

eip-agri  
AGRICULTURE & INNOVATION



# EIP-AGRI Workshop

## Cities and Food: Connecting consumers and producers

FINAL REPORT  
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## 1. Background and focus of the workshop

The workshop was designed to stimulate ideas and actions aimed at building innovative food systems and supply chains that can connect producers and consumers. The multi-actor event brought together around 80 participants from 20 different countries, including representatives from city authorities, farming organisations, food entrepreneurs, the European Commission, and university researchers. The main objectives of the workshop were to:

- ▶ stimulate the connection of at least 20 European cities with producers / producers organisations and involve rural development policy makers to help them to orientate their policies and programmes towards short food chains in the context of establishing 'local and healthy' food approaches
- ▶ explore common actions, including mechanisms to share experiences, to develop a local and healthy food approach and concrete steps to be taken in the cities which were present at the workshop
- ▶ disseminate a workshop package containing examples and references of effective city/producer co-operation in food supply systems

Throughout the workshop, participants were encouraged to form 'AMICIs', which stands for **A**ctions for **M**obilizing **I**nnovation through **C**ooperation and **I**nteraction. An AMICI action is a first common expression of interest to start co-operation on innovation and by the end of the event over 35 AMICI actions had already been drawn up (see 4.2 for further details).



The first day began with a plenary session in which the delegates were welcomed by **Pawel Szabelak**, from the Polish Ministry of Agriculture and Rural Development. This was followed by a **presentation** from **Inge Van Oost**, policy officer from the European Commission Directorate General Agriculture and Rural Development (DG AGRI). She provided an overview of how the European Innovation Partnership (EIP) is speeding up innovation through linking existing policies and instruments. Through EIP 'Operational Groups' funded by the rural development programmes at regional/national level, as well as through the Horizon 2020 EU research programmes, the EU is promoting multi-actor projects to co-create innovations for smart and sustainable food chains (see 4.1 for more information).

**Rafal Serafin**, from the Polish Environmental Partnership Foundation (the co-hosts of the workshop), then provided a warm welcome to the delegates and briefly introduced the work his organisation has been doing to nurture a thriving local food sector in the Malopolska region around Kraków. This was followed by a talk from **Moya Kneafsey**, who specialises in research on short food chains and territorial food systems. Her **talk** painted the 'big picture', helping to explain the 'megatrends' that have led to the 'dis-connection' of consumers from food producers, as well as outlining the key societal drivers that are now fuelling urban interest in food and farming. She called for quick action, saying we need to "fast-forward". Next, Milan's project manager for urban food policy, Cinzia Tegoni, explained the role of the Milan Urban Food Policy Pact in the workshop.

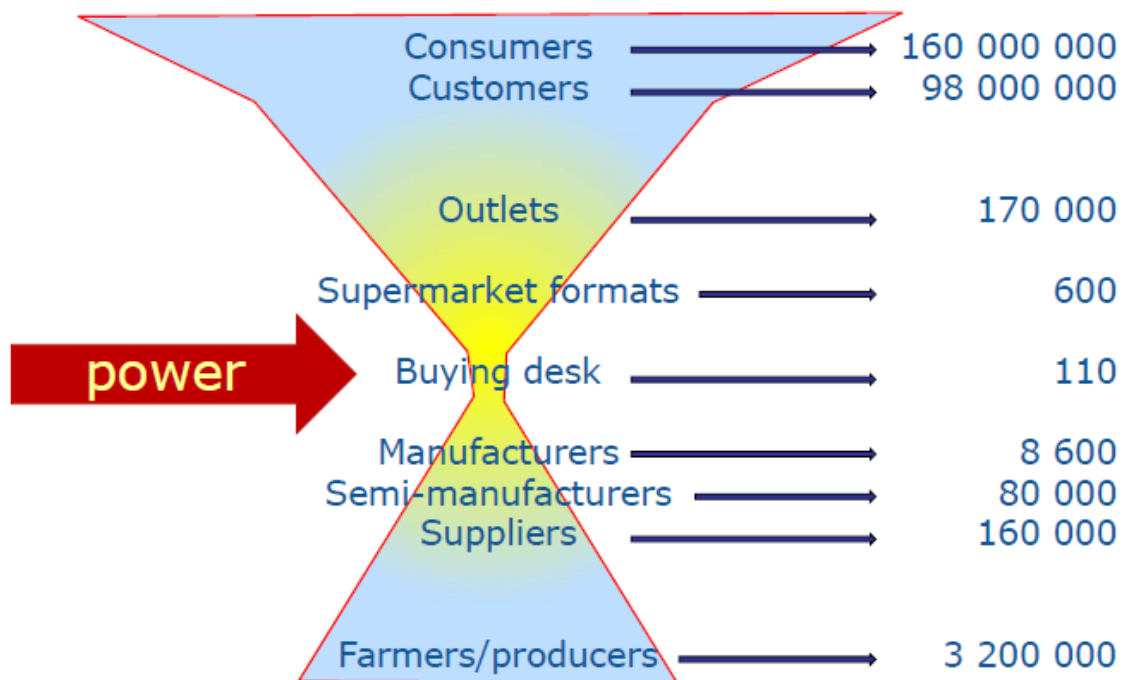


The plenary session ended with two experts discussing business models for short food chains. First, **Jan-Willem van der Schans**, a researcher in the economics of business innovation, explained how added value is distributed in food chains. Typically, there is downward pressure on farm gate prices in 'conventional' food chains, but Jan Willem **showed** that in short food chains, more of the added value can be retained by the primary producer. Nevertheless, a short food chain and more added value for the producer is no guarantee of a fair return, unless costs and revenues are properly calculated and taken into account. This point was reinforced by the final speaker, Patrick Pasgang, an innovation consultant. Patrick provided detailed **figures** to show how three different farm businesses had entered into very different short supply chain relationships with contrasting – positive

and negative - results. He emphasized the importance of taking into account specific extra costs for the farmer in short supply chains, drew attention to the sometimes high margins that intermediaries or IT suppliers may take, and promoted the understanding of pricing and costing.

