

I jornadas Escúzar
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Situación de la Economía Agraria y Agrohub en Italia

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Interdisciplinary Research Center on Sustainability and Climate - SSSA
Resilient Local Food Supply Chains Alliance – UN FSS

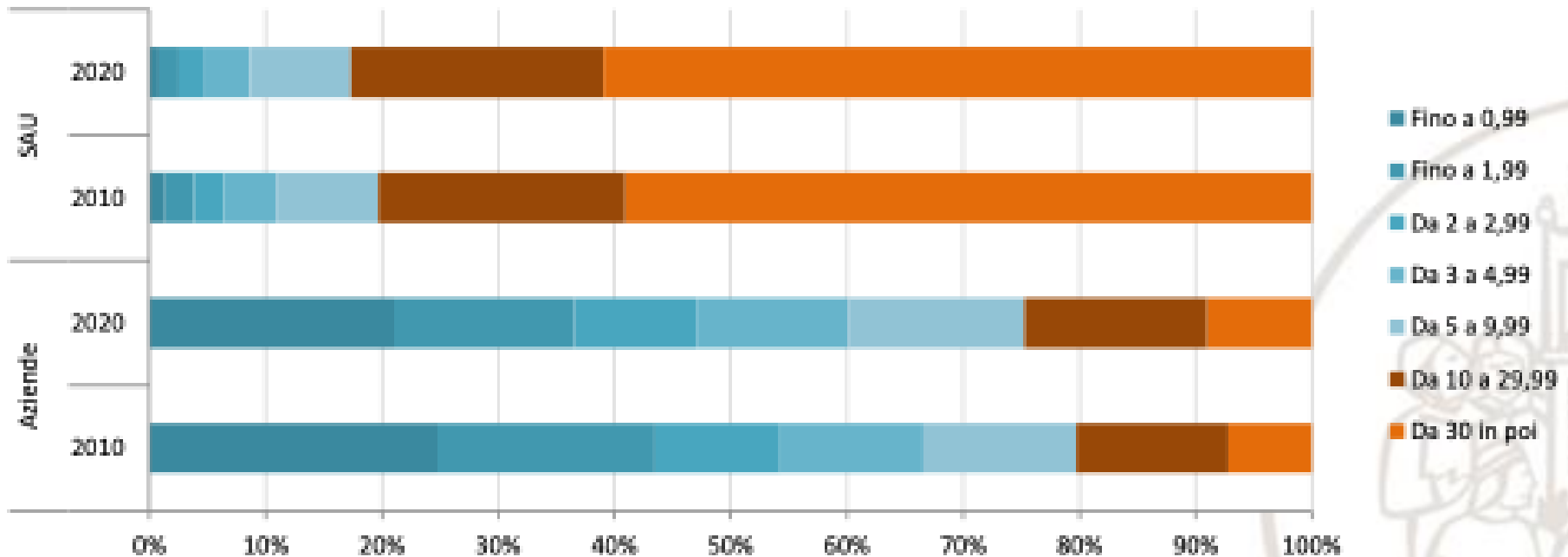


**INTERDISCIPLINARY
CENTER**

Sant'Anna
Scuola Universitaria Superiore Pisa

Agriculture: the state of the art

Figura 11: Composizione di aziende e SAU per classe di SAU espressa in ettari (Toscana; 2010-2020)



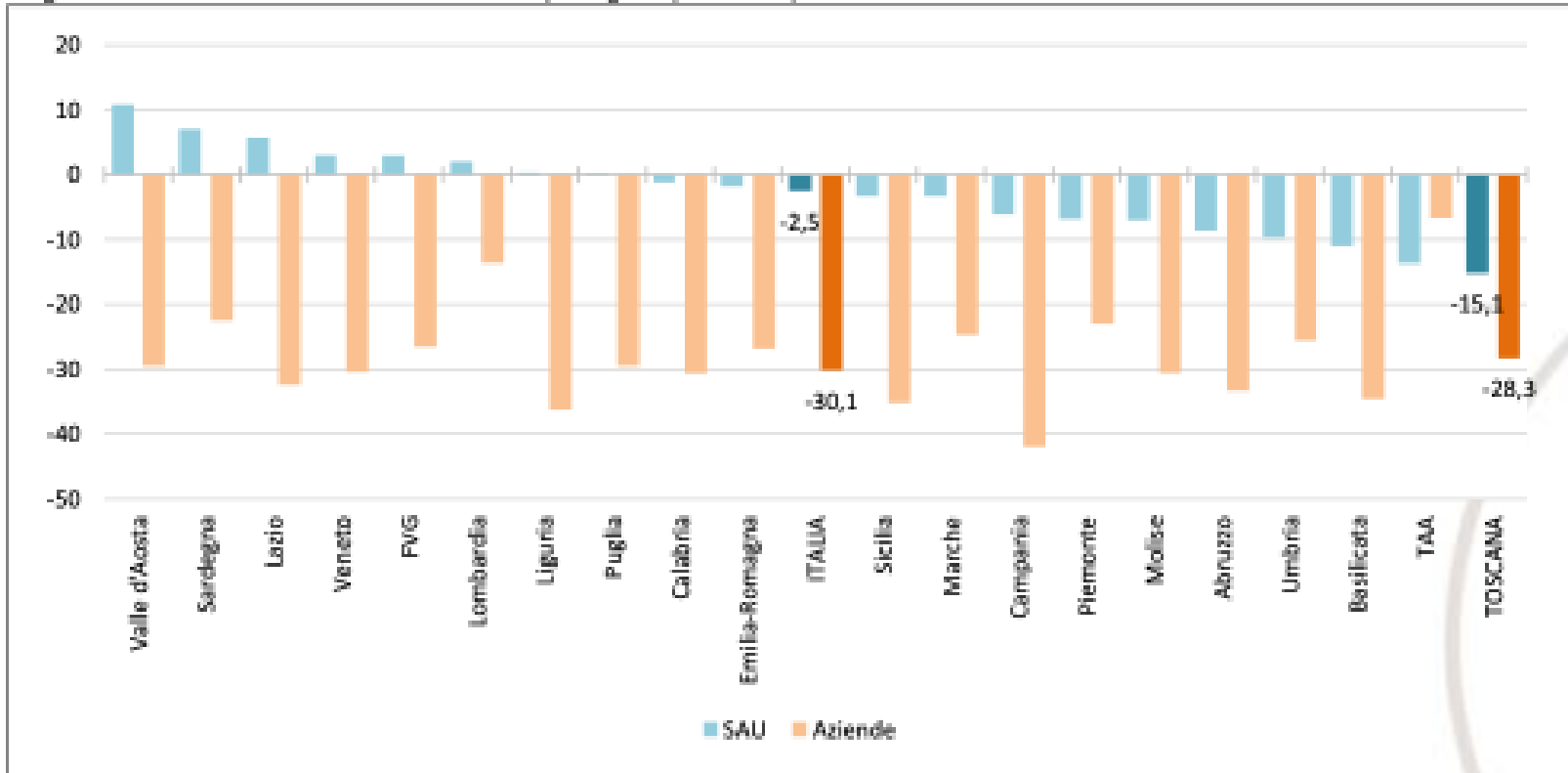
Fonte: Elaborazione IRPET su dati Censimento Agricoltura 2010 e 2020

More than 65% of farms < di 5 ha

More that 50% of farms < di 3 ha

Agriculture: the state of the art

Figura 1: Variazioni % di SAU e numero di aziende per regione (2010-2020)



