



Newsletter 3

June 2022

Valuable insights from the Foodimprov'iders survey on Training Needs of Short Food Chain Actors

One of the first and most essential tasks the partners had to implement at the beginning of the project was a Europe-wide survey on the training needs in short supply chains. From the outset, the project prioritised understanding the specific needs of stakeholders and engaging with the sector to identify these needs and requirements. This approach was fundamental in tailoring educational materials to meet the target audience's concrete needs, preferences, and expectations. The project partners employed various tools to gather insights and data, including an online survey conducted in France, Spain, Slovenia, Italy, and Hungary. Additionally, they organized four workshops in France, Spain, Slovenia, and Hungary.

Survey Highlights

The online survey featured 45 questions. One hundred seventy-six responses were received from stakeholders from the five countries involved in the project. The main findings are summarised below:

- Nearly 50% of respondents had agricultural training or were related to agriculture in some way.
- Gender distribution was almost equal, with half of the respondents being men and half women.
- Respondents primarily fell within the age group of 18 to 50 years old.
- Approximately 40% of respondents were from the primary sector, 7% from the secondary industry, and 42% from both sectors.
- Most respondents were involved in organic production (75%), with 25% involved in conventional production.
- Nearly 75% of respondents considered seasonality highly important in their production including an online survey conducted in France, Spain, Slovenia, Italy, and Hungary. Additionally, they organized four workshops in France, Spain, Slovenia, and Hungary.

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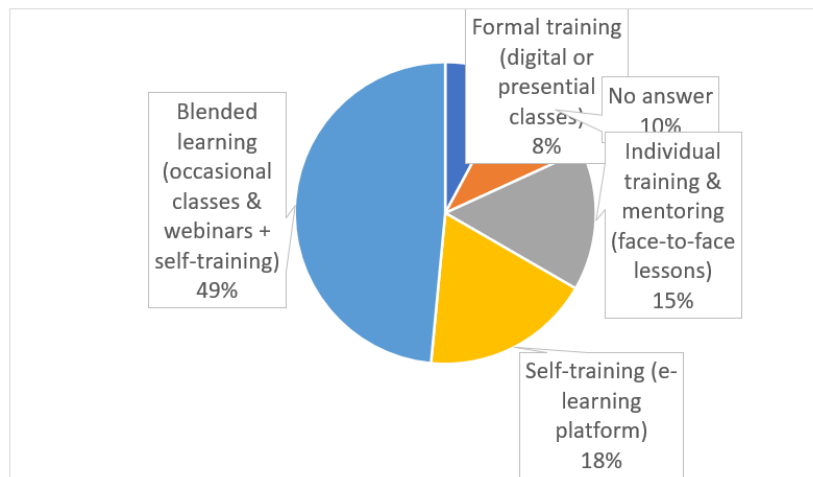


<https://foodimproviders.eu/>

Stakeholder Needs and Preferences

One of the findings of the survey was that only 37% of respondents belonged to a farmers' cooperative. This is significant because small producers highlighted difficulties in forming communities, which is crucial for their collective bargaining power in selling products.

Safety, health, and quality were universally regarded as extremely or very important by nearly 80% of respondents. Organic certification was essential to 50% of respondents, while local origin was crucial to almost 80%. This emphasized the significance of locally sourced products in short food chains.



Answers to the question: Which type of training would you prefer?

Challenges and Barriers

The survey identified several challenges and barriers faced by small producers:

Competition and Concurrence: Small producers expressed concerns about competing with larger entities. **Certification and Regulatory Requirements:** Meeting certification and labeling requirements proved challenging for them.

Sectoral Market Policies: Policies designed for larger companies often did not align with the needs of small producers.

Consumer Awareness: Many respondents cited a lack of consumer awareness and trust in their products.

Supply Variability: High demand variability for perishable goods presented difficulties.

Costs and Infrastructure: Overcoming cost and infrastructure limitations was a common issue.

