



Strengthening European Food Chain Sustainability by Quality and Procurement Policy

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What is Strength2Food?

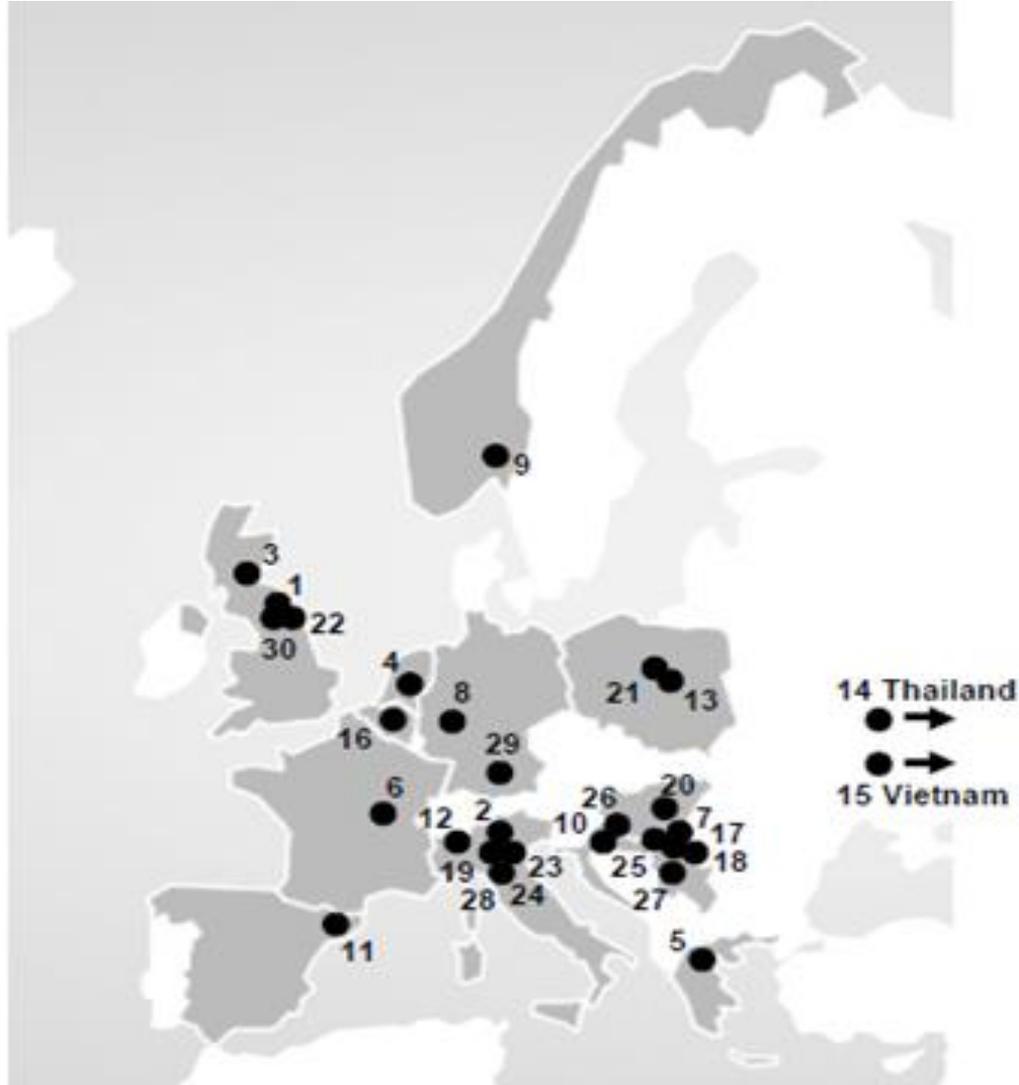


- It's a five-year, €6.9 million project, funded by Horizon 2020
(*started in March 2016!*)
- Research, innovation and demonstration project with strong emphasis on **impact**
- Aims:
 - Improve the effectiveness of **EU Food Quality Schemes (FQS)**, such as PDO, PGI and TSG
 - Improve the effectiveness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