Fonte: Elaborazioni IRPET su dati Censimento Agricoltura 2010 e 2020

In the last 10 years:

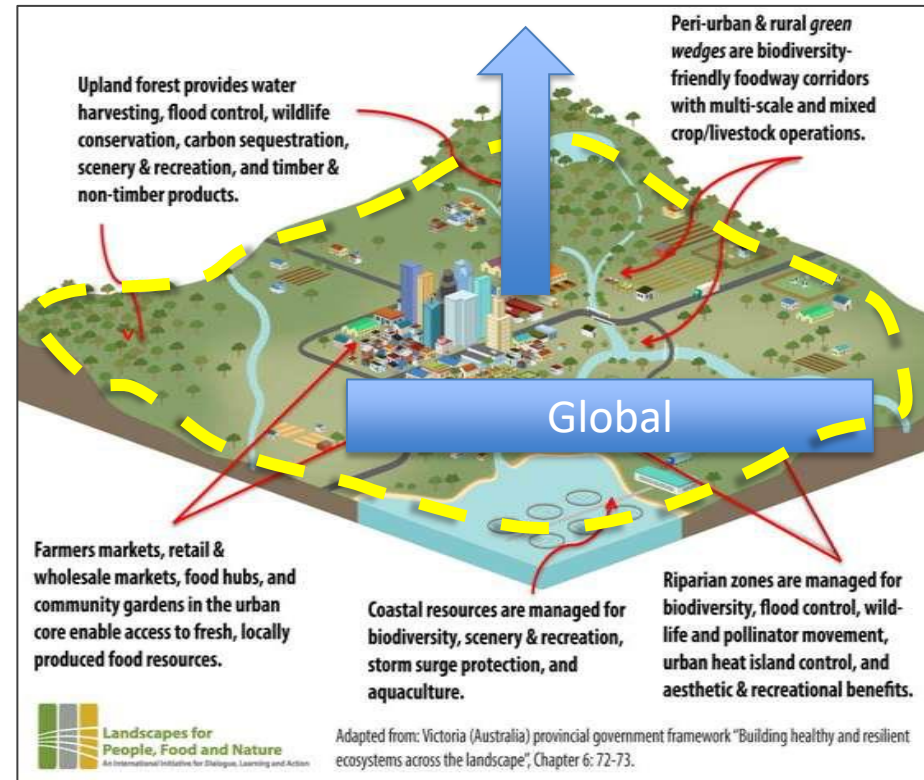
❑ loss of 20.540 farms (-28,3%)

❑ Reduction of 640.111 hectares of Utilised Agricultural area (UAA) (15,1%)

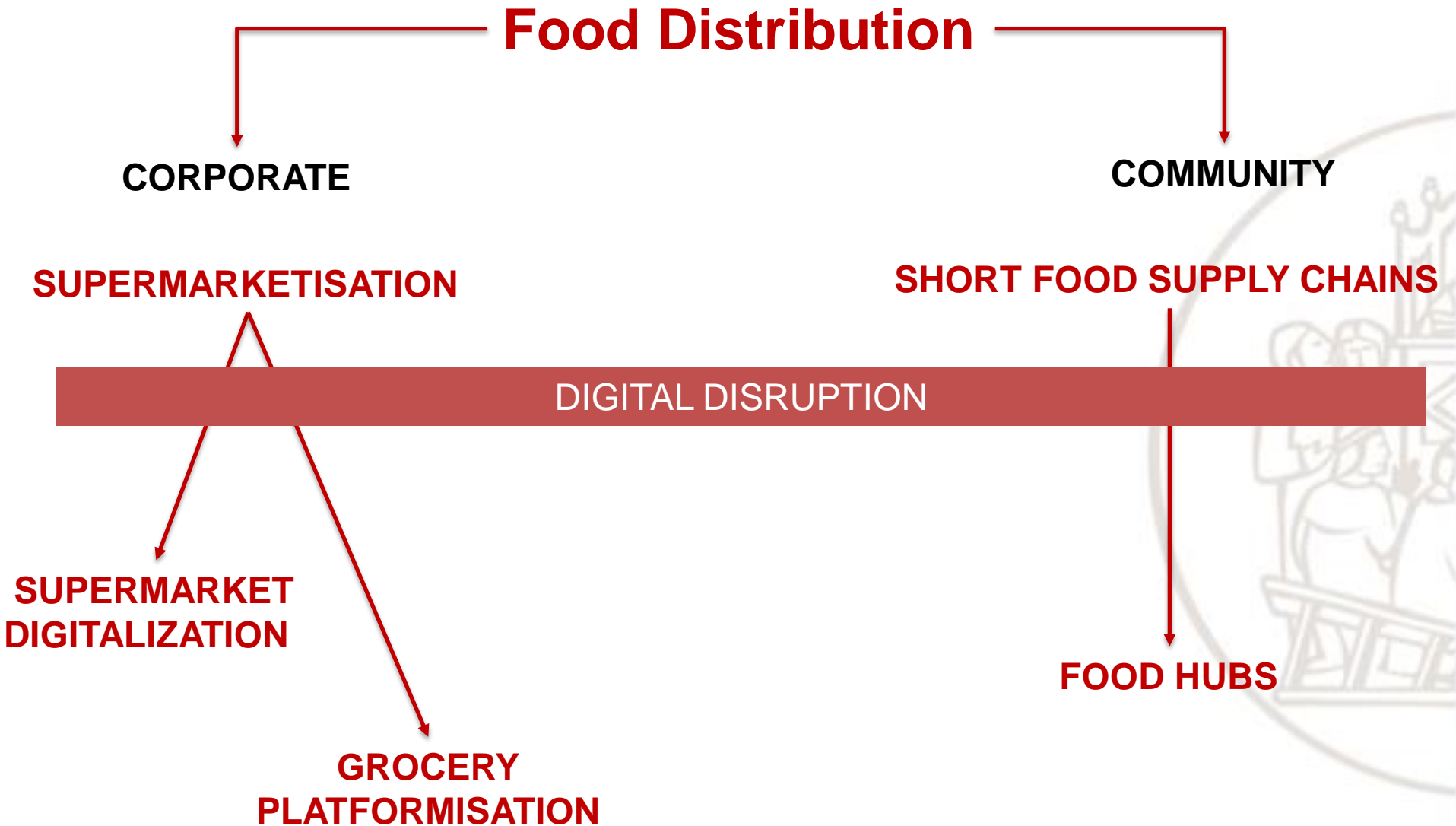
Disconnection between cities and rural areas

*In the last decades [...] **disconnecting cities** from the natural resource-base of their surroundings and from the productive systems that were associated with it. As **urban-rural linkages have weakened or even disappeared**, cities have become increasingly dependent on the **global industrialized food system.** (Sonnino, 2009)*

