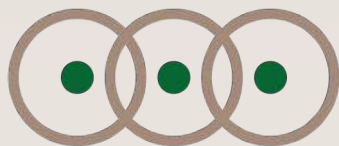
Key concepts



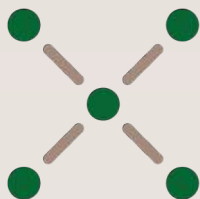
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Key concepts

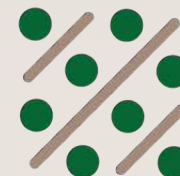
CHAIN



NETWORK



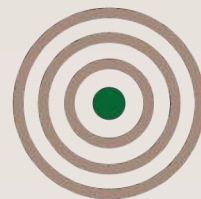
LAND USE



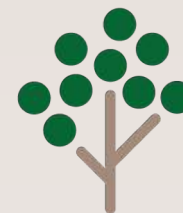
EXCHANGE



PROXIMITY



NATURE



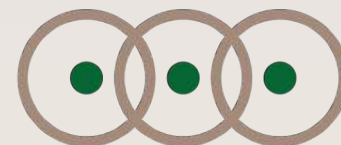
Chain

SFSCs main forms:

- Direct selling via farmers' shops
- Farmers' markets
- Public procurement
- Contract production for processors, retailers, restaurants and food service providers

SKIN aims to **bring society closer to European farmers** and to build a community of **relations** for the economy of the future

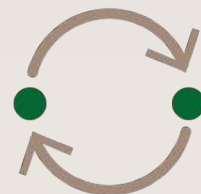
SKIN



Exchange

Learning, Sharing, Innovating

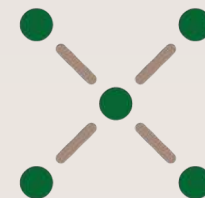
The SKIN Community is based on an **economy of sharing** among european farmers and cooperatives, fostering the **aggregation** of european good practices and initiatives in the Short Food Supply (SFC) sector



Network

Creating a **European network of best practices** to overcome knowledge fragmentation and support bottom-up innovation initiatives

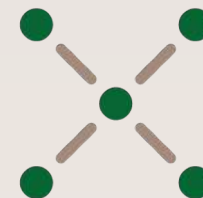
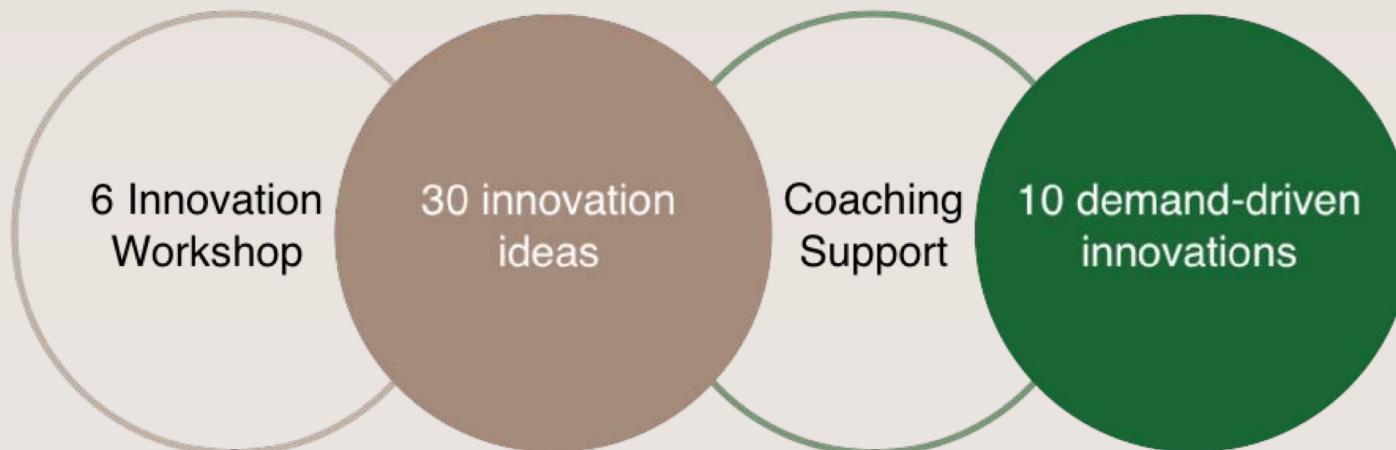
- **25 regional nodes:** composed by stakeholder communities active at the different regional levels involved within the SKIN consortium through coaching activities.
- **6 sub-thematic working groups:** composed of 3 to 4 partners and, when relevant, external experts.