Following these introductory talks, the participants dispersed into break out groups to exchange ideas and experiences and begin to develop their AMICIs. Summaries are provided in Section 3 of this report.

## Illustrating the typical Supply Chain funnel



**Figure 1: The typical Supply Chain funnel (from Inge Van Oost's presentation)**

## 2. Context and related activities

The EIP-AGRI workshop has been prepared in cooperation with representatives from the Milan Urban Food Policy Pact (MUFFP) and the Polish Environmental Partnership Foundation. The workshop aimed to make optimal use of programmes and funding available.



The European Innovation Partnership "Agricultural productivity and sustainability" (EIP-AGRI), launched in 2012, supports the topic of Cities and Food in different ways. Keywords of the EIP AGRI are: 'more and better from less', 'ideas put into practice with success', and 'impact by end-users becoming "actors" and motivated'. The EIP-AGRI applies an overarching concept called the "interactive innovation" model. This model is based upon collaboration between various actors to make best use of complementary types of knowledge (scientific, practical, organizational, etc.) to speed up innovation. These actors work together in Operational Group (OG) projects and may engage in a wide scope of activities, for instance the development of new products or practices, pilot projects, innovation in the supply chain or logistics, joint environmental project approaches

or climate change actions, biomass provision or renewable energy, and much more. For more information on operational groups please look [here](#).

Opportunities to support projects connecting consumers with producers under the EIP AGRI can be funded by the European Agricultural Fund for Rural Development (EAFRD) which is the second pillar of the Common Agricultural Policy of the EU. The EAFRD is implemented in each Member state through **Rural Development Programmes**. In some EU member states, the rural development programme is implemented at regional level such as for example in France, Germany, Italy, Spain, Belgium and the UK.

The main related Operational Group measures are:

- ▶ Measure 16.1 : Emerging Operational Group are supported to formalize their consortium, find new partners with complementary skills and finalize an innovation project.
- ▶ Measure 16.1+16.4 : Operational Groups supporting innovative short supply chain projects. Further information on the support for short supply chain projects can be found [here](#).



The **MUFFP** aims to link the city with food producers in a sustainable way. This gives us the perspective of the cities, e.g. how they work with public procurement or how they facilitate farmers to access the city market. The MUFFP was signed in October 2015 by 53 cities from 15 EU member states (in total by 116 cities worldwide). By signing the Pact, cities commit themselves to upgrade their policies on sustainable food systems, to engage all sectors in the food system (small scale producers, private sector and civil society). After all, 75% of the total EU population is located in cities, and this represents an enormous

potential for producers engaged in supply chains near and in the cities.

Questionnaires were sent to all cities from the European member states that have signed the Pact and from their replies 20 cities were selected. The survey was used to collect experiences and develop practical implementation approaches for sustainable food systems. A background [document](#) was prepared to present an overview of Short Food Supply Chains in the invited cities. This document highlights typical food policy approaches such as public procurement, the use of infrastructure such as markets and logistics, and awareness raising efforts. It provides good practices and evidence of:

- ▶ How cities can facilitate, in very practical terms, producers to market their products
- ▶ How producer / consumer relationships can be strengthened at the local level
- ▶ How producers can organise practical and financial issues

Some of the links and references come from the report of the EIP-AGRI Focus Group 'Innovative Short Food Supply Chain management'. The results of the Focus Group work can be found [here](#).

With 142,900 agricultural holdings, averaging 4 ha in size and highly fragmented, Poland's Malopolska region represents an opportunity to turn increasingly socially and economically excluded rural areas into a resource for building food security for rural and urban populations based on access to locally-produced food of known-origin (traceable). The commitment to building and strengthening local food systems is part of the Regional Government's strategy for the years 2014-2020.



Initiated in 2011 by the Polish Environmental Partnership Foundation, **Local Products from Malopolska** is co-created by a group of approximately 100 farmers/producers and approximately 15 local NGOs, business and public sector partners, including the regional government authorities. The ambition is to organise sales of an ever wider range of locally-produced food products directly to consumers, engaging more and more farmers, smallholders and producers through a process of building trust, through farmers' markets, on-farm sales, restaurants, internet sales and other distribution channels.

The workshop participants experienced the reality in Malopolska region by five field trips focused on:

