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About CERERE:

Through a balanced, multi-actor network of researchers and communities of practitioners, the project promotes innovation by producing and disseminating accessible end-user materials and training products for farmers, food manufacturers, consumers, researchers and policy makers.

IDENTIFYING VALUE PRACTICES ALONG A LOCAL SUPPLY CHAIN: FROM COMMODITIES TO PRODUCTS.

PROBLEM

Farmers are locked into a commodity market, characterised by relationships of supply among firms and disjoint farmers' practices, knowledge and expertise from the crop to create value.

SOLUTION

Farmers' need to participate in value chains. These value chains are characterised by relationships where firms link together their practices, knowledge and expertise to take the product from its conception to the final consumer, including activities such as marketing, designing and quality that create and add value to the crop making it a product.

Outcomes

Shifting from a supply chain towards a Value Chain where the relationships among farmers are based on mutual and reciprocal understanding and sharing of responsibilities, risks and benefits. Participating actors in Organic Arable's value chain are making efforts to enhance their relationships and co-create practices, sharing of knowledge and expertise that generate value around their products.

Practical Recommendation

Create and add value to the crop by incorporating their knowledge and expertise. This pushes away the crop from the commodity. In order to sustain that, actors in the value chain must have mutual relationships based on factual trust.

For example:

- Setting up mechanisms of transparency in price setting. Providing electronic traceability of prices, the products are bought and sold.

- Creating profiles of every actor of the chain to display. This information sends a message across for all actors, customers and final consumer. This mechanism creates a bridge to know who the farmer is what he or she does.
- Setting up economic incentives for loyalty and compliance. Farmers that show commitment and fulfilment of quality requirements are paid a premium on top of the normal to acknowledge their efforts to comply with the quality and social rules setup so that commitment is further enhanced and motivates other farmers to follow suit.

Evaluation and sharing of the results

Use the comment section on the CERERE website to share your experiences with other farmers, processors, retailers, advisors and scientists. If you have any questions concerning this Practice Abstract, please contact the author by e-mail.



Project partners

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The University of Florence (*Italy*),
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Further Information

<http://www.organicarable.co.uk>
<https://globalvaluechains.org/>

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