



25-26 June 2019 in Lisieux,
Normandy - France

Thematic Session 3: How can agroecology be better integrated within the value chain and with consumers, citizens and the local area?

Workshop 3.1 - Integrating agroecology with the downstream: food value chains

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<https://www.reseaurural.fr/Sommet-agri-innovation-2019>

<https://ec.europa.eu/eip/agriculture/en/event/agri-innovation-summit-2019>



Cette action est cofinancée par le Fonds européen agricole pour le développement rural : l'Europe investit dans les zones rurales.



An agroecological transition implies amongst other principles

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PRINCIPLES

An increased
diversification
leading to new
markets and a
better nutrition

Creation and
cross-pollination
of knowledge all
along the food
chain

Fair revenues for
farmers and
better recognition
of their work

More resilient
food systems

More responsible
governance
models

Solidarity and
better access to
food for everyone



Agroecology all along the food chain?

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COOPERATION

- While changes at the farm level are essential to an agroecological transition, the previously mentioned principles **can not be tackled by the farmers alone**.
- In order to implement these principles, multi-actor approach is vital: **farmers, industrials, retailers, consumers, and policy makers** all have to be involved together all along the food chain
- Use of all **available contemporary tools and technologies** is a real bonus to generate innovative ideas all along the value chain
- Taking into account not only the diversity of actors but **also the diversity and specificities of territories**



What kind of initiatives are needed?

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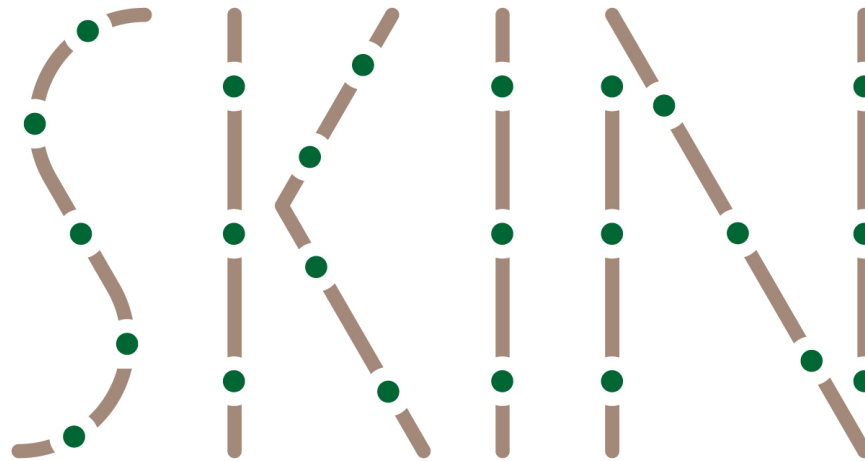
- Initiatives that help to **create value** all along the food chain, **ensure new sources of revenue** for farmers thanks to a **diversification of markets**.
- Initiatives that use **modern tools** to help **create new valorisation channels**
- Initiatives that find ways to **fairly pay farmers** who decide to implement agroecological principles

INITIATIVES



A few examples collected during the EU funded SKIN project (running 2017-2019, coordinated by University of Foggia, Italy)

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SHORT SUPPLY CHAIN KNOWLEDGE
AND INNOVATION NETWORK

Website: <http://www.shortfoodchain.eu/>

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

EXAMPLES



Main categories of good practices that can be found in the SKIN project

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Classic direct sales and farmer's markets

Innovative logistics (often through internet platforms or new technologies)

Innovative policies

Innovation in contracting between producers, retailers, consumers, restaurants, public procurement

EXAMPLES



Couleurs paysannes (France): Local farmers coming together and buying a shop to sell their products directly to consumers: **rebuilt trust, less transportation, an easier access to quality food, fair revenue for farmers**



Apuglia regional law (Italy): **Increase the 0 km purchase and consumption by public administrations and private commercial operators, guaranteeing transparency; new distribution and sales models on the regional territory, triggering new economies and enhancing the work of small and medium-sized enterprises in Apulia region.**

Farmhopping (Bulgaria): Free platform where any farmer has the possibility to create a profile and promote and sell their products. Consumers then have several pick up options (direct to home or pick up points): **local businesses empowerment, market diversification, transparency, knowledge share, use of online tools**



Food for thought and questions:

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- *Question 1: What are the most promising innovations you heard about which integrate agroecology in the food chain?*
- *Question 2: What will it take to implement or scale up these innovations in your sector / region / activities?*