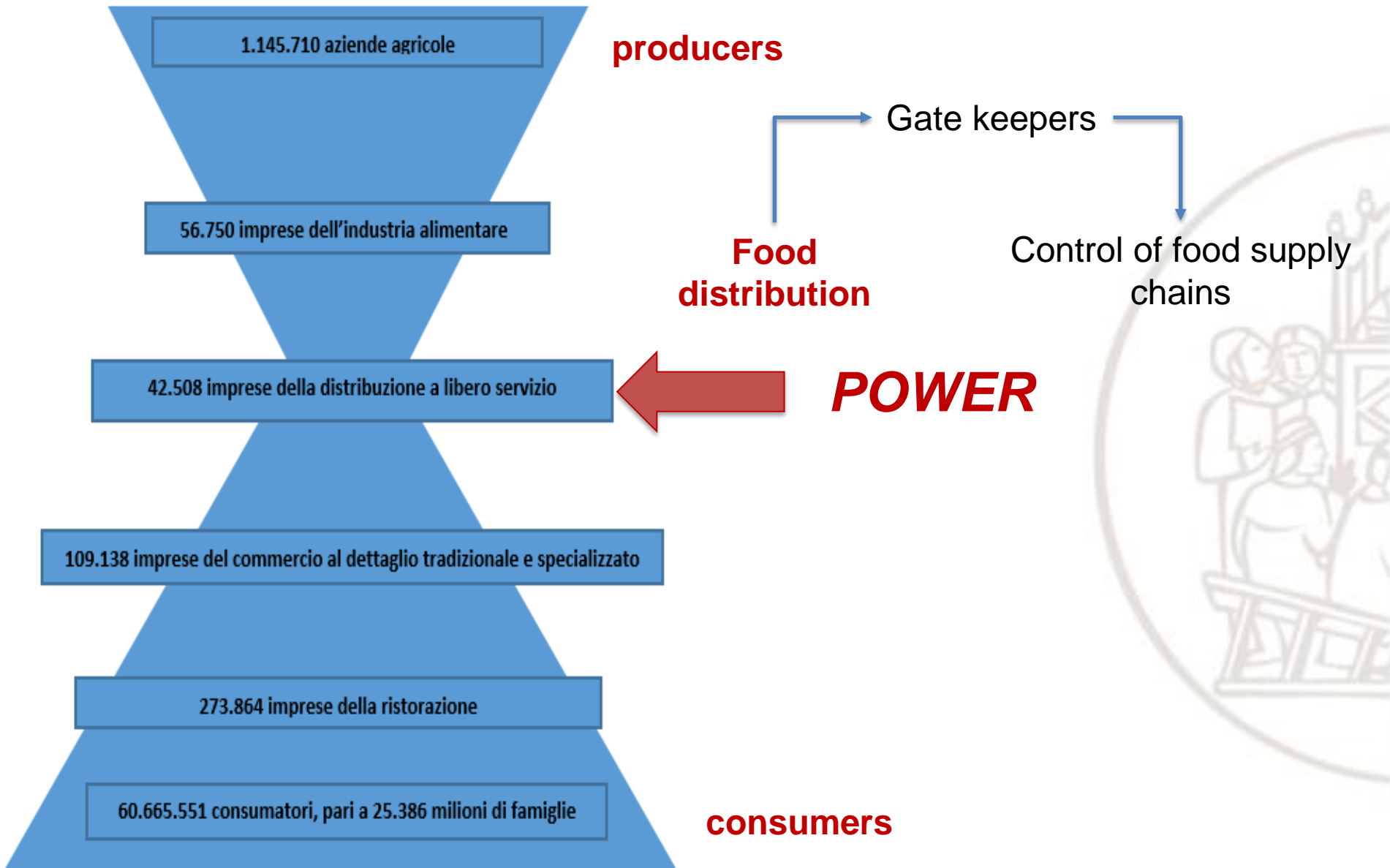
Roberta Sonnino (2009) Feeding the City: Towards a New Research and Planning Agenda, International Planning Studies, 14:4, 425-435, DOI: [10.1080/13563471003642795](https://doi.org/10.1080/13563471003642795)



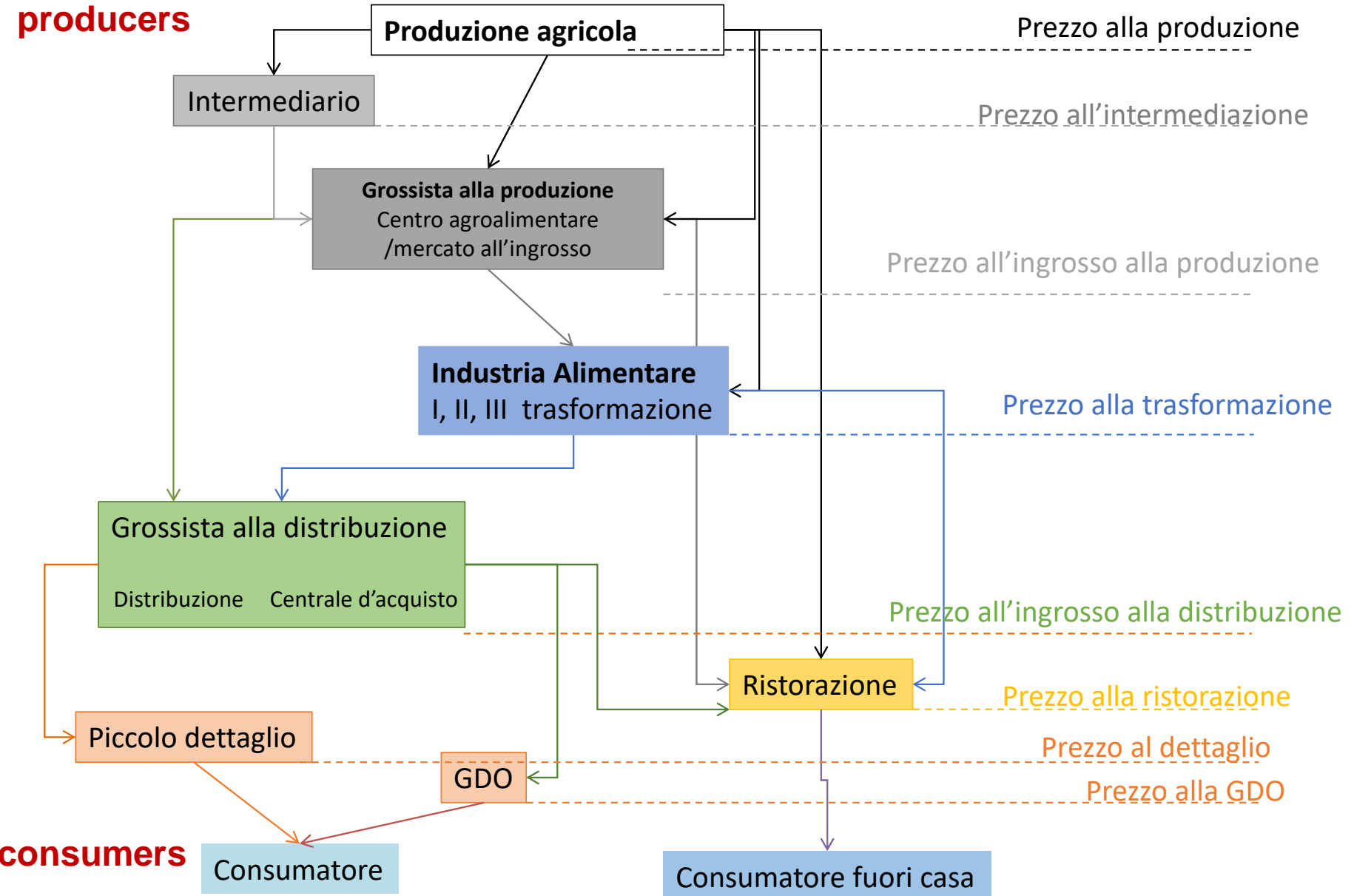
Digitalization of food distribution as a new opportunity for re-territorialising the food system