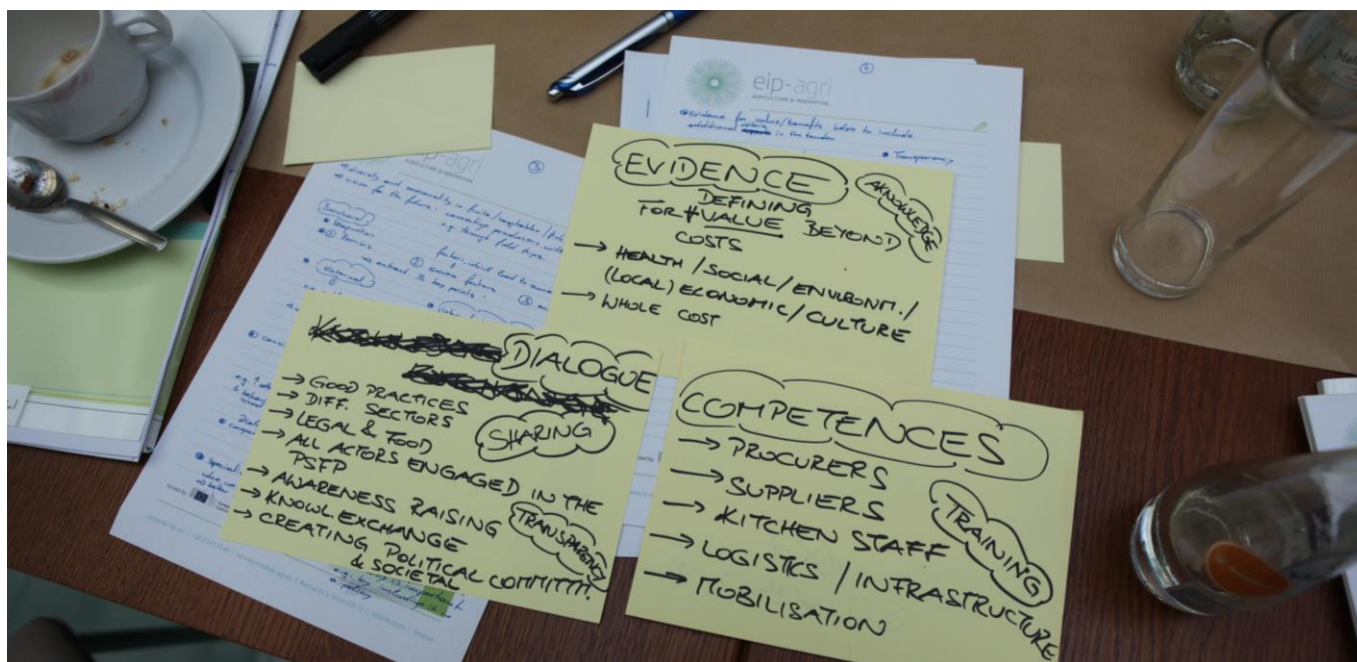


1. Local food sourcing in public procurement: the University Hospital was visited
2. Education and awareness raising on local food systems: a primary school shared experiences
3. Infrastructure and logistics for efficient access to city markets: a farm was visited
4. Setting up and funding of short supply chains: discussions were held in the Higher School of Banking
5. Local food in private sector procurement, a big outsourcing centre was visited.

### 3. Results from the discussions

In total six breakout sessions were held to discuss several topics related to Cities and Food: Connecting Producers and Consumers.

#### Breakout session: Public procurement for connecting consumers and producers



The breakout session focused on the enablement of public procurement as a tool for connecting consumers and producers. **Betina Bergmann Madsen**, food procurement officer from the Copenhagen municipality in Denmark, opened the discussion by **presenting** a lot of tips and tricks about how public procurement is supporting the local food system in Copenhagen and emphasized the importance of basic knowledge, education and advising in this regard. **Bernhard Kromp** from the Vienna municipality in Austria **explained** how green public procurement has been boosted since 1999 until recently but now struggles with lowering budgets (e.g. 3,60 €/day in hospitals) for procuring quality (organic) food. He drew attention to the fact that centralization of purchasing and tenders leads to low-price imports from the international markets. The discussion of challenges and success factors is summarised below and led to the following action points.

First, it is key to increase contact and **exchanges between food procurement officers of cities and municipalities**, including at the level of the EU, to share good practices in public food procurement and understand better the issues at stake (for instance building a model format for short food supply chain public procurement tenders). Such exchanges should include legal and food education. Also, there is a need for continuity in public procurement services to safeguard built up knowledge on food procurement. Better sharing of experience has a clear potential to enhance short supply chains and city-region food systems. This can help provide jobs and growth to local producers and enterprises. It also offers opportunities to close the gap between the consumers and the origin of their food, which can lead to more healthy diets for citizens. Local quality production can also reduce greenhouse gas emissions in various direct or indirect ways for instance if public procurement includes criteria which are linked to the reduction of transport (reducing transport distances and CO<sub>2</sub> emissions), fresher food (reducing length of delivery chains), the choice of dedicated healthier menus (balance meat/vegetables) etc. Nevertheless, a minimal budget per day and minimum competence and/or training of the procurement officer is a condition to enable the system to work. Working with smaller tenders is of crucial importance. Impartial third party guaranteeing and branding was also mentioned; this appears to be very practical for providing evidence of value beyond costs (typical example: organic label).

Second, **investments in supplier development and infrastructure are needed**. Suppliers and producers need to go into a dialogue with the public procurement officer, and need advice on how to fill in tender application forms. Procurement officers need to understand the production potential (seasonality, taste) and possibilities of production and delivery. Easy accessible contracts, easy to tender and clear to follow-up should be the result of this action, as well as attention to infrastructural issues. Volume is key and therefore farmers should be helped to form smaller groups for common delivery and easy logistics, thus creating platforms and sufficient supply for procurement. Public procurement contracts could combine the supply of food with educating consumers (explaining food quality and nutritional aspects, visiting "living food" in field plots etc).

Third, encompassing and making all the above possible, the group felt a need for a formal policy, a **"Food Charter" in each city, region and at EU level**, because it could enable limiting of the downward spiral of maximum daily budgets for food and draw the general public's attention to healthy, nutritious food and how short supply chains can support this. Matching demand with supply needs support and development. It would enable the move to a public procurement policy of smaller and more diverse lots, which the group considered key for the objectives of re-connecting citizens with their food. A food policy would provide emphasis on continuous dialogue and funding for the education of kitchen staff, caterers, intermediate companies as well as producers and consumers. The Food Charter would of course need to be based on corporate governance, at all levels (city, local, national, EU level) and have high quality nutrition standards as well as training and education for all involved in public procurement at its heart.

