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**“Marketing Sustainable Agriculture:
An analysis of the potential role of new food
supply chains in sustainable rural development”**

SUS-CHAIN
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1 OBJECTIVES AND EXPECTED ACHIEVEMENTS

1.1 Objectives

The purpose of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets. Specific attention will be given to factors related to the organisational structure of food supply chains and interactions between different stages of the chain.

Specific objectives are:

- (1) To map the diversity (in time and place) of current definitions of sustainability that are associated with new food supply chains. To examine the extent to which there is convergence / consensus regarding competing meanings of sustainable production and quality at different levels of different food supply chains in various European regions, i.e. southern Europe (Italy), eastern Europe (Latvia) and western Europe (The Netherlands, United Kingdom, Belgium and Germany). To examine the extent to which sustainability claims are intertwined with other quality attributes, such as health, food safety, regional identity and ethics (e.g. fairness of trade¹ and labour standards). To map, on the basis of a set of indicators (e.g. actors involved, types of relations, spatial distribution, degree of formalisation of standards, etc.), the diversity of food chains, which incorporate sustainable farm products, taking account of situational specificities in different member states.
- (2) To order this diversity by identifying the most widely encountered bottlenecks and constraints that inhibit the enhancement of sustainable food production. To examine in detail the ability of the food chain as a whole to convey consumers' expectations and civic values related to sustainability and food quality to farmers.
- (3) To examine different ways of communication and mechanism of economic coordination between the actors in the food chain (e.g. labelling, face to face selling, product regulations, farm plans, codes of best practice etc.) and assess their capacity to enhance cohesive, collective action within sustainable food supply chains. To do so a carefully selected, representative set of case examples in different countries will be studied to assess their performance in relation to factors such as marketing channel choice, institutional embedding and policy interfaces.
- (4) To develop performance indicators (e.g. high / low consumer prices, improvement/worsening of farmers' income, participation to the process of standard setting, degree of concentration of power along the chain, consumer confidence, etc.) and methods that assess the collective performance of the food chain as a whole towards sustainable food production and transparent food markets.
- (5) To examine the relevant policy environment for the development of sustainable food supply chains. To formulate policy recommendations to public institutions at different levels (local, regional, national and European) that could help to overcome the bottlenecks in the food chain that inhibit the wider development of markets for sustainable farm products.

¹ Transactions in which all actors involved receive an equal share of the value added, in which all actors involved are remunerated for the efforts they make and for the risks they take, based on a correct pricing of all production factors (including labour) and in which there is no transfer of costs (e.g. associated with environmental pollution) to society.

1.2 Expected Achievements

The following achievements are expected:

- (1) A macro-level description and analysis of on-going experiences in different parts of western, eastern and southern Europe with respect to various organisations of food supply chains and various approaches to increase consumer trust (organic farming, integrated production, PDO/PGI etc.). This will indicate the relative importance and durability of these approaches in different countries.
- (2) A desk-study summarising previous findings on consumers' attitudes towards sustainable food products.
- (3) An analysis of discourses on the sustainability of 'new' food supply chains in different national/regional settings. These will give insight in the degree to which sustainability definitions are intertwined with other quality concerns (health, food safety, ethics) and opinions of relevant stakeholders on the potential contribution of different approaches to sustainable food supply chains.
- (4) A set of representative in-depth case studies (2 per country) for their demonstrative power, successful performance and innovation potential, covering diverse and contrasted types of food supply chain organisations.
- (5) A set of indicators which enables an assessment of the performance of food supply chains, especially in terms of their ability (a) to encourage technical changes at both agricultural and processing levels, (b) to restore consumer confidence (c) to incorporate societal demands and environmental objectives, (d) to retain value added at farm level and with rural areas, and (e) to create cohesion between different stages of the supply chain.
- (6) Best-practice recommendations for actors involved in sustainable food supply chain initiatives:
 - Ways to define specifications related to sustainability along the supply chain under varying influences of actors (producers, co-operatives, processing companies, retailers, consumers).
 - Ways of reducing the transaction costs of achieving 'sustainability' in the food chain.
 - Ways to communicate to consumers and improve their confidence in food quality.
 - Ways to successfully coordinate the collective action of actors within food supply chains.
- (7) Information and recommendations to public institutions at different levels (local, regional, national, European) in respect of the promotion of sustainable food chains.
- (8) Academic research findings and scientific publications, concerning amongst others conceptions of the sustainability of food chains and an assessment of the capacity of food chains to accommodate sustainability principles at different levels and scales.

2 PROJECT WORKPLAN

2.1 Introduction

In October 2005 a request for extension of the project until 30 June 2006 has been submitted along with an amended version of the Technical Annex. This request was approved. Delivery dates of milestones and deliverables as provided in this progress report are derived from the amended version of the Technical Annex (thus not on the original one)

To address the objectives and achieve the expected results a workplan consisting of five, partly consecutive and partly parallel, phases (which each consist of one or more workpackages) has been designed. The workplan has been divided into these phases, as each phase corresponds with one or two (in case of phase 4) milestone(s) (see table 3). The five phases are:

1. *Performance indicators*: development and fine tuning of food supply chain performance indicators (workpackage 1: months 0 - 26)
2. *State of the art*: the diversity and dynamics of food supply chains and consumers' attitudes (workpackages 2 & 3: months 2 - 14)
3. *Case studies*: micro-level assessment of the socio-economic performance of food supply chains (workpackages 4, 5 & 6: months 10 - 34)
4. *Recommendations*: recommendations for policy makers at regional, national and European level and for food supply chain stakeholders (workpackage 7: months 27 - 40)
5. *Dissemination and feedback*: dissemination of results to and feedback on provisional results by the academic and professional public (workpackage 8: months 6 - 42)

In the figure below the relations and interaction between the different phases is presented. This is followed by a brief description of the workplan per phase.

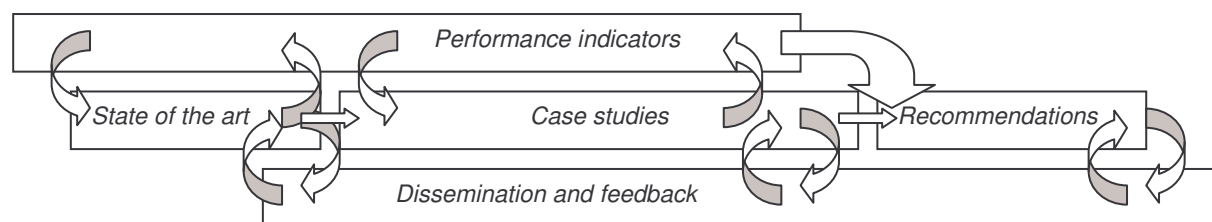


Figure 1. Relation and interaction between the different phases of SUS-CHAIN

Phase 1: Performance indicators (months 0 - 26)

The project commences with the development of a provisional set of performance indicators. Indicators will be developed for three different aspects of food supply chains:

1. The organisational structure of food supply chains.
2. The socio-economic sustainability of food supply chains and discourses on ecological sustainability.
3. The institutional setting of food supply chains.

The provisional set of performance indicators will be developed by means of a desk study on the basis of literature reviews and an assessment of completed and ongoing work of the project contractors and subcontractors. These provisional performance indicators will be used to:

- map and analyse the socio-economic dynamics and diversity of food supply chains and their institutional environment;
- assess the socio-economic performance of food supply chains;

The provisional set of performance indicators will serve as input for the second phase of the project. Based on the results of the second phase of the project, the set of indicators will be fine-tuned. The fine-tuned set of performance indicators will be used to conduct the case studies (phase 3 of the project). Based on the results of the case studies the set of performance indicators will be finalised. The final set of performance indicators will not only be used to map and analyse the socio-economic dynamics and diversity of food supply chains and to assess their socio-economic performance, but also to:

- identify strengths, weaknesses, opportunities and threats for enhancing the performance of food supply chains towards sustainability;
- identify 'entrance' or 'nodal' points for intervention aimed at enhancing the performance of food supply chains towards sustainability.

The final set of performance indicators will serve as input for the policy and practical recommendations (phase 4).

Phase 2: State of the art (months 2 - 14)

The second phase is entitled 'state of the art' and entails a macro-level description and analysis of the dynamics and diversity of food supply chains as well as of consumers' attitudes towards sustainable food products in the participating countries. The objectives of this description and analysis are:

1. To get a general overview of the diversity in socio-economic dynamics of food supply chains regarding sustainability in relation to their socio-institutional environment. This includes:
 - Approaches to and organisational forms of food supply chains;
 - Policies and regulations with respect to sustainable food production in general and food supply chains in particular;
 - Stakeholders' perceptions of and involvement in food supply chains;
 - Consumers' attitudes towards sustainable food products
2. To assess the general performance (sustainability, transparency, trust) of food supply chains, especially their ability to:
 - Initiate or encourage technical changes at both agricultural and processing levels;
 - Restore consumer confidence in food and the way it is produced at processed;
 - Incorporate environmental objectives and societal demands with regards to food production;
 - Enable viable economic development by retaining sufficient value added at farm level and within rural areas;
 - Create cohesion between different stages of the supply chain.
3. To identify major opportunities and constraints with respect to improving the performance of food supply chains towards sustainability.

The macro-level description and analysis will be conducted by means of a well-balanced range of complementary methods and tools, such as reviews of completed and ongoing research on different aspects of food supply chains as well as on their socio-institutional environment, analysis of policies at national and European level regarding food supply chains, a desk study summarising previous findings on consumers' attitudes towards sustainable food products and interviews with relevant stakeholders (e.g. farmers' associations, retailers, consumers' organisations and policy-makers).

Phase 3: Case studies (months 10-34)

The third phase of the project aims to result in a more in-depth and fine-tuned understanding of the socio-economic dynamics of food supply chains. This general aim of phase 3 is somewhat similar to that of phase

2. The main difference is that the focus of phase 2 is on the meso/macro-level dynamics of food supply chains, while phase 3 focuses on micro/meso-level dynamics. As such phase 3 will result in a much more detailed understanding of the dynamics of food supply chains compared to phase 2. Another difference between phase 2 and phase 3 is that the main focus of phase 2 is on description and analysis, while the main focus of phase 3 is on assessment of the performance of different food supply chains.

Phase 3 starts with the development of the case study methodology and the selection of cases. This is followed by 2 in-depth case studies per participating country. The objectives of the case studies are:

- A detailed description and analysis of the organisation forms and structures of different food supply chains;
- A detailed description and analysis of the ways of communication and mechanisms of (horizontal and vertical) coordination within different food supply chains (e.g. labelling, face to face selling, product regulations, farm plans, codes of best practice etc.) as well as an assessment of their effectiveness in creating cohesion and successful collective action between different actors in the chain.
- A detailed description and analysis of the socio-economic dynamics of different food supply chains, both in time and in space.
- An assessment of the performance of different food supply chains in terms of different aspects of sustainability;
- Identification (per case study) of bottlenecks that constrain the improvement of the collective performance towards sustainability.
- A detailed description of the relevant policy environment associated with sustainable food supply chains (per case study) and analysis of relevant policy interfaces for different food supply chains.

With respect to the case study selection it is crucial to come to an adequate, well-balanced and representative set of case examples, that cover diverse and contrasted food chain supply organisations. To reach this objective the well-known methodology of Glaser and Straus for comparative analysis² will be applied. On the basis of the macro-level description and analysis (Phase 2) contrasting cases with respect to relevant key factors will be added to the set of cases until the 'point of saturation' is more or less reached. That is until it reasonably well covers the range of sustainable food supply chain initiatives encountered in the relevant empirical reality. A provisional case-study selection will be presented to the Commission services for possible comments.

The case-study methodology to be applied will first of all be based on the provisional sets of indicators as developed in Phase 1 and will initially address the same key factors. When during Phase 2 of the project additional relevant themes emerge, additional indicators may be formulated. Based on the experience of applying the set of indicators in Phase 2 the provisional set of indicators will be improved and adjusted.

It is foreseen that the case-study methodology will incorporate elements of different research methods that are applied in sociological and economic sciences and in the study of consumer perceptions. These may include: qualitative interviews, quantitative surveys, transaction cost analysis, discourse analysis and innovative consumer studies. The final case study methodology will be presented to the Commission services for possible comments.

Phase 3 ends with a transversal analysis of all the case studies. By following a comparative approach the transversal analysis will focus at identifying communalities and dissimilarities within the representative set of case examples, in order to answer the following objectives:

- To identify major patterns and underlying trends and trajectories regarding the socio-economic structure and dynamics of sustainable food supply chains by building typologies;
- To identify mechanisms of communication and economic coordination that are successful in creating cohesion and effective collective action of stakeholders for different types of food supply chains.

² Glaser, B.G. and A.L. Strauss (1967) *The discovery of grounded theory. Strategies for qualitative research* (Chicago)

- To assess the performance of different types of food supply chains in terms of different aspects of sustainability and identify underlying key factors.
- To identify 'nodal' points for (policy and other types of) intervention aimed at enhancing the performance for different types of food supply chains.
- To identify bottlenecks and constraints for different types of food supply chains as well as possible ways to overcome these.
- To identify the relevant policy environment and associated policy interfaces for different types of food supply chains.

Phase 4: Recommendations (months 27-40)

The fourth phase of the project will focus on the translation of research findings into recommendations for policy and other types of intervention. The recommendations will first of all build upon the findings from the meso / macro-level analysis of phase 2 and the micro / meso-level analysis of phase 3. Where necessary at specific points (e.g. specific policy schemes or regulations) limited additional research will be done, mainly consisting of the consultation of policy makers (at different levels), organisations of stakeholders and desk-studies. Two types of recommendations are intended:

1. Policy recommendations, enabling policy-makers at regional, national and European level to support the development of sustainable food supply chains;
2. Practical recommendations (i.e. protocols: tools, methods and strategies), enabling actors in the food supply chain and 'surrounding' actors (e.g. farmers' unions, consumer organisations, environmental groups, extension services, applied research institutes, local partnerships) to improve the performance of food supply chains towards sustainability.

The 'nodal' points for intervention to enhance the collective performance of (different types) of food supply chains, that were identified in the previous phases, will form the basis for the formulation of recommendations. In this phase the relevant policy environment associated with sustainable food supply chains that was 'mapped' in Phase 2, and described more profoundly as part of the case-studies, will be analysed in relation to different types of food supply chains. The methodology to be applied is that of interface analysis. 'Interface analysis' focuses on the complex and often highly differentiated interactions between policy and practice, which can differ considerably between different contextual settings. It is therefore highly suitable for analysing the impact of policy frameworks on the performance of supply chains in the context of different supply chain organisations and national/regional contexts.

As far as possible it is intended to identify communalities in the policy interfaces associated with food supply chains in different territorial contexts in order to come to general recommendations for different types of supply chain organisations. Where this is not possible in view of regional differences, the focus will be on general, more procedural recommendations related to different aspects of the policy process such as policy formulation, implementation, monitoring and the role of organisations of stakeholders in these.

In the analyses of policy interfaces special attention will be given to interrelations between different policy schemes and measures, by assessing the impact of combined implementation, studying possibilities for creating synergies between different policies, and indicating ways to overcome fragmentation and contradictions. Also the evolutionary dynamics of sustainable food supply chains will be addressed by identifying specific bottle-necks and requirements in different stages of their development as well as ways to facilitate the building of 'social capital' over time.

Phase 5: Dissemination (months 6-42)

In SUS-CHAIN we opt for an active involvement of end-users throughout the project. The participation of NGO's (as subcontractors) is of crucial importance for the dissemination activities of the programme and guarantees adequate access to and good communication with three different target groups:

1. Stakeholders in the social and institutional environment of food chains (e.g. politicians, consumer organisations, environmental groups, applied research institutions, extension services etc.)
2. Actors in the food chain and organisations of these (e.g. farmers, retailers, processing industry, etc.)
3. The scientific community (agricultural sciences, environmental sciences, consumer studies, economy, sociology, rural studies, etc.).

At the start of this last phase of the project a dissemination plan will be drawn out, with a specific input of and role for the NGO-subcontractors. The plan will be presented to the Commission services for comments, suggestions and approval.

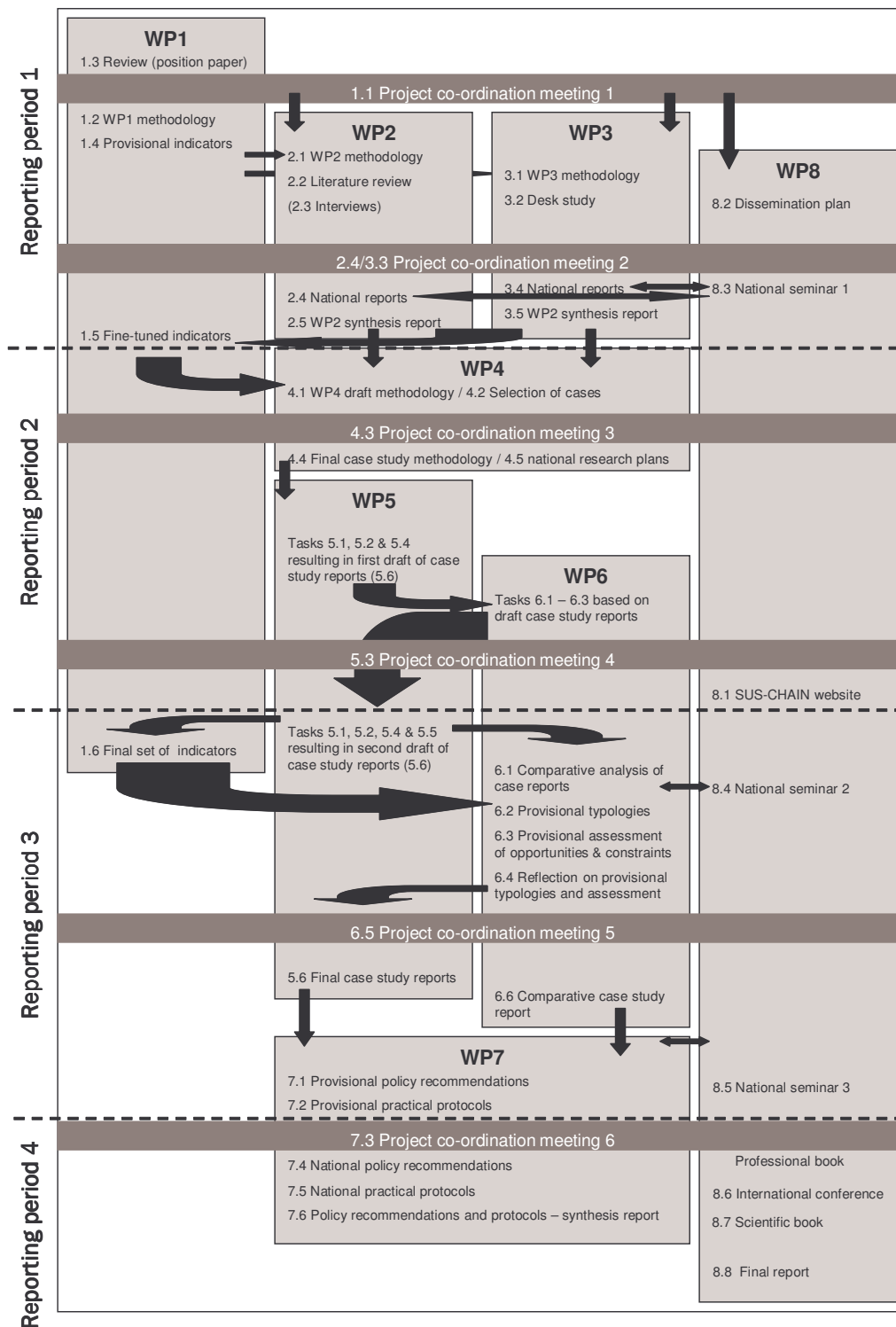
At national level three seminars will be organised oriented at the most relevant combination of target groups for each specific national/regional setting. The aim of these seminars is to get feedback from the target groups on the provisional results of the project, to validate these provisional findings and to disseminate results to the target groups. The seminars will be organised one month before the delivery date of important deliverables and/or milestones. In this way the national research teams (contractors and subcontractors) will be able to use the comments of the seminar participants (i.e. representatives of the target groups) in the finalisation of different deliverables (reports). The first seminar (month 11) is intended to get feedback on the provisional set of performance indicators and on the provisional results of phase 2 and to get suggestions for interesting and relevant cases for phase 3. The aim of the second seminar (month 26) is to get feedback on the results of the case studies, in particular on the assessment of the socio-economic performance of the food supply chains and on the identification of opportunities and constraints for the sustainable development of these food supply chains. At the second seminar the results from other countries will be discussed as well in order to assess whether experiences from other countries are relevant to the domestic situation. The third and last seminar (month 34) will be organised to get feedback on and fine-tune the practical and policy recommendations.

At the European level the dissemination activities will focus at the elaboration of a practical protocol of ways to improve the collective performance of sustainable food supply chains. This protocol will be presented at an international conference oriented at Commission representatives and policy makers / stakeholders' organisations from the participating countries. Dissemination of results to the scientific community will, besides the national seminars, mainly be done by means of the various reports of the project and a scientific book, in addition to normal channels of publication such as scientific journals, presentations at scientific conferences and the Internet.

2.2 Project structure, planning and timetable

2.2.1 Progress during the third reporting period

In the figure below the progress of the project during the first three years and the expected work for the remaining six months is visualised.



As the figure above shows, most of the third reporting period has been devoted to case study work (workpackages 5 and 6), i.e. further execution of case studies (principal and satellite cases), analysis of case studies and comparative analysis of cases. During the third reporting period workpackage 1 (performance indicators) was finalised. This was done at the fifth project coordination meeting in Riga. At this meeting we also commenced with the recommendations (workpackage 7). In contrast to the sequence of activities foreseen in the TA for WP7, we decided to commence with the development of a draft version of the synthesis report (task 7.6) based on the lessons of the 14 case studies and the conclusions of the comparative case study analysis. These general recommendations are to be adapted to the national condition.

For workpackage 8 the second national seminars were held in all countries and in some countries (Netherlands and Belgium) also the third national seminars. These were postponed to the fourth reporting period by other partners. Postponement of the third national seminars in 5 of the 7 countries has been the second deviation from the Technical Annex for the third reporting period.

The tables below present an overview of the milestones and the deliverables of the project, the expected delivery date and the status of the milestones and deliverables. Milestones have been completed or are in progress in line with the TA.

Milestone	Delivery date	Short characterisation	Current status
1. Food supply chain performance indicators	26	A methodological publication as final result of workpackage 1. Builds indirectly on workpackages 2, 3, 4, 5 & 6.	Completed
2. State of the art	14	A descriptive and analytical macro-level overview of the dynamics and diversity of food supply chains in Europe in relation to their institutional setting and consumers' attitudes towards sustainable food products. Final result of workpackages 2 & 3.	Completed
3. Case studies	34	A micro-level assessment of the dynamics, diversity and socio-economic performance of food supply chains and of the ways to improve the socio-economic sustainability of food supply chains. Final result of workpackages 4, 5 & 6.	Completed
4. Marketing sustainable agriculture: protocol for stakeholders	40	A practical set of recommendations, tools, methods and strategies for improving the performance of food supply chain, aimed at actors in the food supply chain and different stakeholders. Final result of workpackage 7, builds on all previous workpackages	in progress
5. Marketing sustainable agriculture: policy recommendations	40	Policy recommendations for regional, national and European authorities on the kind of policies and/or policy-making processes needed to enhance the development of sustainable food supply chains. Final result of workpackage 7, builds on all previous workpackages.	in progress
6. The role of food supply chains in sustainable rural development	42	Empirical, methodological and theoretical results, summarising all findings of the project. Final result of workpackage 8, builds on all previous workpackages.	in progress

The completion of several deliverables related to workpackages 7 and 8 has been delayed: the third national seminars (D19), the national policy recommendations (D20) and the national protocols for practitioners (D21). Reasons for this have been mentioned above.

Regarding deliverables 20 and 21 we decided not to publish these as two separate deliverables but to integrate them into one document.

