



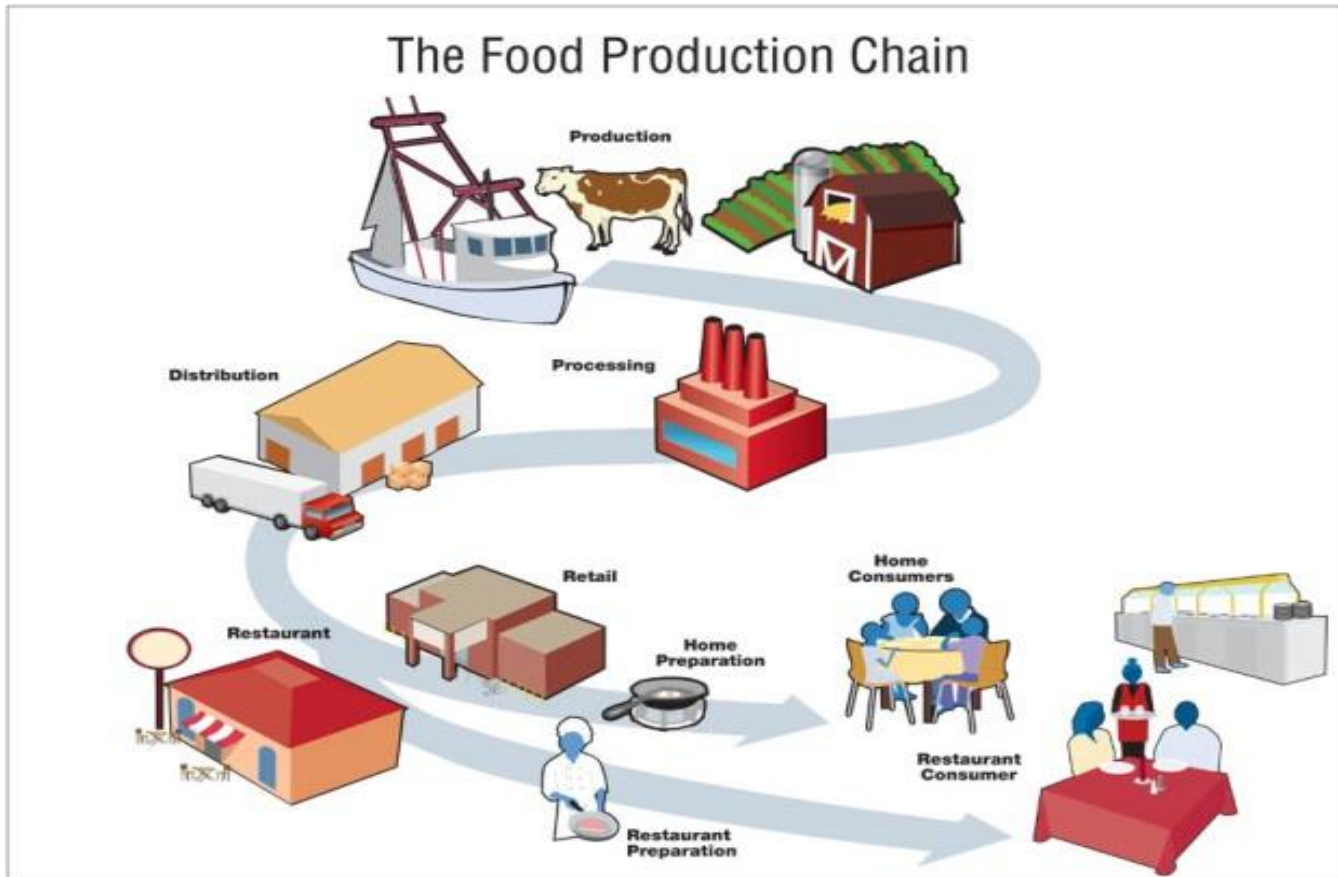
Dr. Lisa De Propris

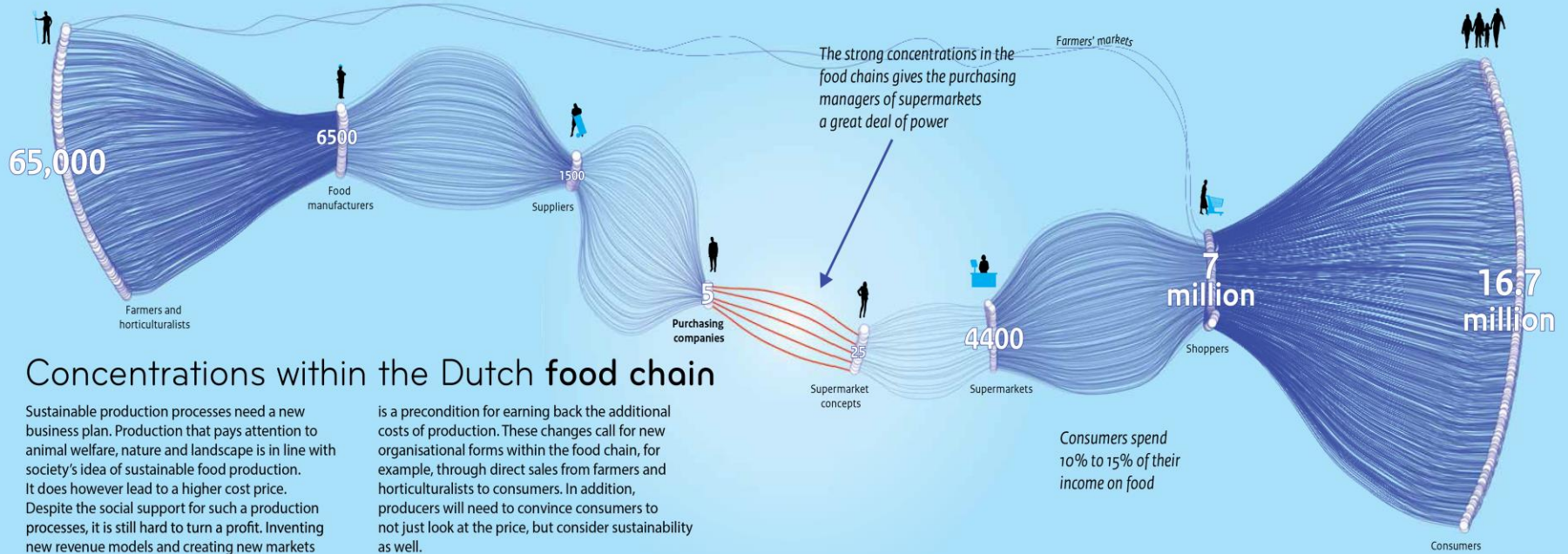


GLOBAL
VALUE
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RESEARCH CLUSTER

Team

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Concentrations within the Dutch food chain

Sustainable production processes need a new business plan. Production that pays attention to animal welfare, nature and landscape is in line with society's idea of sustainable food production. It does however lead to a higher cost price. Despite the social support for such a production processes, it is still hard to turn a profit. Inventing new revenue models and creating new markets

is a precondition for earning back the additional costs of production. These changes call for new organisational forms within the food chain, for example, through direct sales from farmers and horticulturalists to consumers. In addition, producers will need to convince consumers to not just look at the price, but consider sustainability as well.