### Breakout session: Education and Awareness on city – region food systems



The session began with a **presentation** from **Marta Jeruszka-Bielak**, from the Centre for Public Communication, Warsaw, which described the "*I know what I eat!*" campaign, which has run in the city of Warsaw's schools since 2006. The campaign promotes the message that "good" food is local and seasonal, and runs a range of practical activities aimed at children, parents, school teachers and catering staff. This was followed by a talk provided by **Mark Füssel**, of the Federation of Organic Farming in Berlin-Brandenburg, which gave an **overview** of a wide range of communications initiatives to reconnect Berlin city dwellers with regional organic farmers.

It was agreed that **initiatives aimed at children** are really important in order to promote a shift in eating habits. The main barriers to helping children lead the change were identified as a general lack of awareness of seasonality and food growing, and a lack of interest amongst parents and/or teachers. Lack of time can be particularly challenging for working parents especially if they work irregular or unsociable hours. It can also be the case that food preparation has been 'de-prioritised' for some people, and that levels of 'cultural capital' around food can vary enormously amongst different social groups. Moreover, it is important to **recognize social inequalities** and how the choices



of marginalized groups are often constrained by factors beyond their control (e.g. location of shops and fast food outlets). These are some of the reasons why there is often a big gap between education and behaviour change: communicating information to people about 'healthy choices' does not necessarily change behaviour due to the many contextual factors which influence peoples' food choices. Regarding children's diets, there was an interesting debate about where the balance of responsibility should lie between parents and teachers. Experience shows that the success of school healthy eating initiatives is highly dependent on the attitude of the head teacher. It is also the case that teachers have many competing pressures on their time and that when **education about food is not embedded into the curriculum**, it falls to volunteers and activists to try to push for changes. Their efforts often face barriers when municipal structures and internal competition for funding work against 'joined up' approaches to food policy, and when local authorities are struggling to keep the prices of school meals low. There is a general perception that local food supplies are more expensive. There are also different degrees of **co-operation between farmers and farmer organisations and schools**. In some countries, the co-operation is very low. Defining what is 'local' can cause problems if it means excluding some producers who are a bit further away and therefore there is a need for flexibility in the definitions.

Success is more likely when public procurement officials are aware of the benefits of local food supplies, and can make connections with public health agendas. Some key actions were identified as follows. First, pursue **'reconnection' activities** such as inviting producers into the cities and connecting schools to farmers through open farm days, festivals etc. Practical experience and **'hands on' learning** is best. Second, **make food production more visible in the city** in order to raise general awareness by, for example, having a city plot run by a farmer. Third, **celebrate the success of local** projects and producers, (such as the UK's 'local food heroes' or the Polish Malopolska region local food awards). Fourth, make use of **regional food labels** (PDO/PGIs) and teach consumers how to better understand food labels. Fifth, **integrate food into school curricula** across a whole range of subjects (maths, biology etc.) and have fun food events such as 'Kids masterchef'. Sixth, link local food and **tourism planning**.

### Breakout session: Infrastructure and logistics for efficient access to city markets



The aim of the session was to highlight some good examples concerning infrastructure and logistics and connecting people in order to go further and set up innovative actions.

The session started with two cases from Italy and Belgium. **Maria Botiglieri** **presented** experience from the City of Turin in Italy. The City Council of Turin is building food policy based on the "Right to adequate food". The municipality implements good practices of urban local policies such as farmer's areas established by municipal rules

in each open air market. This action fulfils the Right of farmers to directly access to the market and the Right of consumers to get access to local food.

**Patrick Pasgang** from Belgium **presented** the local distribution format, Distrikempen, which is based on a circle concept for smart logistics. All the products are collected and delivered in the same round, stocked in the refrigerated truck, and this reduces the costs. Farmers themselves set the price, thus ensuring a fair return for their extra efforts, and the products are sold by an independent and commercial logistics partner using IT tools in agreement with the farmers.

The group considered the following question: How can logistics be optimised by and for farmers? First of all, related to the terms "Infrastructure and Logistics", participants talked about refrigerated food boxes, green baskets, city hubs, software, home delivery, collectives of consumers and producers (AMAP in France or GAS in Italy).

The members agreed that "Infrastructure and Logistics" is a story of scale, at the farm's level (big or small farm), at the consumer's level and at the City's level (demand and supply). Based on this, the main difficulties encountered are problems of attracting investors, lack of legislation for small practices and final cost of products.

A probably **the key question is: what about producers' involvement?** At which scale farmers are ready to start using logistics models?

To develop innovative logistics, the key words are cooperation and connection between territories, farmers and consumers by;

- ▶ Linking with initiatives around the cities
- ▶ Creating new concepts in territorial settings
- ▶ Developing social networks (traditional and new ones), awareness
- ▶ Creating confidence, trust between the stakeholders.

It is important to have the option to combine different funds, coming from Rural Development Programmes or other sources.

The actions stemming from the success factors are linked to **sharing resources between farmers** (e.g. shared logistics), **sharing knowledge between farmers and consumers** (events), between farmers themselves and also by acquiring **new skills (ICT, marketing)**. The **support of local authorities** could be one of the keys, for instance by reducing taxes on direct sales or by adjusting regulations towards local needs.

## Breakout session: Setting up and funding of short supply chains



The session was introduced by **Vesna Erhart**, who **presented** the 12 years' experience of setting up a farmers' cooperative to serve the urban market of Ljubljana, which has now become self-sustaining. **Rob Alderson** from Manchester Veg People **presented** some strengths and weaknesses of short supply chains around Manchester.

The participants identified barriers, opportunities and next actions needed to set up short food supply chains.