Deliverable	Delivery date (according to TA)	Status	Comments
1. Workpackage 1 methodology	1	Completed	
2. Provisional performance indicators	2	Completed	
3. Workpackage 2 methodology	2	Completed	
4. Workpackage 3 methodology	2	Completed	
5. Dissemination plan (Workpackage 8 methodology)	6	Completed	
6. SUS-CHAIN website	9	Completed	
7. National seminar 1 (feedback on workpackages 1, 2 & 3)	11	Completed	
8. FSC dynamics (national reports workpackage 2)	12	Completed	
9. Consumers' attitudes (national reports workpackage 3)	12	Completed	
10. FSC dynamics and diversity in Europe (synthesis report workpackage 2)	14	Completed	
11. Consumers' attitudes in Europe (synthesis report workpackage 3)	14	Completed	
12. Fine-tuned set of performance indicators	14	Completed	
13. Overall case study methodology	16	Completed	
14. National research plans	16	Completed	
15. National seminar 2 (feedback on case studies)	26	Completed	
16. Case study reports	30	Completed	<i>Draft case study reports were ready in November 2004; final reports by mid 2005</i>
17. Final set of performance indicators	26	Completed	<i>Not published as a separate deliverable but integrated in D18</i>
18. Transversal case analysis	34	Completed	<i>During 2005 several draft versions were distributed and discussed; final version was ready by end of 2005</i>
19. National seminar 3 (feedback on provisional recommendations)	35	Delayed / In progress	<i>National seminars in the Netherlands and Belgium were held in 2005, others are planned for 2006</i>
20. Policy recommendations (national reports)	32	Delayed / in progress	<i>Combined with D21 into 1 national WP7 report</i>
21. Practical protocols (national reports)	32	Delayed / in progress	<i>Combined with D20 into 1 national WP7 report</i>
22. International conference	39	In progress	<i>To be held on June 22 in Brussels</i>
23. Practical & Policy recommendations (synthesis report workpackage 7)	40	In progress	
24. Scientific book	42	In progress	<i>Draft version expected to be ready by end of the project. Publication foreseen for end of 2006</i>
25. SUS-CHAIN final report	42	In progress	
26. Professional publication	42	In progress	<i>Additional deliverable, focussing on case studies and recommendations. Will be presented on 22 June 2006</i>

2.2.2 Results, discussion and conclusions

THE CONTEXT OF NEW FOOD SUPPLY CHAINS

Trends and dynamics

In the first project year the focus has been on the macro-level trends and general dynamics in food production, processing, distribution, sales and consumption as well as on trends and dynamics in the institutional context of food supply chains. This led to the identification of a number of important trends and drivers of change³:

- Growing competition between food supply chains and within food supply chains
- Concentration processes in the food processing industry and the retail sector
- Shift of power within food supply chains towards retailers
- Increase in the number of retail labels
- Creation of a multiplicity of private standards, labels and quality assurance schemes on top of public ones
- Implementation of food safety and hygiene regulations at EU and national level
- Regionalisation of agro-food policies in some countries
- CAP reforms (second pillar, from fork-to-farm principle)
- Reshaping of Ministry of Agriculture in some countries
- Widespread and growing use of mainstream food sector, taking into account that the size of the 'alternative sector' (PDO/PGI, organic, short FSCs) differs between countries
- Changing household composition
- New eating habits (grazing, snacking)
- Consumer doubts about modern food system
- Cost price squeeze at farm level
- Geographical decoupling of food production, processing and consumption (footloose food supply chains)
- Growth of vibrant local platforms / NGOs

Bottlenecks for sustainability

Based on an analysis of the institutional environment of the agri-food sector and of the dynamics of several agricultural product groups (e.g. dairy products, pork, beef, fruits & vegetables) the following bottlenecks for sustainability were identified:

- Food safety and hygiene regulations mainly relate to conventional food supply chains and tend to have a negative impact on the development of artisan food firms.
- Due to the cost price squeeze at farm level in combination with the concentration processes in the food processing industry and retail sector and asymmetry in negotiation power between small-scale producers and large scale processors/retailers is emerging.
- Due to the high percentage of food sold in supermarkets in combination with the emphasis on price competition and the pursuit of profit in the retail sector, food products with specific attributes (taste,

³ WP2 synthesis report [http://www.sus-chain.org/results/WP2/suschain%20deliverable%2010%20\(wp2%20synthesis%20report\).pdf](http://www.sus-chain.org/results/WP2/suschain%20deliverable%2010%20(wp2%20synthesis%20report).pdf) & WP3 synthesis report ([http://www.sus-chain.org/results/WP3/SUS-CHAIN%20deliverable%2011%20\(WP3%20synthesis%20report\).pdf](http://www.sus-chain.org/results/WP3/SUS-CHAIN%20deliverable%2011%20(WP3%20synthesis%20report).pdf))

tradition, local specificity, environmentally friendly, et cetera) are not (abundantly) available in the supermarkets.

- Due to a lack of information and growing confusion about meaning of the growing number of labels, hallmarks, certification schemes, et cetera consumers are often not willing to pay a premium price for sustainable and/or quality foods.
- As a result of scale enlargement and concentration processes a lack of appropriate small and medium scale processing, storage, preservation and marketing facilities is starting to occur, which implies that infrastructural stepping stones for scaling up cease to exist.
- Discrepancy between domestic organic production and domestic demand.

CASE STUDIES

Criteria for selection of case studies

As a response to the bottlenecks mentioned above (as well as to other problems) a large number of food supply chain initiatives have emerged across Europe.⁴ Several of these initiatives were selected for an in-depth case study. The selection of cases was first of all based on the problems addressed (or goals pursued) by the initiatives, such as:

- Improving farmers' livelihoods.
- Building/improving local capital (natural, social, cultural, economic, institutional).
- Responding to health concerns/ecological crises.
- Greening/moralising conventional networks/chains/subsystems.
- Raising awareness and stimulating changes in attitudes and behaviour of the actors involved.
- Open/enlarging new markets of sustainable products.
- A fairer distribution of added value within the system.
- Creating perspectives for the most fragile producers.
- Improving the credibility of the sustainability promise to the consumer.
- Protection (creation) of positive externalities to (re)build rural resources.

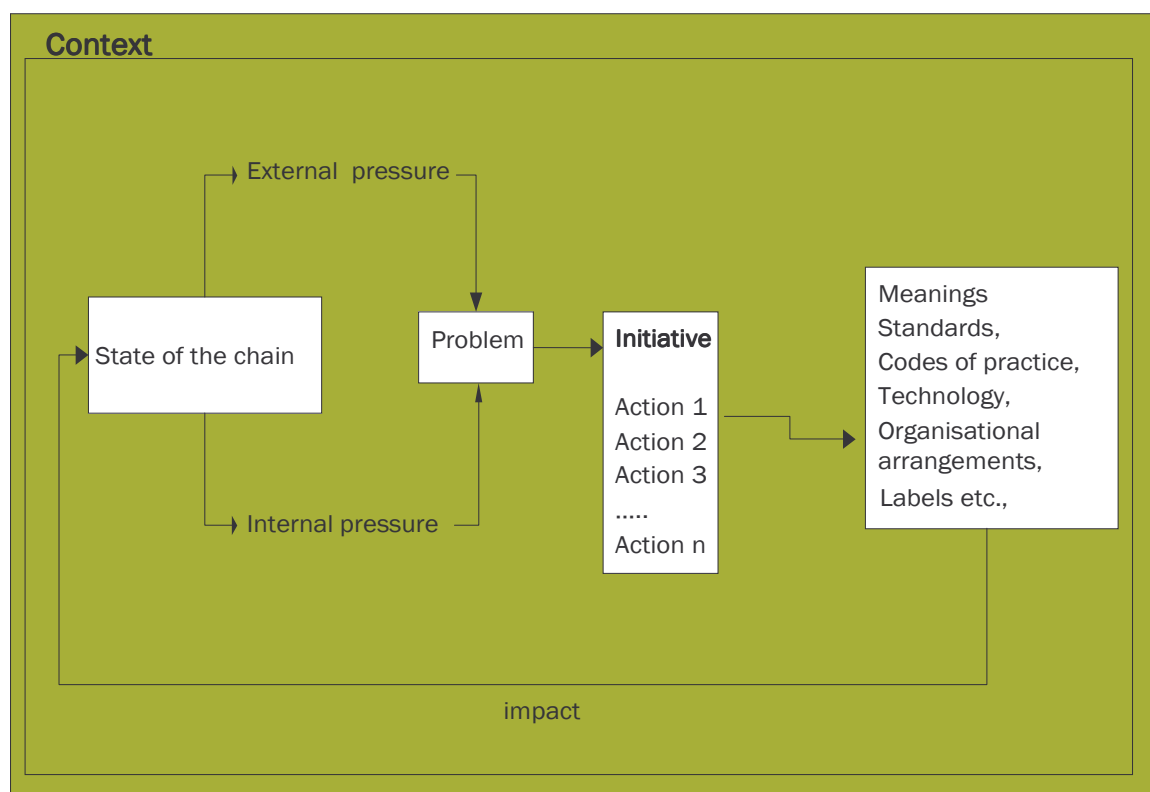
The total of 14 cases represented a wide diversity with regards to the problems being addressed. However, the diversity regarding other criteria, such as the sustainability promise, the starters of the initiative, the type of actions taken, the output pursued, the geographical scope, the market segment and the impact on subsystems was also taken into account.⁵

Methodological approach

To address the objectives of SUS-CHAIN in general and of the case studies in particular, the case studies focused on the process of (re-)constructing a (sustainable) food supply chain (rather than, for example, on structures of food supply chains). This focus on processes is represented in the figure below.

⁴ As part of the WP2 study of SUS-CHAIN carried out in the first project year, a database of food supply chain initiatives was developed, which comprises more than 250 examples (see WP2 national reports at www.sus-chain.org).

⁵ See WP4 case study methodology (annex 1 of progress report 2004: <http://www.sus-chain.org/results/Annual%20progress%20reports/SUS-CHAIN%20Progress%20report%202%20final%20version.pdf>)

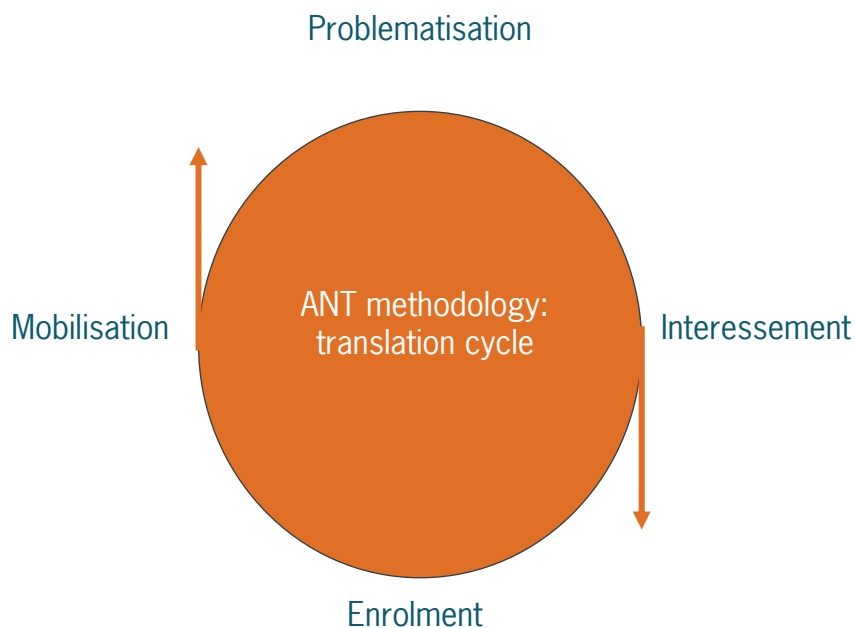


The basic idea underlying this scheme is that an initial state of a particular chain, is assessed on the basis of sustainability criteria by actors outside the chain (public opinion, health or environmental authorities, etc.) and/or by actors within the chain (consumers, retailers, producers, etc.), in relation to a specific context (e.g. one or more of the macro-level trends and dynamics identified in WPs 2 & 3). This assessment gives rise to pressures that question the present state of affairs, until a problem is recognized and defined. Pressures can be external, that is coming from actors outside the chain (for example, public opinion, civil society) or internal, that is from actors who are involved in the chain. The problem, once recognized, raises strategic questions: e.g. how to restore consumers' trust, how to maintain a minimum level of welfare in the countryside or how to realise a fairer distribution of value added among chain partners? Such questions are addressed through one or more initiatives started by actors who build alliances to carry them out. Each initiative is composed of a cluster of actions. Each action aims to obtain specific outputs (for example, creating a label implies technical coordination, organisational innovation, new technologies, etc.) All outputs have an impact on the sustainability performance of the chain as well as on its socio-material environment. Both, i.e. the sustainability performance of the chain and the impact on rural development, are assessed in SUS-CHAIN.

To explore and explain the process of (re-)constructing food supply chains Actor-Network Theory (ANT) was applied as case study methodology.⁶ ANT argues that networks are composed of "heterogeneous materials" (e.g. machines, nature, money, polices, as well a people) that combine to construct the network. According to Latour, one of ANT's founding fathers, ANT is more a method than a theory, "a way for social scientists to access sites.... a way to travel from one spot to the next, from one field site to the next, not an interpretation of what actors do..."(Latour 1999: 20). This combines well with the idea to base the analyses of the case studies

⁶ This section on ANT is a copy of parts of an internal project document entitled "Applying Actor-Network Theory to SUS-CHAIN", written by Carolyn Foster and James Kirwan in May 2004.

upon empirically grounded theory (Glaser & Strauss 1967). ANT does not distinguish very much between human and non-human. It advances the important roles played by resources of all kinds (heterogeneous entities), such as people, machines, data, texts, money, policies etc that can come together to build a network. the central questions are how are they forged, how are they developed, extended and stabilised, how is resistance overcome and “how effects such as power, fame, size, scope or organisation” are generated?” (Law 1992; Murdoch 1994).



ANT explains this in terms of translation: the act of translating perceived needs into an inscribed solution which is essential for the strength of intermediaries. This is central to ANT, and indeed its application in our context. It is all about examining how an idea/initiative is translated in practice and the engagement of actors within that process (actors/actants in this context varying in scale and power either human or non-human). According to Callon (1986), translation follows four stages (see also figure above):

1. **Problematization**: an actor analyses a situation, identifies and defines the problem and proposes a solution (often there is a 'critical event' that acts as a catalyst);
2. **Interessement**: other actors become interested in the solution proposed and change their affiliation to a group in favour of the new actor. This may be around an obligatory passage point, whereby the principal actor channels all interests in one direction, such as the need to increase productivity to certain levels;
3. **Enrolment**: the solution becomes accepted as a new concept and a new network of interests is generated; and finally,
4. **Mobilisation**: the new network becomes established and operates to implement the proposed solution. This leads to the formation of a macro-actor that acts as one entity.

Thus a network is formed following translation, and in effect the network of passive agents have become subsumed by the principal actor; becoming part of that actor, and hence the term actor-network (Callon 1986, 1991; Law 1986).

Case study analysis

In the case study reports the principal cases are described and analysed profoundly, also by comparing them with satellite cases. The start and evolution of each initiative into a specific FSC configuration has been reconstructed in retrospect, using ANT as methodological approach, highlighting the construction of heterogeneous networks, critical choices and critical factors, main events and milestones. For each case the development trajectory has been reconstructed. Furthermore their actual performance has been assessed for a set of six relevant fields:

1. Commercial performance and distribution of value added along FSCs;
2. Marketing conception, marketing measures and communication;
3. Public support;
4. Nature of organisation, self-governance and changes during scaling up;
5. Impact of alternative FSCs on rural economies and rural assets;
6. Social embeddedness, local networks and locality.

For each analytical theme a set of (sustainability) indicators was developed and selected to assess the actual performance of the initiative and identify key factors that explain its sustainability performance. This served as input for a comparative analysis of the core cases and satellite cases.⁷ The comparative analysis contains an overwhelming richness of empirical data, highlighting the differences and similarities between cases and drawing lessons and conclusions for each analytical theme.

A TYPOLOGY OF TRAJECTORIES

Building a typology

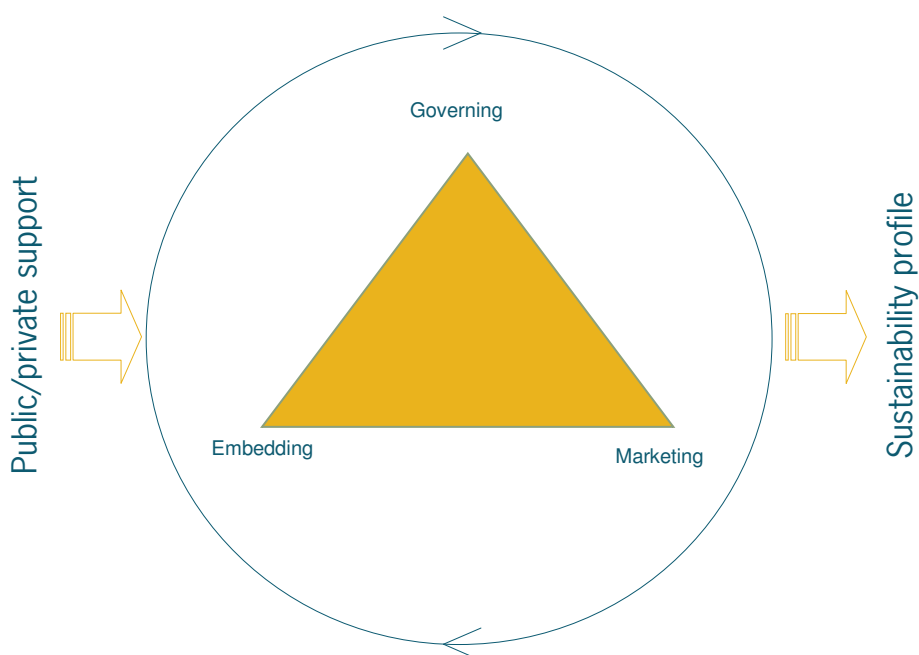
As it stands, the WP6 comparative case study analysis is a valuable result of the project. However, there is a need to go beyond this rich empirical material and present an analytical framework that allows for a more general typology of the empirical differences in the start and the evolution of the FSC initiatives we have studied. Identifying more general patterns beyond the overwhelming empirical richness, enables us to draw more general lessons and recommend actions that are likely to enhance the sustainability performance of food supply chains.

In the second year of the project several attempts have been made to construct a typology of food supply chains, such as the typology of initiatives proposed by the UK team and the typology grid proposed by the Swiss team. The first typology was primarily based on a combination of initiators and sustainability promise/profile, while the second was a combination of the geographical length of the chain and the type of product. Although these typologies were very relevant in the process of case study selection (to make sure that the complete set of cases represented diversity with regards to different dimensions), we believe that, especially considering the methodology used and the explicitly formulated objective of empirically grounded theoretical development, a typology of food supply chain dynamics is more appropriate than a typology of the structural or organisational aspects of food supply chains. The focus on dynamics is at the very heart of the project and in particular of the case studies with ANT as main methodology. A typology based on structural features is rather static and above all, a specific structure or organisation is to be understood as the time and space bound outcome of a development path. To phrase it differently: using the translation cycle approach we

⁷ See SUS-CHAIN deliverable 18 entitled "Comparative case study analysis" (<http://www.sus-chain.org/results/WP6/WP6%20Comparative%20Analysis%20-%20Final%20report.pdf>).

have reconstructed the foundation and development of 14 principal initiatives (and a larger number of satellite initiatives). The structure, organisation, sustainability profile and performance of each initiative at this moment in time are the outcome of its development path or trajectory. So what we need to do is to explore patterns of coherence in development paths/trajectories.

For this purpose we have developed an analytical framework (see figure below) based upon the six themes we have identified before. We have, however, combined commercial performance and marketing & communication into one dimension labelled as marketing. The figure⁸ shows that (re-)constructing a food supply chain is a matter of changes in and strategic choices regarding marketing, embedding and governing on the one hand and co-ordination of those three dimensions on the other hand.



This GEM-framework is, according to us, a robust analytical and reflexive tool as it:

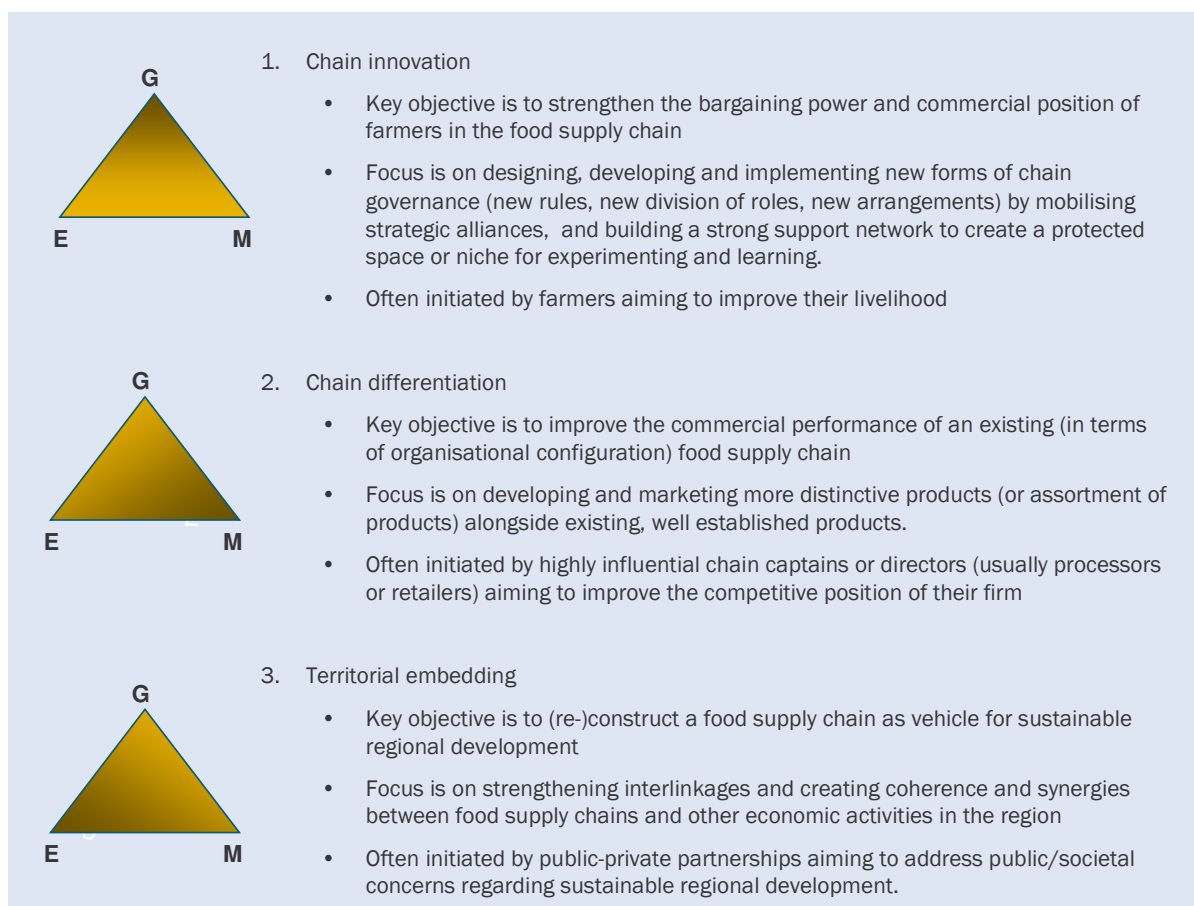
- identifies the three main strategic components for making FSC more sustainable, whereby these components relate to both empirical evidence and current theoretical debates in the field of agro-food studies;
- allows to (reflexively) analyse how initiatives have developed and combined (new) forms of G, E and M to (re-)construct a more sustainable food supply chain.

It's important to realise that a sustainability trajectory is always a combination of governing, embedding and marketing (thus G+E+M). Different types of trajectories then refer to different configurations of G+E+M. The analytical framework presented in the figure above also intends to demonstrate that each type of sustainability trajectory has a specific sustainability performance (regarding its impact on rural development but also regarding themes as commercial performance, marketing & communication, et cetera) and that each type requires specific kinds of public and/or private support to enhance its sustainability performance.

⁸ The circle symbolises the dynamics of the (re-)construction process as it has been mapped and analysed by means of the ANT-approach.

On chain innovation, chain differentiation and territorial embedding

Based on the case studies and the GEM-framework we can distinguish three different types of sustainability trajectories, which we have named 1) chain innovation, 2) chain differentiation and 3) territorial embedding (see figure below). Each type is, as mentioned before, a specific configuration of G+E+M, but each type also has its specific focal point or point of departure (see the figure below). The first type, chain innovation, departs from the governance dimension, while chain differentiation and territorial embedding depart from marketing and embedding respectively.



All 14 cases have been allocated to one of the three types of sustainability trajectories (see table below, see also annex 1). It is, however, important to realise that this is not an exclusive but a relational classification: each case has been classified according to the type of trajectory that best or most resembles its own development trajectory. This may, however, mean that aspects of the other types can also be seen in a particular case.

But what we also noticed is that some case with a longer history have actually 'travelled' through the triangle and in time moved from one type of trajectory to another. Take e.g. the Italian beef case CAF: started as type 1 (chain innovation in the 70's, raising a co-operative with local marketing of beef), then as chain differentiation with developing organic beef marketed nationally by a retailer (this is the actual case described and analysed) and when this failed and conflicts between the conventional and organic members and directors of the co-operative remained, they now move to a regional embedding strategy to enlarge the outlet.

Chain innovation	Chain differentiation	Territorial embedding
Latvian Beef Cattle Breeders Association (2)		
De Hoeve (3)		
Biomelk Vlaanderen (4)		
Westhoek hoeveproducten (5)		
Upländer Bauernmolkerei (6)		
NaturaBeef (7)		
	Rankas Piens (8)	
	CONO Beemsterkaas (9)	
	COOP local sourcing (10)	
	CAF – organic beef (11)	
	Tegut – Rhöngut (12)	
		Pecorino di Pistoia (13)
		Pain de seigle du Valais (14)
		Cornwall Food Programme (15)

The performance of a particular FSC is a function of how well each of the different building blocks (G, E, and M) is shaped and how well they fit together (G+E+M). An assessment of a FSC can be based on the performance of one (or more) of the building blocks⁹, but also on its contribution to sustainable rural development. In annex 1 we present a short overview of each case study, briefly characterising its practices and strategies regarding *governing*, *embedding* and *marketing*, its GEM performance and its contribution to sustainable rural development.

LESSONS & CONCLUSIONS

General lessons and conclusions

- 1 Creating distinctiveness is the key to more sustainable food supply chains. It's a means to reduce exchangeability, vulnerability and competition and to create a robust food supply chain.
- 2 Governing, embedding and marketing are the crucial components in the creation of distinctiveness. To make food supply chains more sustainable there is a need to create coherence between these three components. Coherence between these three components can be created in different ways, depending on the interaction between
 - Initiators, key actors
 - Sustainability promises
 - Approaches
 - Foci
 - Contributions to sustainable rural development
3. Crucial success factors

⁹ For this purpose we have developed performance indicators for 1) commercial performance, 2) marketing and communication, 3) organisation and governance, and 4) embedding.

- The skills and capacities of initiators (and other key actors) to construct a development path that effectively combines governance, embedding and marketing aspects
 - The skills and capacities of initiators (and other key actors) to enrol and mobilize those (human and non-human) resources needed to enhance the performance of the food supply chain
 - The availability of support (kind of support, timing of support and targeting of support)
 - The commitment and willingness of other chain partners to invest in the initiative
 - The degree to which scaling up goes hand in hand with deliberate changes in the kinds of governance, embedding and marketing as well as the interrelations between these three components
4. The empirical diversity in sustainability profiles of food supply chain initiatives is overwhelming. Sustainability is not a uniform and universally defined concept but is to be understood as a basket of different (social, economic and environmental) indicators. An assessment of the sustainability performance of an initiative should therefore be based upon its sustainability profile.
 5. Food safety and food quality regulations (at EU and national level) tend to or have become regulatory constraints for creating distinctiveness
 6. Food quality characteristics as environmental friendliness or organic are insufficient for creating distinctiveness. More successful are initiatives in which environmental friendliness or organic is intertwined with high and/or distinctive organoleptic product qualities and with the region of origin.
 7. Sustainable and stable chain alliances are based upon equality, collective interests, mutual trust and a fair distribution of revenues, costs and power.
 8. Scaling up should not be a goal in itself. On the contrary, scaling up might also (temporarily) lead to increasing costs, loss of distinctiveness, loss of commitment by chain partners or lack of sales.