Supermarketization of food - issue 1: concentration of power

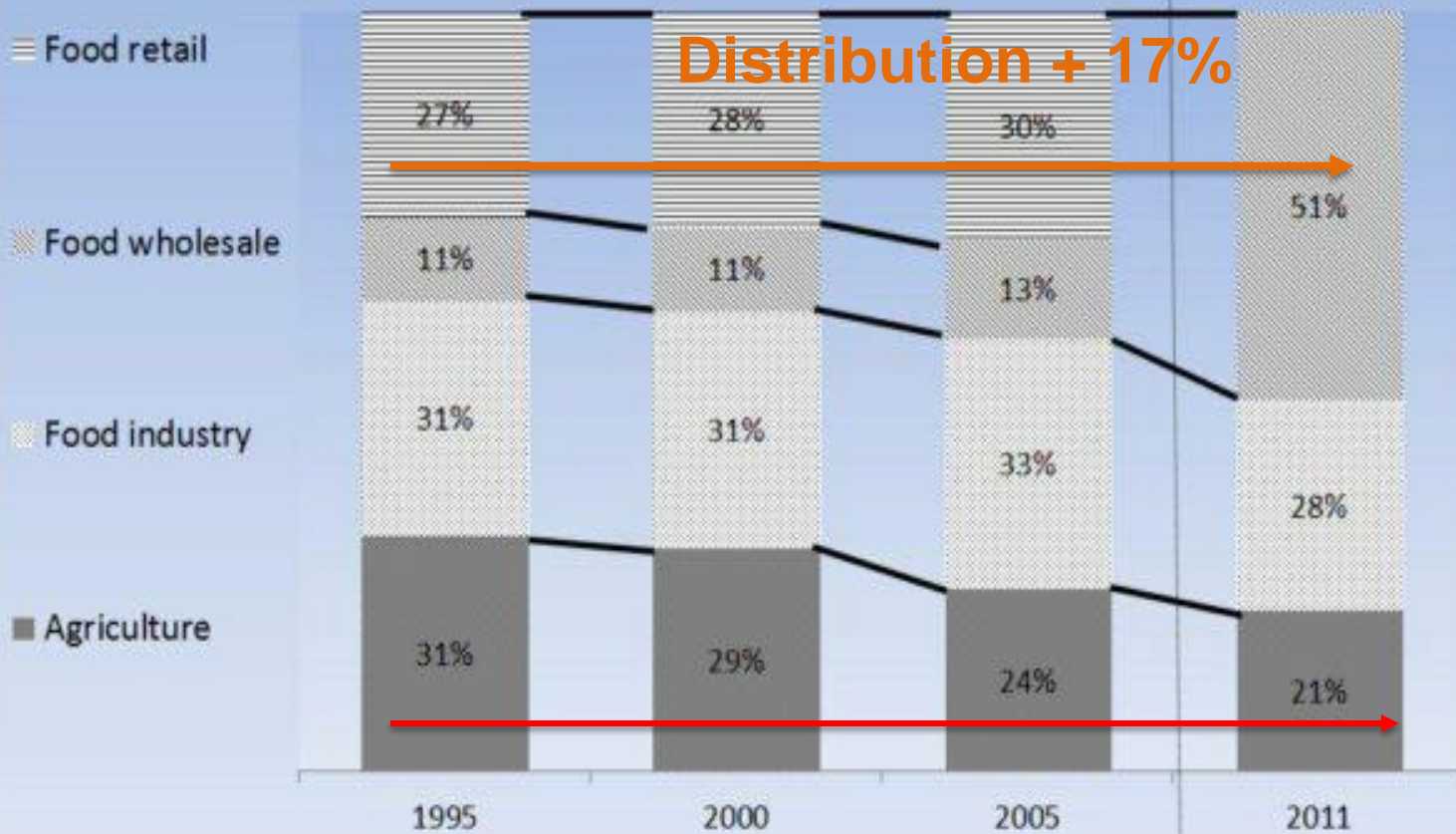


Supermarketization of food - issue 2: long supply chains



Supermarketization of food: unequal distribution of value

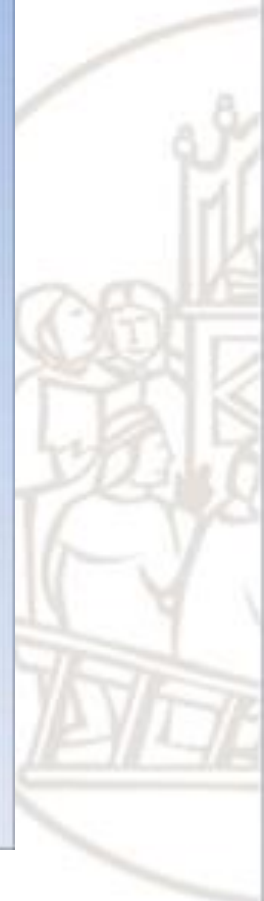
Distribution of value-added in the EU food supply chain



Distribution + 17%

Agriculture -10%

Source: European Commission, own elaboration



DIRECTIVES

DIRECTIVE (EU) 2019/633 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 17 April 2019

on unfair trading practices in business-to-business relationships in the agricultural and food supply chain

SIX GREY UNFAIR TRADING PRACTICES, ALLOWED SUBJECT TO CLEAR AND UNAMBIGUOUS AGREEMENT BEFOREHAND

1. Return of unsold products
2. Payment of the supplier for stocking, display and listing
3. Payment of the supplier for promotion
4. Payment of the supplier for marketing
5. Payment of the supplier for advertising
6. Payment of the supplier for staff of the buyer, fitting out premises

TEN BLACK UNFAIR TRADING PRACTICES

1. Payments later than 30 days for perishable agricultural and food products
2. Payment later than 60 days for other agri-food products
3. Short-notice cancellations of perishable agri-food products
4. Unilateral contract changes by the buyer
5. Payments not related to a specific transaction
6. Risk of loss and deterioration transferred to the supplier
7. Refusal of a written confirmation of a supply agreement by the buyer, despite request of the supplier
8. Misuse of trade secrets by the buyer
9. Commercial retaliation by the buyer
10. Transferring the costs of examining customer complaints to the supplier



SLAVERY

Community driven form of distribution

Alternative Food Networks/Short Food Supply Chains:

1. **shorter distances** between producers and consumers
2. **cutting off the middleman**
3. commitment to **the social, economic and environmental dimensions of sustainable food production**, distribution and consumption.