The barriers included problems related to the context, consumers and farmers. For the context, consistent policy support may be difficult, as **building strong, self-sustaining short food supply chains may take longer than the political cycle** of 4-6 years. When support is available, the administrative work required may form a barrier to applying for it. The second point concerned **infrastructure** – in the case of the Manchester Veg people, the infrastructure required to supply the city with fresh vegetables grown in the area had all but disappeared, so it had to be built up from scratch. Finally, in Eastern European countries the word 'cooperative' may have negative connotations. "Associations" or "buyers clubs" connecting with citizens have more potential. **Consumer**-related barriers include a lack of awareness about 'healthy' food, seasonality of products, or lack of access to places where local produce can be purchased, and finally price. **Farmer**-related problems mentioned were a lack of cooperation among farmers, generation gap, and the seasonal character of production.

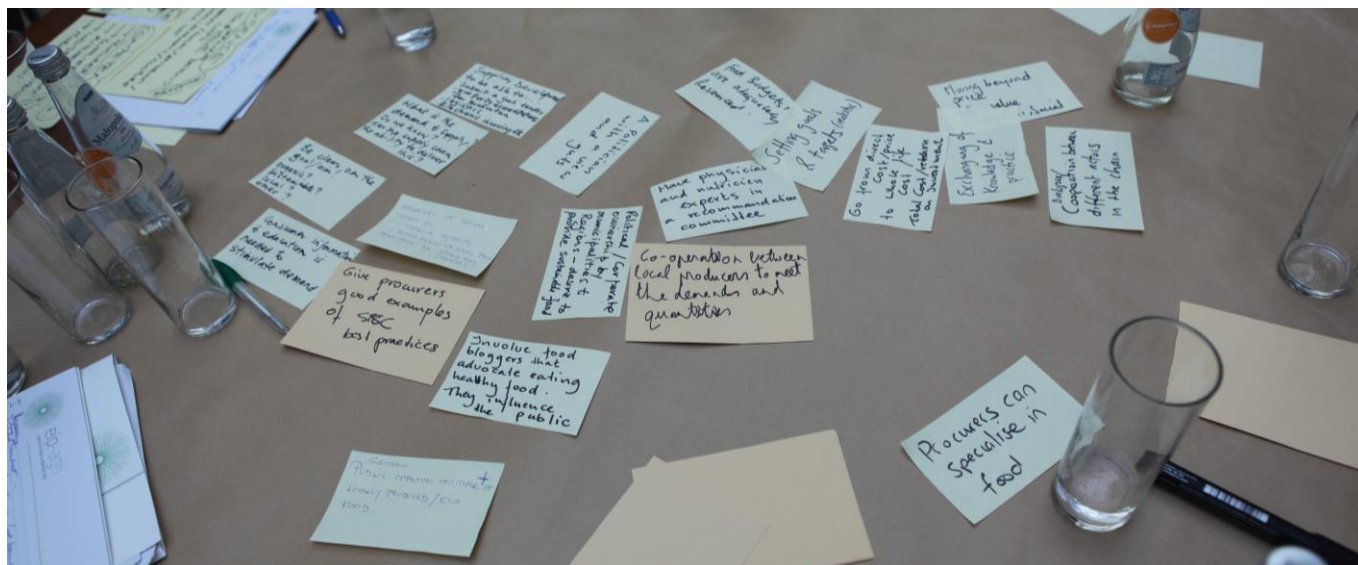
The following opportunities were identified:

- ▶ Developing a brand, identity and market position through unique selling points, such as special varieties, and by understanding and responding to consumer demand
- ▶ Bring producers together to develop and realise opportunities presented by collaboration, such as economies of scale, and distribution
- ▶ Developing consumer-driven food and drink bodies, going beyond corporate social accountability, testing different models, functions and approaches

Actions to be taken include:

- ▶ More dialogue, both within the food chain, and beyond food, including other related sectors
- ▶ Different types of support for producer groups: education and training, funding, advice
- ▶ A combination of top-down and bottom up strategies; such as encouraging cities to sign the Milan Urban food pact, or, as some participants argued, a unified strategy to support short food supply chains across Europe

## Breakout session: Business models to access new markets



The session was introduced by Marks Frederiks and Duncan Catchpole who presented their own experience concerning business models.

**Mark Frederiks** gave a [presentation](#) about experiences from Utrecht in the Netherlands. Local2local is a collective project with 70 farmers engaged. The aim is to bring fresh and healthy products from local farms to consumers and businesses. To reach this objective, the main way for farmers is to tell a story to the consumers. Mark Frederiks collects data from consumers (demand-driven), uses e-commerce software and communicates with social media and marketing.

**Duncan Catchpole** from Cambridge, UK [presented](#) experiences with box schemes. The box scheme business model entails packing fresh products, most notably fruits and vegetables into box or bag and then delivering them to customer's homes or to collection points. The key point to remember is to sell the story of the food.

The main barriers are related on the one hand to consumers and on the other hand to farmers. In addition, it is observed that in certain cases supply does not match the demand for local food.

**Knowledge concerning demand for local food is often lacking.** In addition, consumer preference for convenience (e.g. pre-cut vegetables, the ability to complete food purchase at one place) may represent a barrier for single local food producers as they often cannot provide a wide array of food products. In the context of **information overload of consumers** and lack of time, it can be difficult to make consumers more aware and engaged in short/local food chains. At the same time, digital tools offer potential to better connect producers with consumers, although part of the population - such as elderly people - is not skilled to use them.