Trajectory specific lessons

Chain innovation

- a) Constructing a new food supply chain is often at odds with vested interests and governing mechanisms of existing food supply chains. It is therefore important to develop a strong network of allies (as a form of countervailing power) while constructing a new food supply chain. In particular the support of societal organizations is indispensable.
- b) Creation of new strategic alliances requires specific management and networking skills, which need to be developed or hired if initiators lack these skills.
- c) When constructing a new food supply chain, it is important to opt for a stepwise approach (instead of a giant leap forwards). Although this usually results in small improvements in sustainability performance, it also often leads to fewer risks (as one creates time and space to learn and experiment) and more commitment and involvement of chain partners.
- d) Continuation and development of market relations depends upon the possibilities of the chain director / coordinator to control the quantity and quality of the supply and to safeguard exclusivity for market parties.
- e) Development of a quality assurance scheme leads to more transparency and is a means to commit chain partners, to build legitimacy and to obtain support.
- f) Experimentation and sharing of knowledge and experience are crucial for improving the performance of food supply chains.

Chain differentiation

- a) Small to mid-size food enterprises (processors, retailers) may be relevant private partners in sustainability trajectories as a consequence of their commercial interests in distinctive food qualities.

- b) Strong leadership in chain governance is a crucial success factor behind chain differentiation with sustainability claims, as demonstrated by initiators' capacity to construct new chain configurations aiming for distinctive food qualities. Yet, empirical evidence illustrates also that strong leadership might become in time a hindrance for an active involvement of primary producers in overall chain management.
- c) In the marketing of distinctive food qualities food related SME's refer in different degrees to ecological, social, cultural or economic (re-) embedding processes (territorial embedding). Empirical evidence suggests that in particular combinations of re-embedding processes seem result in strong commercial performances.
- d) Food related SME's communicate distinctive food qualities mostly through private brands. Private brands, as a specific way to communicate food distinctiveness, might be vulnerable for tensions between 'image creation' and 'reality'. This is e.g. expressed in sometimes doubtful references to artisan production methods or the use of look-a-like brand images pretending strong relations with successful (foreign) brand names.
- e) A strategic choice for distinctive food qualities with sustainability promises might involve high transaction costs for food related SME's. Some are forced to take the responsibility for the commercialization and marketing and to (re-) build strategic alliances with former and new chain partners (e.g. Dutch COMO case). Others feel the necessity to create own distribution and processing plants to facilitate further development and to meet logistic demands (e.g. Rhöngut case).
- f) Compared to farm driven sustainability trajectories, a strategic choice for chain differentiation emerges rather independent from public financial support. Most cases received little financial support and are primarily driven by commercial skills in combination with other driving forces of key-actors. Nevertheless, policy might appear as an important constraint in the creation of distinctive food qualities. The Rhöngut case, e.g., was strongly hindered by food hygienic regulations in its attempts to re-vitalize artisan production methods. The Latvian initiative illustrates that financial support might be necessarily to enable the re-construction of food supply chains in transition economies under strong pressure of foreign competition.
- g) Performances of this sustainability trajectory in terms of contributions to SARD are on average relatively strong for economic indicators and show a more diverse picture with regard to environmental and social impact indicators of SARD. Differences in environmental and social impact reflect in particular the different degrees of territorial embeddedness of distinctive food qualities.

Territorial embedding

- a) This sustainability trajectory builds primarily on territory based public-private partnerships. Private partners are predominantly relatively small scale farm holdings, other food related SMEs (processors, retailers) and their organisations. Public partners include regional policy and development bodies, rural extension services and (regional branches) of national food movements
- b) Territory based public-private partnerships are grounded on shared beliefs that (re-) embedded food qualities can contribute to specific SARD concerns (social, economic, environmental)
- c) The success of territory based public-private partnerships seems to depend firstly on the regional capacity to create new strategic alliances between chain partners. E.g. the UK case demonstrates the complexity to construct alternative food supply chains for local provision within prevailing chain configurations dominated by large food enterprises (processors, retailers). The Swiss and Italian cases strongly suggest that the presence of food related SME's (processing, retailing) might be an important factor to establish new strategic alliances between chain partners around embedded food qualities.
- d) Also the results of the Italian and Swiss public-private partnerships are still rather modest in terms of contributions to regional farm income or creation of extra value added in agriculture. Transparent

- monitoring systems to assess overall impact from a broad perspective on SARD (including the social, economic and environmental dimensions of sustainable regional/rural development) are not available.
- e) Public investment in an active chain coordination for embedded food qualities impacts positively on the performances of public-private partnerships. In particular the Swiss experiences demonstrate that a chain coordinator might facilitate the construction of stable chain relations with clearly positive impacts on the commercialization of territorial embedded food qualities as well as product innovation.
 - f) Private investments in product innovation, promotion and commercialization of embedded food qualities within public-private partnerships are mostly rather modest. This might be partly explained by the dominance of SME's with limited investment capacities in some public-private partnerships (e.g. Italy). In other cases it seems that the choice for public certification systems raises the question of free riders behaviour.
 - g) PDO certification systems do certainly contribute to protect embedded food qualities from unfair competition. In other cases a PDO certification system might be also strongly driven by producers' pressure to get access to a rather successful niche market for embedded food qualities through less restrictive production regulations with regard to territorial specificity than within existing private brands.
 - h) Strong territorial identities and a prominent role of embedded food qualities in region marketing are important success factors behind up scaling potentials of regional typical food produce (in particular Swiss case).
 - i) The protection, strengthening, promotion and commercialization of embedded food qualities presupposes the availability of territorial capital, including natural -, social -, economic-, cultural-, and institutional capital. Without the right balance between these different expressions of territorial capital, it can't be expected that (re-) embedded food qualities will contribute significantly to SARD (all cases).

2.2.3 A look ahead to the fourth reporting period

The fourth reporting period (1 January to 30 June 2006) will be devoted to the finalisation of the project, in particular workpackages 7 and 8. The workpackage 7 national reports (deliverables 20 & 21) will be published as one national report, which entails trajectory specific recommendations for practitioners as well as for policy-makers. In addition to a WP7 synthesis report a glossy policy brief will be published, summarising the main conclusions, lessons and recommendations of the project.

For WP8 the third national seminars will be held in all countries, except the Netherlands and Belgium as P1 and P5 have already held their 3rd national seminars in the third reporting period. Important WP8 deliverables for the fourth reporting period are the international conference (scheduled for 22 June 2006 in Brussels), the scientific book, the professional book and the final report. Regarding the international conference the consortium proposes to organise a final public event at which the professional publication is presented. Different stakeholders will be invited to comment on this book, followed by a round table discussion with representatives from national and international stakeholder organisations, policy-makers and Commission representatives. Draft chapters of the scientific book will be discussed at the last project coordination meeting in Ghent (April 2006). The final publication of this book will be after the formal end of the project.

2.2.4 Action requested from the Commission during the fourth reporting period

No specific action requested.

2.3 Description of the workpackages

2.3.1 Development and fine-tuning of food supply chain performance indicators (WP1)

Phase: 1

Start date: 1

Completion date according to TA: 26

Completion date: 29

Current status: completed

Partners responsible: P3

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	4.50	1.50	6.75	1.50	1.50	1.50	1.50	18.75

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	4.45	0.85	6.75	1.50	1.00	1.50	1.80	17.85

Objectives

The main objective of this workpackage is to develop and fine-tune (through literature review, policy analysis and case-studies) food supply chain performance indicators. These indicators will be used for:

- mapping and analysing the socio-economic dynamics of food supply chains;
- assessing the socio-economic performance and ecological sustainability of food supply chains;
- identifying constraints and opportunities for improving the collective performance of food supply chains towards sustainability;
- identifying 'entrance' or 'nodal' points for intervention aimed at enhancing the collective performance of food supply chains towards sustainability.

Methodology and study materials

The work for this workpackage is divided into 6 consecutive tasks:

1. Project coordination meeting 1: In month 1 all participants (P1-P7) and their subcontractors (S1-S7) will meet to discuss the overall framework of the project and to outline the work to be done for WP1.
2. WP1 methodology: After the meeting (and based upon it) the workpackage coordinator ETHZ (P3) will, in collaboration with the scientific coordinator (P1), construct a methodology for WP1. The methodology will entail guidelines on how to collect, describe and assess performance indicators for three different aspects of food supply chains:
 - a The organisational structure of food supply chains.
 - b The sustainability of food supply chains in terms of socio-economic performance and discourses on ecological sustainability.
 - c The institutional setting of food supply chains.
3. Review: Following the WP1 methodology, P1-P7 will conduct a review of literature on food supply chains and of completed and ongoing research on food supply chains, in order to collect, describe and assess relevant and interesting food supply chain performance indicators for three different aspects of food supply chains.

4. Provisional indicators: At national level the results of the review will be discussed by the national teams of participants and subcontractors, resulting in national sets of provisional indicators. These national sets of provisional indicators will be collected, compared and assessed by P3 (in collaboration with P1) in order to develop general provisional sets of indicators. This provisional framework will be used as input for WP2 & WP3.
5. Fine-tuned indicators: Based upon the results of WP2 & WP3 and the feedback given at the first national seminars (see WP8), P1 to P7 and S1 to S7 will assess the provisional sets of indicators and propose improved sets of indicators. All proposals will be collected, compared and assessed by P3 (in collaboration with P1) in order fine-tune the sets of indicators. This fine-tuned framework will be used as input for WP4 (case study methodology).
6. Final indicators: Based upon the results of the case studies (WP5) and the feedback given at the second national seminars (see WP8), P1 to P7 and S1 to S7 will assess the fine-tuned sets of indicators and propose final sets of indicators. All proposals will be collected, compared and assessed by P3 (in collaboration with P1) in order finalise the sets of indicators. The final sets of indicators will be used as input for the comparative case-study analysis (WP6) and for the recommendations (WP7).

Progress during the third reporting period

During the Riga meeting, it was still necessary to fine-tune the performance indicators, according to problems met during the case-studies analysis. They were finalized per theme within working groups, according to the participative approach that had been adopted in Martigny.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D1) Workpackage 1 methodology	1	completed	
D2) Provisional sets of FSC performance indicators	2	completed	
D12) Fine-tuned sets of FSC performance indicators	14	completed	
D17) Final sets of FSC performance indicators	26	completed	<i>D17 has not been published a separate deliverable. The final sets of performance indicators have been included in D18</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M1) Food supply chain performance indicators	26	completed	

2.3.2 Macro-level analysis of food supply chain dynamics and diversity (WP2)

Phase: 2

Start date: 1

Completion date according to TA: 14

Completion date: 18

Current status: completed

Partners responsible: P2

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	4.50	6.50	2.50	2.50	2.50	2.50	2.50	23.50

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	4.80	7.90	3.90	2.50	2.50	2.50	3.70	27.80

Objectives

1. To get a general overview of the territorial diversity of the socio-economic dynamics of food supply chains regarding sustainability and transparency in relation to their socio-institutional environment. This includes:
 - Approaches to and organisational forms of food supply chains;
 - Policies and regulations with respect to sustainable food production in general and food supply chains in particular;
 - Stakeholders' perceptions of and involvement in food supply chains.
2. To assess the general performance (sustainability, transparency, trust) of food supply chains.
3. To identify major bottlenecks with respect to improving the collective performance of food supply chains towards sustainability.

Methodology and study materials

The work for this workpackage is divided into 6 consecutive tasks:

1. WP2 Methodology: The workpackage coordinator (P2) will develop, in collaboration with the scientific coordinator P1, a methodology for the workpackage. The provisional sets of indicators (D2 - see WP1) will serve as input for the development of the methodology of WP2. The methodology for the workpackage will include the following aspects:
 - The kind of literature to be reviewed: e.g. policy documents, scientific papers, empirical descriptions, etc.;
 - A guideline for assessing the reviewed literature;
 - The kind of actors to be interviewed: e.g. policy-makers, consumer organisations, environmental groups, farmers' unions, retailers, researchers, etc.;
 - A guideline or questionnaire for conducting the interviews;
 - A framework (i.e. detailed table of contents) for the WP2 national reports.
2. Literature review: All participants (P1-P7) will carry out a review of literature on different aspects of food supply chains to assess the socio-economic dynamics of food supply chains in relation to their socio-institutional environment (e.g. policies, regulations, institutional arrangements, stakeholders' perceptions and actions).

3. Interviews: P1 to P7 and S1 to S7 will conduct interviews with different experts and stakeholders to complete the macro-level analysis of the socio-economic dynamics and performance of food supply chains. At national level the participants and their subcontractors will decide on the allocation of interviews.
4. Project coordination meeting 2: In month 8, after having completed the literature review and the interviews, P1 to P7 will meet to exchange research findings and to assess the kind of feedback wanted on the provisional results of WP2 from the target groups at the first national seminars (see WP8).
5. WP2 national reports: Based on the literature review (task 2.2), the interviews (task 2.3), the decisions made at the second project coordination meeting (task 2.4) and the feedback from the target groups at the first national seminars (task 8.3) national WP2 reports will be written by P1-P7 in collaboration with S1-S7.
6. WP2 synthesis report: Based on the national reports P2, in collaboration with P1, will write a synthesis report, which will:
 - stress the diversity of approaches, socio-economic dynamics and socio-institutional settings with respect to food supply chains;
 - identify the main similarities and differences between countries or European regions regarding these topics;
 - assess the performance of different forms of food supply chains;
 - identify major bottlenecks and opportunities for enhancing the performance of food supply chains.

Progress during the third reporting period

WP2 was completed during the second reporting period (see previous progress reports for details)

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D3) Workpackage 2 methodology	2	completed	<i>D3 included as Annex 2 in progress report 2003 (www.sus-chain.org)</i>
D8) FSC dynamics (national reports WP2)	12	completed	<i>All 7 national reports can be downloaded from www.sus-chain.org</i>
D10) FSC dynamics and diversity in Europe (synthesis report WP2)	14	completed	<i>Finalised in June 2004, can be downloaded from www.sus-chain.org</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M2) State of the art	14	completed	<i>Completed in June 2004</i>

2.3.3 Desk study on consumers' attitudes towards sustainable food products (WP3)

Phase: 2

Start date: 1

Completion date according to TA: 14

Completion date: 16

Current status: completed

Partners responsible: P5

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	3.75	1.75	1.75	1.75	6.50	1.75	1.75	19.00

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	3.50	1.25	1.75	1.75	7.00	1.35	2.35	18.95

Objectives

The objective of this workpackage is to identify and assess the diversity in consumers' attitudes towards sustainable food products by means of a desk study summarising previous findings.

Methodology and study materials

The work for this workpackage is divided into 5 consecutive tasks:

1. WP3 methodology: At the start of the workpackage P5 will produce a workpackage methodology, specifying the research methods to be used for the desk study, the kind of literature to be reviewed and a framework for assessing the reviewed literature and for documenting the findings of the desk study.
2. Desk study (literature review): On the basis of the methodology all participants will carry out a desk study for their own country. The provisional results of the national desk studies will be discussed with the subcontractors for feedback and comments.
3. Project coordination meeting 2: All participants will meet to exchange national findings of the desk studies to identify differences and similarities between regions and countries regarding the consumers' attitudes.
4. National reports: The participants and their subcontractors will document their findings in a national report.
5. Synthesis report: Based on the national reports and the project coordination meeting, P5 will write a synthesis report, summarising the results of this workpackage.

Progress during third reporting period

WP3 was completed during the second reporting period (see previous progress reports for details)

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D4) Workpackage 3 methodology	2	completed	<i>D4 included as Annex 3 in progress report 2003 (www.sus-chain.org)</i>
D9) Consumers' attitudes (national reports WP3)	12	completed	<i>All 7 national reports can be downloaded from www.sus-chain.org</i>
D11) Consumers' attitudes in Europe (synthesis report WP3)	14	completed	<i>Finalised in April 2004, can be downloaded from www.sus-chain.org</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M2) State of the art	14	completed	<i>Completed in June 2004</i>

2.3.4 Case study methodology (WP4)**Phase:** 3**Start date:** 10**Completion date according to TA:** 16**Completion date:** 19**Current status:** completed**Partners responsible:** P4**Person months per partner and total:**

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	2.75	0.75	0.75	3.25	0.75	0.75	0.75	9.75

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	3.45	2.05	1.00	3.25	0.75	1.15	0.95	12.60

Objectives

1. To develop a methodology for conducting in-depth qualitative and quantitative studies of food supply chains.
2. To develop methodologies for assessing the dynamics and performance of food supply chains.
3. To select 2 cases per country, ensuring that together the case studies are representative for the diversity of food supply chains in the participating countries.
4. To develop a national research plan, based upon the overall case study methodology.

Methodology and study materials

The work for this workpackage is divided into 5 consecutive tasks:

1. Draft methodology: In collaboration with P1, P4 will develop a draft version of the case study methodology.
2. Selection of cases: In each country the participants in collaboration with their subcontractors select 2 case studies. They will present their proposed cases by means of a brief description of the food supply chains they intend to study.
3. Project coordination meeting 3: All participants and their subcontractors will meet to comment on, discuss and fine-tune the draft version of the methodology. At this meeting the complete collection of proposed case studies will be discussed to assess whether all case studies together represent the diversity observed by means of the macro-level description and analysis (WP2). Important criteria for assessing the representativeness are organisational forms of food supply chains, success and failure and sustainability issues (e.g. environmental aspects, economic aspects or socio-cultural aspects).
4. Final case study methodology: After the meeting P4 (in collaboration with P1) will develop a final version of the case study methodology.
5. National case-study research plans: All participants and their subcontractors will translate the case study methodology to their national context. This may, for instance, include the translation of questionnaires (for

interviews or surveys) into the national language. All participants and their subcontractors will develop national research plans, entailing e.g. the persons to be interviewed, the number of interviews and surveys, the division of work between the participant and its subcontractor, etc.

Progress during the third reporting period

WP4 was completed during the second reporting period (see previous progress reports for details)

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D13) Overall case study methodology	16	completed	<i>Finalised in July 2004; included as annex 1 in progress report 2004 (see www.sus-chain.org)</i>
D14) National research plans	16	completed	<i>Finalised in July 2004; not published as separate deliverable as national research plans were usually not more than lists of specific agreements made between contractor and subcontractor at national meetings during execution of WP5</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M3) Case studies	34	In progress	<i>Expected completion in Feb 2006</i>

2.3.5 Case studies (WP5)

Phase: 3

Start date: 15

Completion date according to TA: 30

Completion date: 36

Current status: completed

Partners responsible: P4

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	9.75	6.75	6.75	8.75	6.75	6.75	6.75	52.25

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	10.25	7.00	8.00	8.75	8.75	6.75	8.75	58.25

Objectives

The general objective of this WP is to conduct 2 in-depth case studies per country. Specific objectives of the case studies are:

- A detailed description and analysis of the socio-economic dynamics of different food supply chains;
- An assessment of the performance of different food supply chains;
- Identification (per case study) of bottlenecks that constrain the improvement of the collective performance towards sustainability

Methodology and study materials

The work for this workpackage is divided into 6 consecutive tasks:

1. Data collection: interviews and surveys: All participants and all subcontractors will collect data by means of interviews, surveys, and transaction costs analysis. The methods of data collection are outlined in D13 (see WP4) and may differ according to varying national or regional circumstances (see D14).
2. Description and analysis per case: All participants and all subcontractors will produce a draft description and analysis of the dynamics of the food supply chains being studied.
3. Project coordination meeting 4: The draft descriptions and analyses will be discussed at a meeting of all participants. The aim of the meeting is to exchange research findings and to assess whether sufficient data have been collected to meet the objectives of WP5. Depending on the outcome of the meeting, additional data may have to be collected by the participants and their subcontractors.
4. Assessment of food supply chain performance: All participants and subcontractors will assess the performance of the food supply chains they have studied. The fine-tuned sets of performance indicators (D14 – see WP1) will be a crucial instrument for performance assessment.
5. Identification of opportunities & constraints: All participants and subcontractors will identify opportunities and constraints for improving the performance of the food supply chains they have studied.
6. Case study reports: All participants and subcontractors will publish their findings in case study reports, which will address the objectives of the workpackage.

Progress during the third reporting period

In the first part of 2005 additional field work and data collection was carried out, enabling a finalisation of a second draft version of the case studies reports. In these second versions the results of the second national seminars (WP8) were included. Second drafts were finalised prior to and discussed at the 5th project coordination meeting in Riga. At this meeting in May 2005 all case studies were discussed in thematic discussion groups. These discussion groups were set up to fine-tune and complete the sets of performance indicators (WP1), to contribute to the comparative analysis (WP6) and to commence with the recommendations (WP7). The results of these discussion groups, together with the draft comparative analysis sent to the partners by the WP 6 co-ordinator, allowed to accumulate findings and ideas, and gave the necessary feed-back to finalise the reports.

After this project coordination meeting final data were collected, enabling a final assessment of the sustainability performance of the case. Next an analysis of opportunities and constraints was made. Therefore some time was dedicated to the review of the case study reports, which were concluded in December 2005.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D16) Case study reports	30	completed	<i>First drafts were ready in November 2004, second drafts in May 2005, final versions in December 2005</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M3) Case studies	36	In progress	<i>Completion expected in Feb 2006</i>

2.3.6 Comparative case study analysis (WP6)

Phase: 3

Start date: 22

Completion date according to TA: 34

Expected completion date: 38

Current status: in progress

Partners responsible: P7

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	2.25	0.25	0.25	0.25	0.25	0.25	3.75	7.25

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	2.25	0.25	1.25	0.25	0.50	0.25	6.75	11.50

Objectives

The overall aim of this workpackage is to conduct a transversal analysis of all case studies. Specific objectives of the transversal analysis are:

1. To identify major patterns and trends regarding the socio-economic evolutionary dynamics of food supply chains by building typologies;
2. To identify key factors that determine the performance of food supply chains.

Methodology and study materials

1. Analysis of case study reports: Using the finalised sets of performance indicators (D17) P7 will review and analyse all case study reports (i.e. the executive summaries of the case study reports as for dissemination purposes the case study reports will be written in the national languages).
2. Provisional typologies of food supply chains: In collaboration with P1, P7 will build provisional typologies of food supply chains to order the diversity of food supply chain dynamics.
3. Provisional assessment of constraints and opportunities: P7 will, together with P1, identify (per typology) the key factors that determine the performance of the food supply chain and assess the
4. Feedback on provisional typologies and assessment: All subcontractors will comment on the provisional typologies and assessment of constraints and opportunities.
5. Project coordination meeting 5: The provisional typologies, the provisional assessment of constraints and opportunities and the feedback from the subcontractors will be discussed at a meeting.
6. Comparative case study report: Based on the feedback from the subcontractors and the discussions during the meeting, P7 will write a comparative case study report, summarising all findings from the case studies.

Progress during the third reporting period

The report with the comparative case study analysis was developed during the third reporting period. In order to compare the 14 very different cases each case was analysed according to six core themes, which the SUS-CHAIN consortium agreed upon during the 4th project coordination meeting in Martigny:

1. Commercial performance and distribution of value added.
2. Marketing (actions) and communication.
3. Public support (kind, significance) and other types of intervention.

4. Nature of organization, self-governance and changes during scaling up.
5. Impact on the rural economy and rural assets: connections with rural development.
6. Social embeddedness, local networks and locality.

Relevant measures of performance and indications of bottlenecks and constraints were extracted.

A second draft (the first was developed in the previous reporting period) of the report was presented and discussed during a short working session in Brussels on the 30th of September 2005.

According to the technical annex, provisional typologies of food supply chains to order the diversity of food supply chain dynamics were built in collaboration with P1. The building of typologies is not only important to identify major patterns and underlying trends and trajectories of different food supply chains but it is also important to recommend tools, methods and strategies to actors in food supply chains and surrounding actors (e.g. farmers' unions, consumer organisations, environmental groups), which can be used to improve the collective performance of food supply chains towards sustainability. The same holds true for policy recommendations. From this perspective it was agreed that the comparative analysis report should be finished without concretising the different typologies. Instead, the typologies should be integrated into the WP7 report.

A final draft version was ready by the end of the third reporting period and was sent to all partners requesting them to check details and complete missing data. The final version of the WP6 report will be ready in February 2006.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D18) Transversal case analysis	34	In progress	<i>Final draft version completed in December 2005; final report expected to be completed in Feb 2006</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M3) Case studies	34	In progress	<i>Completion expected in Feb 2006</i>

2.3.7 Recommendations (WP7)

Phase: 4

Start date: 27

Completion date according to TA: 40

Expected completion date: 42

Current status: in progress

Partners responsible: P1

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	5.25	1.25	1.25	1.25	1.25	1.25	1.25	12.75

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	2.00	0	0	0.50	1.00	0	1.25	4.75

Objectives

1. To provide policy recommendations for policy-makers at regional, national and European level with respect to improving the collective performance of food supply chains towards sustainability.
2. To recommend tools, methods and strategies to actors in food supply chains and surrounding actors (e.g. farmers' unions, consumer organisations, environmental groups), which can be used to improve the collective performance of food supply chains towards sustainability

Methodology and study materials

1. Provisional policy recommendations: All participants will develop provisional policy recommendations for regional and national public authorities, based on the results of workpackages 1, 2, 3 and 5.
2. Provisional practical protocols: All subcontractors will develop provisional practical protocols for actors in the food supply chain and different stakeholders in the institutional environment of food supply chains, based on the results of workpackages 1, 2, 3 and 5.
3. Project coordination meeting 6: All participants and all subcontractors will meet to comment on and fine-tune the provisional national policy recommendations and provisional practical protocols. Through a comparative analysis the participants and subcontractors will propose ideas for a European report entailing practical and policy recommendations.
4. Policy recommendations (national reports): All participants will finalise the national policy recommendations, taking the comments given at the meeting into account, by writing a national report.
5. Practical protocols: All subcontractors will finalise the national practical recommendation, taking the comments given at the meeting into account, by writing a national protocol for actors in the food supply chain and stakeholders in the institutional environment of food supply chains.

