



Newsletter 2

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Exploring Short Food Chains: A Path to Sustainable Future

In times when the origin and environmental impact of our food choices become more critical than ever, short food chains are gaining recognition as sustainable and ethical options. These chains offer a direct link between food producers and consumers, reducing intermediaries and minimising the carbon footprint of our meals.

This newsletter will explore short food chains, provide key insights, and discuss how to embrace this sustainable food movement.

What Are Short Food Chains?

Short food chains mean sourcing your food directly from the producers. It's about buying local, whether from your immediate community or within a broader regional scope, with flexibility in the definition to adapt to various contexts.

Key Insights

Only 15% of European farms sell over half of their produce directly to consumers, with significant variations among countries. Direct sales, such as farm stands and open-air markets, are the most common channels for short food chains.

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<https://foodimproviders.eu/>

Short Food Chain Models

- **Direct Sales at the Source:** This model involves purchasing products directly from where they are produced, like farms or markets. It fosters a strong connection between consumers and producers.
- **Collective Sales Outlets (CSO):** CSOs are collectively managed by multiple farmers, emphasizing local products and non-competition among goods. AMAPs (Association for the Maintenance of Peasant Agriculture) are an example of creating partnerships between consumers and farmers.
- **Sales on Tour and Farm Drives:** These emerging models allow consumers to shop online and pick up their products at the farm or a designated location, offering convenience and choice.
- **The Web Opportunity:** Internet has transformed food sales, enabling producers to reach consumers directly and reducing costs. Online platforms empower consumers to make informed choices.

Some practical advice on developing Short Food Chains

- 1. Define Your Short Chain Project:** Start by clarifying your goals, values, and income expectations, ensuring alignment with your aspirations, and setting boundaries.
- 2. Find Your Market:** Conduct a market study to understand your target audience and stand out from competitors.
- 3. Acquire Necessary Skills:** Develop diverse skills in production, processing, sales, and business management.
- 4. Study Economic Viability:** Analyze production, sales, expenses, investments, and cash flow to ensure financial sustainability.

Once Launched...

After launching, communicate through signs, flyers, websites, and media to attract customers. Use monitoring tools to stay on track and adapt as needed.

Remember: good marketing is needed even when you sell good products!

Fueling Food Supply Chain Popularity in Europe: The FoodImprov'iders Partners

ANIA – the project coordinator

ANIA: ASSOCIATION NATIONALE DES INDUSTRIES ALIMENTAIRES (ANIA) is the French Food and Drink Federation and the coordinator of the FOOD IMPROV'IDERS project. With significant influence in France and Europe, ANIA aims to promote the role of short supply chains to public bodies, media, and consumers. ANIA represents, informs, and supports over 17,000 food companies, with 98% of them being SMEs capable of implementing short supply chains. This expertise and background will help ANIA to foster information sharing and encourage synergies.

ANIA's initiatives extend beyond representing the interests of food companies to educating the public about the importance of the food industry in France. Through its efforts, ANIA aims to create a favorable environment for food companies to thrive, contributing to the nation's economy and well-being. The collaborative FOOD IMPROV'IDERS project, coordinated by ANIA, focuses on sustainability and highlights the contributions of various stakeholders.

Eszterházy Károly University: Nurturing Tradition, Shaping the Future

Eszterházy Károly University (EKU) is a prestigious higher education institution with a rich history spanning over two and a half centuries in Eger, Hungary. With a student population of nearly 10,000 and 1,500 employees, EKU is committed to providing high-quality education and research that prepares students for the challenges of the future. The university continuously develops a diverse range of courses in response to the social and economic demands of the 21st century. With an optimal student-professor ratio, EKU ensures a supportive and engaging learning environment for its students.

As EKU looks to the future, it remains focused on its mission of delivering exceptional education, conducting valuable research, and preparing students for the challenges of the modern world. With its strong foundation and commitment to continuous development, Eszterházy Károly University is poised to make a significant impact in the field of higher education and contribute to the advancement of knowledge and society.

EKU's mission goes beyond education and research. The institution aims to cultivate a favorable environment for its students to thrive and contribute to society. Here comes the role of EKU in the Foodimprov'iders. The University will support the project by designing and implementing pieces of training on short supply chain models, leveraging its location in a region with a strong tradition in wine and food production, and sharing successful models in the field. These efforts will contribute to the project's goal of promoting local sourcing and developing sustainable agrifood supply chains. EKU's expertise and collaboration will help drive the future of fresh food in the value chain, aligning with the evolving consumer preferences for freshness, quality, and sustainability.