Direct (on farm) sale

Pick your own or U-pick

Box schemes

Farmers' markets

Collective farmer shops -

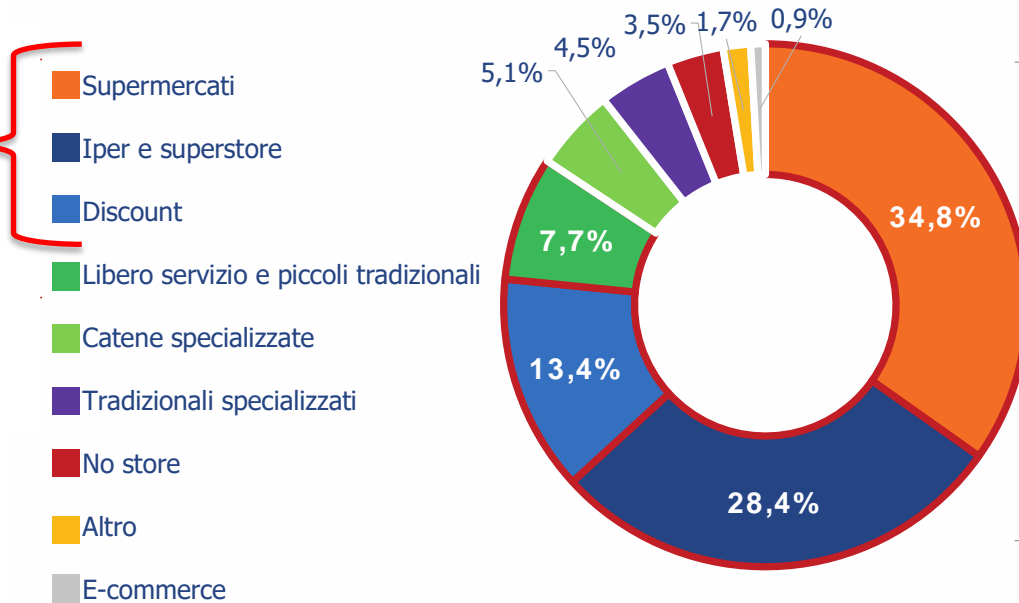
Community-supported agriculture

Collective buying groups



The unbearable lightness of Local Community Food

Hypermarkets, supermarkets, convenience stores, major discount stores : **76,6% food retail market share**



elaborazione The European House – Ambrosetti su dati Nielsen, 2019

Local Community Food Need for scaling

SCALE OUT

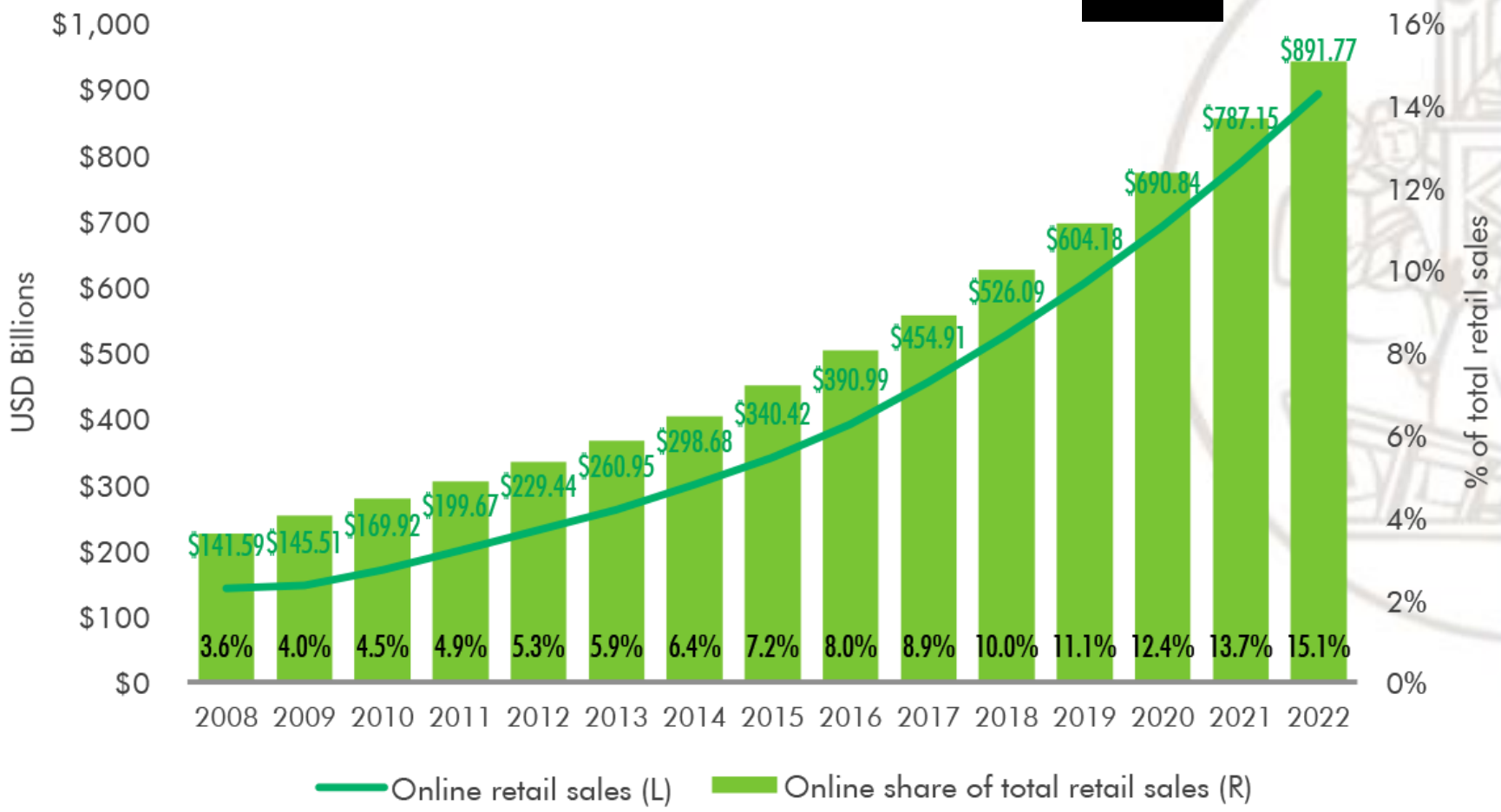
Increase the number of consumers and producers in the region

SCALE UP

Supply the big buyers:
Restaurants, hotels, pub, schools, hospitals

From the dream of “sharing economy” to the nightmare of “platform economy”

Platform economy: a mediated economy where digital online platforms operate as carriers of logistical services to a vast range of markets controlling access to customer