Progress during the third reporting period

The work for this WP commenced in the third reporting period. During the 5th project coordination meeting in Riga we discussed in 6 thematic groups (see progress WP6) the case and theme specific lessons and collectively made a first attempt to translate these lessons into recommendations for practitioners, policy-makers and researchers.

The next step was to construct typologies of FSCs. Although this was planned as part of WP6, it was decided to focus the comparative case study analysis on the 6 core themes and to develop typologies as part of WP7. As mentioned in section 2.2.2 we concluded that a typology of food supply chain dynamics was more appropriate than a typology of the structural or organisational aspects of food supply chains, because:

- the focus on dynamics is at the very heart of the project.
- A typology based on structural features is rather static and above all, a specific structure or organisation is to be understood as the time and space bound outcome of a development path.

To phrase it differently: in this project we have reconstructed the foundation and development of 14 principal initiatives (and a larger number of satellite initiatives). The structure, organisation, sustainability profile and performance of each initiative at this moment in time are the outcome of its development path or trajectory. So what we need to do is to explore patterns of coherence in development paths/trajectories.

Making use of the 6 core analytical themes of WP6 we developed an analytical framework (the *governance-embedding-marketing* triangle – see section 2.2.2) that allowed us to construct typologies of sustainability trajectories of food supply chains. Based on the empirical work undertaken three different trajectories were distinguished (see section 2.2.2):

1. Chain innovation
2. Chain differentiation
3. Territorial embedding

These three trajectories not only differ with regards to the dimensions 'governance', 'embedding' and 'marketing' but also regarding the support needed and actions required to improve the sustainability performance of the food supply chain. This implies that practical and policy recommendations are trajectory specific. Therefore we decided not to publish D20 and D21 as separate reports but to integrate practical and policy recommendations into 1 report.

The analytical framework and typology of sustainability trajectories were discussed at an interim meeting in Brussels on 30 September 2005. Together with the work undertaken at the 5th coordination meeting in Riga in May 2005 this meeting provided input for a first draft of the WP7 synthesis report (D23). This was sent to all consortium members at the end of the third reporting period.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D20) Policy recommendations (national reports)	32	In progress	<i>Combined with D21 into 1 national report</i>
D21) Practical protocols (national reports)	32	In progress	<i>Combined with D20 into 1 national report</i>
D23) Practical & policy recommendations (synthesis report WP7)	40	In progress	<i>First draft finished in December 2005</i>

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M4) Marketing sustainable agriculture: protocol for stakeholders	40	In progress	
M5) Marketing sustainable agriculture: policy recommendations	40	In progress	

2.3.8 Dissemination and feedback (WP8)

Phase: 5

Start date: 6

Completion date according to TA: 42

Expected completion date: 42

Current status: in progress

Partners responsible: P6

Person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	9.05	1.55	1.55	1.55	4.80	5.05	1.55	25.10

Already devoted person months per partner and total:

Participant no.	P1	P2	P3	P4	P5	P6	P7	Total
Person-months	2.85	0.40	2.10	0.20	1.60	2.00	0.35	9.50

Objectives

To have feedback on the provisional results of the project and to disseminate the final results of the project to three different target groups:

1. stakeholders in the social and institutional environment of food chains (e.g. politicians, consumer organisations, environmental groups, etc.)
2. actors in the food chain (e.g. farmers, retailers, processing industry, etc.)
3. the scientific community (agricultural sciences, environmental sciences, consumer studies, economy, sociology, rural studies, etc.).

Methodology and study materials

1. SUS-CHAIN website: As soon as the project starts P1 will develop a SUS-CHAIN website, which will be launched at the start of this workpackage. P1 will maintain and update the website throughout the project. All synthesis reports, executive summaries of national reports and reports of the national seminars will be placed on the website. The website will also entail descriptions of the participants and subcontractors, brief CV's of the scientific teams and links to websites of relevant stakeholders' organisations. The website is a means to disseminate results to different target groups.
2. Dissemination plan: At the start of the workpackage P7 (in collaboration with P1) will write a dissemination plan, outlining in detail the practical implications (e.g. target groups, timetable for deliverables, methodology for the national seminars, etc.) of the dissemination strategy as described in section 5 of the technical annex.
3. National seminar 1: In month 11 the subcontractors will organise the first national seminar to disseminate the provisional results of WP1, 2 & 3 to the target groups and to get feedback on the provisional sets of performance indicators (WP1) and on the state of the art concerning the dynamics of food supply chains (WP2) and consumers' attitudes (WP3). The seminar is also intended to get suggestions from the target groups for the case studies (WP5).
4. National seminar 2: In month 26 the subcontractors will organise the second national seminar to disseminate the provisional results of the case studies and get feedback on these provisional results. In addition the second seminar is intended to collectively assess the opportunities and constraints for improving the performance of food supply chains.
5. National seminar 3: In month 35 the subcontractors will organise the third national seminar to disseminate the provisional practical and policy recommendations and to fine-tune the recommendations on the basis of the feedback given by the target groups.
6. International conference: In month 39 P5 will, in collaboration with P1 organise an international conference especially oriented at Commission representatives and policy makers / stakeholders' organisations from the participating countries. At the conference the major policy recommendations and the protocol to enhance the collective performance of sustainable food chains will be presented.
7. Scientific book: P1 will, together with P5 and P6, edit a scientific book, which will discuss the potential role of new food supply chains in sustainable rural development. All contractors and subcontractors will contribute to this book by writing and submitting empirical, methodological and/or theoretical papers.
8. Final report: P1 will write a final report according to the Commission guidelines.

Progress during the third reporting period

The general delay and extension of the project also involved changes in the planning of the third national seminars. Initially foreseen for the month 31 they were postponed to month 35, but only the Dutch and Belgian teams managed to organise the seminars at the end of the third reporting period. The remaining 5 will be held in Latvia in March 2006, in Germany and Italy in April 2006, and in Switzerland and UK in May 2006. This will allow a presentation of the project findings at European level at the national seminars and disseminating policy and practical recommendations at national level.

Progress was made towards the preparation of scientific and professional publications (books). At the 5th project coordination meeting in Riga the content, structure and format of a professional book were discussed.

Based on the idea to present the main findings and lessons learnt from each case study, P1 elaborated a draft outline of a professional book as well as established contacts with potential publishers.

A comparative analysis of case studies along the six core themes and building a provisional typology of new food supply chains served helped to clarify the potential structure and content of a scientific book. At the interim project coordination meeting in Brussels (September 2005) the team decided to form a smaller groups of researchers from different countries which later proposed abstracts for collective theoretical articles. The themes concerned the main theoretical issues arising from the project. Both work on scientific and professional publications will be intensified in the last six months of the project.

The subcontractors have proposed an additional dissemination activity – to develop a practical toolkit of advice and methods for the solution of problem situations in food supply chains. It is a plan to commonly prepare such a toolkit, which would be based on the evidences and experiences from the cases and to address it to practitioners and actors in the food chains. Subcontractors have prepared a detailed outline of the toolkit.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D5) Dissemination plan	6	completed/ in progress	
D6) SUS-CHAIN website	9	completed	
D7) National seminars 1	11	completed	
D15) National seminars 2	26	completed	
D19) National seminars 3	35	In progress	<i>Will take place in UK, Switzerland, Italy, Latvia and Germany in 2006</i>
D22) International conference	39	In progress	
D24) Scientific book	42	In progress	
D25) SUS-CHAIN final report	42	not started	
D26) Professional book	42	In progress	

Milestones

Milestone	Completion date (according to TA)	Status	Comments
M6) The role of food supply chains in sustainable rural development	42	in progress	All workpackages, tasks and deliverables contribute towards this final milestone of the project.

3 ROLE OF PARTICIPANTS

3.1 Wageningen University – Rural Sociology Group (P1)

Name and address of the participating organisation

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Scientific team

Prof. dr. ir. J.S.C. Wiskerke	Chair & Professor / Head of Department
Ir. P.J. Brandsma	Jr. researcher (hired for this project)
Ir. J. Wiersum	Jr. researcher (hired for this project)
Dr.ir. D. Roep	Sr. researcher (hired for this project)
Ir. H.A. Oostindie	Jr. researcher (hired for this project)

Contractual links to other participants

None

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets.

Specific objectives for the work to be carried out in the Netherlands are:

- To map the current definitions of sustainability that are associated with new food supply chains in the Netherlands. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in the Netherlands.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in the Netherlands.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in the Netherlands.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for provincial and national authorities in the Netherlands.

The results derived from the research activities carried out in the Netherlands will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P1 is the administrative and scientific coordinator of the project and will therefore play a key role in the scientific coordination, development, monitoring and finalisation of all 8 workpackages (in collaboration with the respective workpackage coordinators). P1 is also coordinator of workpackage 7. In addition to these

coordination tasks, P1 carries out the full range of research and dissemination activities in the Netherlands required to realise the project's objectives.

More specifically the workplan for the Dutch team (i.e. P1 and S1) is as follows:

- *WP1*: P1 will support P3 in the development of a methodology for WP1. According to the WP1 methodology, P1 will conduct a review of Dutch literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S1. Based upon the results of WP2 & WP3 and the feedback from the first national seminar, P1 and S1 will contribute to the assessment of the provisional indicators and propose improved sets of indicators. Based upon the results of the case studies and feedback from the second national seminar, P1 and S1 will contribute to the assessment and finalisation of the fine-tuned sets of indicators.
- *WP2*: P1 will support P2 in developing a methodology for the workpackage. The provisional sets of indicators will serve as input for this. P1 will carry out a literature review for the Netherlands on different aspects of FSCs to assess their socio-economic dynamics. P1 and S1 will carry out interviews to supplement this. Based on the review and the interviews P1 will write a national report in collaboration with S1 (D8).
- *WP3*: P1 will support P5 in developing a methodology for the workpackage. P1 will carry out a desk study and (in collaboration with S1) write a national report for the Netherlands on consumer attitudes to sustainable food products (D9).
- *WP4*: P1 will support P4 in developing a methodology for the case studies. P1 and S1 will propose and select 2 case studies for in depth study in the Netherlands. Following the finalisation of the case study methodology, P1 and S1 will translate the case study methodology to the Dutch context and develop a national case study research plan (D14).
- *WP5*: P1 and S1 will collect data for the two Dutch case studies according to the methods outlined in D13 and D14. The Dutch team will also produce a draft description and analysis of the dynamics of the Dutch FSCs being studied and will assess their performance making use of the indicators developed for performance assessment (i.e. WP1). From this, the Dutch team will identify opportunities and constraints for improving the performance of the FSCs under study. Finally, the Dutch team will publish the findings in two case study reports (D16).
- *WP6*: P1 will support P7 in the transversal analysis of the case studies report. The Dutch team will comment on the provisional typologies and assessment of constraints and opportunities produced by P7 and P1.
- *WP7*: P1 will develop provisional policy recommendations for the Dutch regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S1 will develop provisional practical protocols for Dutch FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at the third national seminar and at meeting 6, and Dutch national reports will be written on policy recommendations (D20) and practical protocols (D21) by P1 and S1 respectively. P1 will develop a synthesis report of workpackage 7 (D23), summarising and synthesising all national reports on policy recommendations and all national practical protocols as well as the results of the international conference.
- *WP8*: P1 will develop and regularly update a SUS-CHAIN website (D6). P1 will support P6 in developing a dissemination methodology. S1 will organise the first Dutch national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S1 will also organise the second national seminar to disseminate and get feedback on the provisional Dutch case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S1 where these results will be refined. Together with P5, P1 will organise an international conference aimed to discuss and fine-tune the scientific findings and the provisional practical and policy

recommendations with Commission representatives and policy makers and stakeholders' organisations from the participating countries (D22). P1 will, together with P5 and P6, edit a scientific book, which will discuss the potential role of new food supply chains in sustainable rural development (D24). Both P1 and S1 will contribute to this book. Finally P1 will develop a final report summarising all project findings (D25).

Deliverables

Deliverable	Delivery date (according to TA)	Status
D6) SUS-CHAIN website	9	Completed
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed
D8) FSC dynamics (national report WP2)	12	Completed
D9) Consumers' attitudes (national report WP3)	12	Completed
D14) National research plan	16	Completed
D15) National seminar 2 (feedback on case studies)	26	Completed
D16) Case study reports	30	Completed
D19) National seminar 3 (feedback on provisional recommendations)	35	Completed
D20) Policy recommendations (national report)	32	Delayed
D21) Practical recommendations (national report)	32	Delayed
D22) International conference	39	In progress
D23) Practical & policy recommendations (synthesis report WP7)	40	In progress
D24) Scientific book	42	In progress
D25) SUS-CHAIN final report	42	In progress
D26) Professional book	42	In progress

Research activities during the third reporting period

WP1: P1 developed a format to discuss and fine-tune the performance indicators as well as to assess the sustainability performance of the case studies. This format was used for the thematic group discussion at the 5th project coordination meeting. Results of these discussions were used for the finalisation of WP1 as well as for the comparative case study analysis.

WP2: This WP was completed during the second reporting period.

WP3: This WP was completed during the second reporting period.

WP4: This WP was completed during the second reporting period.

WP5: As mentioned in the second progress report, two case studies are carried out in The Netherlands:

- *De Hoeve* pork supply chain (this case study is carried out by P1)
- *Beemsterkaas* of the CONO dairy (this case study is carried out by S1 – see below)

Most of the data collection, including satellite case study work, was done during the second reporting period. At the beginning of the third reporting period a full first draft report was written, which was discussed with the initiators and leaders of *De Hoeve* and within the scientific team of P1. Comments and suggestions that resulted from these meetings were used as input for a final version of the case study report. The final lists of performance indicators, which was fixed at the 5th coordination meeting, also served as input for the final version, in particular for assessing the sustainability performance of the case. Finally the second national seminar provided input for the final version of the case study report.

WP6: P1 contributed to the development and finalisation of WP6 by commenting on draft versions of the comparative case study analysis report and by preparing and organising special sessions – in close collaboration with P7 – for WP6 at the 5th project coordination meeting in Riga and the SUS-CHAIN interim meeting in September 2005 in Brussels.

WP7: P1 started commenced with WP7 several weeks before the 5th coordination meeting in Riga by developing a format for an in-depth discussion (in thematic groups) of the case studies. This format was used to finalise the sets of performance indicators (WP1), to contribute to the comparative analysis of the case studies (WP6) and to translate the case- and theme-specific conclusions and lessons into recommendations for practitioners, policy-makers and researchers. A second step for this WP was to develop a typology of FSC development trajectories. This was done by the scientific team of P1 and discussed with other partners at the interim meeting in Brussels on 30 September. The results of the Riga group discussions, the construction of typologies and the comments expressed at the interim meeting were used as input for a first draft of the WP7 synthesis report that was completed and send to all partners at the end of the third reporting period.

WP8: The second national seminar was held on 23 June 2005 as part of a conference entitled 'Food safety and sustainability: a common project of producers and consumers?'. This conference was organised by the Rural Sociology Group and was based upon two European projects, i.e. TRUST (see <http://www.trust.unifi.it/>) and SUS-CHAIN (see below for the programme of the conference).

Programme:	
08.45	Welcome with coffee
09.15-09.30	Opening by Prof. J.S.C. Wiskerke
09.30-10.00	Dr. ir B.B. Bock: Consumers' trust in food safety in the Netherlands
10.00-10.30	Prof. J.S.C. Wiskerke: The construction of sustainable food chains
10.30-11.00	<i>break</i>
11.00-11.30	Prof. M. Mayerfeld Bell: The development of food in the United States – nothing beyond the free market ideology and McDonaldisation? Prof. M. Mayerfeld Bell is associate professor for environmental sociology at the University of Wisconsin, USA
11.30-12.00	Prof. G. Brunori: Food quality as the main issue of Southern European consumers and producers? Prof. G. Brunori is Professor of Agricultural Economics at the University of Pisa, Italy
12.00-12.30	Dr. A. Jervell: The government's role in enabling sustainable food production and consumption Dr. A. Jervell is Director of Sifo, the National Institute of Consumer Research in Norway
12.30-14.0	<i>Lunch</i>
14.00-16.30	Workshops <u>Workshop 1:</u> Food politics: Slow food versus EUREPGAP Introduction of the debate: Dr. ir H.S. van der Meulen, vice-president of Slow Food Netherlands, and representative of EUREPGAP (to be confirmed). Chair: Prof. M. Mayerfeld Bell, organization: Prof J.S.C. Wiskerke This workshop will be English-speaking <u>Workshop 2:</u> Sustainable consumption – responsibility of producers or consumers? Introduction of the debate: Dr. Ir. E. Hees (CLM) "The marketing of sustainability, the case of Beemsterkaas of CONO" Dr. J. Vanoppen (Vredeseilanden), "Food teams: trust-based networks of consumers and producers" Chair: Dr. Ir. P. Oosterveer (WUR), organization Dr. Ir B. Bock <u>Workshop 3:</u> Sustainable food chains – from local to global Introduction of the debate: Ir. P.J. Brandsma (WUR): "The <i>Hoeve</i> pig meat chain, the regional construction of sustainable food chains" Prof. Dr. Ir. B. Urlings (WUR), "Sustainable food in the global village" Chair: Ir. F. Verhoeven, organisation Dr. Ir. D. Roep
16.30	Drinks

The conference was attended by 60 participants from the fields of research, consultancy, food production, processing, sales and societal organisations. Also representatives of large multinational food companies as Unilever (processing) and Ahold (retail) were present. Workshops 2 and 3 were based on the SUS-CHAIN case studies and both were attended by approximately 20 participants. At both workshops the results and specificities of the two Dutch cases were presented and positioned vis-à-vis another example. This approach resulted in interesting debates about the role of different stakeholders in enhancing the production and consumption of sustainable food (workshop 2) or

about the implications of scale on defining and governing sustainability in pork supply chains (workshop 3).

The third national seminar in the Netherlands took place on 17 November 2005. This seminar was attended by 25 persons (mainly research, consultancy, food production and processing and societal organisations). In the morning the SUS-CHAIN coordinator presented the main results of the project, in particular the typology of sustainability trajectories. Each trajectory was illustrated by one foreign example. The presentation ended with the main lessons learnt and recommendations for practitioners, policy-makers and researchers. Lessons and recommendations were discussed with the participants. This discussion was followed by a presentation of the director of the CONO dairy (one of the Dutch SUS-CHAIN cases) in which he illustrated by means of the *Beemsterkaas* example the trajectory of chain differentiation. This was followed by a discussion aimed at elaborating the recommendations for different stakeholders for the trajectory of chain differentiation.

Significant difficulties or delays experienced during the third reporting period

No specific difficulties or delays were experienced by P1.

Sub-contracted work during the third reporting period

Subcontractor (S1)

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E-mail noerlemans@wur.nl

People involved

- Natasja Oerlemans (coordinator of SUS-CHAIN activities for CLM)
- Eric Hees (researcher)
- Gerwin Verschuur (researcher)

Activities carried out by the subcontractor during the third reporting period

- Participation in fifth project coordination meeting in Riga, Latvia (28-31 January 2004)
- Co-organisation of second national seminar (Utrecht, 23 June 2005)
- Co-organisation of third national Seminar (Maarsbergen, 17 November 2005)
- Execution and finalisation of case study research, incl. visit to the Emmentaler cheese consortium in Switzerland. Emmentaler was used as satellite case for the *Beemsterkaas* case study.
- Interim meetings with Dutch researchers from Wageningen University (P1)

3.2 University of Gloucestershire - Countryside and Community Research Unit (P2)

Name and address of the participating organisation

University of Gloucestershire
 Countryside and Community Research Unit (CCRU)
 Dunholme Villa
 Park Campus
 Cheltenham GL50 2RH
 United Kingdom

Scientific team

Prof. Bill Slee	Professor and Director of CCRU
Dr. James Kirwan	Research Fellow
Carolyn Foster	FT researcher (employed for SUS-CHAIN from 01.01.2004)
Jonathan Somper	PT researcher (employed for SUS-CHAIN from 01.09.2005)

Contractual links to other participants

None

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets.

Specific objectives for the work to be carried out in the UK are:

- To map the current definitions of sustainability that are associated with new food supply chains in the UK. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in the UK.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in the UK.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in the UK.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for regional and national authorities in the UK.

The results derived from the research activities carried out in the UK will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P2 will carry out the full range of research and dissemination activities in the UK required to realise the project's objectives. P2 is also responsible for WP2 coordination and all the research tasks in the UK. S2 will contribute to all workpackages by means of feedback and reflection on intermediate results and provisional conclusions. In addition S2 will carry out one case study, organise the UK national seminars and write the practical protocols for the UK.

More specifically the workplan for the UK team (i.e. P2 and S2) is as follows:

- *WP1*: According to WP1 methodology, P2 will conduct a review of UK literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S2. Based upon the results of WP2 & WP3 and the feedback from the first national seminar, P2 and S2 will contribute to the assessment of the provisional indicators and propose improved sets of indicators. Based upon the results of the case studies and feedback from the second national seminar, P2 and S2 will contribute to the assessment and finalisation of the fine-tuned sets of indicators.
- *WP2*: P2 will develop a methodology for the workpackage (D3). The provisional sets of indicators will serve as input for this. P2 will carry out a literature review for the UK on different aspects of FSCs to assess their socio-economic dynamics. P2 and S2 will carry out interviews to supplement this. Based on the review and the interviews P2 will write a national report in collaboration with S2 (D8). Based on all the national reports P2 will write a synthesis report (D10). As part of this workpackage and WP3, P2 organised a project coordination meeting in Cheltenham.
- *WP3*: P2 will carry out a desk study and (in collaboration with S2) write a national report for the UK on consumer attitudes to sustainable food products (D9).
- *WP4*: P2 and S2 will propose and select 2 case studies for in depth study in the UK. Following finalisation of the case study methodology, P2 and S2 will translate the case study methodology to the UK national context and develop a national case study research plan (D14).
- *WP5*: P2 and S2 will collect data for the two UK case studies according to the methods outlined in D13 and D14. P2/S2 will also produce a draft description and analysis of the dynamics of the UK FSCs being studied and will assess their performance making use of the indicators developed for performance assessment. From this, P2 and S2 will identify opportunities and constraints for improving the performance of the FSCs under study. Finally, P2/S2 will publish the findings in two case study reports (D16).
- *WP6*: P2 and S2 will comment on the provisional typologies and assessment of constraints and opportunities produced by P7 and P1.
- *WP7*: P2 will develop provisional policy recommendations for the UK regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S2 will develop provisional practical protocols for UK FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at meeting 6, and UK national reports will be written on policy recommendations (D20) and practical protocols (D21) by P2 and S2 respectively.
- *WP8*: S2 will organise the first UK national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S2 will also organise the second national seminar to disseminate and get feedback on the provisional UK case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S2 where these results will be refined. Both P2 and S2 will contribute to a scientific book based on the project.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D3) WP2 methodology	2	Completed	
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed	
D8) FSC dynamics (national report WP2)	12	Completed	
D9) Consumers' attitudes (national report WP3)	12	Completed	
D10) WP2 Synthesis report	14	Completed	
D14) National research plan	16	Completed	
D15) National seminar 2 (feedback on case studies)	26	Completed	<i>Due to the geographical separation of the two case</i>

			<i>studies, it was decided to hold two separate national seminars (no.2); one centred on each of the case studies. The timings were set to maximise the value of the feedback received: P2 in October 2005; and S2 July 2005.</i>
D16) Case study reports	30	Completed	<i>Both case study reports were completed by December 2005.</i>
D19) National seminar 3 (feedback on provisional recommendations)	35	Delayed	<i>Partly due to the delay of the second national seminars, but also to maximise the value added to the delayed case study reports.</i>
D20) Policy recommendations (national report)	32	Delayed	<i>Due to the project extension</i>
D21) Practical recommendations (national report)	32	Delayed	<i>Due to the project extension</i>

Research activities during the third reporting period

WP1: No work specific to WP1 was carried out during this period, although the relevance of performance indicators was extensively discussed at the time of P2's second national seminar and written up in the ensuing seminar report.

WP2: The final report for WP2 was finished in the previous reporting period; both for the national report, and the synthesis report.

WP3: This WP was completed during the second reporting period.

WP4: This WP was completed during the second reporting period.

WP5: *UK Case Study 1 – P2.* Those interviews still remaining at the end of the second reporting period were completed in January 2005. Follow-up telephone interviews were also conducted with a number of the central actors in the Cornwall Food Programme during the analysis of the main data set, in order to ensure that the case study kept abreast of the most recent developments. In addition, data were also collected for the satellite studies at the same time. The resultant data were analysed within the qualitative software analysis program, Nvivo, in order to facilitate its handling and to improve the development of themes, conclusions and recommendations. Both P2 and S2 attended the 5th coordination meeting in Riga during May 2005, at which time the format for the final report was extensively discussed. A subsequent meeting was attended by P2 and S2 in Brussels in September 2005, which further discussed the format for the case study report, in particular in relation to the comparative WP6 report being conducted by P7. Both P2 and S2 actively contributed to both these meetings. The final report for this case study was completed in December 2005. The second seminar, conducted in October 2005, provided important corroboration/development of the report's recommendations and conclusions.

