

# FOOD IMPROV'IDERS

Provide producers with fit-for-purpose knowledge to develop new sustainable food chain models improving their revenue and enhancing consumers' satisfaction

## **D1.2 Recommendations report for policy-makers**



Co-funded by the  
Erasmus+ Programme  
of the European Union

<https://foodimproviders.eu>

This document forms part of the deliverables from the FOOD IMPROV'IDERS project which has received funding from the European Union's ERASMUS+ program under grant agreement 2020-1-FR01-KA204-080640.

The project is aiming to develop the skills and knowledge of EU producers in short food chains circuits to facilitate their insertion in existing network and/or the creation of new one to rebalance their role in the food chain.

More information on the project can be found at [www.foodimproviders.eu](http://www.foodimproviders.eu).

**Authors:**

**Françoise Gorga  
Juliette Chauveau**

**Contributors:**

**Cristina Mora  
Davide Menozzi  
Giovanni Sogari  
Audrey Cavaliere  
Elena López Colmenero  
Alfonso Ribas Alvarez  
Mojca Jevsnik  
Urška Jamnikar Ciglencečki  
Adam Hegyi**



Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

# Table of contents

1. Introduction .....	4
2. Project Summary .....	4
3. Context .....	4
4. Definition .....	5
5. Where are we? .....	5
6. Proposals .....	6
6.1.At European level.....	6
6.2.At national level .....	6
6.3.At the territorial level .....	7

## 1. Introduction

The following report describes the current situation related to Short Food Supply Chains and the obstacles related with this kind of model.

It also lists some recommendations to policy makers that could be applied at different levels: European, national and territorial.

## 2. Project Summary

FOOD IMPROV'IDERS is an Erasmus+ project that aims to provide EU food producers with tailored training content in line with their needs and lifestyle to improve their skills and knowledge in short food chains circuits. To reach the beneficiaries, the project will offer the training content both online and in presentational courses.

The FOOD IMPROV'IDERS project gathers 6 partners from 6 different EU Member States (France, Bulgaria, Italy, Hungary, Slovenia, Spain) having complementary profiles in order to provide the necessary expertise for the implementation of all project tasks.

Part. #	Partner name	Partner short name	Country
1	Association Nationale des Industries Alimentaires	ANIA	France
2	Eszterházy Károly University	EKU	Hungary
3	University of Ljubljana	UL	Slovenia
4	University of Parma	UP	Italy
5	Foundation Juana de Vega	FJDV	Spain
6	Europroject	EP	Bulgaria

This document is R

## 3. Context

The European Commission makes the territorial anchoring of production one of the objectives of agricultural and food policy. This new orientation, which is expected by society, including farmers, will only be a response to the many agricultural crises if it is translated into action.

Within the FoodImprov'iders project, the partners have analysed the obstacles to the development of this anchoring of production and to identify avenues and proposals to encourage the development of localized agricultural and food chains.

The importance of short and local chains is far from anecdotal, since 6 to 7% of food purchases in France are made through short chains and 21% of farmers sell at least part of their production through short chains.

## 4. Definition

Short chains is a method of marketing agricultural products that is carried out either by direct sale from the producer to the consumer - farm sales, farmers' markets, etc. - or by indirect sale, provided that there is only one intermediary between the farmer and the consumer - retail traders such as grocers, butchers, or restaurants. Proximity chains correspond to the idea of a maximum spatial distance measuring the distance to be covered between the place of production and the place of sale. This distance, which has not been officially defined, can vary according to the type of production concerned.

## 5. Where are we?

Today, all the signs are green for the development of short, quality and local chains. Indeed, there is a strong demand for these products: first of all, a demand for a social link, since more and more French citizens want to put more meaning into their consumption, but also a demand in terms of health and environmental protection. In addition, the economic crisis has prompted the French to reflect on food patriotism. Thus, 97% of people who consume locally say they do so to support local production and thus the activity of their neighbours.

In order to respond to this offer, a multitude of marketing methods are developing and seeking to be structured: farmers' markets, producers' shops, farm sales, e-commerce, associations for the maintenance of peasant agriculture, producers' platforms for supplying collective catering, etc. These marketing methods often make it possible to enhance the value of quality products: organic farming, farm products or geographical indications.

However, there are a certain number of obstacles that prevent a change in the scale of short and local chains from being envisaged as it stands. Territorial strategies are often in their infancy, and thought out on too small a scale. The high degree of specialisation of crops in some regions is an obstacle to the diversified food production needed to achieve a certain degree of food autonomy. Moreover, the available agricultural land is shrinking due to the increasing artificialisation of the soil. In addition, imports and standard products dominate the market for collective catering because of a lack of awareness of the possibilities offered by the public procurement code to favour local and quality products, the pre-eminence given to the cost of raw materials, and the lack of familiarity with methods for reducing food waste. Finally, short and local chains are still too poorly organised - particularly as regards logistics. Many farmers have difficulty calculating their cost price, underestimating the time spent on sales, or transporting goods.

To achieve a change of scale, the relocation of food must be thought of beyond short and local chains, as a territorial food project. This implies the networking of actors - local authorities, consumers, companies, organisations -, the carrying out of a joint diagnosis and the definition of shared objectives. This systemic vision, which is encouraged by national guidelines, must be translated into proactive local support policies.

## 6. Proposals

### 6.1. At European level

- Adopt a European 'small farms' package bringing together the derogations granted to small farms.

### 6.2. At national level

- Integrate food policy into the regional sustainable agriculture plans
- Introduce in public catering a minimum threshold of 20% of products from sustainable agriculture - local, quality signs including organic
- Launch a call for proposals for "Territorial Food Project"
- Create "Local Food Councils" to encourage food democracy.
- Create a national observatory of local food systems, in charge of establishing a regular inventory and follow-up.

### 6.3. At the territorial level

- Support and encourage cooperative processing facilities (vegetable factories, cutting plants) via public support for investment and innovative projects.
- Organize an annual territory day open to any company likely to be concerned by public contracts. The public purchaser presents its estimated needs, its purchasing policy and the organization chart of the departments responsible for purchasing.
- Take into account the agronomic and environmental values of soils when modifying urban planning documents.
- Strengthen the regulation of commercial rents for local shops in areas under pressure