The University of Ljubljana's Commitment to Cultural Legacy and Future Advancements

University of Ljubljana – Veterinary Faculty [UL-VF] is part of the University of Ljubljana, Slovenia's oldest and largest university. Founded in 1919, the university encompasses 23 faculties, 3 art academies, and 3 associated members, making it a prestigious and highly regarded institution in the country.

UL-VF, with over 60 years of experience, plays a crucial role in educating top experts in veterinary medicine, both domestically and internationally. The faculty focuses on providing high-quality education and keeping students updated with the latest scientific findings and advancements. Additionally, UL-VF is actively engaged in research activities, particularly in the fields of general hygiene, hygiene of premises and processes, food safety, and food quality in the food supply chains. Their research endeavors contribute to the development of best practices in veterinary medicine and public health, ensuring the well-being of animals and the safety of food in the industry.

By leveraging its extensive expertise in veterinary medicine, research, and food safety, UL-VF is well-positioned to make significant contributions to the Foodimproviders project. Their involvement will bring valuable knowledge and insights to the project, ultimately leading to improved animal health, food safety, and public health within the food supply chain.

University of Parma: Cultivating Knowledge and Inspiring Excellence

The University of Parma is one of the oldest universities in Europe: established with the 'Diploma' conferred to Umberto, the bishop of Parma, in the year 962 AD. The University has now about 25,000 students and 1,800 professors, researchers and administrative staff. At the University of Parma, there is a strong commitment to staying connected with public and private organizations to better understand their needs and align the curricula accordingly. By maintaining open lines of communication, the university strives to continuously improve and update its educational programs.

The University of Parma, with its centuries-old history and commitment to academic excellence, continues to uphold its esteemed position as a leading institution of higher learning. Through its strong ties with external organizations and a focus on continuous improvement, the university will ensure support for short supply chains in the academy and society.

UP's contribution to the Foodimprov'iders project will involve leveraging its expertise in food science and technology, conducting research and development to enhance food-related products and processes, and collaborating with other project partners to optimize the efficiency and sustainability of the food supply chain. An important part will be conducting blended pieces of training as a part of the Foodimprov'iders program.

Elevating Agriculture: Foundation Juana de Vega's Commitment to Galicia's Rural Development

Foundation Juana de Vega, established in 1872, has a rich history and a deep commitment to enhancing the agricultural landscape of Galicia. Originally founded with the noble purpose of establishing a school of agriculture to elevate the skills of local farmers, the foundation's dedication to its mission has remained unwavering. Over the years, the Juana de Vega Foundation has evolved and expanded its initiatives to play a pivotal role in the advancement of the rural communities in Galicia. Today, the foundation continues to be a driving force in Galicia's agricultural and rural development. It actively engages in a diverse range of activities aimed at bolstering the agrifood sector within the region. Through its extensive programs, the foundation provides crucial training and educational opportunities to empower individuals in the field of agriculture. Moreover, it is at the forefront of cutting-edge research initiatives, exploring topics that encompass not only agriculture but also the broader realms of landscape and territory.

The Juana de Vega Foundation exemplifies a strong commitment to knowledge, research, and development in the agri-food sector. By continually expanding its reach and collaborating with various stakeholders, the foundation actively contributes to the sustainable development of rural communities in Galicia. Its enduring dedication to improving the lives of those in the agricultural sector resonates with its historic mission and continues to drive progress in the region.

Empowering Innovation: Europroject's Role

Europroject, a consultancy firm established in 2005 with French and Bulgarian origins. What sets Europroject apart is its unwavering dedication to delivering high-quality services with precision and efficiency. Their approach is characterised by tailoring their support to the unique needs of each project. With a team of highly qualified consultants representing diverse educational backgrounds in STEM and social sciences, Europroject ensures that every project benefits from a wealth of knowledge and experience.

With an unwavering commitment to excellence, Europroject plays a pivotal role in advancing research, innovation, and education projects throughout Europe and beyond, empowering individuals and organizations to make a lasting impact in their respective fields.

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International partnership

Foodimprov'iders partners are organisations from six different EU countries. Sharing experience and ideas is one of the greatest assets of the project