UK Case study 2 – S2. A successful satellite visit to Italy was conducted in February, in close partnership with P4 (University of Pisa - Department of Agricultural Economics), where representatives of the local food group, the Co-operative supermarket group, the research team and Sustain—the alliance for Better Food and Farming could explore how Unicoop Firenze and Coop Italia have responded to the challenge of local and regional food procurement, supported by the provincial government. Quantitative consumer research was conducted within the case study region on shopper attitudes to local and regionally identified food, designed and led by Dr Andrew Fearne of Imperial College. The case study was finalised by the research team, with remaining interviews, analysis and drafting of the case study report, eventually completed in November 2005. The case study was presented to a multi-stakeholder workshop in Tunbridge Wells, Kent, in July 2005.

WP6: P2 chaired the thematic discussion group on 'Impact on Rural Development' at the Riga meeting. Furthermore P2 gave feedback on draft versions of the comparative case study report.

WP7: The elaboration of national practical and policy recommendations will commence at the start of the fourth reporting period and will be based upon the draft WP7 synthesis report.

WP8: Due to the geographical separation of the two case studies, and differentiated audience and participants, it was decided to hold two separate national seminars (no.2); one centred on each of the case studies. The timings were set to maximise the value of the feedback received. P2 in October 2005 and S2 July 2005. The P2 seminar had 13 participants, all key stakeholders within the case study area. Its focus was on examining and developing sustainable development indicators for the Cornwall Food Programme, and to corroborate and develop a set of policy recommendations and practical protocols for the case study report. A 24 page report resulting from the seminar was produced. The S2 seminar had 12 participants, again all key stakeholders from the case study and the region. The objective of the workshop was to pool the findings from the case study with knowledge on production, processing, retailing and consumption in the High Weald, and to evaluate opportunities for deeper links between supermarkets and the local agrifood economy. It was built on extensive interviews of a wide range of stakes in the food chain and rural development in and around the High Weald as part of the SUS-CHAIN project, and also some consumer research conducted in partnership with the Co-operative Group. Some of the participants also could reflect on experiences gathered on the satellite fact-finding visit to Italy.

A paper was presented by P2 at the RGS-IBG Annual Conference in London in September 2005. As a result of this presentation, a book chapter has also been written, which is currently being peer reviewed.

In addition, members of the P2 team have also submitted two further book chapter abstract suggestions for inclusion within the SUS-CHAIN scientific book.

Significant difficulties or delays experienced during the third reporting period

The third national seminar has been delayed, partly as a result of the overall project extension and delay in completing the case study reports, but also to maximise the value added anticipated from the feedback from participants on the provisional practical and policy recommendations suggested in the case study report. In addition, the delay was felt to be justified in order to draw the results of the two UK case studies together in order to explore both their similarities, and their differences. This seminar will involve both practitioners and academics, and attempt to unpack the relative abilities of the two case studies to address the aims of the SUS-CHAIN project.

Subcontracted work during the third reporting period

Subcontractor (S2)

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Activities carried out by the subcontractor during the third reporting period:

- Satellite study tour to Tuscany (in partnership with P4 (University of Pisa - Department of Agricultural Economics))
- Completion of second case study, in partnership with The Kent High Weald project, for support in data collection and identification of appropriate stakeholders in the High Weald region, and Dr Andrew Fearne, of the Imperial College Centre for Food Chain Research, for support in developing interview guides, and conducting consumer research
- Case study workshop – Second seminar, assisted by the research
- Consumer research in the High Weald region, designed and led by Dr Andrew Fearne
- Assistance in pooling lessons from the two UK case studies
- Commencement of preparations for the final national seminar

3.3 Swiss Federal Institute of Technology – Institute of Agricultural Economics (P3)

Name and address of the participating organisation

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Scientific team

Dr. Jean-Marc Chappuis	Senior researcher (until 30. 03 .2005)
Dr. Sophie Réviron	Senior researcher
Mrs. Marguerite Paus	Junior researcher
Prof.dr. Bernard Lehmann	Professor

Contractual links to other participants

None.

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets.

Specific objectives for the work to be carried out in Switzerland are:

- To map the current definitions of sustainability that are associated with new food supply chains in Switzerland. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in Switzerland.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in Switzerland.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in Switzerland.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for regional and national authorities in Switzerland.

The results derived from the research activities carried out in Switzerland will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P3 will carry out the full range of research and dissemination activities in Switzerland required to realise the project's objectives. P3 is also responsible for WP1 coordination and all the research tasks in Switzerland. S3 will contribute to all workpackages by means of feedback and reflection on intermediate results and provisional conclusions. In addition S3 will carry out one case study, organise the Swiss national seminars and write the practical protocols for Switzerland.

More specifically the workplan for the Swiss team (i.e. P3 and S3) is as follows:

- *WP1*: At the start of the project P3 will develop a methodology for WP1 (D1). According to this methodology, P3 will conduct a review of Swiss literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S3. Based upon all national reviews P3 will develop a provisional set of FSC performance indicators (D2). This deliverable will serve as input for the methodologies of WP2 and WP3. Based upon the results of WP2 & WP3 and the feedback from the first national seminars, P3 will assess the provisional indicators and propose improved sets of indicators (D12). Based upon the results of the case studies and feedback from the second national seminars, P3 will develop a final set of FSC performance indicators (D17).
- *WP2*: Based upon the WP2 methodology P3 will carry out a literature review for Switzerland on different aspects of FSCs to assess their socio-economic dynamics. P3 and S3 will carry out interviews to supplement this. Based on the review and the interviews P3 will write a national report in collaboration with S3 (D8).
- *WP3*: Based upon the WP3 methodology P3 will carry out a desk study and (in collaboration with S3) write a national report for Switzerland on consumer attitudes to sustainable food products (D9).
- *WP4*: P3 and S3 will propose and select 2 case studies for in depth study in Switzerland. Following finalisation of the case study methodology, P3 and S3 will translate the case study methodology to the Swiss national context and develop a national case study research plan (D14).

- *WP5*: P3 and S3 will collect data for the two Swiss case studies according to the methods outlined in D13 and D14. The Swiss team will also produce a draft description and analysis of the dynamics of the Swiss FSCs being studied and will assess their performance making use of the indicators developed for performance assessment. From this, the Swiss team will identify opportunities and constraints for improving the performance of the FSCs under study. Finally, the Swiss team will publish the findings in two case study reports (D16).
- *WP6*: P3 and S3 will comment on the provisional typologies and assessment of constraints and opportunities produced by P7 and P1.
- *WP7*: P3 will develop provisional policy recommendations for the Swiss regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S3 will develop provisional practical protocols for Swiss FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at meeting 6, and Swiss national reports will be written on policy recommendations (D20) and practical protocols (D21) by P3 and S3 respectively.
- *WP8*: S3 will organise the first Swiss national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S3 will also organise the second national seminar to disseminate and get feedback on the provisional Swiss case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S3 where these results will be refined. Both P3 and S3 will contribute to a scientific book based on the project.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D1) WP1 methodology	1	Completed	
D2) Provisional set of FSC performance indicators	2	Completed	
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed	
D8) FSC dynamics (national report WP2)	12	Completed	
D9) Consumers' attitudes (national report WP3)	12	Completed	
D12) Fine tuned sets of FSC performance indicators	14	Completed	
D14) National research plan	16	Completed	
D15) National seminar 2 (feedback on case studies)	26	Completed	
D16) Case study reports	30	Completed	
D17) Final sets of performance indicators	26	Completed	<i>Integrated in D18</i>
D19) National seminar 3 (feedback on provisional recommendations)	35	Delayed	<i>Postponed to 3.05.2006</i>
D20) Policy recommendations (national report)	32	Delayed	
D21) Practical recommendations (national report)	32	Delayed	

Research activities during the third reporting period

WP1: During the third period, P3 worked at improving performance indicators. A specific research was done to compare effects of the initiative and satellites on rural development and tested on the two Swiss case-studies (see WP5). During the Riga meeting, the performance indicators were finalized per theme within working groups, according to the participative approach that had been adopted in Martigny. The Swiss team participated actively to working groups (as chairman of two groups or participant).

WP2: All research activities related to WP2 were finalised during the first reporting period.

WP3: All research activities related to WP3 were finalised during the first reporting period.

WP4: All research activities related to WP4 were finalised during the first reporting period.

WP5: The third reporting period was mainly dedicated to finalize the two case-studies reports. Rye Bread of Valais and Naturabeef. This second case-study was particularly difficult because of its already long history, which makes it very interesting for analysing the “scaling-up” issue. Coordination with the subcontractor S3 was crucial to validate representations and conclusions. More information had to be collected on satellites case-studies : IP Suisse and Coopnaturaplan (bread), Viandes de nos Monts, Lobao and BioweiderBeef (bovine meat).

The Swiss team built-up a new methodology to compare the performance of the main initiative with its satellites regarding effects on Rural Development. This methodology was tested by the Swiss team and presented at the Riga meeting in May. A pilot survey was realised for Switzerland during the second national seminar. The provisory results were included in the two Swiss case-studies reports. The final results will be presented during the third final national seminar in May 2006:

Swiss case-studies were chosen as satellites by UK (La fourchette verte: public procurement), Italy (Rye Bread of Valais to be compared with Pistoia mountain cheese). The subcontractor S3 organised a tour for the Dutch team in July 2005 to visit the emmentaler cheese initiative.

WP7: P3 co-chaired the group Governance and scaling-up during the Riga meeting and provided information and comments to the WP6 coordinator (P7). A similar work was made by S3 who co-chaired the group Marketing and communication.

WP8: The second national seminar was held on 8 June 2005 in Lausanne. In the first part, Sophie Révion presented the way we may use Actor-network theory to analyse the story of an initiative. In the second part chaired by Marguerite Paus, invited persons were invited to answer a survey (Likert scales) about the effects of Rye Bread of Valais and Naturabeef on rural developpement, compared with their satellites.

The work conducted on SUS-CHAIN gave the Swiss team the opportunity to publish results at the international level:

- Révion S., “Le comportement d’achat des consommateurs suisses pour les produits alimentaires à promesse de durabilité”, in the Acts of the SFER seminar Au nom de la qualité : quelles qualités demain pour quelles demandes, that was held on 5 & 6 October in Clermont-Ferrand, France (revised version and translation of the WP3 report) , p. 177- 184.

- Paus M. with G. Beletti, A. Marescotti Tand A. Hauwy : “Evaluation des effets locaux des AOC-IGP : développement rural, organisations sociales et vie des territoires” in the Acts of the Conference : Produits agricoles et alimentaires d’origine : enjeux et acquis scientifiques , 17 & 18 November, Paris, France (presentation of the provisory results of the survey conducted during the second Swiss national seminar).

During fall, work was started on the professional book and the scientific book. Abstracts were prepared for the coordinator, in collaboration with other partners. Translation in French of the WP2 report was started, to be published for the third national seminar in May 2006. The Swiss team worked intensively at the end of the year on papers to be presented in scientific conferences on early January 2006 (96 th EAAE seminar on 11 January 2006, Siner-GI project meeting on 12-13 January, ETH Kolloquium on 21 January).

S3 prepared with other partners a proposition for a “tool-kit” dedicated to professionals.

Significant difficulties or delays experienced during the third reporting period

The Swiss team met important organisational changes. Jean-Marc Chappuis left ETH at the end of March and Sophie Révillon took charge of the Swiss team coordination.

Finally, we decide not to organise a trip to Germany for Swiss stakeholders. We preferred to devote time and money to building-up a new methodology to assess initiatives' effects on rural development and to organise a pilot survey of Swiss opinion leaders that was realized during the second national seminar in Lausanne. To have hired and trained a junior was very helpful to realise this task. It will lead to a PhD thesis that will start in 2006.

Sub-contracted work during the third reporting period*Subcontractor (S3)*

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Persons involved:

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- Peter Damary (SRVA) [p.damary@srva.ch]
- Pierre Praz (SRVA) [p.praz@srva.ch]

Activities carried out by the subcontractor during the third reporting period:

- SRVA was very active during the Riga meeting with co-chairing of the group Marketing and communication and participation to other groups.
- SRVA was involved in the realisation of D8, the second national seminar that was held in Lausanne on 8 June 2005. It has already started preparing the third final national seminar that will be held on 3 May 2006.
- SRVA finalized the Naturabeef case-study that appeared to be particularly difficult and interesting because of an already long history (14 years). Satellite case-studies such as Viandes de nos monts was analysed in-depth.
- SRVA organized a trip for the Dutch team to visit the Emmental Swiss cheese organisation on 13-15 July 2005. They realised a special report on this excursion.
- SRVA was co-leader with S1 and S7 in preparing a project to build-up a "too-kit" for professionals that would be interested in creating and running a sustainable agriculture initiative.

3.4 University of Pisa – Department of Agricultural Economics (P4)

Name and address of the participating organisation

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Scientific team

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Dr. M. Miele	Lecturer
Ir. A. Rossi	Senior Researcher
Ir. P. Pieroni	Junior Researcher (hired for this project)
Ir. F. Vanni	Junior Researcher (hired for this project)
Ir. A. Ara	Junior Researcher (hired for this project)
Ir. S. Medeot	Junior Researcher (hired for this project)
Ir. R. Cerruti	Junior Researcher (hired for this project)

Contractual links to other participants

None

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets.

Specific objectives for the work to be carried out in Italy are:

- To map the current definitions of sustainability that are associated with new food supply chains in Italy. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in Italy.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in Italy.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in Italy.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for regional and national authorities in Italy.

The results derived from the research activities carried out in Italy will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P4 will carry out the full range of research and dissemination activities in Italy required to realise the project's objectives. P4 is also responsible for WP4 and WP5 coordination and all the research tasks in Italy. S4 will contribute to all workpackages by means of feedback and reflection on intermediate results and provisional

conclusions. In addition S4 will carry out one case study, organise the Italian national seminars and write the practical protocols for Italy. More specifically the workplan for the Italian team (i.e. P4 and S4) is as follows:

- *WP1*: According to WP1 methodology, P4 will conduct a review of Italian literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S4. Based upon the results of WP2 & WP3 and the feedback from the first national seminar, P4 and S4 will contribute to the assessment of the provisional indicators and propose improved sets of indicators. Based upon the results of the case studies and feedback from the second national seminar, P4 and S4 will contribute to the assessment and finalisation of the fine-tuned sets of indicators.
- *WP2*: Based upon the WP2 methodology P4 will carry out a literature review for Italy on different aspects of FSCs to assess their socio-economic dynamics. P4 and S4 will carry out interviews to supplement this. Based on the review and the interviews P4 will write a national report in collaboration with S4 (D8).
- *WP3*: Based upon the WP3 methodology P4 will carry out a desk study and (in collaboration with S4) write a national report for Italy on consumer attitudes to sustainable food products (D9).
- *WP4*: P4 will develop, with support of P1, a draft methodology for the case studies. P4 and S4 will propose and select 2 case studies for in depth study in Italy. Together with P1, P4 will assess the case studies proposed by the participants and make a final selection according to several criteria. The draft methodology and the selected cases will be discussed at third project coordination meeting, which will be organised by the Italian team. After this meeting P4, together with P1, will develop a final case study methodology (D13). P4 and S4 will translate the case study methodology to the Italian national context and develop a national case study research plan (D14).
- *WP5*: The Italian team will collect data for the two Italian case studies according to the methods outlined in D13 and D14. The Italian team will also produce a draft description and analysis of the dynamics of the Italian FSCs being studied and will assess their performance making use of the indicators developed for performance assessment. From this, P4 and S4 will identify opportunities and constraints for improving the performance of the FSCs under study. Finally, the Italian team will publish the findings in two case study reports (D16).
- *WP6*: P4 and S4 will comment on the provisional typologies and assessment of constraints and opportunities produced by P7 and P1.
- *WP7*: P4 will develop provisional policy recommendations for the Italian regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S4 will develop provisional practical protocols for Italian FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at meeting 6, and Italian national reports will be written on policy recommendations (D20) and practical protocols (D21) by P4 and S4 respectively.
- *WP8*: S4 will organise the first Italian national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S4 will also organise the second national seminar to disseminate and get feedback on the provisional Italian case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S4 where these results will be refined. Both P4 and S4 will contribute to a scientific book based on the project.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed	
D8) FSC dynamics (national report WP2)	12	Completed	
D9) Consumers' attitudes (national report WP3)	12	Completed	
D13) Overall case study methodology	16	Completed	
D14) National research plan	16	Completed	
D15) National seminar 2 (feedback on case studies)	26	Completed	
D16) Case study reports	30	Completed	
D19) National seminar 3 (feedback on provisional recommendations)	35	Delayed	
D20) Policy recommendations (national report)	32	Not started	
D21) Practical recommendations (national report)	32	Not started	

Research activities during the third reporting period

WP1: The analysis of the case studies (WP5), with the feed-backs of the Second National Seminar, held in March 2005, were the basis on which P4, in collaboration with the subcontractor, assessed the final fine-tuned sets of indicators

WP2: All research activities related to WP2 were finalised during the first reporting period.

WP3: All research activities related to WP3 were finalised during the first reporting period.

WP4: All research activities related to WP4 were finalised during the second reporting period.

WP5: In the first part of 2005 the case studies reports were finalised. Firstly important considerations were reported in the Second National Seminar, to enrich the considerations and conclusions for the case studies. Secondly final data were collected, so to definitely assess the food supply chains performance. Thirdly an analysis of opportunities and constraints was made. Therefore some time was dedicated to the review of the case study reports, which were concluded in September 2005 (D16).

WP6: In 2005 the comparative case study analysis started, so that it was possible to make a provisional assessment of constraints and opportunities of the food supply chains analysed in the case studies. The discussion about the possible typologies of food supply chains, and the provisional constraints and opportunities identified, took place during the 5th SUS-CHAIN co-ordination meeting in Latvia (Riga, May 18th – 20th).

WP7: On the basis of the conclusions of the case study reports (WP5) and the discussion of the SUS-CHAIN 5th co-ordination meeting in Latvia (WP6) it was possible to develop provisional policy recommendations, which will be further analysed and discussed during the 6th SUS-CHAIN co-ordination meeting in Gent in 2006 (4th reporting period).

WP8: On March, 10th 2005 in Reggello (FI), the sub-contractor organised the 2nd National seminar for the assessment of the second phase of SUS-CHAIN project in Italy. There the staff of Pisa University organised the discussion, which was facilitated by a video documentation about the second case study (CAF), to which various people attended (see D15 "Report of the Second national meeting"). Besides, a scientific article was written about the first case study (RSMC), published in September 2005.

Significant difficulties or delays experienced during the third reporting period

The delay of the third reporting period is basically linked to the previous delay. Therefore, as anticipated in 2004, the Second National Seminar took place in March 2005, while the case studies were finalised in June 2005 and concluded in September 2005. As a consequence, the phase of recommendations and protocols

(WP7) will be concluded in 2006, when also the Third National Seminar and the concluding phase of WP8 will take place.

Sub-contracted work during the third reporting period

Subcontractor (S4)

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- WP1: IRIPA contributed to the finalisation of indicators
- WP5: after the conclusion of the case study analysis, IRIPA collaborated with the University of Pisa in assessing the performance of the Food supply chains and in detecting opportunities & constraints, which were the basis for WP6
- WP6: IRIPA provided the feedback on provisional typologies & assessment, afterwards discussed in the 5th SUS-CHAIN co-ordination meeting in Latvia
- WP7: IRIPA provided the provisional practical protocols
- WP8: IRIPA organised the Second Italian National Seminar in Reggello (FI, March 10th, 2005).

3.5 University of Ghent – Department of Agricultural Economics (P5)

Name and address of the participating organisation

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Scientific team

Prof. dr. Guido Van Huylbroeck	Professor
Prof. dr. Wim Verbeke	Professor
Ir. Anne Vuylsteke	Researcher

Contractual links to other participants

None

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets.

Specific objectives for the work to be carried out in Belgium are:

- To map the current definitions of sustainability that are associated with new food supply chains in Belgium. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in Belgium.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in Belgium.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in Belgium.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for regional and national authorities in Belgium.

The results derived from the research activities carried out in Belgium will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P5 will carry out the full range of research and dissemination activities in Belgium required to realise the project's objectives. P5 is also responsible for WP3 coordination and all the research tasks in Belgium. S5 will contribute to all workpackages by means of feedback and reflection on intermediate results and provisional conclusions. In addition S5 will carry out one case study, organise the Italian national seminars and write the practical protocols for Belgium.

More specifically the workplan for the Belgian team (i.e. P5 and S5) is as follows:

- *WP1*: According to WP1 methodology, P5 will conduct a review of Italian literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S5. Based upon the results of WP2 & WP3 and the feedback from the first national seminar, P5 and S5 will contribute to the assessment of the provisional indicators and propose improved sets of indicators. Based upon the results of the case studies and feedback from the second national seminar, P5 and S5 will contribute to the assessment and finalisation of the fine-tuned sets of indicators.
- *WP2*: Based upon the WP2 methodology P5 will carry out a literature review for Belgium on different aspects of FSCs to assess their socio-economic dynamics. P5 and S5 will carry out interviews to supplement this. Based on the review and the interviews P5 will write a national report in collaboration with S5 (D8).
- *WP3*: P5 will develop a methodology for the desk study on consumers' attitudes and behaviour (D4). Based upon the WP3 methodology P5 will carry out a desk study and (in collaboration with S5) write a national report for Belgium on consumer attitudes to sustainable food products (D9). Based upon all national reports P5 will write a WP3 synthesis report, summarising and analysing differences and similarities in consumers' attitudes and behaviour in the participating countries (D11).
- *WP4*: P5 and S5 will propose and select 2 case studies for in depth study in Belgium. P5 and S5 will translate the case study methodology to the Belgian national context and develop a national case study research plan (D14).
- *WP5*: The Belgian team will collect data for the two Belgian case studies according to the methods outlined in D13 and D14. The Belgian team will also produce a draft description and analysis of the dynamics of the Belgian FSCs being studied and will assess their performance making use of the indicators developed for performance assessment. From this, P5 and S5 will identify opportunities and constraints for improving the performance of the FSCs under study. Finally, the Belgian team will publish the findings in two case study reports (D16).
- *WP6*: P5 and S5 will comment on the provisional typologies and assessment of constraints and opportunities produced by P7 and P1.

- *WP7*: P5 will develop provisional policy recommendations for the Belgian regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S5 will develop provisional practical protocols for Belgian FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at meeting 6, and Belgian national reports will be written on policy recommendations (D20) and practical protocols (D21) by P5 and S5 respectively.
- *WP8*: S5 will organise the first Belgian national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S5 will also organise the second national seminar to disseminate and get feedback on the provisional Belgian case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S5 where these results will be refined. Together with P1 P5 will organise an international conference (D22). Together with P1 and P6 P5 will edit a scientific book (D24). Both P5 and S5 will contribute to a scientific book based on the project.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D3) WP3 methodology	2	Completed	
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed	<i>Held on 15 December 2003</i>
D8) FSC dynamics (national report WP2)	12	Completed	
D9) Consumers' attitudes (national report WP3)	12	Completed	
D11) WP3 synthesis report	14	Completed	<i>Completed in April 2004</i>
D14) National research plan	16	Completed	
D15) National seminar 2 (feedback on WP4 & 5)	26	Completed	<i>Held on 8 March 2005</i>
D16) Case study reports	30	Completed	
D19) National seminar 3 (feedback on provisional recommendations)	35	Completed	<i>Held on 8 December 2005</i>
D20) Policy recommendations (national report)	32	Delayed	
D21) Practical recommendations (national report)	32	Delayed	
D22) International conference	39	In progress	
D24) Scientific book	42	In progress	

Research activities during the third reporting period

WP1: No activities have been undertaken by P5 and S5 concerning this workpackage

WP2: All research activities related to WP2 were finalised during the first reporting period.

WP3: All research activities related to WP3 were finalised during the second reporting period.

WP4: All research activities related to WP4 were finalised during the second reporting period.

WP5: In the third reporting period, both P5 and S5 continued their research activities for this workpackage.

For the case of Biemelk Vlaanderen, which is elaborated by S5, the principal activities were a visit to the satellite initiative "Upländer Bauernmolkerei", assessment of the rural development indicators, comparison of the main case and the satellite cases and editing the case study report. The main research and other activities concerning the second case study, De Westhoek Hoveveproducten, were performed in the third research period. This concerned some expert interviews on the performance of the initiative and on the comparison with the satellite initiatives. Furthermore, an update was made of the internal rules, organisation and members of the non-profit making organisation "De Westhoek Hoveveproducten". This data allowed for a more profound description and analysis of the FSC dynamics, which were then described in the case study report. The collected data also led to an assessment of the initiative's dynamics and performance concerning the 6 core themes which were identified within the project. This then allowed for the identification of constraints and opportunities, which were also included in the final case study report.

WP6: The German team (P7) took the lead for the several WP6 tasks and P5 and S5 provided feedback on the work in progress. The provisional results of the comparative analysis were presented on the coordination meeting in Brussels (September 30th 2005). P5 and S5 send then their comments by email. This mainly concerned corrections of misinterpretations concerning the Belgian case studies and the justification of assessments made in the FSC performance.

WP7: The work for this workpackage started with the discussions at the meeting in Riga. We hereby started from some general lessons for each of the 6 core themes of analysis and these were then further elaborated towards recommendations for the actors in the FSC and policy. During the coordination meeting, specific tables to translate the formulated lessons into recommendations. The project teams started to fill out this table at the meeting, but this activities was continued by email. The outcomes were then used by the Dutch team (P1) to write a synthesis report that will guide to writing of the national policy recommendations and practical protocols in the fourth reporting period.

The subcontractors started to work on a practical toolkit for (farmer lead) supply chains. The general outline of the toolkit was discussed in the Riga meeting. At the end of September the Belgian subcontractor hosted a meeting where the general content of the toolkit was discussed and tasks were divided.

WP8: Both the second and third national seminar were organised in 2005, the third reporting period. The second national seminar took place on March 8th in Ghent in the presence of 14 people from different organisations. We started with a state of affairs within the project and an overview of the 14 selected case studies. This was followed by discussions on 3 core themes (each time introduced by an overview of research results): 1) coordination within supply chains and the effect on chain performance and scaling-up (introduced by Pieter Jan Brandsma on the Dutch case "De Hoeve"), 2) contribution of alternative FSCs to rural development and the role of public support and 3) scaling-up of alternative FSCs: opportunities, restrictions and key factors.