FEASIBILITY PROJECT on business

(Birmingham – individual enterprises and local clusters; Cardiff – supply chains)

- (1) examine the opportunities and implications of the growing demand for re-localising food processing (food security along supply chain, greengrocers and farmer's market)**
- (2) identify new/alternative business models required to reconcile various environmental, social and economic objectives within a localised value chain, including service-oriented approaches**
- (3) explore potential strategies and important trade-offs faced by value chain players with respect to resilience, efficiency, and sustainability**
- (4) develop an understanding of the interactions between local value chains and value chains that present a mix of local and more centralised business activities.**

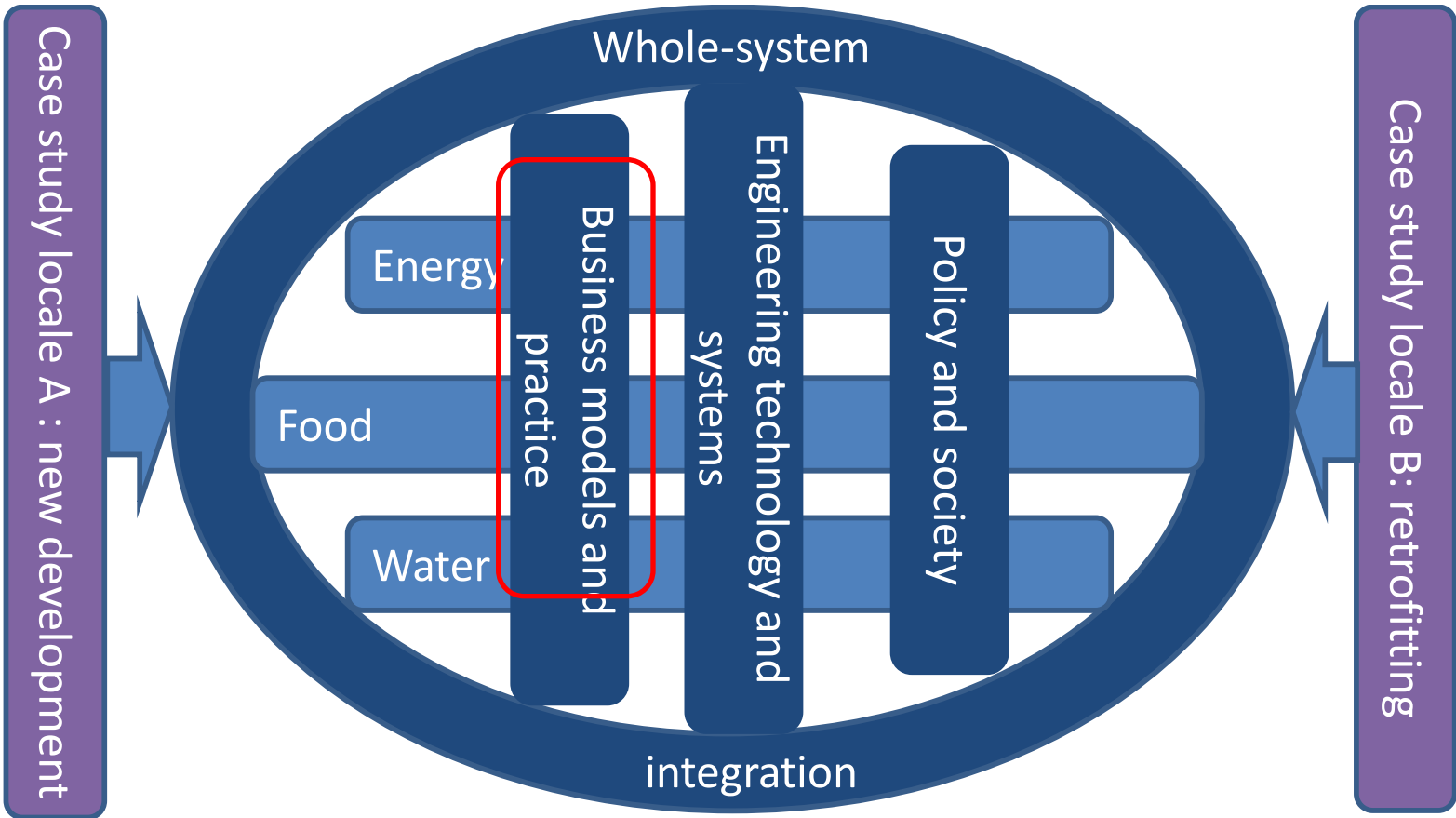


Fig. 1. Overview of the approach.