Network

From theory to practice

SKIN will aim at generating **concrete actions** in innovating SFSCs



Proximity

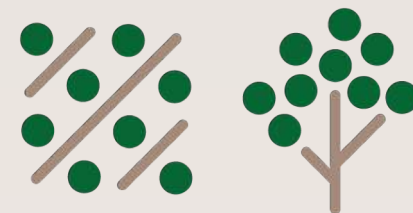
SFSCs are about the rebuilding of **trustful** relationships and common **values** between society and producers.

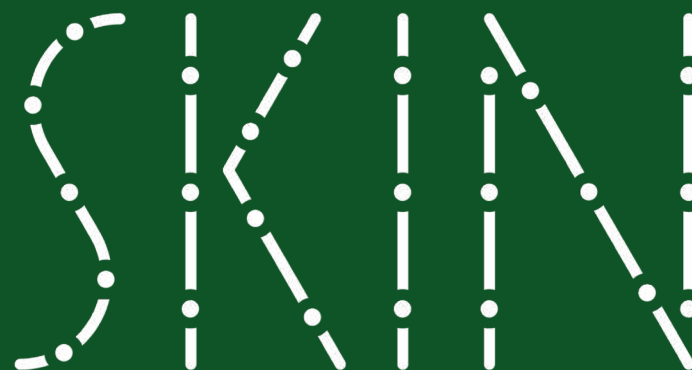


Land Use and Nature

Short Food Supply Chain: making a better use of our land

SFSCs have a positive impact on the environment and on many other related aspects including human **health** and **wellbeing**, economic and **food supply resilience**.