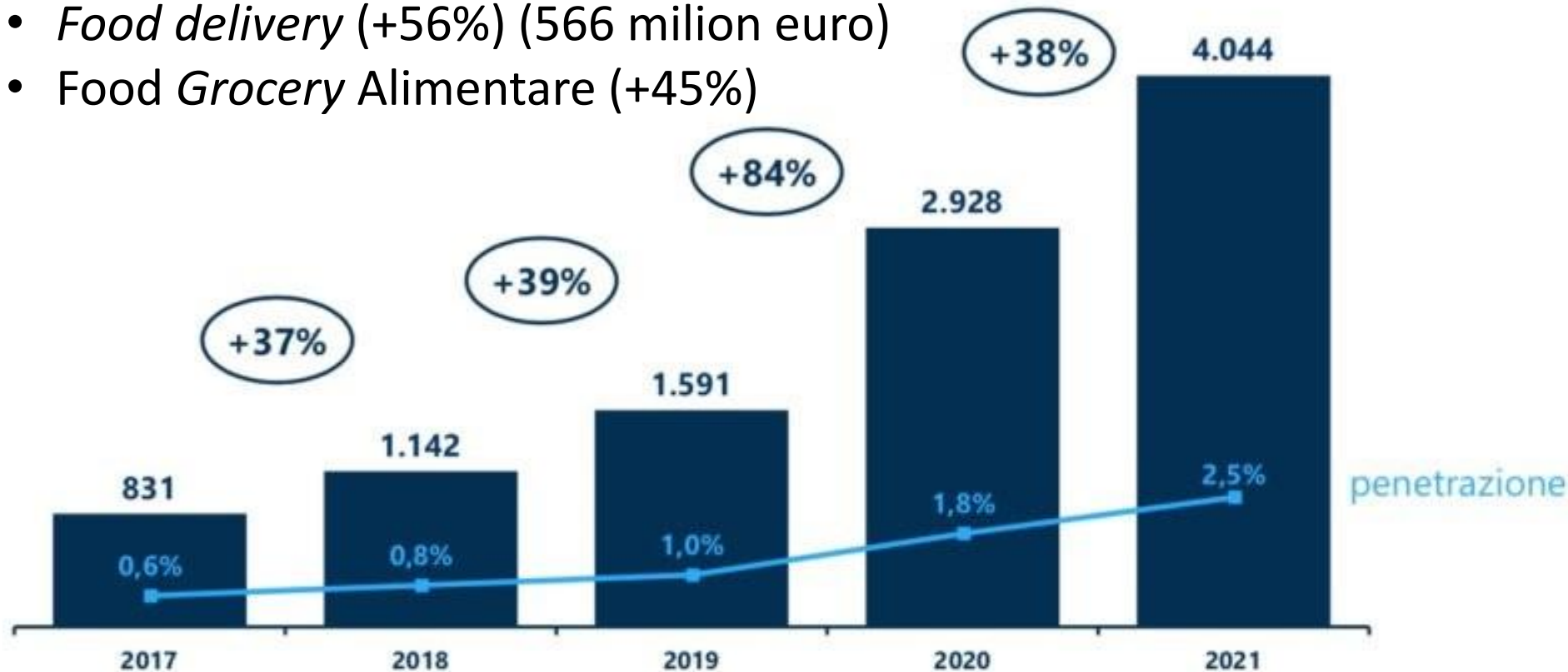


COVID-19 EFFECT

2019: *food&grocery online*:

- *Food delivery* (+56%) (566 milion euro)
- *Food Grocery Alimentare* (+45%)

valori in mln €

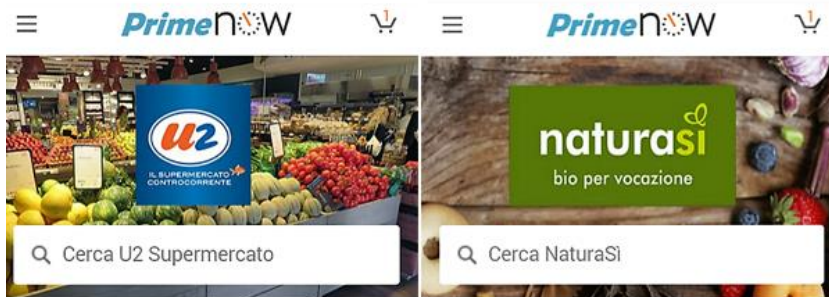


penetrazione

2020: *food&grocery online*:

- *Food delivery* (+19%)
- *Food Grocery Alimentare* (+85%)

Platformization grocery: Amazon



Ore di consegna: 8.00 a 0.00

Ore di consegna: 10.00 a 20.00

«We thus believe that we are currently witnessing a shift in corporate power away from the supermarkets towards actors in the tech sector, facilitated in part by digital technologies»

Platformization food delivery further step: clouds kitchens

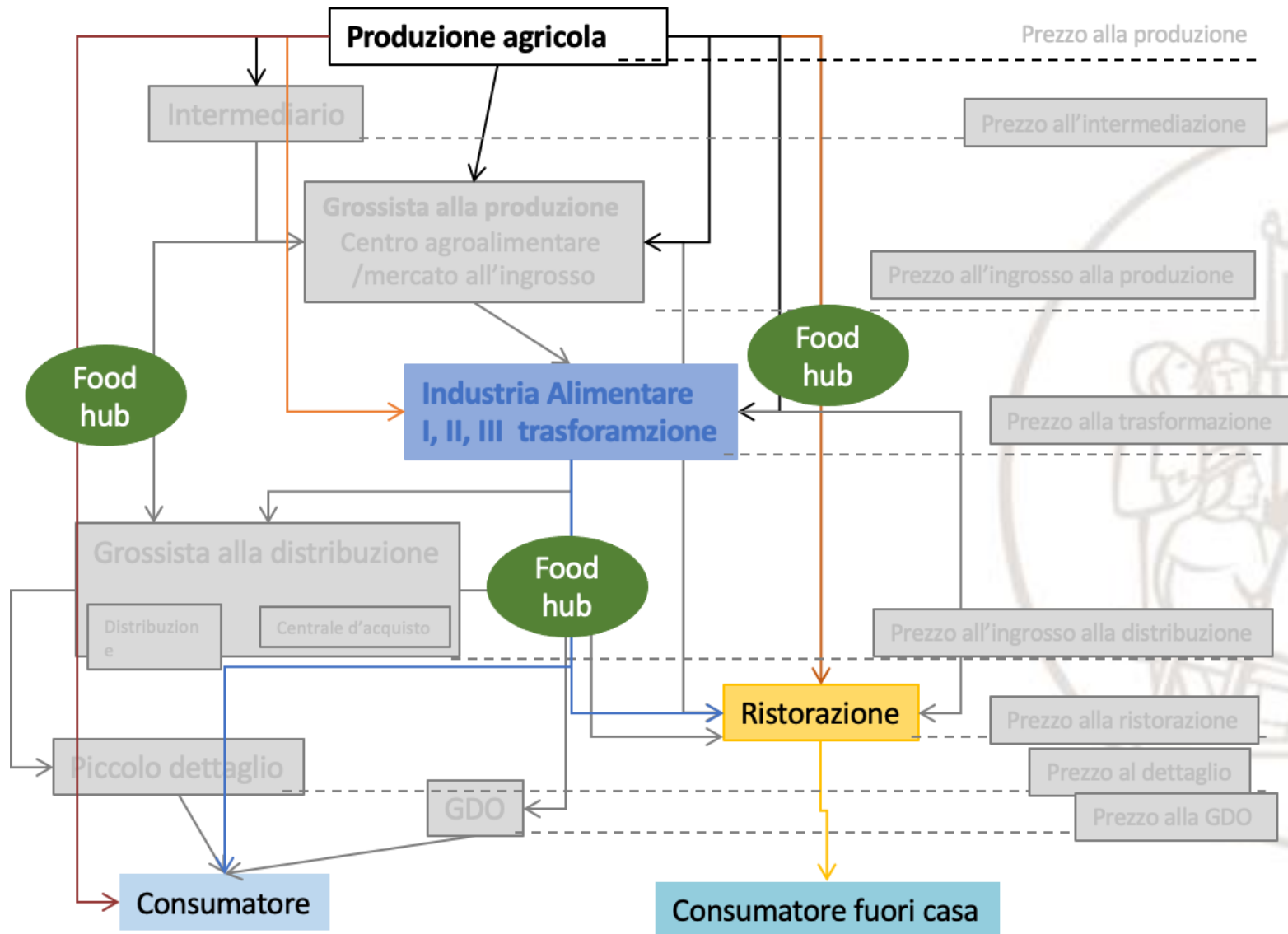


Cloud kitchens –dark kitchens
– virtual kitchens are like
virtual restaurants, dedicated
solely to preparing and
cooking dishes for delivery