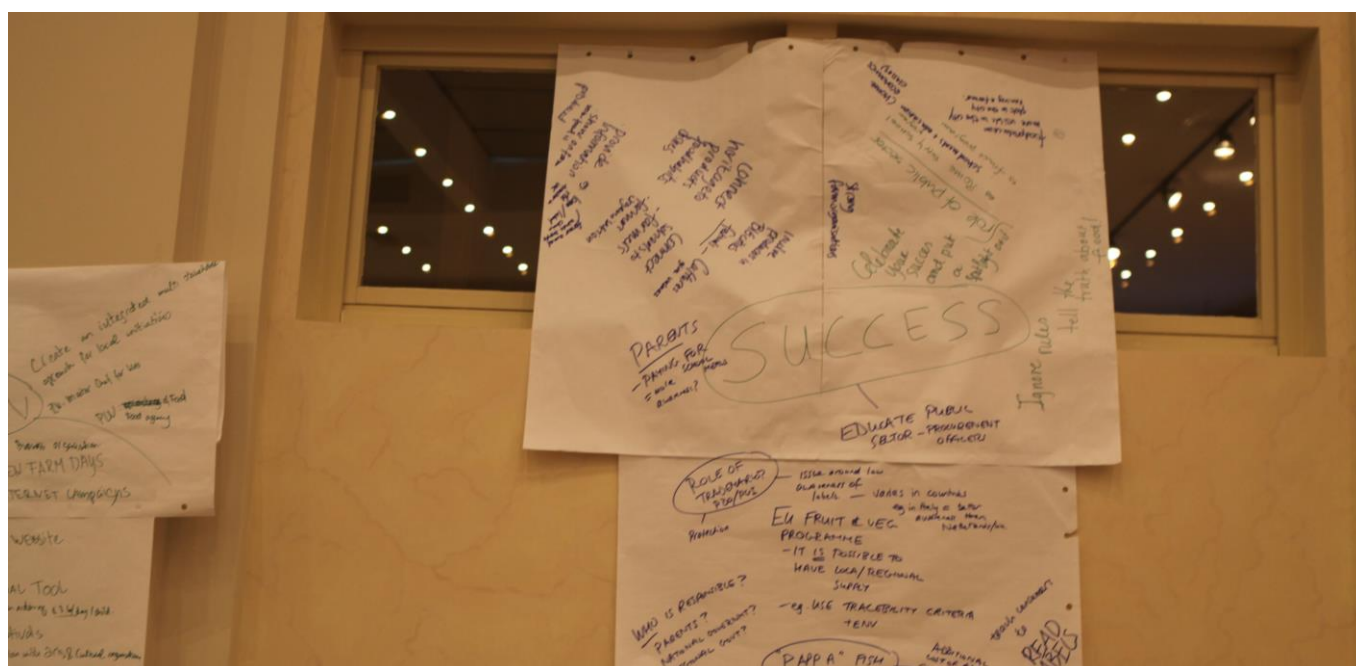
On the side of farmers, there is a general **lack of marketing skills**. Farmers face difficulties in adopting **processing technologies** which are often not adapted to small scale production and require considerable initial investments. Lack of initial funding represents a barrier to start a project. Finally there are also difficulties to comply with **sanitary rules**.

A necessary first step before starting, is that **projects must be set up with professionals** to develop business plans, to know the market (supply and demand, area) and gathering points in the cities, to have a strategy on access to consumers, e.g. convincing consumers to convince other potential consumers. It needs to be credible and have a large range of products, quality of products, seasonality and transparency of the business. An important conclusion is that these projects may take time!

Throughout the life of each project, caution must be needed on supply and demand (knowledge, balance between providers and consumers, information). Communication via modern media and multi-channel systems is one of the crucial issues. Access to funding and support of public institutions are also key factors for success.

Finally, it is important to work from collected data (existing groups and projects) in each area and use them to strengthen new innovative projects and at the same time increase the number of consumers interested in eating local.

## Breakout session: Facilitating and integrating urban and peri-urban producers into the regional food system



The session began with a **presentation** by **Gilles Maréchal**, an independent consultant who specializes in local food and sustainable development strategies. Gilles described the case of a local authority-led scheme in Brittany, which enabled four young entrepreneurs to establish new farms supplying through short food chains into local schools, via producer/consumer cooperation such as Community Supported Agriculture (CSA) or AMAPs<sup>1</sup> and markets. **Nerea Morán**, an architect in Town Planning and Urban Studies then **presented** an overview of urban and peri-urban food production in Madrid. A diverse range of initiatives from community gardens to a sustainable food market has developed, driven by a combination of citizen and local authority initiatives.

A whole raft of factors was discussed, which can facilitate the integration of urban and peri-urban food producers into regional food systems. They include the need to create an **appreciation of high quality local food, in order to stimulate consumer demand. Community gardens can contribute** to this appreciation, as in the case of Madrid, where the gardens are oriented towards domestic scale production (rather than commercial). They focus on celebrating food culture, and building solidarity relationships within communities. Although they do not contribute a large volume of food to the city region food system, they are vital for nurturing greater awareness of food, environmental issues and social exchanges, as well as having benefits for health and wellbeing. However, community gardens are often on sites that are vulnerable to development, and so ideally **local authorities should put in measures to protect them for their long-term sustainability**. Support and interventions from the authorities, as seen in the case studies from France and Spain, are considered vital for community gardens and also for **enabling new entrants into farming**. This was shown in the example from Brittany, where a municipal authority invested

<sup>1</sup> AMAP: Association pour le maintien d'une agriculture paysanne



in acquiring land that could then be made available specifically to new farmers who would supply the local urban areas. It also provided shared infrastructure such as road access and a farm building.

Successful integration of urban and peri-urban producers into the city food region is more likely to occur when a mix of diverse interest groups is involved. **Multi actor partnerships are needed**, and in some cities online platforms have been created to provide a virtual space for dialogue between policy institutions, civil society and businesses. It is largely agreed that having a common vision, or food plan, agreed by multiple stakeholders, is instrumental in setting up objectives and action plans. **Urban food governance needs to be managed through a combination of bottom-up / community-led and top-down / authority-led initiatives.**

Another important factor in promoting integration of urban and peri-urban food producers is the presence of committed individuals within local authorities. In some city administrations, however, there is little or no direct support for urban and peri-urban food production. In these cases, it is important for activists or campaigners to prepare the political ground accordingly. For example, trying to make use of political 'windows of opportunity' such as elections or public consultations, to lobby for political support. In Scotland, for example, food campaigners persuaded some political parties to make commitments to sourcing healthy local food in their election manifestos. It is much easier to hold decision-makers and policy makers to account when commitments have been made public. It is also important to link up with existing initiatives through coalition building at the grassroots level.