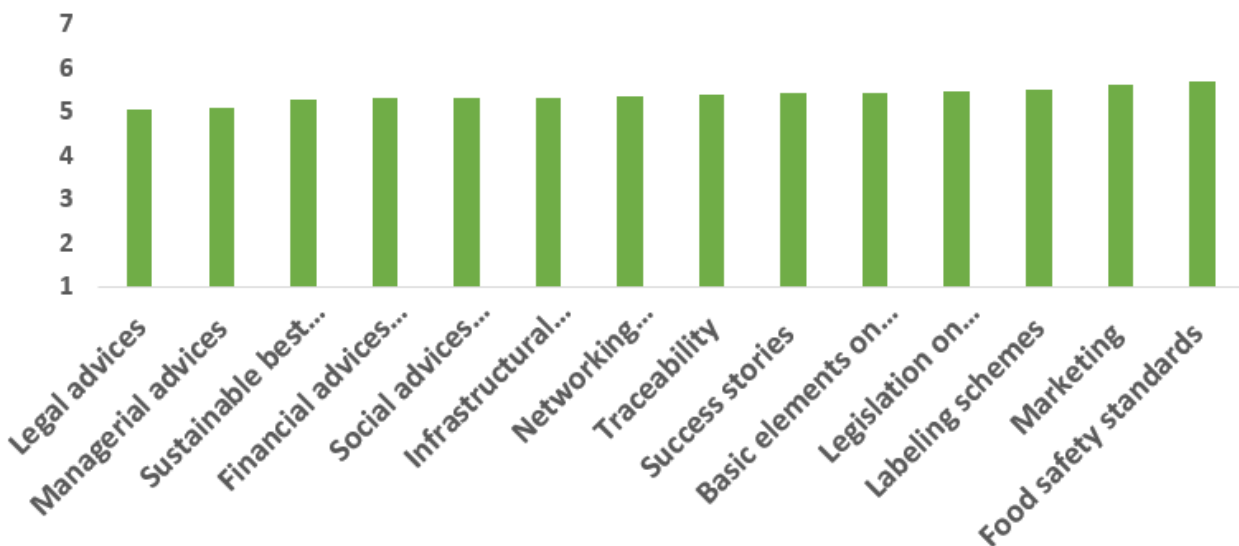
Lack of Information and Support: Small producers lacked access to information and support.

Regulatory Tools: Some countries lacked regulatory tools for short food chains.

Training Needs and Preferences

Respondents expressed a strong desire for training in various areas:

- Administrative Procedures: They sought guidance on managerial procedures, rules, legislation, and marketing.
- Economic Knowledge: Economic knowledge and business planning were identified as crucial.
- Tax Practices: Many were concerned about tax-related matters.
- Logistics: They desired information on efficient logistics.
- Consumer Education: Informing consumers about their production methods was a priority.
- Cooperation and Networking: Collaboration and networking opportunities were also highlighted.



Distribution of proposed themes by interest of respondents (average ranking by importance)

The study clarifies that small producers in short food chains require comprehensive training to navigate regulatory, marketing, and economic challenges successfully. They also need personal support, which will be provided through blended learning sessions organized within the project.

As the project progresses, it aims to address these needs and empower small producers with the knowledge and tools required to be involved in short food chains. This collaborative effort is not only beneficial to producers but also contributes to the growth and sustainability of local and regional food systems.

First In-person Transnational Meeting in Paris



For the first time after the COVID-19 restrictions, we were thrilled to come together at the Association Nationale des Industries Alimentaires (ANIA) premises in the heart of Paris.

This meeting marked a significant step in our project, where we discussed progress and essential developments. Several vital updates were at the center of the discussions as we progressed into the most productive phases of our project:

Launching the E-Learning Platform

Our E-learning platform is now ready to go live and is the most crucial significant achievement in the project. This platform will provide valuable resources for EU food producers, assisting them in marketing their products effectively.

Introduction of the Online Self-Learning Component

We are pleased to announce the introduction of the online self-learning component, allowing individuals to take charge of their learning journey in the food industry.

Implementation of Blended Learning Training

To cater to different learning preferences and to provide personal support in the user's native languages, we will soon be offering blended learning training programs. These programs combine online resources with in-person interactions, offering a comprehensive learning experience.

The Foodimprov'ider's primary goal is to support EU food producers in enhancing their marketing efforts and optimizing supply chains. By simplifying access to end customers and streamlining supply chains, we aim to create mutual benefits for all stakeholders.

Follow us on the social media:

<https://twitter.com/FoodImproviders>
<https://www.linkedin.com/company/food-improviders-project>

Visit the Foodimprov'iders website and learn more:

<https://foodimproviders.eu/>

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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