Local Food Hub: combining AFNs principles with digital technologies

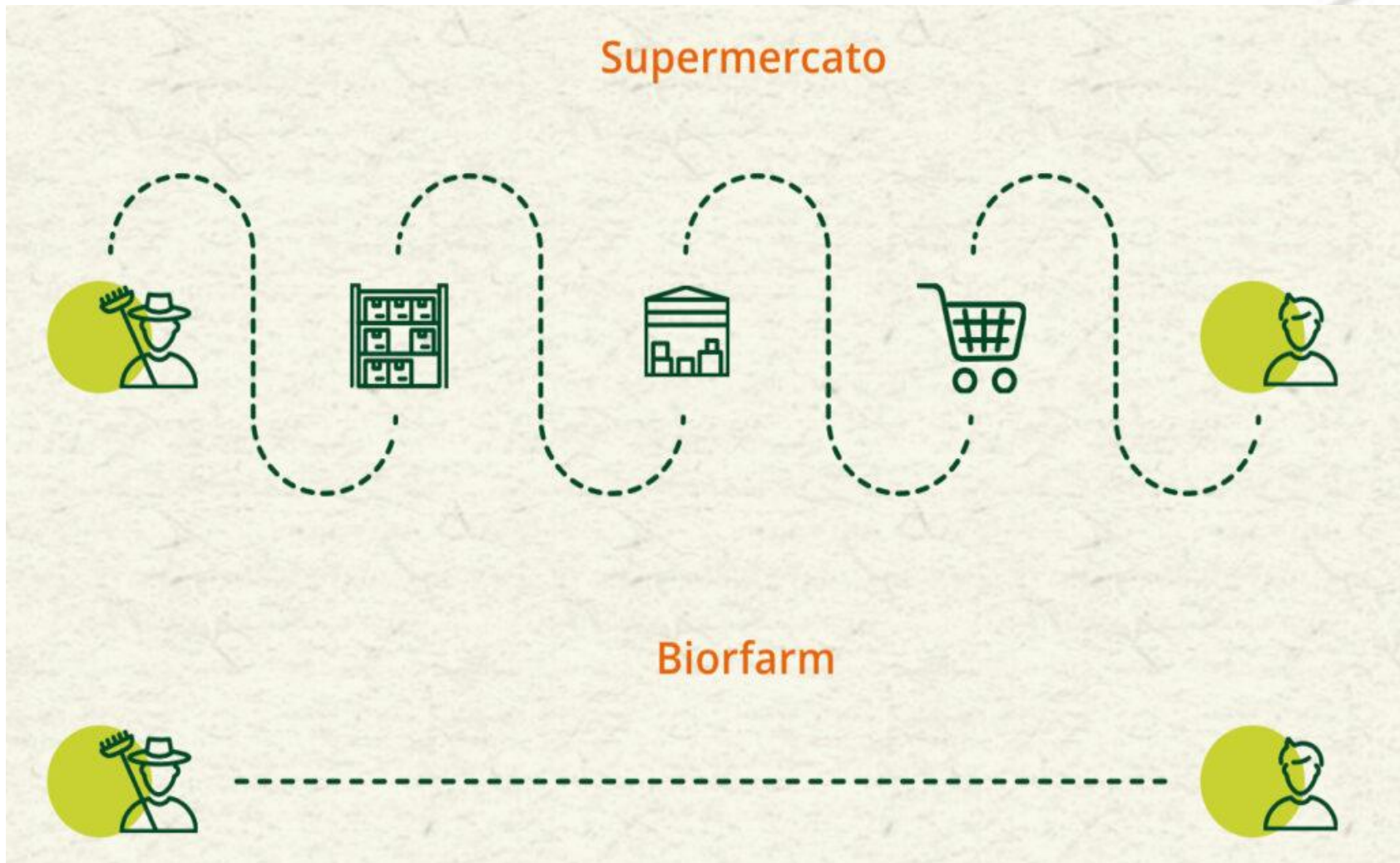
producers



consumers

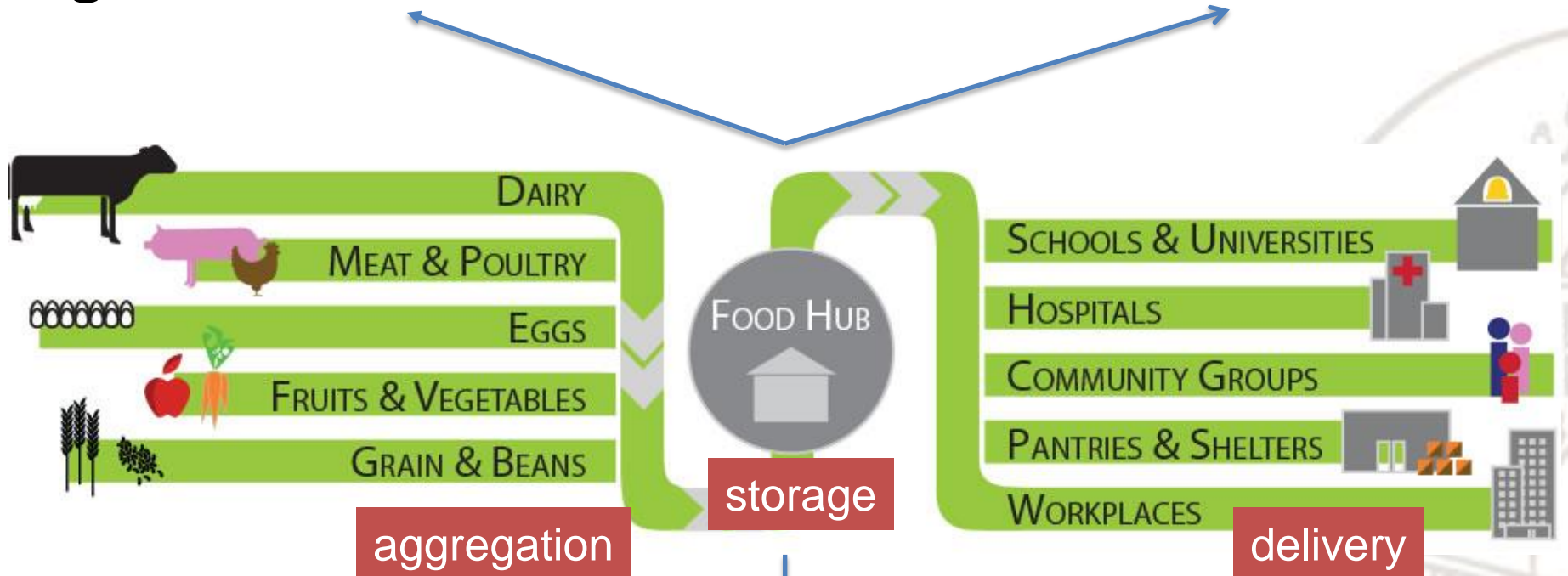
Local Food Hub: combining AFNs principles with digital technologies

biorfarm[®]



Food Hub: combining AFNs principles with digital technologies

Organization Infrastructure Logistic Infrastructure



Sõplaya

biorfarm

E- Commerce Infrastrucure

Cortiliã
la campagna a casa tua

Zole

Food Hubs

Sōplaya

biorfarm

ZOLA



Food Hubs

e-CommUnity The Social eCommerce Platform for Food Communities



Group and community purchasing (B2B2C)