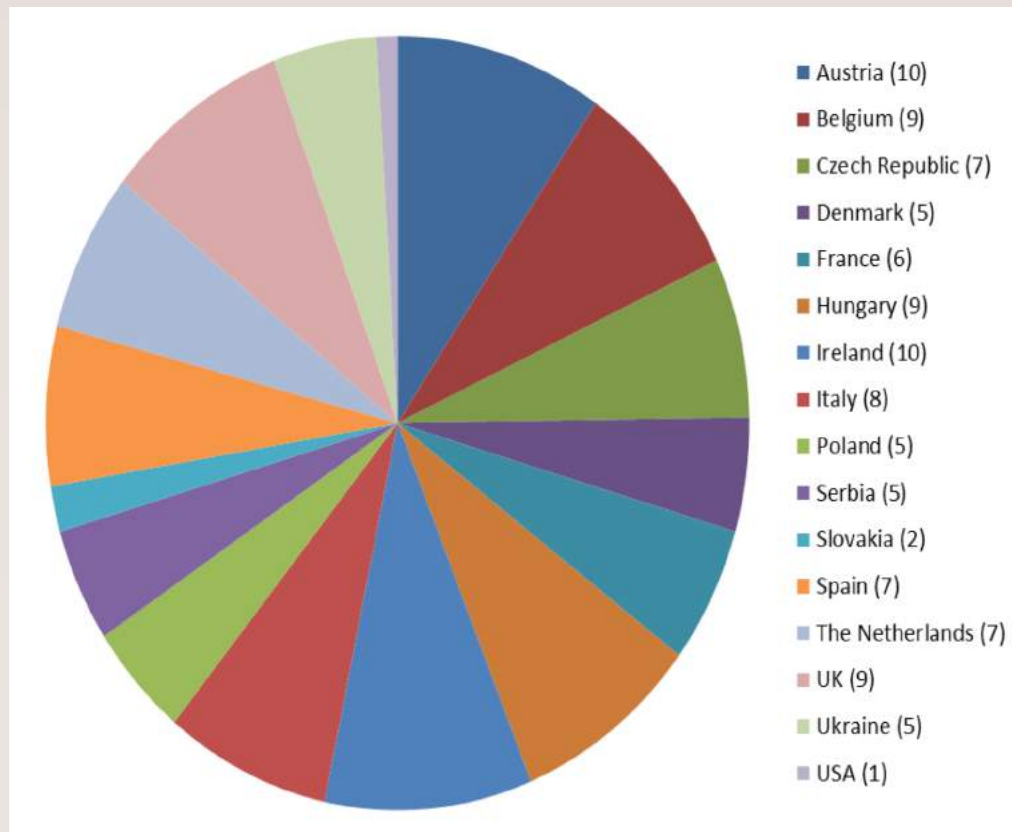


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Good practices

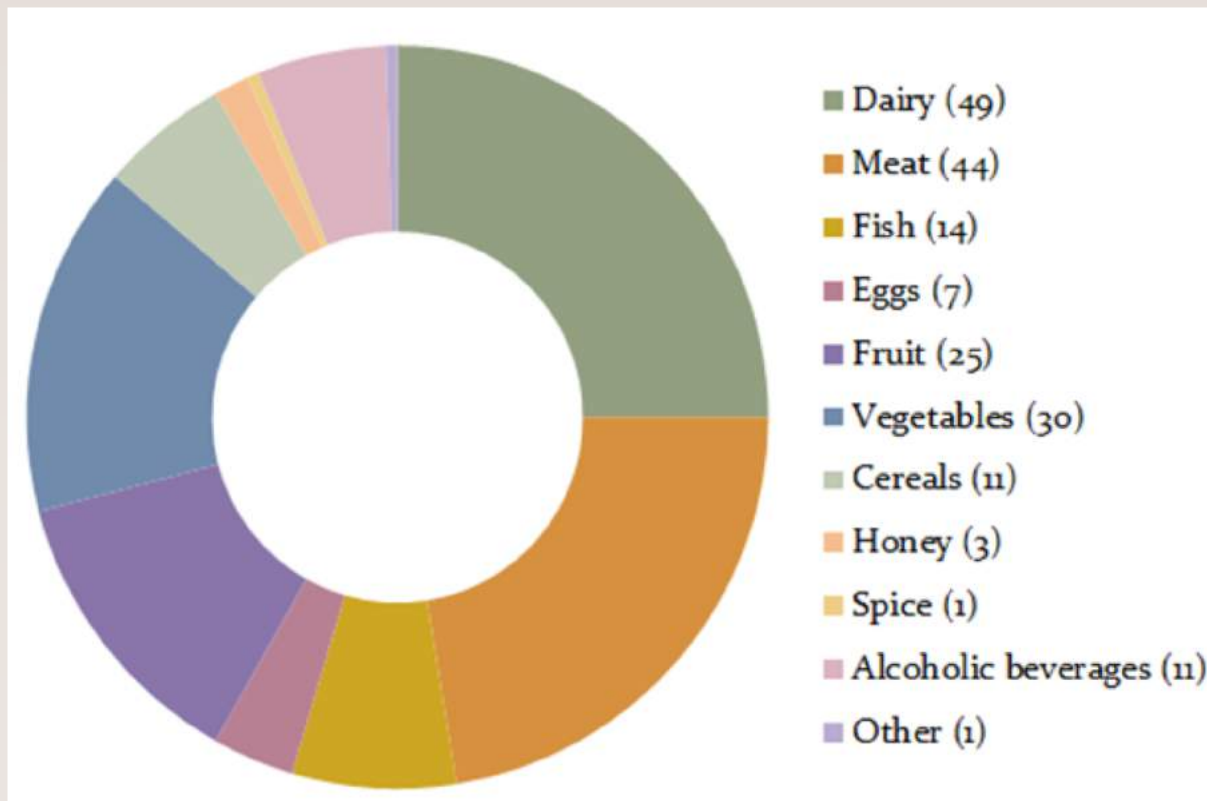
Collection of 100 good practices in different countries

- Austria, 10
- Belgium, 9
- Czech Republic, 7
- Denmark, 5
- France, 6
- Hungary, 9
- Ireland, 10
- Italy, 8
- Poland, 5
- Serbia, 5
- Slovakia, 2
- Spain, 7
- The Netherlands, 7
- The UK, 9
- Ukraine, 5
- USA, 1



(with the contribution of all SKIN partners; GPs analysis by TEAGASC)


