



## Enhancing rural development through the creation of sustainable food supply chains: Valuable perspective or mission impossible?

SUS-CHAIN is a research project co-financed by the European Commission, which ran from January 2003 to July 2006. It brought together a multi-disciplinary team of sociologists, economists and marketing experts from seven leading European universities paired with NGOs, which are active in the field of sustainable food production and marketing. The work has been undertaken at times when issues of food quality and sustainable rural development emerged as central concerns in the future development of food, farming and rural areas in Europe. SUS-CHAIN has contributed to this debate by assessing the potential role of food supply chains in the enhancement of sustainable food production and rural development. At the end of the project the SUS-CHAIN consortium would like to present its results to and discuss its conclusions and recommendations with different stakeholders and policy-makers. This will take place on:

Thursday 22 June 2006 from 13.30 - 17.00 hrs

at

Committee of the Regions, Rue de Belliard 101, Brussels



### PROGRAM

- 13.30-14.00 Start / Coffee / Tea
- 14.00-14.20 Constructing sustainable food supply chains: trajectories, lessons learned and recommendations  
*Prof.dr. Han Wiskerke (SUS-CHAIN coordinator)*
- 14.20-14.25 Presentation of book *Nourishing Networks: fourteen lessons about creating sustainable food supply chains*
- 14.25-15.00 Comments from stakeholders on Nourishing Networks
- Dr. Flaminia Ventura (Head of the Technical Cabinet - Ministry of Agriculture, Italy)
  - Rita Sile (Executive director of *Zemnieku Saeima* (Farmers Parliament), Latvia)
  - Nathan Harrow (Project Manager of the Cornwall Food Programme, United Kingdom)
  - Koen Symons (Consultant Sales & Marketing of the Innovation Support Centre for Agriculture and Horticulture, Belgium)
- 15.00-16.15 Round table discussion with stakeholders:
- Marketing sustainable agriculture: a matter of image building?
  - More regulatory flexibility: will this be harmful to food quality and safety?
  - Policy is all about making choices: which choices ought to be made to support sustainable rural development?
- 16.15-16.30 Implications for research policy and for agro-food and rural development policy
- 16.30-17.00 Drinks



Interested to participate? Please register by sending an e-mail to [henk.oostindie@wur.nl](mailto:henk.oostindie@wur.nl)