For the third national seminar, we opted for a collaboration with a Belgian research project on local food systems, in which S5 is also a partner. The seminar took place at Agribex, the national agricultural fair in Brussels, on December 8th in the presence of more than 80 stakeholders. After a short introduction on both research project, we had a discussion according to the principle of World Café. The participants were hereby asked to take place at tables with four people and had to switch tables after each of the discussion rounds. One person was assigned to be the representative that had to summarize the tables' previous discussion and had to explain to notes on the table-cover for the new people that took place at the table. In the three rounds, the following questions were addressed: 1) How can we (each from our own perspective or organisation) reinforce sustainable food supply chains? 2) What did I learn from the previous round? and 3) What is needed to initiate some changes?

The research results were furthermore presented on the following occasions:

- Les circuits alternatifs de distribution en agro-alimentaire. 8eme Journée Agroalimentaire de l'Agro Montpellier, 10 March 2005.

« Le cas de la Belgique : des exemples de développement réussis », Anne Vuylsteke

- In the name of quality : what kind of quality for which kind of demand(s)? Colloque SFER, Clermont-Ferrand, 5 and 6 October 2005.

Vuylsteke, A. & Van Huylenbroeck, G. (2005). Policy actions to support system innovation: the case of alternative food supply chains. In: Blogowski, A., Lagrange, L. & Valceschini, E., Colloque international. Au nom de la qualité. Quelle(s) qualité(s) demain, pour quelle(s) demande(s) ?. Actes du colloque SFER – Enita Clermont-Ferrand, 5 et 6 octobre 2005. pp. 289-296.

Significant difficulties or delays experienced during the third reporting period

No significant difficulties or delays to be reported for the third reporting period.

Sub-contracted work during the third reporting period

Subcontractor (S5)

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Activities carried out by subcontractor during the third reporting period:

- Case studie “Biomelk Vlaanderen”: satellite cases (visit and comparison with the main case), assesment of rural development indicators, case study report.
- Comparative case study analysis: completing the schemes on the different themes with data on Biomelk Vlaanderen.
- Further preparation, organisation and reporting of the second national seminar.
- Preparation and organisation of the third national seminar: making a programme and invitation, reviewing and extending the list of stakeholders to invite.
- Participation in the project coordination meetings in Riga en Brussels.
- Starting work on a practical toolkit together with the other subcontractors, meeting with the subcontractors in Leuven.

3.6 Baltic Studies Centre (P6)**Name and address of the participating organisation**

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Scientific team

Dr.soc. Talis Tisenkopfs Senior researcher/Director and country team coordinator in Latvia

Ma. Soc. Sandra Sumane Jr. researcher (hired for this project)

Ma. Soc. Ilze Lace Jr. researcher (hired for this project)

Ma. Soc. Anita Kalnina Jr. researcher (hired for this project)

Researcher Aija Zobena (hired for this project) left the scientific team and joined the Subcontractor's team in 2005. Her task was to contribute to the finalisation of the second Latvian case study (Latvian Cattle Breeders Association case). Assistant researcher Rita Sile (hired for this project) left the team in 2005. This move was related to her appointment at Latvia Agricultural Education and Training Support Centre. Her responsibilities for implementing WP8 (Dissemination and feedback) activities were taken over by other team members.

Contractual links to other participants

None

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets. Specific objectives for the work to be carried out in Latvia are:

- To map the current definitions of sustainability that are associated with new food supply chains in Latvia. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in Latvia.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in Latvia.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in Latvia.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for regional and national authorities in Latvia.

The results derived from the research activities carried out in Latvia will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P6 will carry out the full range of research and dissemination activities in Latvia required to realise the project's objectives. P6 is also responsible for WP8 coordination and all the research tasks in Latvia. S6 will contribute to all workpackages by means of feedback and reflection on intermediate results and provisional conclusions. In addition S6 will carry out one case study, organise the Latvian national seminars and write the practical protocols for Latvia.

More specifically the workplan for the Latvian team (i.e. P6 and S6) is as follows:

- *WP1*: According to WP1 methodology, P6 will conduct a review of Latvian literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S6. Based upon the results of WP2 & WP3 and the feedback from the first national seminar, P6 and S6 will contribute to the assessment of the provisional indicators and propose improved sets of indicators. Based upon the results of the case studies and feedback from the second national seminar, P6 and S6 will contribute to the assessment and finalisation of the fine-tuned sets of indicators.
- *WP2*: Based upon the WP2 methodology P6 will carry out a literature review for Latvia on different aspects of FSCs to assess their socio-economic dynamics. P6 and S6 will carry out interviews to supplement this. Based on the review and the interviews P6 will write a national report in collaboration with S6 (D8).
- *WP3*: Based upon the WP3 methodology P6 will carry out a desk study and (in collaboration with S6) write a national report for Latvia on consumer attitudes to sustainable food products (D9).
- *WP4*: P6 and S6 will propose and select 2 case studies for in depth study in Latvia. P6 and S6 will translate the case study methodology to the Latvian national context and develop a national case study research plan (D14).
- *WP5*: The Latvian team will collect data for the two Latvian case studies according to the methods outlined in D13 and D14. The Latvian team will also produce a draft description and analysis of the dynamics of the Latvian FSCs being studied and will assess their performance making use of the indicators developed for performance assessment. From this, P6 and S6 will identify opportunities and

constraints for improving the performance of the FSCs under study. Finally, the Latvian team will publish the findings in two case study reports (D16).

- *WP6*: P6 and S6 will comment on the provisional typologies and assessment of constraints and opportunities produced by P7 and P1.
- *WP7*: P6 will develop provisional policy recommendations for the Latvian regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S4 will develop provisional practical protocols for Latvian FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at meeting 6, and Latvian national reports will be written on policy recommendations (D20) and practical protocols (D21) by P6 and S6 respectively.
- *WP8*: P6 will develop, together with P1, a methodology of dissemination and feedback (D5) S6 will organise the first Latvian national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S6 will also organise the second national seminar to disseminate and get feedback on the provisional Latvian case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S6 where these results will be refined. Together with P1 and P5 P6 will be responsible for editing a scientific book (D24). Both P6 and S6 will contribute to this book based on the project.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D5) Dissemination plan	6	Completed	
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed	<i>Held in November 2003</i>
D8) FSC dynamics (national report WP2)	12	Completed	
D9) Consumers' attitudes (national report WP3)	12	Completed	
D14) National research plan	16	Completed	
D15) National seminar 2 (feedback on case studies)	26	Completed	<i>Held in April 2005</i>
D16) Case study reports	30	Completed	<i>Finalised in November 2005</i>
D19) National seminar 3 (feedback on provisional recommendations)	35	Delayed	<i>To be held in March 2006</i>
D20) Policy recommendations (national report)	32	Delayed	<i>To be discussed at 3rd National seminar and finalised afterwards</i>
D21) Practical recommendations (national report)	32	Delayed	<i>To be discussed at 3rd National seminar and finalised afterwards</i>
D24) Scientific book	42	In progress	<i>Draft chapter to be ready and discussed at project coordination meeting in Ghent, April 2006</i>

Research activities during the third reporting period

WP1: The work on elaborating the final sets of indicators based on case study analysis and discussions at national seminars was mainly done during the 1st and 2nd reporting periods. During the third reporting period the set of food supply chain performance indicators was discussed and commented by stakeholders at 2nd national seminar. The comments were taken forward in the framework of WP6 comparative analysis, especially discussing the draft comparative reports at project coordination meetings in Riga (May 2005) and Brussels (September 2005).

WP2: All research activities related to WP2 were finalised during the first reporting period.

WP3: All research activities related to WP3 were finalised during the first reporting period.

WP4: All research activities related to WP4 were finalised during the second reporting period.

WP5: The Latvian team finalised case studies in 2005. The second draft case study reports based on the main cases (*Rankas Piens (Ranka Dairy)* and *the Latvian Cattle Breeders Association case*) were ready by the 5th project coordination meeting in Riga (May 2005). By that time all field work interviews and data collection was finished as well as analysis carried out. Comments from the 2nd

national seminars, which were conducted parallel for the two cases, were integrated in the reports. P6 and S6 continued interviews and fieldwork regarding satellite initiatives in summer 2005. For Rankas Piens the two satellite cases were *Smiltenes Piens* (another regional dairy) and *Keipenes Piens* (a small organic dairy cooperative). For *Latvian Cattle Breeders Association case* the satellites were a *Limited company "Rosiba ZS"*, operating in fresh meat products sector, and "*Zaubes kooperatīvs*", a small organic slaughterhouse initiative. During Riga meeting an excursion was organised to visit *Rankas Piens* main case. In addition to that a mixed group of researchers and subcontractors from Latvia, Germany and Italy conducted a two days study tour to visit and interview *Rankas Piens* suppliers and initiative leaders from *Keipenes piens* satellite case. This tour worked out partly as an international satellite study, because the Latvian researchers together with German partners prepared a short comparative analysis on commonalities and differences between organic dairy chain initiatives in Latvia (*Keipenes piens*) and Germany (*Upländer Bauernmolkerei*). The findings were later incorporated in the final case study reports. Both Latvian case studies were finalized in autumn and completed reports sent to partners in November 2005.

WP6: The Latvian team was responsible for organisation of the 5th project coordination meeting in Riga (18-20 May 2005), whose focus was on comparative analysis and development of preliminary typology of new food supply chains. The organisation involved hiring a meeting venue, participation in the elaboration of meeting agenda, organising of an aftermath excursion to one of the case study areas and arrangement of a visit to a satellite initiative.

At Riga meeting the Latvian team took part in discussions to elaborate on indicators, lessons learnt, and preliminary recommendations regarding each of the six core food supply chains aspects. At interim project coordination meeting in Brussels (September 2005), where a second draft comparative analysis was presented, the Latvian team contributed with comments on provisional typologies of new food supply chains, especially with regard to social and territorial embeddedness. This theme was selected by the Latvian partner to elaborate more in-depth in a proposed scientific book chapter.

WP7: No activities undertaken for this workpackage.

WP8: Organisation of the 2nd National seminar was the main dissemination activity in the third reporting period. The Latvian Partner and Subcontractor decided to focus seminar on the initiatives in order to confront the case study findings with actors' experiences. Therefore decision was made to organise two parallel seminars for each of the cases (milk case and beef case). Respective initiative representatives and their chain partners were invited to the seminars. Both seminars took place in April 2005. The seminar in Ranka involved some 25 participants – diverse initiative actors: milk farmers, processing company managers, suppliers, institutional partners, media. The discussion was organised around three themes: internal organisation of the dairy, opportunities and challenges in the market, and relation with surrounding actors. In addition to presenting the case study findings, the researchers have been carrying out a consumer focus group discussion and presented its results. This contribution was especially appreciated by Rankas piens.

The other seminar on beef case concentrated on the problems between producers and processors and issues how to develop new market segment.

The discussions at 2nd national seminars were recorded, transcribed and later analysed. This allowed researchers to consolidate the main comments and include them in the final case study reports.

Significant difficulties or delays experienced during the third reporting period

Besides the general delay at project level and contract extension for finalisation of comparative analysis, recommendations and dissemination activities, there were no significant major delays or other problems. The organisation of third national seminar, planned for the autumn 2005, is postponed to March 2006.

Sub-contracted work during the third reporting period***Subcontractor (S6)***

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The following persons have contributed to the project: Aivars Tabuns, Aija Zobena, Ausma Tabuna, Mareks Niklass, Kistaps Vecgrīvis, Laura Sīna.

The subcontractor's work in third reporting period was mainly related to completion of one of the in-depth case studies (the Latvian beef case), including satellite research, and organisation of one of the parallel national seminars related to case studies. Subcontractor wrote the finalised version of case study report in a second half of 2005. Subcontractor's researchers Aivars Tabuns, Aija Zobena, and Laura Sīna assisted in the organisation of the 5th project coordination meeting in Riga (18-20 May 2005) and took part in it.

During the 3rd project coordination meeting in Pisa several subcontractors proposed an idea to develop a practical toolkit based on case studies as a concrete advice, methods and tools for practitioners how to solve problem situations in food supply chains. The Latvian subcontractor, having been not actively involved in this additional effort in 2005, after discussions with scientific partner, decided to seek more possibilities to engage in it during the last six months of the project duration, especially with regard to possibility to translate commonly developed toolkit in Latvian and disseminate it among the Latvian agricultural organisations and food chain actors.

3.7 JW Goethe University – Institute for Rural Development Research (P7)***Name and address of the participating organisation***

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Scientific team

Dr. Karlheinz Knickel	Senior Researcher, Coordinator German team
Dipl.-Ing.agr. Gundula Jahn	Junior Researcher (hired for this project for 2004-2006)

Research assistant

Sarah Peter	Research assistant
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Hired for specific research tasks

Dipl.-Kaufm. Kostas Gountaras	Researcher (hired for specific socio-economic analyses in Uplaender dairy case study)
Dr. Susanne von Münchhausen	Researcher (hired for editing the Tegut case study report)

Contractual links to other participants

None

Objectives

The overall aim of the project is to assess the potential role of food supply chains in the enhancement of sustainable food production and rural development by identifying critical points in food supply chains which currently constrain the further dissemination of sustainable production, and recommend actions that are likely to enhance the prospects for sustainable food markets.

Specific objectives for the work to be carried out in Germany are:

- To map the current definitions of sustainability that are associated with new food supply chains in Germany. To examine the extent to which sustainability claims are interwoven with other quality attributes. To map, on the basis of a set of indicators, the diversity of food chains in Germany.
- To identify the bottlenecks which constrain the enhancement of sustainable food production in Germany.
- To examine ways of communication and mechanism of economic coordination between the actors in the food chain in Germany.
- To develop performance indicators and methods in order to assess the collective performance of the food chain as a whole towards sustainable food production.
- To examine the relevant policy environment for the development of sustainable food supply chains and to formulate policy recommendations for regional and national authorities in Germany.

The results derived from the research activities carried out in Germany will be used to address the overall objectives (see section 1.1) of the SUS-CHAIN project.

Workplan

P7 will carry out the full range of research and dissemination activities in Germany required to realise the project's objectives. P7 is also responsible for WP6 coordination and all the research tasks in Germany. S7 will contribute to all workpackages by means of feedback and reflection on intermediate results and provisional conclusions. In addition S7 will carry out one case study, organise the German national seminars and write the practical protocols for Germany.

More specifically the workplan for the German team (i.e. P7 and S7) is as follows:

- *WP1*: According to WP1 methodology, P7 will conduct a review of German literature and research on food supply chains, in order to assess relevant and interesting FSC performance indicators for three different aspects of FSCs, and to develop national sets of provisional indicators with S7. Based upon the results of WP2 & WP3 and the feedback from the first national seminar, P7 and S7 will contribute to the assessment of the provisional indicators and propose improved sets of indicators. Based upon the results of the case studies and feedback from the second national seminar, P7 and S7 will contribute to the assessment and finalisation of the fine-tuned sets of indicators.
- *WP2*: Based upon the WP2 methodology P7 will carry out a literature review for Germany on different aspects of FSCs to assess their socio-economic dynamics. P7 and S7 will carry out interviews to supplement this. Based on the review and the interviews P7 will write a national report in collaboration with S7 (D8).

- *WP3*: Based upon the WP3 methodology P7 will carry out a desk study and (in collaboration with S7) write a national report for Germany on consumer attitudes to sustainable food products (D9).
- *WP4*: P7 and S7 will propose and select 2 case studies for in depth study in Germany. P7 and S7 will translate the case study methodology to the German national context and develop a national case study research plan (D14).
- *WP5*: The German team will collect data for the two German case studies according to the methods outlined in D13 and D14. The German team will also produce a draft description and analysis of the dynamics of the German FSCs being studied and will assess their performance making use of the indicators developed for performance assessment. From this, P7 and S7 will identify opportunities and constraints for improving the performance of the FSCs under study. Finally, the German team will publish the findings in two case study reports (D16).
- *WP6*: P7 will study and analyse all case study reports and in collaboration with P1 produce provisional typologies of FSCs and a provisional assessment of constraints and opportunities. S7 will comment on this. Based upon comments from the subcontractors and discussions during the 5th project coordination meeting P7 will write a comparative case study report, summarising all findings from the case studies (D18).
- *WP7*: P7 will develop provisional policy recommendations for the German regional and national public authorities based on the results of WPs 1, 2, 3 and 5. S4 will develop provisional practical protocols for German FSC actors and different stakeholders in the institutional environment of FSCs based on the results of WP 1, 2, 3 and 5. These will be fine-tuned at meeting 6, and German national reports will be written on policy recommendations (D20) and practical protocols (D21) by P7 and S7 respectively.
- *WP8*: S7 will organise the first German national seminar to disseminate and get feedback on the provisional results of WP 1-3 (D7). S7 will also organise the second national seminar to disseminate and get feedback on the provisional German case study results (D15). The provisional policy recommendations and practical protocols will be disseminated in the third national seminar (D19) organised by S7 where these results will be refined. Both P7 and S7 will contribute to the scientific book based on the project.

Deliverables

Deliverable	Delivery date (according to TA)	Status	Comments
D7) National seminar (feedback on WP1, 2 & 3)	11	Completed	<i>Took place in February 2004</i>
D8) FSC dynamics (national report WP2)	12	Completed	
D9) Consumers' attitudes (national report WP3)	12	Completed	
D14) National research plan	16	Completed	
D15) National seminar 2 (feedback on case studies)	26	Completed	<i>Took place in February 2005</i>
D16) Case study reports	30	Completed	<i>Completed end 2005</i>
D18) Transversal case study analysis	34	Delayed	<i>Expected completion in Feb 2006</i>
D19) National seminar 3 (feedback on provisional recommendations)	35	Delayed	<i>Will take place in February 2006</i>
D20) Policy recommendations (national report)	32	Delayed	
D21) Practical recommendations (national report)	32	Delayed	

Research activities during the third reporting period

WP1: No activities were undertaken in this work package during the third reporting period.

WP2: No activities were undertaken in this work package during the third reporting period.

WP3: No activities were undertaken in this work package during the third reporting period.

WP4: No activities were undertaken in this work package during the third reporting period.

WP5: On the basis of the already in 2004 collected data and the findings of the Second National Seminar, the work concerning the two German case studies proceeded.

The case studies include the following: a detailed description and analysis of the organisation forms and structures of the Uplaender dairy and the Tegut supermarket chain; a detailed description and analysis of the ways of communication and mechanisms coordination as well as an assessment of their effectiveness in creating cohesion and successful collective action between different actors, a detailed description and analysis of the socio-economic dynamics of the two cases, an assessment of their performance in terms of selected sustainability aspects; an identification of the main bottlenecks in each case, and a description of the relevant policy environment and interfaces. During the 5th project coordination meeting in Riga, all participants agreed to integrate into the case study reports the six core themes that already were agreed upon during the 4th project coordination meeting. To structure the reports along the six core themes noticeable helps to analyse and describe the performance of the studied food supply chain. Through this agreement, the progress on the case studies was delayed, but led to more explanatory power of each report. The two German case studies could be finished by the end of the reporting period.

WP6: The report with the comparative case study analysis was developed during the third reporting period. In order to compare the 14 very different cases each case was analysed according to the agreed six core themes. Relevant measures of performance and indications of bottlenecks and constraints were extracted. A final draft of the report was presented and discussed during a short working session in Brussels on the 30th of September 2005.

According to the technical annex, provisional typologies of food supply chains to order the diversity of food supply chain dynamics were built in collaboration with P1. The building of typologies is not only important to identify major patterns and underlying trends and trajectories of different food supply chains but it is also important to recommend tools, methods and strategies to actors in food supply chains and surrounding actors (e.g. farmers' unions, consumer organisations, environmental groups), which can be used to improve the collective performance of food supply chains towards sustainability. From this perspective it was agreed that the comparative analysis report should be finished without concretising the different typologies. Instead, the typologies should be integrated into the WP7 report.

With the feedback of the meeting in September, the comparative analysis report could be nearly finished in the third reporting period. It will be finalized in February 2006.

WP7: IfLS (P7) and ECOZEPT GbR (S7) provided feedback to the draft recommendations developed by WUR (P1). IfLS (P7) ensured a feeding in of the results of the comparative case study analysis into WP7 and checked consistency. IfLS (P7) and ECOZEPT GbR (S7) took part in the working meetings that addressed the development of recommendations.

WP8: The second German national feedback seminar was held on the 25 February 2005 in Nuernberg. The title of the seminar report is: "Sustainability in food supply chains: Results from three case studies and the international comparative analysis" (Ecozept / IfLS, 2004). The seminar was again carried out in the framework of the world organic trade fair "BioFach 05" which took place in Nuernberg from the 24 - 27 February 2005. We invited about 30 persons from the different stakeholder-groups by sending them written invitations and a flyer that was developed for this purpose. This resulted in a

participation of 21 people representing a broad range of business (food processors), private associations, interest groups, academics as well as representatives of policy and administration.

The second national seminar was split in several parts: After a brief presentation of the project three speeches were delivered presenting three different national case studies. Two case studies were the ones carried out in Germany (Uplaender dairy and Tegut supermarkets), and a third one from Switzerland representing the supermarket chain COOP with its label 'NaturaPlan'. These speeches provided important impulses for discussion. The moderation was done by Armin Kullman, IfLS. All participants of the seminar received the following handouts: Information about SUS-CHAIN and a profile of the three case studies; the seminar report; the address list of all participants; and a seminar evaluation paper.

As a whole the national seminar gave a good overview of the 'variety of different food supply chains' and its 'similarities' and its disparities. Also new approaches for a 'sustainability marketing' were discussed. A report on the national seminar has been prepared. Various press releases on the results of the national seminar have been launched. Major publications for a broad audience on project results have been in *AgraEurope* on 1 March 2004 and on 25 April 2005 and *Ländlicher Raum* in September/October 2005. At the end of 2005 first steps have been undertaken to organise the third national feedback seminar.

Significant difficulties or delays experienced during the third reporting period

The main delays in the third reporting period were:

- The final case studies were only delivered after the expected date. Due to the changes of the structure of the report and also due to difficulties to collect some of the data considered important, the case study reports could only be finalised at the end of 2005. The comparative analysis of the case studies was already started earlier on the basis of draft case study reports. Where necessary were later changes in the case study reports discussed with the respective authors and taken into consideration
- The structure of the comparative case study analysis was discussed and agreed during the 5th project coordination meeting in Riga (May 2005).
- The final draft of the comparative analysis report was only available at the end of September 2005.

Sub-contracted work during the third reporting period

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The activities carried out by ECOZEPT GbR in the third reporting period (2005) were:

Meetings

In 2005, Ecozept researchers Claudia Strauch and Burkhard Schaer participated at the 5th project coordination meeting in Riga (LV), 18 - 20 May 2005 and at an interim meeting in Brussels, 30 September 2005. In preparation of the Riga meeting, ECOZEPT prepared the presentation for the second National Seminar.

Research and Reporting

ECOZEPT has been carrying out most of the work for the two in-depth case studies in Germany (WP 5) in 2005. The work included a detailed description and analysis of the organisation forms and structures of the two cases; an analysis of the ways of communication and coordination mechanisms, a detailed description and analysis of the socio-economic dynamics of the two cases, an assessment of their performance in terms of selected sustainability aspects, an identification of the main bottlenecks in each case, and a description of the relevant policy environment and interfaces.

National Seminars

ECOZEPT GbR prepared and organized the second German national seminar which was carried out on 25 February 2005. As venue again the world organic trade fair "BioFach 05" which took place in Nuernberg from the 24 - 27 February 2005 was chosen. A workshop report has been prepared. The report includes a summary of the presentations of three case studies and its discussions on them. Two case studies were the ones carried out in Germany and the third one presented the example of success of the Swiss supermarket chain COOP with its label 'NaturaPlan' (sustainable produced products (mainly organic)). The report end with a survey of the findings of the three presented cases and the results of the (international) comparative case study analysis (WP6 report).

The preparations of the third national seminar started in November 2005. Development of a mailing list and first concepts of the seminar contents were created. It was decided to have the seminar again during the BIOFACH in Nuernberg, the world biggest trade fare of organic products.

Throughout 2005, ECOZEPT GbR used contacts with the food branch actors and with researchers to disseminate information about the SUSCHAIN project.

Additional sub-contracts for specific analyses / tasks:

- Dipl.-Kaufm. Kostas Gountaras was hired for specific socio-economic analyses in the Uplaender dairy case study. He applied the LM3 method and finished his report in August 2005.
- Dr. Susanne von Münchhausen was hired for editing the Tegut case study report. She completed her work in July 2005.

4 PROJECT MANAGEMENT AND COORDINATION

4.1 Project coordination meetings

Electronic communication and project coordination meetings are the key instruments used in the management and coordination of the project. According to the Technical Annex *“the participants will meet 6 times. On 3 of the 6 project coordination meetings the subcontractors will also be present”*. At the first project coordination meeting in the Netherlands it was decided that presence of the subcontractors at all 6 meetings would be important for the progress of the project, given the fact that the subcontractors play a specific and crucial role in all phases of the project. In the table below the dates, venues and topics of the 6 project coordination meetings are given. All meetings have been or will be held according to the schedule foreseen in the TA.