## 4. What's next?

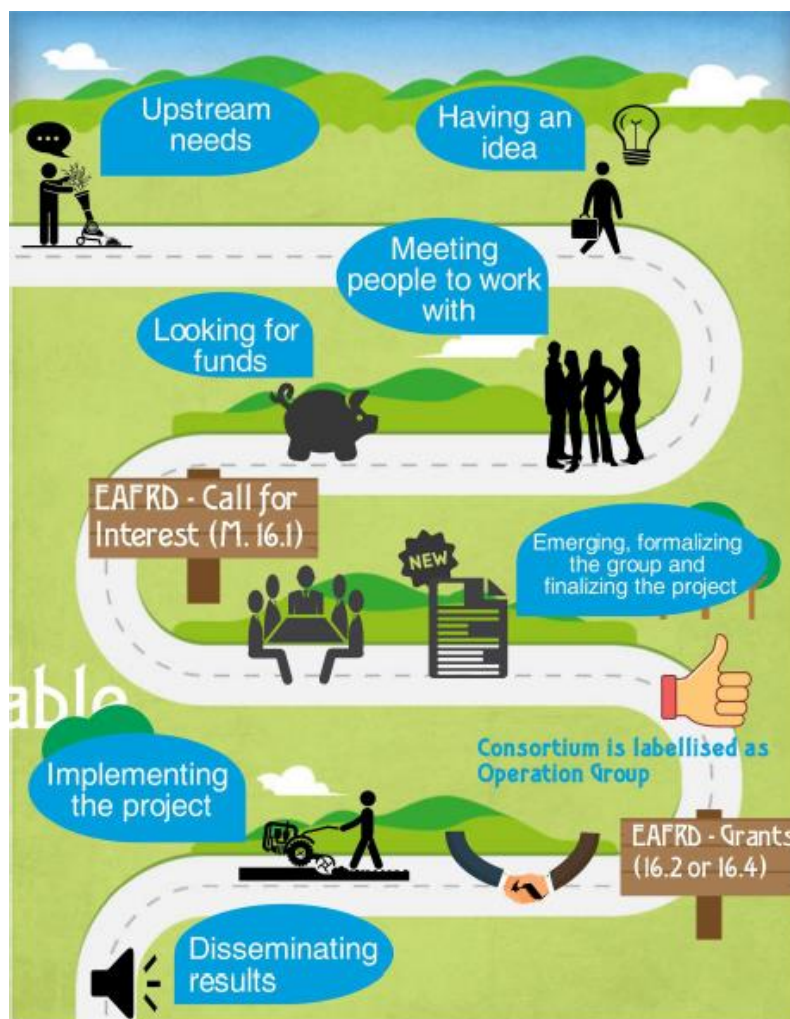
Follow up of the workshop is expected by actions formulated during the workshop and by making optimal use of opportunities that exist under the EIP-AGRI for Operational Group projects (Rural development funding) and setting up of Multi Actor projects and Thematic Networks under the Horizon 2020 Work programmes.

### Using the funding opportunities under the EIP-AGRI

In total 96 programmes (either at Member State level or regional level) will support Operational Groups (OGs) during the programme period. More than 3200 OGs across Europe are planned in 2014-2020. Part of this is to stimulate innovation in the topic of the workshop Cities and Food, to connect consumers and producers. Exact support depends on the particular programme. Some regions/member states fund the preparation of the project ("well begun is half done"), others only the project itself. The specific activity on short supply chains (16.4) is implemented in 66 Rural Development Programmes across 22 EU Member States. Precise information on opportunities for priorities and funding in each EU member state can be found via the Contact points ([here](#)).

#### Short supply chain Operational Groups in Nouvelle Aquitaine Region, France

An example on how to apply the measures on Operational Groups for Short Supply Chains in practice was presented in the workshop by **Bastien Farges** ([here](#)). You will find information on the smart combination of measures 16.1 (dedicated funding for connecting complementary partners and **preparing** the OG project thoroughly) and 16.1+16.4 (funding the OG **project**). The funding levels, eligibility criteria and operational procedures are provided **in the presentation**. **In total, the Nouvelle Aquitaine Region aims to support 10 OG projects for this type of activity** and only OGs can submit short supply chains projects.



To support the use of EIP AGRI and Rural Development opportunities, the EIP-AGRI Focus Group Short Food Supply Chains (SFCs) has identified and analysed different food supply models existing in Europe and identified those models that substantially improve farmers' income and have potential for innovation in other regions/countries. Read more [here](#)

## Horizon 2020

Via the EU's research and innovation programme, Horizon 2020, the European Union aims to provide the knowledge base for innovative actions. During the period 2014-2020 formation of (international) multi-actor projects and thematic networks that genuinely involve farmers, advisors, enterprises, etc. to co-create solutions or develop opportunities are stimulated via calls for proposals, including on the topic of this workshop. More general information about Horizon 2020 can be found in the [factsheet](#). Examples of relevant [calls](#) have been published under the topic of Sustainable Food Security (SFS):

- SFS-32-2016: Farming for tomorrow – developing an enabling environment for resilient and sustainable agricultural systems (call closed)
- SFS-33-2016: Understanding food value chains and network dynamics (call closed)
- SFS-34-2017: Innovative agri-food chains: unlocking the potential for competitiveness and sustainability (call open till 14 February 2017)

An example of an ongoing research project under Horizon 2020 is [SALSA](#) – 'Small farms, small food businesses and sustainable food and nutrition security'. Another example is Strength2Food – 'Strengthening European Food Chain Sustainability by Quality and Procurement Policy', started in March 2016. The newly established [Thematic Network SKIN](#) – 'Short Supply Chain Knowledge and Innovation Network' (2017-2019) will start its work soon to connect actors and provide knowledge ready for practice.