Key Principles

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

Consortium



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

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



Impact Measurement Research

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

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

Policy Focused Research

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

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

Impact: Demonstration and Validation



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

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

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

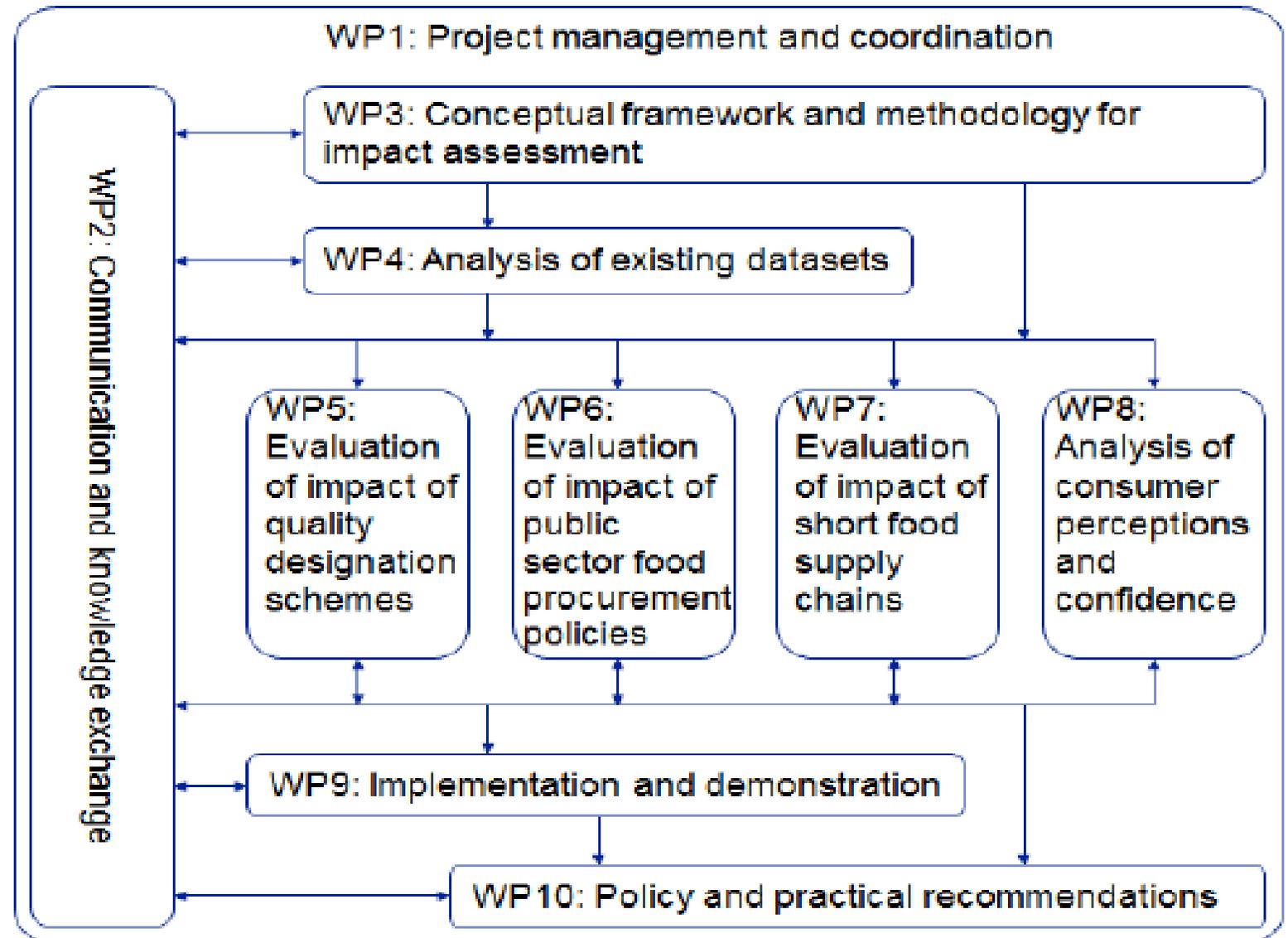
Pilot Implementation

- Demonstrate and validate the potential of policies and schemes via 6 pilot initiatives:
 - i. School meals initiative to improve nutritional outcomes and economic benefits (in Serbia and Croatia)
 - ii. In-store trials with a grocery retailer (KONZUM) to upscale sales of local produce
 - iii. Expand producer co-operation and regional food labelling (in Hungary and Serbia)
 - iv. Stimulate a short supply chain for fish (in the UK)
 - v. Promote FQS products in non-traditional markets (in Poland)
 - vi. Improve returns to small-scale producers at food fairs and farmers' markets via a smartphone app (Coldiretti, Italy)

Project Flow Diagram

And...

maximise impact of the project's activities and achievements through effective **knowledge exchange and communication** with a wide range of relevant stakeholders (WP2).



Short Food Supply Chains



In a nutshell? Producers and consumers are directly linked through local markets –

- minimised number of intermediaries
- proximity (food miles)

Numerous benefits:

- food security and sustainable development
- local employment
- value added in the territory
- market access and returns to small/local producers
- healthy and nutritious food for consumers
- regional identities
- trust and social capital

But... these claims have not received effective empirical testing

Project key tasks:

- Understand motivations, practices and organisational developments of SFSC
- Evaluate the economic, social and environmental impact of SFSC on rural territories

Short Food Supply Chains (cont'd)

How to achieve this? Mix of qualitative and quantitative methods based on contrasting case studies from 6 countries: France, Hungary, Italy, Norway, Poland and the UK

Different types of SFSC:

- 'face-to-face': producers have direct contact with consumers without intermediaries (e.g. on-farm direct sales, farmers' markets, community-supported agriculture)
- 'proximate': delivery through one intermediary (e.g. box schemes, farm to institution/collective catering system: schools, hospitals, etc.)
- 'local': more than one intermediary (e.g. local shops)

Local SFSC for impact analysis → any interested partners?



Pilot Action on Fishing Short Supply Chain in the UK

Focus: North Shields Fish Quay – led by Food Newcastle and Newcastle University

What is the issue?

- Consumption of limited fish species at home and in restaurants
- Additional strain on certain stocks
- Supply sold to continental Europe

Aims:

- Understand constraints and opportunities of local restaurants, consumers, fisherman, wholesalers and other stakeholders
- How can we send signals back through the supply chain towards more sustainable fishing practices? - *Sustainable Fish City*
- ❖ Engagement with local restaurants and key stakeholders (working groups and hybrid forums)

Barriers and challenges for a local fish supply chain:

Seasonality confusing? Catering sector skills shortage? Lacks of networks? Consumers unwilling to pay a price premium?

End goals:

- Promote public awareness / interest in local fish and sustainability among consumers
- Create a large scale shift in demand for sustainable fish
- Add value to fish supply chain
- Create direct restaurant-to-fish quay relationships
- Lessons to reverse delocalisation



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Thanks for your attention!

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