Overview of project coordination meetings

Meeting no.	Date	Location	Participants	Issues and workpackages (to be) discussed
1	5 – 7 March 2003	Utrecht, The Netherlands	P1 – P7, S1 – S7	Overall framework of the project (i.e. decision-making structures, communication flows, procedures); Methodology of WP1, 2 & 3; Time table for progress monitoring of WP1, 2 & 3
2	1 – 3 October 2003	Cheltenham, United Kingdom	P1 – P7, S1 – S7	Provisional results of WP2 & 3; Dissemination plan; Preparation of National Seminar 1
3	27 – 30 January 2004	Pisa, Italy	P1 – P7, S1 – S7	Provisional set of indicators; Case study methodology; Selection of cases; Time table for progress monitoring of WP5
4	10 – 12 November 2004	Martigny, Switzerland	P1 – P7, S1 – S7	Draft case studies; Thematic comparison of cases; Evaluation of National Seminar 1; Preparation of National seminar 2
5	18 – 20 May 2005	Riga, Latvia	P1 – P7, S1 – S7	Final set of indicators; Comparative case study analysis; Methodology for WP7; Time table for progress monitoring of WP7; Preparation of National seminar 3; Preparation of books
6	20 – 22 April 2006	Ghent, Belgium	P1 – P7, S1 – S7	Preparation of international conference; Draft chapters of two books; Finalisation and evaluation of project; Time table for remaining months

During the third reporting period, only one project coordination meeting was held: meeting no. 5 in Riga (see Annex 2 for the program). Central to this meeting was the finalisation and comparison of the case studies (WP6) and the commencement of the recommendations (WP7). This was a collective effort that was undertaken by means of thematic working sessions:

Thematic working groups	Working group co-ordinators
Commercial performance and distribution of value added along the FSCs	Guido / Dirk
Marketing conception, marketing actions and communication	Burkhard / Dominique
Public support (kind, significance)	Karlheinz / Lieve
Nature of organisation, self-governance and changes during scaling up	Jean-Marc / Gianluca
Impact on the rural economy and rural assets; connections with rural development	Bill S. / Henk
Social embeddedness, local networks, locality	Bill V. / Talis

WP6 working session: comparative case study analysis

The objective of this working session was to conduct a comparative performance assessment and a 'SWOT' analysis of each case, making use of and building upon the Martigny working sessions (4th project coordination meeting) and the comparative analysis (draft WP6 report) carried out by IfLS (P7). To make sure that most (or all) cases were represented in each thematic group, we organised two rounds of working sessions with three parallel thematic groups per round (see meeting programme – Annex 2) instead of six parallel thematic groups at once. The steps followed in this working session were the following:

1. Selection of the most important performance indicators (building upon WP1 and Martigny working session) in order of importance.
2. For each performance indicator (starting with the most important one) a comparative performance assessment and a SWOT analysis of each case was conducted:
 - a. Assessment of the actual performance of each case (degree of success, in quantitative or qualitative terms)
 - b. Analysis (per case) of the most important factors influencing the actual performance (i.e. **S**trengths and **W**eaknesses)
 - c. Identification (per case) of **O**pportunities and **T**hreats for increasing the performance
3. Formulation of the lessons learned on the basis of the SWOT analysis.

This approach helped to identify the kind of data collected for each case (i.e. the presence or lack of data) and enabled a detailed and relatively quick (compared to full case study reports) comparison of cases.

WP7 working sessions: Recommendations

The working sessions on recommendations also took place in the 6 thematic groups and, for similar reasons as for WP6, in two rounds of working sessions with three parallel thematic working groups per round. Each session consisted of the following steps:

1. Selection of the most important lessons learned in order of importance
2. Identification (per lesson – starting with the most important one) to whom the lesson applies
 - a. Policy makers (distinguish between EU, national and regional/local)
 - b. FSC actors (distinguish between producers, processors, traders, retailers and consumers)
 - c. Intermediaries (research, advice/extension, interest groups, NGOs)
3. Formulation recommendations (per lesson learned) for each of the relevant actors identified.

Time during the meeting was not sufficient to complete the WP6 and WP7 sessions. Forms were sent to all participants after the meeting in order to complete the performance assessment, lessons learned and recommendations. Forms were collected by the WP6 coordinator (performance assessment and lessons learned) and the WP7 coordinator (lessons learned and recommendations).

4.2 Other meetings

In addition to the project coordination meetings other kinds of meetings have been held:

- Interim meetings
- National coordination meetings

Interim meetings

On 30 September 2005 an interim meeting was held in Brussels to discuss the following issues:

1. The full draft report of the comparative case study analysis.
2. A toolkit for practitioners based upon the practical recommendations derived from the case studies.
3. A first version of the typology of sustainability trajectories of food supply chains.

This interim meeting was chaired by the scientific coordinator and attended by coordinators of the thematic working groups. The minutes of this meeting, summarising the main findings and agreements, were sent to all SUS-CHAIN members.

National coordination meetings

At national level the research teams (contractors and subcontractors) have met on a regular basis to discuss the progress of the research activities and to decide on the allocation of tasks and responsibilities. The frequency, contents and objectives of these meetings differ per country.

4.3 Electronic communication

From the very start of the project the habit to send draft and final versions of workpackage methodologies, national reports and synthesis reports to all project members by e-mail has been internalised and respected by all project members. The same holds true for commenting on drafts. All in all this demonstrates the active involvement in and commitment to the project.

5 EXPLOITATION AND DISSEMINATION ACTIVITIES

5.1 National seminars

As part of workpackage 8 each national team is obliged to organise three national seminars for a multiple target audience (e.g. FSC actors, scientists, policy-makers, interest groups, other stakeholders). The objective of these national seminars is to disseminate provisional results to different stakeholders but at the same time to get feedback on those provisional results. The latter can support national teams in the process of finalising reports, workpackages and milestones.

During the third reporting period the second national seminars were held in all countries and the third national seminars in The Netherlands and Belgium. The third national seminars in the other five countries have been postponed to spring 2006.

5.1.1 Second national seminars

The objective of the second national seminar was to get feedback on the contents and results of the case studies. Due to the link with the case studies many national teams decided to either organise two seminars instead of one (each seminar being devoted to one case study) or to have parallel case specific workshops at the second national seminar. Details about the second national seminars have already been discussed as part of the WP8 progress reports of the participants (see chapter 3). Therefore the description of the second national seminars under this section will be brief.

The Netherlands

- Date: 23 June 2005
- Two parallel workshops (one related to *De Hoeve* case study and one to *Beemsterkaas* case study) at conference about food safety and sustainability (60 conference participants)
- Objective workshop 1 (*De Hoeve* case study): to examine the relationship between the scale of the pork supply chain (regional vs international) and the sustainability profile of the pork supply chain (20 participants: producers, processors, researchers, societal organisations)
- Objective workshop 2 (*Beemsterkaas* case study): to examine the impact of different strategies (commercial approach of enterprise vs. ethical based consumer movement) on sustainable consumption practices (20 participants)

United Kingdom

- Two case study specific workshops held in the case study areas: one related to the local food procurement by supermarkets in the High Weald (July 2005) and one to the Cornwall Food Programme (October 2005)
- Objective Workshop 1: to pool the findings from the case study with knowledge on production, processing, retailing and consumption in the High Weald, and to evaluate opportunities for deeper links between supermarkets and the local agrifood economy (12 participants, all key stakeholders from the case study and the region).

- Objective Workshop 2: to examine and develop sustainable development indicators for the Cornwall Food Programme, and to corroborate and develop a set of policy recommendations and practical protocols for the case study report (13 participants, all key stakeholders within the case study area)

Switzerland

- Date: 8 June 2005
- The first objective of the seminar was to present and discuss the theoretical framework underlying the case studies for reconstructing the development trajectories of food supply chains.
- The second objective was to assess, with the help of 13 invited experts, the sustainability profiles of the principal and satellite case studies. The results of this exercise were incorporated in the case study reports.

Italy

- Date: 10 March 2005
- First objective was to present and discuss the main results of the two national case-studies.
- The second objective was to discuss the main hypothesis of SUS-CHAIN in the Italian context: *"Scaling up an initiative in the field of alternative food supply chains changes the nature of the organisation (structure, rules, procedures, values, goals) and its sustainability performance"*. The discussion was facilitated by a video documentation about the second case study (CAF).

Belgium

- Date: 8 March 2005 (14 participants representing the main stakeholder organisations)
- First objective was to present the state of affairs within the project and to give an overview of the 14 selected case studies.
- Second objective was to discuss 3 core themes (each time introduced by an overview of research results):
 1. coordination within supply chains and the effect on chain performance and scaling-up (introduced by Pieter Jan Brandsma on the Dutch case "De Hoeve"),
 2. contribution of alternative FSCs to rural development and the role of public support and
 3. scaling-up of alternative FSCs: opportunities, restrictions and key factors.

Latvia

- Two seminars in April 2005, held in the case study areas.
- Objective of the seminar about the *Rankas Piens* case study was to discuss three themes: internal organisation of the dairy, opportunities and challenges in the market, and relation with surrounding actors (25 participants - milk farmers, processing company managers, suppliers, institutional partners, media).
- The other seminar on beef case concentrated on the problems between producers and processors and issues how to develop new market segment.

Germany

- Date: 25 February 2005
- Workshop (21 participants representing a broad range of business (food processors), private associations, interest groups, academics as well as representatives of policy and administration) at the world organic trade fair "BioFach 05" which took place in Nuernberg from the 24 - 27 February 2005
- First objective was to present and discuss the 'variety of different food supply chains' and its 'similarities' and its disparities.

- Second objective was to discuss new approaches for ‘sustainability marketing’.

5.1.2 Third national seminars

The objective of the third national seminars is to discuss the lessons, conclusions and recommendations of the project within the national context. Third national seminars have been held in the Netherlands and Belgium during the third reporting period and will be held in the other countries in the third reporting period.

The Netherlands

- Date: 17 November 2005 (25 participants: mainly research, consultancy, food production and processing and societal organisations).
- First objective was to present and discuss the main results of the project: e.g. diversity of food supply chain configurations and development paths in Europe, the typology of sustainability trajectories, the lessons learnt from the comparative case study analysis and the recommendations for practitioners, policy-makers and researchers. Important feedback from the participants was that they all valued the analytical framework (i.e. the *governance-embedding-marketing* triangle), also as a management tool for practitioners involved in constructing a new food supply chain. This would, however, require a further practical elaboration of the framework.
- Second objective was to elaborate the recommendations for different stakeholders for the trajectory of chain differentiation, using the example of *Beemsterkaas*.

Belgium

- Date: 8 December 2005
- Joint seminar with a Belgian research project on local food systems (in which S5 is also a partner) at Agribex (the national agricultural fair in Brussels) in the presence of more than 80 stakeholders.
- First objective was to present and discuss the main results of the project: e.g. diversity of food supply chain configurations and development paths in Europe, the typology of sustainability trajectories, the lessons learnt from the comparative case study analysis and the recommendations for practitioners, policy-makers and researchers.
- Second objective was to discuss, according to the approach of the World Café, the question ‘How can we (each from our own perspective or organisation) reinforce sustainable food supply chains? Four recommendations resulted from this discussion:
 - Make consumers more aware of the (un-)sustainability of the food they buy, e.g. by making food miles transparent.
 - Be more creative in marketing of sustainable food products, e.g. by incorporating small scale sustainable food supply chains in large scale distribution systems.
 - Support the development of specific knowledge and skills of practitioners, e.g. by developing specific training programmes.
 - Create a supportive policy environment, e.g. by subsidising local products instead of the export of EU products.

5.2 Research seminars and workshops

Gianluca Brunori (P4) took the initiative to organise a workshop entitled “*Constructions of Food Quality in Contemporary Agri-Food Systems*” at the XXIst Congress of the European Society for Rural Sociology (ESRS), which took place from 22-27 August 2005 in Keszthely (Hungary): “*Contemporary agri-food*

systems are situated in a rapidly changing economic, political, social and cultural climate, characterised by unpredictability and periodic crises, all of which have profound consequences for all actors involved. Against this backdrop, the construction of food quality is a much debated and highly contested issue. After a long time in which the agenda on food quality has been largely set up by food companies and traditional farmers' organisations, in the last years new actors and new themes have emerged. In front of an increasing attention of consumers to taste, technology-based innovation has shown signs of disaffection, and on the contrary culture- and nature-based innovation (expressed through organic and local food and mainly driven by farmers and farmers' networks) have developed new markets and created links with broader rural development processes. The purpose of this workshop is to examine this multi-faceted issue from a number of standpoints including governance issues – (public sector, private sector, multi-level governance, policy formulation and implementation); the role of different organisational and institutional arrangements in the construction of food quality; the role of consumers, citizens, food movements; the role of innovation and producer perspective on the construction of food quality.”

WG9

Constructions of Food Quality in Contemporary Agri-Food Systems

Convenors:

Gianluca Brunori (Universita di Pisa): gbrunori@agr.unipi.it

Deirdre O'Connor (University College Dublin): deirdre.oconnor@ucd.ie

Session 1 – Monday 22 August, 16.00 - 17.30

- Oliver Moore: *Trust in Food: Farmers' Markets and the Reflexively Chosen Symbol Complex*
- Minna Mikkola: *Discourses of Organic and Cybernetic Utilisation of Nature in Food Systems*
- Roberta Sonnino: *Embeddedness in Action: Saffron and the Making of the "Local" in Southern Tuscany*
- Discussion

Session 2 – Tuesday 23 August, 9.00 - 10.30

- Gianluca Brunori, Adanella Rossi, Raffaella Cerruti, Stefania Medeot: *Looking for Alternatives: The Construction of an Organic Beef Chain in Mugello, Tuscany*
- Maarit Serini: *Alternative Systems of Food Provision: Comparative Analysis of Regional Strategies*
- Jose Ramon Mauleon: *An Alternative Food System in the Basque Country: the Case of Bio-Alai, A Consumers' Co-Operative of Natural Food*
- Maarit Pallari: *Green Marketing Concept: Possibilities and Means for Rural Small Enterprises*
- Discussion

Session 3 – Tuesday 23 August, 11.00 - 12.30

- Laurence Roussel: *Fruit and Vegetables Certification: Consumers' or Retailers' Demand?*
- Concetta Cardillo: *Choosing Quality in the Agricultural Sector: Does it Pay?*
- Helmi Risku-Norja, Reija Hietala-Koivu, Hanna Virtanen, Hanna Muilu, Juha Helenius: *Environmental Impacts of Localisation of Food Systems at a Rural Community Level in Finland*
- Discussion

5.3 Public presentations

Han Wiskerke – Food supply chains in Europe: dynamics, diversity and initiatives. Presentation at 1st workshop of the JRC-IPTS Food Quality Schemes project, Brussels, 7 April 2005 (<http://foodqualityschemes.jrc.es/en/ws1.html>).

Han Wiskerke – Dynamics and diversity of food supply chains in Europe. Presentation at multidisciplinary research seminar of Mansholt Graduate School, Wageningen, 9 June 2005.

- Han Wiskerke – The construction of sustainable food supply chains in Europe. Presentation at the conference ‘Food safety and sustainability: a common project of producers and consumers?’, Utrecht, 23 June 2005.
- Han Wiskerke – SUS-CHAIN: current state of the art. Presentation at joint SUS-CHAIN – JRC-IPTS workshop, Brussels, 21 September 2005.
- Han Wiskerke – Constructing sustainable food supply chains: context, network dynamics and sustainability performance. Presentation at the BRASS seminar “*Measuring sustainability of the food supply chain*”, Centre for Business Relationships, Accountability, Sustainability and Society (BRASS), Cardiff University, Cardiff, 27 October 2005
- James Kirwan & Carolyn Foster – Public sector food procurement in the UK: examining the creation of an alternative system. Paper presented at the South West Rural Research Network Seminar, Lafrowda House, University of Exeter, 5th September 2005.
- James Kirwan & Carolyn Foster – Public sector food procurement in the UK: examining the creation of an alternative system. Paper presented at the RGS-IBG Annual International Conference, Royal Geographical Society, London, 31st August-2nd September 2005.
- Sophie Révion – Le comportement d’achat des consommateurs suisses pour les produits alimentaires à promesse de durabilité, Presentation at the SFER seminar *Au nom de la qualité : quelles qualités demain pour quelles demandes*, Clermont-Ferrand, 5 & 6 October 2005
- Margeruite Paus – Evaluation des effets locaux des AOC-IGP : développement rural, organisations sociales et vie des territoires. Presentation at the Conference « *Produits agricoles et alimentaires d’origine : enjeux et acquis scientifiques* », Paris, 17 & 18 November 2005
- Gianluca Brunori, Adanella Rossi & Raffaella Cerruti - Looking for alternatives: the construction of organic beef chain in Mugello, Tuscany. Paper presented at the 21st ESRS conference, Keszthely (Hungary), 23 August 2005
- Anne Vuylsteke – Le cas de la Belgique : des exemples de développement réussis. Presentation at 8eme Journée Agroalimentaire de l’Agro « *Les circuits alternatifs de distribution en agro-alimentaire* », Montpellier, 10 March 2005.
- Anne Vuylsteke – Policy actions to support system innovation: the case of alternative food supply chains. Paper presented at Colloque SFER “*In the name of quality : what kind of quality for which kind of demand(s)?*”, Clermont-Ferrand, 5 and 6 october 2005
- Gundula Jahn & Karlheinz Knickel – Promoting a sustainable development of rural areas: Some relevant experiences with the ‘Active Regions’ pilot programme in Germany. Paper presented at Workshop *Moving Worldviews*, 28 – 30 November 2005, Soesterberg (NL)

5.4 Scientific and professional publications

- Révion S., “Le comportement d’achat des consommateurs suisses pour les produits alimentaires à promesse de durabilité”, in the Acts of the SFER seminar *Au nom de la qualité : quelles qualités demain pour quelles demandes*, that was held on 5 & 6 October in Clermont-Ferrand, France, p. 177- 184.
- Paus M. with G. Beletti, A. Marescotti Tand A. Hauwy : “Evaluation des effets locaux des AOC-IGP : développement rural, organisations sociales et vie des territoires” in the Acts of the Conference : *Produits agricoles et alimentaires d’origine : enjeux et acquis scientifiques* , 17 & 18 November, Paris, France
- Brunori G., Cerruti R., Medeot S., Rossi A. (2005) The raw sheep milk cheese of Pistoia mountains: a case study”, *Agricoltura Mediterranea. International Journal of Agricultural Science* Vol. 135, 127-146

- Vuylsteke, A. & Van Huylenbroeck, G. (2005). Policy actions to support system innovation: the case of alternative food supply chains. In: Blogowski, A., Lagrange, L. & Valceschini, E., Colloque international. Au nom de la qualité. Quelle(s) qualité(s) demain, pour quelle(s) demande(s) ?. Actes du colloque SFER – Enita Clermont-Ferrand, 5 et 6 octobre 2005. pp. 289-296.
- Knickel, K. & B. Schaer (2005) Nachhaltigkeit in der Lebensmittelwirtschaft: Experten diskutieren Zustand und Zukunft nachhaltiger Lebensmittelproduktion. Auf unterstützende Rahmenbedingungen angewiesen. *AgraEurope*, 17/05, Markt und Meinung, 5-8
- Peter, S., C. Strauch & K. Knickel (2005) Nachhaltige Lebensmittelwirtschaft: Ergebnisse aus zwei Fallstudien in Deutschland. *Ländlicher Raum*, Agrarsoziale Gesellschaft, 56 (5), 31-34
- Knickel, K. & G. Jahn (2005) Local marketing strategies and smallholder agriculture – the perfect match? A case study based analysis of the role of local food chains in Europe. *Farming Systems and Poverty: Making a Difference*. Global Learning Opportunity, Rome, Italy. 31 October - 4 November 2005, 18th Symposium of the International Farming Systems Association (IFSA) with FAO and IFAD

5.5 Website

During the third reporting period the project's website (www.sus-chain.org) has been regularly updated by P1. New items added during the third reporting period are:

- 14 case study reports including a short description of each case
- The progress report covering the second reporting period

6 ETHICAL ASPECTS AND SAFETY PROVISIONS

No ethical problems occurred during the first and second reporting period. Given the nature of the project, no ethical problems are foreseen for the forthcoming reporting period. The same holds true for safety provisions.

ANNEX 1. CASE STUDIES – CHARACTERISATION & SUSTAINABILITY PERFORMANCE

In this annex a characterisation (based upon the GEM analytical framework) of the cases and a sustainability performance assessment is presented. The dimension ‘governance’, ‘embedding’ and ‘marketing’ are composed of several aspects

Governance

- codes of practices: yes/no; if yes, what kind
- kind of organisation / governing body: open club, closed club, chain director, chain captain.

Embedding

- territorial, environmental, agro-ecological/biological and/or societal
- culture and tradition,
- local/regional networks of production and consumption,
- traditional production techniques,
- intrinsic product qualities

Marketing

- B2B or B2C,
- label or branding,
- degrees of competitiveness and market differentiation,
- main outlet (level and type),
- regulation of supply (quality and quantity)

Initiatives are further characterised by a qualitative assessment of the G+E+M performance and by their contribution to sustainable rural development (SRD) from a social, economic and environmental perspective. Regarding the latter we assessed whether the contribution was low, modest or high and whether it was partial (e.g. only focussing on specific environmental indicators) or integral.

<p>Type 1 initiatives (chain innovation): Main strategy is chain innovation aimed at improving farmers' position within FSC, main point or focus is on designing and establishing new forms of supply chain governance (new rules, new division of roles, new arrangements) by mobilising strategic alliances, and building a strong support network to create a protected space or niche for experimenting and learning. The focus on new forms of governance to strengthen the position of primary producers in the supply chain prevails on marketing and embedding.</p>	
<p>Latvian Cattle Breeders Association (LAMCB) – beef (Latvia)</p>	
Governance	<ul style="list-style-type: none"> – The Latvian Association of Cattle Breeders is a national organisation (open club) and was founded in 1998 by farmers with support of state, to enhance extensive beef breeding and the supply of high quality beef oriented at growing niche markets. The LCBA develops and disseminates rules and best practices for improving breeding and breeds of beef cattle (pedigree), to elevate quality, value added, consumers prices and eventually producers price. Thus developing an alternative outlet against very cheap (imported) beef and an alternative source of income. Some of the beef produced is organic, but not all. – Codes of practices are still weakly developed.
Embedding	<ul style="list-style-type: none"> – Territorial – Latvian beef – Production techniques – still more in terms off opportunities and promises of high quality beef in relation to extensive beef production (some of which is certified organic beef). Quality is not explicitly defined, embedded or guaranteed and controlled – Networks – more regional and national networks of farmers supported by state agencies, farmers co-operatives and NGO's. No extended networks for local/regional/national sales (low beef consumption). Growing interest from restaurants and speciality shops (developing niche markets).
Marketing	<ul style="list-style-type: none"> – There is not yet a clear marketing strategy or stable network of chain partners and no branding of the beef under some Latvian label (if well understood?). More B2B than B2C – High competitive market (in Latvia a low consumption of beef, low prices for mainly imported beef), and low differentiation - HC/LD
G+E+M performance	<ul style="list-style-type: none"> – The initiative is about improving (smaller and medium) Latvian farmers by creating a new supply chain for high quality beef produced in Latvia (niche market). It has started with setting up an producers organisation and developing new rules and best practices (G), but high quality is not worked out properly yet. The same goes for the embedding and marketing and their interrelation. Focus was merely on beef production, less on marketing. G+E+M are still weakly developed, as well their co-ordination. – No clear structured FSC yet. A lot has still to be developed, also because in Latvia a proper institutional infra-structure is still lacking. The LCBA was founded to fill this gap. The Fsc is still under construction.
Contribution to SRD	<ul style="list-style-type: none"> – The actual commercial performance for the breeding sector as a whole is still limited (small scale). Although a limited number of farmers gain some extra VA, what contributes to the economic viability of farms and region. The marketing perspective for Latvian quality beef (niche market) looks promising, but a lot has to be done in terms of marketing and embedding (quality and origin) and construction of a beef supply chain. – The initiative promotes extensive breeding in Latvia, although there is not a clear standard yet for extensive breeding. So the performance on environmental indicators is promising, but unclear. – The same goes for social sustainability: the actual performance is low, but has a high potential. – Overall contribution to SRD: low, but with potential and integral, but not yet clear
<p>Westhoek hoeve producten – on-farm processed products (Belgium)</p>	
Governance	<ul style="list-style-type: none"> – Codes of practices are, forced by legislation with regard to food safety enhancing and transparency and control, developed for each product category (quality handbook), but these have a very general nature and are not so different from conventional products. Products should meet some minimal quality standards, but these standards are not distinctive. These quality standards are controlled by farmers amongst themselves. Codes of practice not yet well developed. – There has been an initiative to define and legally protect <i>hoeveproducten</i> (farm made products) as a distinctive concept, but this has failed due to political indifference. – Farmers/producers are organised in a non-profit association called <i>Westhoek hoeveproducten</i>. This a open club. To become a member an applicant has to be seated in the region, meet minimal quality standards in the handbook and pay a yearly fee. The association owns a collective brand with the same name, that is mainly used for promotional activities by individual farmers. Such as road signs. Marketing is individual, at the farm or at farmers markets. No common marketing activities, such as coordination of demand and supply. – The initiating NGO (a organisation of farmers wives) and the Provincial government have both a seath in the board (secretary, treasurer and project manager), but have no voting right.
Embedding	<ul style="list-style-type: none"> – Territorial, the Westhoek area, a part of Belgium. – Production techniques, on-farm processing, i.e. still (more) artesian than industrial processing, but no additional quality criteria for <i>Westhoek hoeve products</i>. – Local networks, direct selling (farm gate or farmer market), highly individual and no local (exchange) networks yet, but some development point towards regional promotion.
Marketing	<ul style="list-style-type: none"> – <i>Westhoek hoeveproducten</i> are collectively promoted with a common logo on e.g. a road sign and some other promotional material. But no collective marketing. Selling is individual. No collective