...and different domains



Source: TEAGASC

Hot Topic Categories

- Partners to specify the 'Hot Topic(s)' to which the Good Practice relates

Title	Collective Marketing: house of Gastronomic Pleasures of county Somogy in Hungary
Author(s)	András Sebök
Insert photo or any visual image or diagram e.g. SNA diagram	
SKIN good practice 'Hot Topic(s)' - Categories	Valorisation Social sustainability
Relevant to SKIN Innovation Challenge Workshop(s)?	
Specify workshop(s)	
EIP Practice Abstract Format:	<p>Short description of the 'good practice':</p> <p>The purpose of this initiative was to open a gastronomic gate to the county and region and, also to increase the attractiveness of the tourism of South-Transdanubia and Balaton region.</p> <p>Main results/outcomes of the activity (expected or final):</p> <p>Community confidence and valorising local tradition: Collecting the local traditional food products to contribute to the revival and maintenance of the traditions of gastronomy of Somogy County and handicraft products and the folk crafts.</p> <p>Link with other industries such as tourism and building of the local economy: many gastronomic events such as Black pudding and Liverwurst Carnival, Bean Parade, Walnut Festival, Chowder Cooking Competition take place in the House of Gastronomic Pleasures. The presentation hall with the cafe on the first floor hosts family or business meetings, professional conferences with</p>

DISTRİKEMPEN	
Author(s)	Patrick Pasgang
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)' CATEGORY 1	Valorisation: added value through environmental sustainability: reduction of GHG emissions, Energy use, carbon footprint and food waste
SKIN good practice 'Hot Topic(s)' CATEGORY 2	Efficiencies: achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)' CATEGORY 3	Internal: Contractual agreements between service provider and producers
SKIN good practice 'Hot Topic(s)' CATEGORY 4	Efficiency: reliable distribution
EIP Practice Abstract Format:	<p>Short description of the 'good practice':</p> <p>Distrikempen is a B2B logistics platform, with which a range of producers from a region enter into a collaborative agreement to sustainably bundle their logistics flows (goods and administration). In a structured way, all B2B orders are consolidated, sent through to the individual businesses, prepared, collected, picked up and delivered to the end customer in the region (Circle Concept). Participating producers' administrative and financial flows are also consolidated. The system operates sustainably, because both collection and delivery are dealt with on the same round, thus reducing kilometres, stocks and risks. Food waste through distribution is reduced to almost 'nil'. All the work is managed by an independent profitable distributor working exclusively for them on a fixed cost percentage. This distributor is also the 'ambassador' for the total partnership.</p> <p>Main results/outcomes of the activity (expected or final):</p>

Trends from the Good Practice case studies

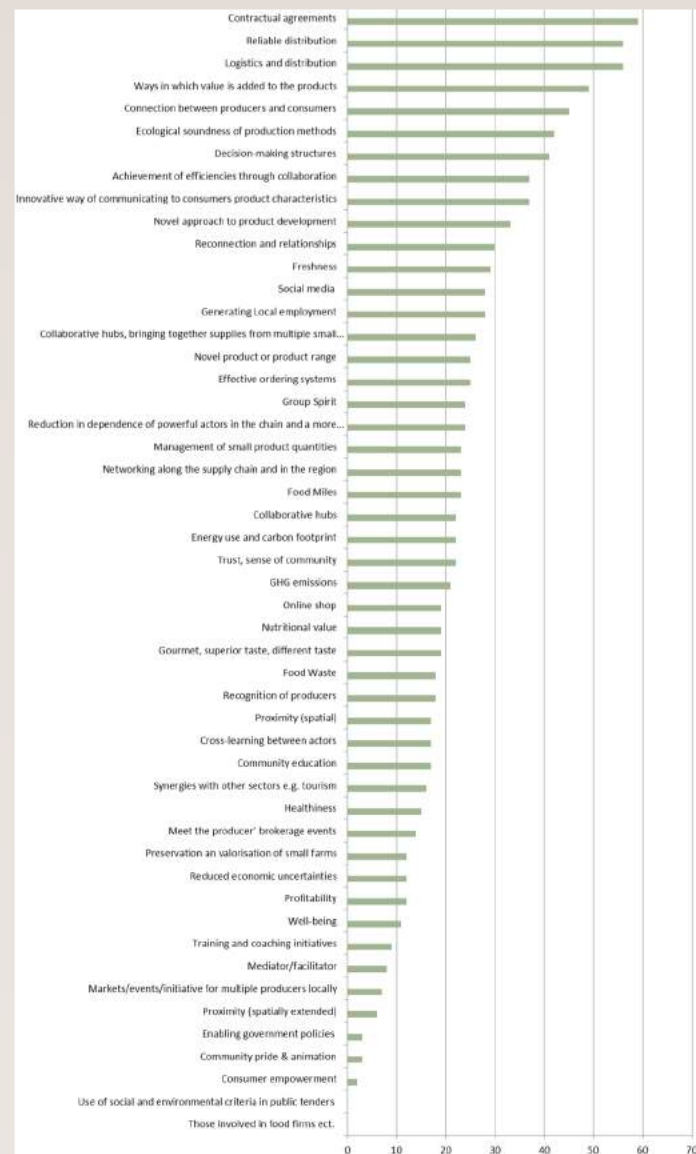
- Collective action: There are many examples of collective action and collaborative initiatives between producers.
- Environmental concerns: While economic & social sustainability is implicit for SFSCs; environmental good practices were also well represented.
- Regional development: Community values are also mentioned in some cases, where a regional brand is developed.