## Follow up actions workshop

The objectives of the workshop - as mentioned before - were to connect people, to provide stimulating examples related to Cities and Food and to formulate (joint) actions. The evaluation at the end of the workshop showed that these objectives were largely achieved. The participants formulated several actions in a so-called 'AMICI' format.

### AMICI; an action to make a next step

**AMICI** stands for **A**ctions for **M**obilizing **I**nnovation through **C**ooperation and **I**nteraction. An AMICI action is a common expression of interest to start cooperation on innovation: an initial step to set up an innovation project or action. It does not require financial, managerial or political back up. It says simply: 'we want to move this topic forward so let's take the following next step(s).....'.

The action itself can be many things: forming a group, exchanging further information, investigating an issue deeper, planning an exchange visit, becoming part of a dedicated network, planning a concrete action etc. All actions will be shared between the participants to encourage next steps.

A short online format, possible to fill in 3 minutes, was provided to capture the action. This online format is available [here](#) and further AMICI actions can still be taken.

Examples of AMICI actions which were already developed during the workshop:

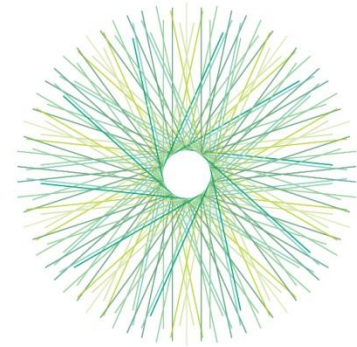
- ▶ The Lithuanian Managing Authority of the Rural Development Programme intends to combine the rural development measure on local food chains with tourism
- ▶ Representatives from the Danish Knowledge Centre for Agriculture (SEGES) and Copenhagen Municipality will organise a meeting for exchanging further information on cooperation between the municipality and SEGES to connect farmers with consumers in the greater Copenhagen area. The aim is to encourage involvement, visibility and also to organise counselling.





- ▶ A Slovenian representative from a farmers' cooperative calls interested workshop participants to take part in a Skype conference dealing with the development of short supply chains. Topics will be to set up transparent and operational business models, to set up internal control systems and to enhance social entrepreneurship.
- ▶ A Danish food procurement officer will organise a meeting between procurement officers to spread knowledge about green public procurement and hopes to link this network into an EU network. She will also connect with the key note speaker to investigate how to connect health issues to public procurement.
- ▶ Polish advisors will meet and discuss how to develop business models to access new markets including processing at farm level.
- ▶ A Spanish advisor of a farmers' union plans to form a virtual group with farmers, consumers and logistic experts with a view to preparing a concrete project proposal for short supply chains.
- ▶ A Dutch entrepreneur active in short food supply chains will organise a webinar to collect, share and analyse data needed to scale up short food chains. Involved are the Latvian Advisory and Training Centre, the municipalities of Utrecht (NL), Ghent (BE) and Milan (IT), an Italian farmers' organisation, a not-for-profit organisation for sustainable Urban Agriculture and Food Systems (RUAF) and the Dutch organisation responsible for management of EU rural development funds.
- ▶ Representatives from Warsaw (PL) and Ljubljana (SI) will exchange further information by email to share information about connecting producers and consumers in public food procurement and experiences gained in their work already done.

**All info on this workshop can be found on: <https://ec.europa.eu/eip/agriculture/content/eip-agri-workshop-cities-and-food---connecting-consumers-and-producers>**



eip-agri  
AGRICULTURE & INNOVATION

**The European Innovation Partnership 'Agricultural Productivity and Sustainability' (EIP-AGRI)** is one of five EIPs launched by the European Commission in a bid to promote rapid modernisation by stepping up innovation efforts.

The **EIP-AGRI** aims to catalyse the innovation process in the **agricultural and forestry sectors** by bringing **research and practice closer together** – in research and innovation projects as well as *through* the EIP-AGRI network.

**EIPs aim** to streamline, simplify and better coordinate existing instruments and initiatives and complement them with actions where necessary. Two specific funding sources are particularly important for the EIP-AGRI:

- ✓ the EU Research and Innovation framework, Horizon 2020,
- ✓ the EU Rural Development Policy.

**An EIP AGRI Focus Group\*** is one of several different building blocks of the EIP-AGRI network, which is funded under the EU Rural Development policy. Working on a narrowly defined issue, Focus Groups temporarily bring together around 20 experts (such as farmers, advisers, researchers, up- and downstream businesses and NGOs) to map and develop solutions within their field.

**The concrete objectives of a Focus Group** are:

- ✓ to take stock of the state of art of practice and research in its field, listing problems and opportunities;
- ✓ to identify needs from practice and propose directions for further research;
- ✓ to propose priorities for innovative actions by suggesting potential projects for Operational Groups working under Rural Development or other project formats to test solutions and opportunities, including ways to disseminate the practical knowledge gathered.

**Results** are normally published in a report within 12-18 months of the launch of a given Focus Group.

**Experts** are selected based on an open call for interest. Each expert is appointed based on his or her personal knowledge and experience in the particular field and therefore does not represent an organisation or a Member State.

\*More details on EIP-Agri Focus Group aims and process are given in its charter on: [http://ec.europa.eu/agriculture/eip/focus-groups/charter\\_en.pdf](http://ec.europa.eu/agriculture/eip/focus-groups/charter_en.pdf)



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