	<p>coordination of demand and supply. B2C</p> <ul style="list-style-type: none"> – <i>Westhoek hoeve producten</i> draws on notions of localness and tradition and artesian quality of on-farm products, but these are not particularly guarded nor explicitly communicated to consumers. Quality improvement is not promoted by the association. Also because control is done amongst the members themselves. – So <i>Westhoek hoeveproducten</i> is yet not very pronounced and explicitly marketed as having high quality standards towards consumers. The market position is therefore still rather weak in relation to other non-member farmers directly selling their products and other market outlets as specialty shops and supermarkets. So medium differentiation and medium competition (MD/MC)
G+E+M performance	<ul style="list-style-type: none"> – Started with incentive for self-governance in reaction to food safety legislation, and a common interest in promoting direct sales. Marketing and embedding is however still weak developed. There is no built in drive to improve quality or distinctiveness of products, a more regional embedding of FSC and for a common marketing approach. It has still a high individual nature. – No scaling up.
Contribution to SRD	<ul style="list-style-type: none"> – Commercial performance for the farmers is low to modest, but with potential. On regional level economic performance is still low (small scale), but with potential. But this had to be development, also by scaling up the initiative. – The environmental performance is not clear and low. It is taken for granted and lacks a standard to comply to. – The social performance is modest. Integration into local/regional networks can be further developed. This will facilitate scaling up. – Overall: low performance and partial
Biomelk Vlaanderen – organic milk (Belgium)	
Governance	<ul style="list-style-type: none"> – Codes of practices: organic production methods. Organic dairy production is certified by a national, but private owned label for organic production in Belgium. This has relative high standards when compared to e.g. EU regulation or NL. Nevertheless these imported products are certified as well, resulting in a competitive disadvantage for Belgium organic producers. EU-regulations for processing (raw) milk, quality control and certification (IQM). – Open club. Biomelk Vlaanderen is a co-operative of organic dairy farmers spread all over Vlaanderen, founded in 2002. Objective: to restart the collection of organic milk in Vlaanderen and create a outlet with a premium price for producers (an earlier partner had stopped). – Biomilk is entirely run by farmers themselves, including marketing, negotiation, administration, quality management, etc. Every farmer has a share (and saying) in the co-operative equal to the amount of milk produced. Biomilk Vlaanderen has an operational board of five farmers members. Biomelk buys the milk, organises the collection of organic milk, hires a transporter to do the actual collecting, and sells it to regional organic processors that take care of the marketing too. But these are rather loose contacts, networks. Little rules and procedures are formalised, working depends on personal commitment and direct communication.
Embedding	<ul style="list-style-type: none"> – Embedding as far as generally known to be part of organic production methods, although in this case not sustained by additional codified best practices, rules or a monitoring and evaluation system: Environmental, Ecological (biodiversity), SRE – Territorial, covers all Vlaanderen – Quality is mainly based on national and EU-legislation and regulations regarding food safety. – Intrinsic qualities related to small scale processing of milk (which is problematic sometimes)
Marketing	<ul style="list-style-type: none"> – Private hallmark for organic products (B2C) – General associated qualities with organic are communicated with the label to consumers, but no any specific qualities or the use of a own brand. Although they did try, but failed (<i>Briodo</i>). – Marketing is not very developed yet, done by farmers which lack time, proper skills and negotiation power. The supply chain is unstable, especially the outlet. Not a strong FSC. – There is some differentiation (organic), but this doesn't give any market benefits. Labelling of organic products is not enough to market it. A.o. due to the competitive disadvantage from imported organic products and low profiling of organic products originating from Vlaanderen. Furthermore highly dependent on individual commitment and high costs of collecting. – Medium differentiation, high/medium competition (MD/H-to-MC)
G+E+M performance	<ul style="list-style-type: none"> – A young initiative, in reaction to a crisis in outlet, that is not very developed yet in terms of G, E and M and their co-ordination. – Governance, Embedding and Marketing weak developed, perhaps due to the starting point (responding to a crisis) and lack of chain director / captain and a lack of strong commercial partner.
Contribution to SRD	<ul style="list-style-type: none"> – Commercial performance for farmers is low to modest (taking into consideration that there is no alternative for processing and marketing of organic milk). – Economic performance on regional level (Vlaanderen) is significant, but modest
De Hoeve - fresh pork (Netherlands)	
Governance	<ul style="list-style-type: none"> – Codes of practices: strongly developed for environmental certification and for meeting quality requirements of <i>Keurslager</i> butchers – a semi-open club, after environmental certification a pig meat producer can principally offer their pigs to De Hoeve and become member of the Association of producers, but the actual entry to the market is delegated to and controlled by the De Hoeve Ltd. – De Hoeve acts as (delegated) chain director and regulates and coordinates the volumes of meat produced with the sales, internal pricing, quality standards and internal communication. Consumer

	prices and communication by the outlet, the <i>Keurslager</i> butchers.
Embedding	<ul style="list-style-type: none"> - Mainly on environmental (certification) and SRE issues. - Societal inbedding of initiative through extensive contacts with environmental organisations - No embedding use of in specific production techniques, breeds, fodder, processing etc. No distinction with conventional pig meat production or processing. - Regional relinking between producers and consumers through sales by regional <i>Keurslager</i> butchers (a regionalisation of the FSC)
Marketing	<ul style="list-style-type: none"> - Mainly a B2B concept, creating internal transparency and trust among chain partners - Hoeve pig meat has no face of its own (a brand or logo) for consumers, the meat is sold by <i>Keurslager</i> butchers, an association of high quality butchers were butchers are certified according to ceertain standards and allowed to profile them with the <i>Keurslager</i> hallmark. Apart from a folder about the Environmental certification Label, there is no communication of specific product qualities of De Hoeve pig meat, other then that is sold by <i>Keurslager</i> butchers. - Because of market outlet through the <i>Keurslager</i> butchers, and their market development and promotional activities, some differentiation and some distanton is created from the very price competitive markets for pig meat ruled by big retailers. One can thus speak of a market with medium differentiation and medium competition (MD/MC).
G+E+M performance	<ul style="list-style-type: none"> - Especially the governance part is strongly developed (developing new chain arrangements with committed chain partners) aiming at transparency and mutual trust, resulting in more efficiency (and extra VA redistributed among all chain members), but the embedding and marketing is still weakly developed. - Apart from the dependency on conventional marketing of substantial part of the pig meat production (a <i>by pass</i>), this lack of distinctiveness because of less developed embedding and marketing makes the De Hoeve pig meat supply chain vulnerable. - In phase of scaling up.
Contribution to SRD	<ul style="list-style-type: none"> - The commercial performance for all chain partners is low to modest (in a very difficult, high competitive market). The economic performance is still low, due to small scale. Is working on scaling up along different routes. - Environmental performance is clear (a standard has been developed) and modest. High with respect to mineral losses and ammonia emission. Less developed for other issues (such as animal welfare). - Social performance mainly in terms of maintaining employment at farms and in the supply chain. Rest is still weakly developed and low. - Overall: low and partial (most environmental and less social)
Co-operative association of Swiss beef producers (ASVNM) / NaturaBeef – beef (Switzerland)	
Governance	<ul style="list-style-type: none"> - Co-operative association of Swiss beef producers (ASVNM) acts as chain director: mediating between producers and outlets, or supply and demand. - Codes of practice - strong developed set of regulations for production and marketing of beef connected to a brand (NaturaBeef) owned by the association. - Open club: principally new entrants are not refused
Embedding	<ul style="list-style-type: none"> - Territorial - national - Environmental – extensive (low input) .Small part is organic certified, but sold under same brand with an additional logo. - Production methods, a suckling cow system being a more natural production system: <ul style="list-style-type: none"> o animal friendly (ethical label or organic label) o environmentally friendly (low inputs and losses) o Also using specific breeds and natural feeding. - <i>NaturaBeef</i> is notably a distinctive product, mainly referring to natural way of breeding and feeding. - Embedded in strong network of commercial, technical and societal relations - Later ASVNM develop also a new brand <i>SwissPrimbeef</i> to serve new niches markets of artisanal butchers shops: an outlet for high quality beef with higher VA resulting from special breeds, special feeding rules, slaughtering at later age, and specific carcass requirements.
Marketing	<ul style="list-style-type: none"> - The brand is owned by the association (ASVNM). - Environment, trust, animal welfare, transparency under the head of naturalness is communicated as main distinctive quality of the beef. - Exclusive sales outlet and control through licensees: - Strategic (exclusive) partnership with big retailer (COOP) and exclusive trade licensees for all chain partners (butchers, wholesalers, retailers). - Sales mainly in supermarkets of BELL (later on integrated in COOP) and regional branches of COOP: here 96% of the +<i>NaturaBeef</i>+ is sold. Rest in direct sales or butcher shops. - COOP had an interest in raising sales and invested in marketing, without charging the ASVNM. - Medium differentiation and medium competitiveness. - Market differentiation by introducing two other brands for specific markets/consumers: <i>SwissPrimBeef</i> (artisanal butcher shops, export) and <i>Organic +NaturaBeef+</i> (COOP).
G+E+M performance	<ul style="list-style-type: none"> - An established FSC with starting point in the early '70s. - Strong network of committed commercial partners in FSC and well elaborated and coordinated G, E and M as foundation of success (e.g. COOP). Producers have strong position with own label and system of exclusive licensees. - <i>NaturaBeef</i> has scaled up significantly. But now there is a saturating in traditional outlets of the big

	<ul style="list-style-type: none"> retailer COOP. COOP is therefore looking for ways to improve sales through market differentiation, creating a market for <i>Organic NaturaBeef</i>. COOP has also raised production standards producers have to meet. To be able to supply of beef control, COOP from now on will sell only beef from new ASVNM-members if they are organic certified producers. So, the position of the ASVNM as supplier is under pressure by the big retailer COOP. Because of market limits, negotiation power of the COOP increases. Starting point of a shift from ASVNM as chain director to COOP as chain captain?
Contribution to SRD	<ul style="list-style-type: none"> Commercial performance is high, although at farm level also dependent on additional public support (subsidies). Wider economic performance is high, because of large scale (national). It is a long standing initiative. Environmental performance is clear (standard) and modest (extensive breeding). Social performance is modest. Overall: integral and modest to high
Uplander Bauernmolkerei – regional production and marketing of organic dairy (Germany)	
Governance	<ul style="list-style-type: none"> Codes of practices strong developed: Organic certified (<i>Bioland</i>) dairy products -Control of milk quality and animal health. Uplander dairy as chain director, creating and maintaining strong alliances. Open club: entrance to co-operative is easy (still expanding the volume of organic milk processed). New members have to meet some requirements with regard to certification (Bioland) and control of animal health and adhere to the articles of co-operation and financial participation. The board / governing body of Uplander dairy has representatives of all capital participants: besides farmers of the co-operative, private investors, the state (Bund) and an investment fund.
Embedding	<ul style="list-style-type: none"> Environmental Territorial Production methods Regional/local supporting networks Regional consumption, strong consumers involvement in various ways High product quality (outer and intrinsic qualities). Strong regional alignment and affiliation. Almost the entire organic dairy is sold within ambit of 80 km. Re-enforcing regional embedding and identity is important (marketing)
Marketing	<ul style="list-style-type: none"> Strong brand (Uplander Bauernmolkerei). The regional origin of assortment is clearly communicated to consumers: "<i>Every litre of milk contains a beautiful piece of the region</i>". Uplander offers of high quality and healthy products from the region. This regional embedding has been a crucial (unique) selling point for involved retailers v.v. their consumers. Intermediated by 5 wholesalers produce is marketed in specialised shops and supermarket Tegut, bakeries, schools, bulk consumers, specialised shops and direct sales at own dairy shop. To become less vulnerable to price competition and create a stable network of outlets, much is invested in developing a not easy replaceable assortment: high product quality in combination with regional origin. Medium (to low, because of strong regional embedding and high quality) differentiation / Medium (to low, idem) competition
G+E+M performance	<ul style="list-style-type: none"> An outstanding example of a successful production and marketing of regional organic dairy products. In creating a new FSC, not only G has been well elaborated, but also right from the start a clear M strategy linked to regional E has been developed. G, E and M are strongly developed, but in a coherent and well co-ordinated way. This, and their ability to do so, explains to a large extent their success. It has scaled up significantly: from 1 million in 1996 to 14 million kg in 2004. Regular growth by gaining new trading partners willing to engage in a regional 'success story'. It contributes directly to and initiates or supports all kind of other SRD activities in the region (regional interlinking and synergy). It contributes significant to SRD: economically, environmental and socially. It founded an investment fund
Contribution to SRD	<ul style="list-style-type: none"> Commercial performance of chain is high. Regional economic performance is high (outstanding example). Environmental performance is high on diverse indicators. Social performance is high on diverse indicators. Overall: integral and high
Type 2 initiatives (chain differentiation): Improving commercial performance of FSC – main strategy is chain differentiation. Initiated by chain actors other than primary producers, such as processors or retailers. Sustainability concerns and interrelations between Governing, Embedding and Marketing, therefore, are primarily approached from a commercial perspective . Initiatives are frequently characterized by the presence of highly influential chain captains and succeed to different degrees to combine strategies of marketing differentiation with processes of (re-)embedding of distinctive food qualities.	
Rankas Piens – production and marketing of dairy products (Latvia)	
Governance	Chain governance is dominated by a chain captain as major stockholder with a focus on the improvement of commercial performances and the implementation of industrial codes of practices (food hygienic, safety,

	etc.)
Embedding	No specific attention although it could be argued that the initiative focuses on embedding of food production at the national/Latvian level?
Marketing	<ul style="list-style-type: none"> - Branding to support the strategy of market differentiation. - Primary intrinsic food qualities without attention for Latvian origin. - More or less transparent use of foreign food quality labels reputations. - MD/HC
G+E+M performance	This case is above all to be understood as a response to the growing international competition that the Latvian dairy sector has to face after joining the EU and during ongoing economic and societal transition processes (= example of prevalence of economic sustainability concerns with limited attention for sustaining G. and E.)
Contribution to SRD	<ul style="list-style-type: none"> - Positive economic performance mostly in terms of improved survival opportunities for regional dairy production. - Not yet a clearly positive impact on the social and environmental dimension of regional sustainable rural development
Cooperativa Agricola Firenzuola - (CAF) Organic beef (Italy)	
Governance	This Farmers' cooperative started with market differentiation as a response to members who fulfilled codes of practices for organic beef production. A disputed decision which turned out to become a source of conflict within the cooperative's governance.
Embedding	Although conventional beef production was characterized by a rather strong territorial embedding (e.g. through cooperative owned regional market outlets), the cooperative wanted to avoid further internal tensions and conflicts with regards to market differentiation and decided to commercialize organic beef through national retailers outside the region
Marketing	<ul style="list-style-type: none"> - Organic hallmark with environmental performances and trust as major distinctive food qualities, no specific references to territorial origin - MD/MC
G+E+M performance	This example of organic beef production illustrates firstly the complexity to introduce market differentiation in organisations with a cooperative nature. Secondly it shows the vulnerability of mono-dimensional distinctive food qualities. After a period of rapid expansion, retailers' market outlets vanished and the cooperative is actually in search for how strengthening the embedding of organic beef production (= example of organisational barriers to create new interrelations between G.E.M, as well as the vulnerability of weak interrelations between G.E.M)
Contribution to SRD	<ul style="list-style-type: none"> - Economic impact collapsed as a result of vanishing retailer market outlets for organic beef - Negative experiences with retailer market outlets induced a territory based public-private learning & innovation process aiming for the social and economic re-embedding of regional organic food production
COOP – Supermarket procurement of local food (UK)	
Governance	A retailers' initiative to look for local sourcing as contribution to sustainable regional development (at least partly to be understood as a response to similar initiatives of direct competitors and public pressure). Important to emphasize that the initiative starts at regional level, whereas decisions about retailers food assortments and distribution demands are taken at national level
Embedding	Retailers' interest in local sourcing tries to link geographical origin with additional commercial food qualities which are extremely difficult to realize by regional food producers, as demonstrated by their reactions during regional meetings
Marketing	<ul style="list-style-type: none"> - The retailer aims to include territorial origin in its high quality sub-brands and in this way interlink ethical food qualities (geographical origin), with commercial quality conventions - MD/MC
G+E+M performance	This case illustrates that geographical origin might be difficult to integrate with retailers food quality criteria and its specific wishes with regard to product distinctiveness. (= example of the importance of sufficient shared strategic interests among foreseen chain partners in the creation of new interrelations between G.E.M)
Contribution to SRD	The initiative did not yet result in an increase of local sourcing at retailers. However, progress has been made in the multiple stakeholder learning process around the potentials and limitations of local sourcing
CONO / Beemsterkaas – dairy cheese (Netherlands)	
Governance	This mid-size Dutch dairy processing cooperative opted for market differentiation to survive a growing national and international competition. This strategic choice was strongly advocated by its director, who actually functions as a chain captain with a highly dominant position in the coordination and management of the process towards market differentiation.
Embedding	CONO's strategic choice for market differentiation is not primarily characterized by territorial specificity. The cooperative emphasizes in particular its 'early industrial' processing techniques and its members responsiveness to 'Societal Responsible Entrepreneurship'. In foreign markets it also refers to the regional status of World Cultural Heritage
Marketing	<ul style="list-style-type: none"> - CONO succeeded to develop a strong brand for quality cheese, which is intensively promoted along a mixture of food qualities as: taste, artisan production methods, attention for ethical aspects of production methods (e.g. animal welfare) and territorial specificity (in particular at international markets) - MD/MC
G+E+M performance	The CONO case demonstrates that commercial actors' strategic choices for market differentiation might result in a growing attention for territorial specificity as part of overall distinctive food qualities. At the same

	time it shows that such claims on embedded production methods might be sometimes rather superfluous, which goes even more for the social embedding, as demonstrated in the marginal role of farmers' in overall chain governance. (= example of primarily commercial driven attempts to establish new relations between E. and M. as a contribution to market differentiation)
Contribution to SRD	<ul style="list-style-type: none"> - The initiative succeeded in the first place to improve cooperative's competitiveness in the national dairy sector. Secondly it did counteract declining milk prices at farm level and in at the presence relatively good milk prices in comparison to other large Dutch dairy processors - Impact of ongoing attempts to strengthen the territorial embedding of dairy production is probably still limited, but in the future might further increase overall socio-economic impact through positive spin offs (rural amenities, symbolical capital, strengthen territorial identities, etc.)
Tegut / Rhöngut – Sourcing and marketing of regional organic food (Germany)	
Governance	Initiated by mid-size retailer. Governance again characterized by strong leadership, this time by the owner of the retailer. His interest in organic produce as a way to position and distinguish his supermarkets was followed by growing involvement in regional specific food produce and sustainable territorial development in the broad sense
Embedding	Initial environmental concerns are followed by a growing attention for territorial embedding, including cultural, social and ecological distinctive food qualities
Marketing	<ul style="list-style-type: none"> - Retailer's brand for regional specific food qualities supported by region marketing through strong horizontal commercial networks. - MD/MC
G+E+M performance	Primarily a commercial driven attempt to establish new interrelations between E. and M. This time characterized by stronger linkages between vertical and horizontal commercial networks, which also strengthens farmers' role in overall chain governance (?)
Contribution to SRD	<ul style="list-style-type: none"> - Clearly the initiative with most positive economic performances, as expressed in the extra value added at farm- and regional level, positive regional economic spin-offs and up scaling indicators as developments in turnover and number of participating farmers. - Also positive contributions to SRD in terms of social, environmental and cultural embedding of food production. - Further a growing attention for the organisational anchoring of sustainable food chains.
Type 3 initiatives (territorial embedding): Enhancing regional development by means of a FSC - Primarily driven by public/societal concerns with regard to sustainable regional development. Main strategy is territorial or regional embedding. Driven by public-private partnerships in search for strengthening interlinkages between food production, consumption and other economic activities in the region (regional development). Ongoing initiatives succeed in different degrees to mobilize and actively involve regional food chain and institutional actors to reconstruct G+E+M interrelations that enhance regional sustainable development in a broad sense.	
Cornwall Food Programme - Sustainable food procurement in the National Health Service (UK)	
Governance	Codes of practices further to be developed in ongoing discussions between chain actors and attempts to create territory based strategic alliances between food chain actors
Embedding	Primarily oriented at geographical origin and the creation of new regional networks between food production and consumption.
Marketing	<ul style="list-style-type: none"> - Marketing still to be developed - MD/MC
G+E+M performance	Case illustrates above all the complexity to deconstruct prevailing food supply chains characteristics, to reconstruct new territory based G.E.M relations in terms of interlinking different food quality conventions, the creation of new strategic alliances between chain actors and required logistical infrastructure. (= complexity of public interference in the construction of new G.E.M interrelations)
Contribution to SRD	At its actual stage of development, the initiatives performances can be only expressed in terms of an active learning network around local sourcing, including the capacity to mobilize institutional and financial support to overcome logistical barriers for the local sourcing of public health institutions
Pecorina di Pistoia - raw milk sheep cheese (Italy)	
Governance	Consortium of public and private actors developed codes of practices for regional raw milk cheep cheese under threat of food hygienic regulations. Initially the Consortium functioned as a closed club with the objectives to adapt traditional production techniques while maintaining their basic principles, enlarging shepherd's commercial circuit and linking product valorisation to local development. Partly under pressure of non-members, now a day's a reorganisation is going on towards a PDO certification systems which aims to enlarge the territorial area of production, extension of participation to members and lowering of production standards imposed to producers.
Embedding	Processing methods are initially strongly based on regional specific production techniques. The success of the initiative, however, launched a process in which distinctive product qualities are under pressure to increase accessibility of other regional shepherds.
Marketing	<ul style="list-style-type: none"> - Creation of a collective brand certifying safety and artisan product qualities. Communication of productive distinctiveness through collective marketing, strengthening of consumers' involvement and strong horizontal commercial networks (region marketing). - HD/LC
G+E+M performance	Case illustrates the importance of local institutional support to safeguard artisan food qualities under risk of extinction, the relevance of extra local support in the commercialization of artisan food qualities (Slow Food), and that the commercialization of typical food produce is also of relevance in relation to the strengthening of regional identities and opportunities for region marketing (= initiative strongly motivated by public concerns about food culture and sustainability concerns from a regional perspective)

Contribution to SRD	<ul style="list-style-type: none"> - Economically the initiative contributes to the creation of extra value added at the farms holdings of a relatively small number of sheep keepers. From a regional perspective economic performances get more impact through positive economic spin offs and its contribution to the creation of symbolic capital. - The initiative is also clearly embedded from an ecological, social, cultural and institutional perspective. Taken together these different expressions of embeddedness result in a more than marginal contribution to SRD
<i>Rye Bread of Valais - rye bread (Switzerland)</i>	
Governance	<ul style="list-style-type: none"> - Development of codes of practices for rye bread in close cooperation between regional public and private actors and formalized through PDO certification. - Chain management through a board with participants of producers, mills and bakeries and part-time chain manager without commercial interest financed by regional subsidies, - Open club if certification requirements are fulfilled
Embedding	Territory specific production methods and techniques with quality claims that relate to health, tradition and rural amenities (landscape)
Marketing	<ul style="list-style-type: none"> - PDO hallmark to communicate distinctive food qualities, promotion through national organisation for PDO/PGI products, free regional publicity and region marketing. - HD/LC
G+E+M performance	<ul style="list-style-type: none"> - Case illustrates a strong national and regional public involvement in the creation of new interrelations between G.E.M. This intensive public support is again primarily based on the shared belief that regional typical food produce contributes to regional sustainable development. - Public financial investment in the rye bread initiative is high in relation to its commercial performances. Public support assessments, however, should also include specific attention on impact in terms of the strengthening of regional identities and rural amenities (creation of symbolic capital).
Contribution to SRD	Performances are to a large extent comparable to foregoing Italian sheep cheese case. Also this Swiss initiative demonstrates that regional typical foods contributes to the survival of small scale farming, but in particular to the strengthening of territorial identity and symbolic capital. This time also up scaling performances are illustrative for a strong regional social, cultural and institutional embedding.

ANNEX 2. Programme 5th project coordination meeting

SUS-CHAIN 5th project co-ordination meeting, 18 – 20 May 2005 – Riga (Latvia)

Wednesday 18 May

- 09.00 – 09.15 General introduction to the 5th co-ordination meeting by Han Wiskerke
- 09.15 – 10.30 Dissemination – Part I: publications & 2nd national seminars (WP8)
- 09.15 – 09.45 Provisional outline for two publications, by Han Wiskerke & Dirk Roep
- 09.15 – 09.30 Book 1: Professional publication
- 09.30 – 09.45 Book 2: Academic publication
- 09.45 – 10.30 2nd & preparation of 3rd National Seminar
- 09.45 – 10.15 Experiences with 2nd seminar (5 minutes each)
- 10.15 – 10.30 Synthesis by Talis Tisenkopfs
- 10.30 – 11.00 Coffee break
- 11.00 – 12.30 Comparative case study – Part I: analysis & synthesis (WP6)
- 11.00 – 11.30 Introduction by Karlheinz Knickel
- 11.30 – 12.30 WP6 1st working session (part I) in 3 parallel thematic groups
- 12.30 – 13.30 Lunch
- 13.30 – 16.30 Comparative case study – Part II: analysis & synthesis (WP6)
- 13.30 – 14.30 WP6 1st working session (part II) in 3 parallel thematic groups
- 14.30 – 16.30 WP6 2nd working session in 3 parallel thematic groups
- 16.30 – 17.00 Dissemination – Part II: 3rd national seminars & international conference (WP8)
- 16.30 – 16.45 Objectives and planning of 3rd national seminars by Talis Tisenkopfs
- 16.45 – 17.00 Objectives and planning of International conference by Han Wiskerke

Thursday 19 May

- 08.30 – 12.30 Policy Recommendations and Practical Protocols (WP7)
- 08.30 – 09.00 Introduction by Han Wiskerke & Dirk Roep
- 09.00 – 10.30 WP7 1st working session in 3 parallel thematic groups
- 10.30 – 11.00 Coffee break
- 11.00 – 12.30 WP7 2nd working session in 3 parallel thematic groups
- 12.30 – 13.30 Lunch
- 13.30 – 15.30 Resume
- 13.30 – 14.30 Resume of WP6 working sessions and look ahead (Karlheinz)
- 14.30 – 15.30 Resume of WP7 working sessions and look ahead (Han)
- 15.30 – 16.00 Tea break
- 16.00 – 17.00 Concluding the meeting: tasks, time schedule & next meeting by Han Wiskerke

Friday 20 May (Excursion)

- 9.00 Departure to Ranka

11.30 – 13.00	Visit to the milk farm in Ranka
13.00 – 15.00	Visit to the Rankas Piens dairy: meeting the director, lunch and sightseeing
15.00 - 17.00	Visit to the farm “Ķelmēni”, Rankas Piens supplier
17.00	Departure from Ranka
19.30	Return to Riga