Source: TEAGASC

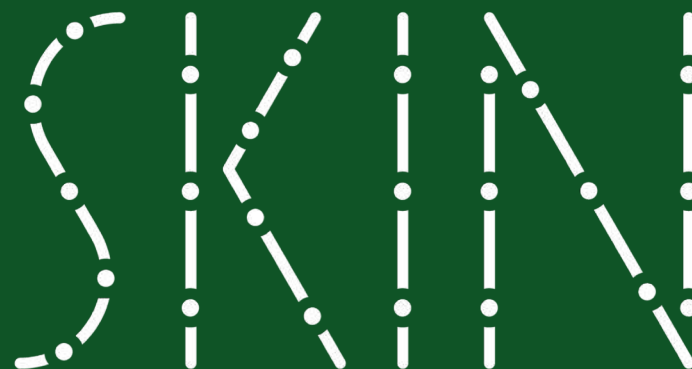
Analysis of Good Practices According

The most represented *Hot Topic* elicited:

- 'contractual agreements between producers/between chain partners' with 59 instances documented.
- 'Ways in which value is added to the products', 'logistics and distribution' and 'reliable distribution' were all also highly represented throughout.



Source: TEAGASC



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Innovation Challenge Workshops

First Innovation Challenge Workshop (April 2018)

Organized in Belgium-Netherlands by Innovatiesteunpunt (BB) and ZLTO

- Current consumer is looking for a product with a face, a product straight from the farmer, fresher and more taste!
- Inspire farmers/stakeholders on how to respond to these trends
- Inspiration tour with 5 farms, each unique in their way of bringing products to the market
- Trendwatcher
- Networking possibilities

Field trip

- **Fruit producer Roes**

65ha of fruit (apple/cherries), own production of different apple juices/mixes, 2 farm stores, developing 'on line' sales, part of a joined B2B sales network

- **Agrofranken**

400ha of potatoes and some vegetables, producing fresh French fries and vegetables mixes for B2B market, farm shop, distributor and member of DistriKempen, developed 'fresh from the farm' as a label. Also produces 400ha of grass

- **Walhoeve**

Producer of beef meat, farm shop with full range of products from several producers

- **De Laarhoeve**

Social farming, production facilities to be used by other farmers/producers, doing product tests and development.

- **'t Schop**

Small organic farm producing meat and vegetables, farm shop, organizing 'cooking' workshops

- **Trend watcher (45'-60')** around fresh and local products

SKIN

Evelien Lambrecht-Tourinnes-La-Grosse

www.shortfoodchain.nl

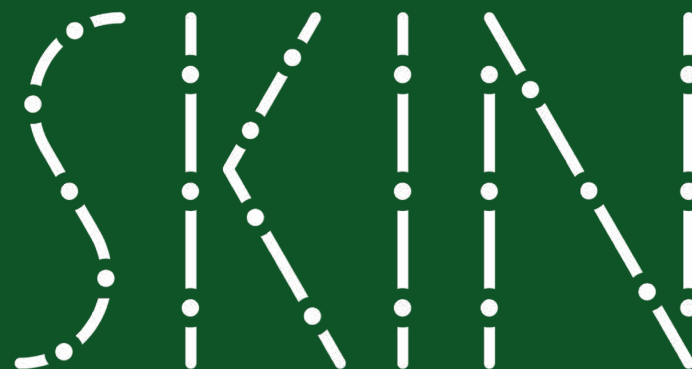


Stay Tuned!

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Use **#agrifoodcommunity**





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Thank you