Interactive eCommerce



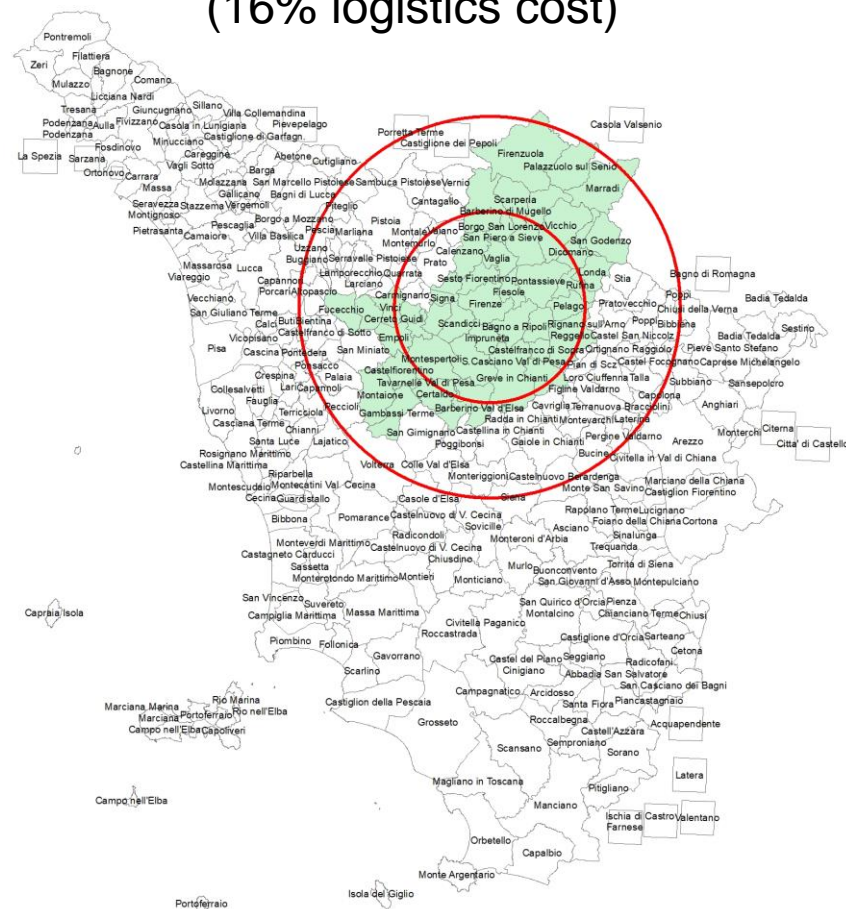
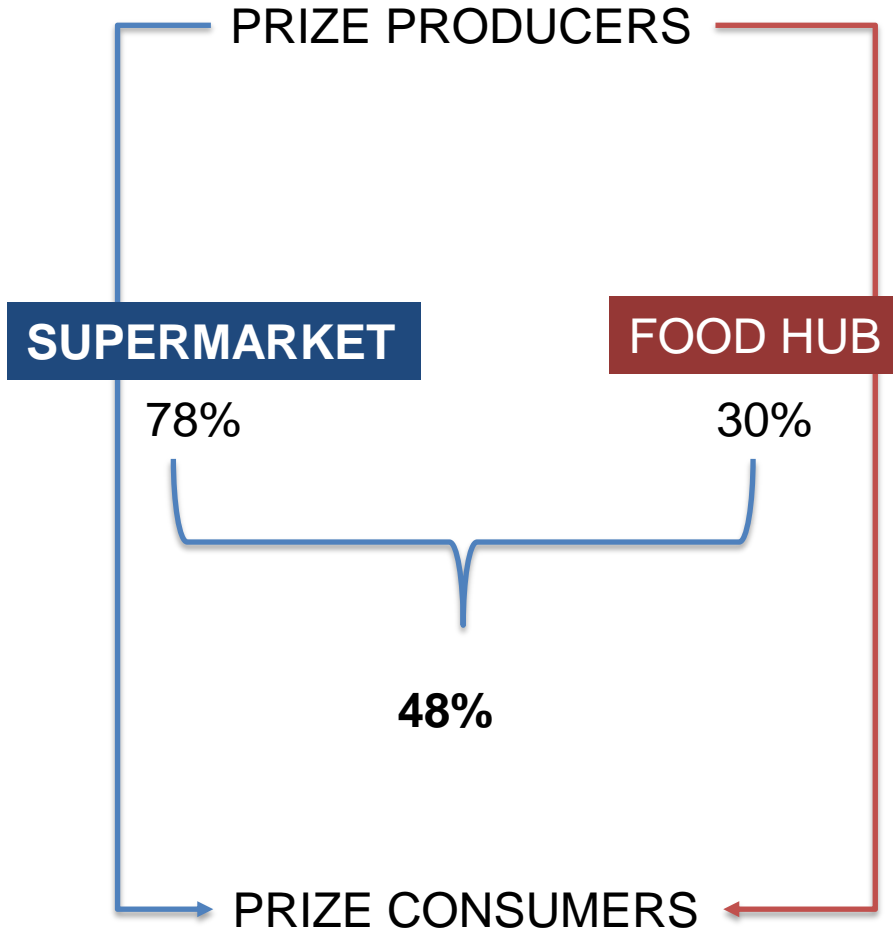
Training and Educaiton



Food Hubs

Buono x Tutti[®]

(16% logistics cost)



Food Hubs: ethical business



REGALO | BIORMARKET | 4 BUSINESS | **COME FUNZIONA** | AGRICOLTORI | ACCEDI

La sostenibilità parte dal prezzo!

Paolo De Falco (CS)

Clementina di Calabria

Prima riceveva

0,25 €/Kg

**Biorfarm gli
riconosce**

1€/Kg

Antonella Dell'Orto (SA)

Albicocche Pellecchiella

Prima riceveva

0,32 €/Kg

**Biorfarm gli
riconosce**

1,21€/Kg

Fratelli Leone (SR)

Arance Valencia

Prima riceveva

0,25 €/Kg

**Biorfarm gli
riconosce**

1€/Kg

Alberto Brero (CN)

Mele Gala

Prima riceveva

0,40 €/Kg

**Biorfarm gli
riconosce**

1,1€/Kg

Food Hubs: ethical business

Supermarkets

£1.10
per litre



Farmer receives
38p.

farmdrop

£1.00
per litre



Farmer receives
80p.

Food Hub: from logistic and marketing to food community development

Logistics



Marketing



Sõplaya

1. **Aggregation:**
 - On-farm pick up;
 - On-FH drop off.
2. **Distribution:**
 - Home/big buyers delivery;
 - Drop off points
3. **Food safety**
4. **Waste management**
5. **Information and communication**

1. **Seeking markets**
2. **Recruiting producers**
3. **Commerce and E-commerce management**
4. **Products identification, Branding & “telling the story”, labelling and certification (quality, locality, sustainability, equity) and marketing;**
5. **Negotiating with buyers to secure a fair return for the producers;**
6. **Building effective information flows and transparency along the values chain (Communication, information and transparency)**
7. **Recruiting consumers and influencing their buying behaviour**

Food Hub: from logistic and marketing to food community development

Logistics



Marketing



Community Engagement



PUBLIC-PRIVATE-PARTNERSHIP

Products services and farmers services

Food Hub: from logistic and marketing to food community development

URBAN FOOD POLICIES



Community Engagement

1. Volunteers programs
2. Family events
3. Fests and social events
4. Social agriculture projects
5. Community gardens and school gardening
6. "Buying local" campaigns
7. Farm visits
8. Food Bank donations
9. Distributing to "food deserts"
10. Educational programmes
11. Waste management and recycling (at home, individual level, restaurants, cafeterias, hotels etc.)
12. Cooking programmes
13. Supporting implementation Urban/Local Food Strategy



Products services and farmers services

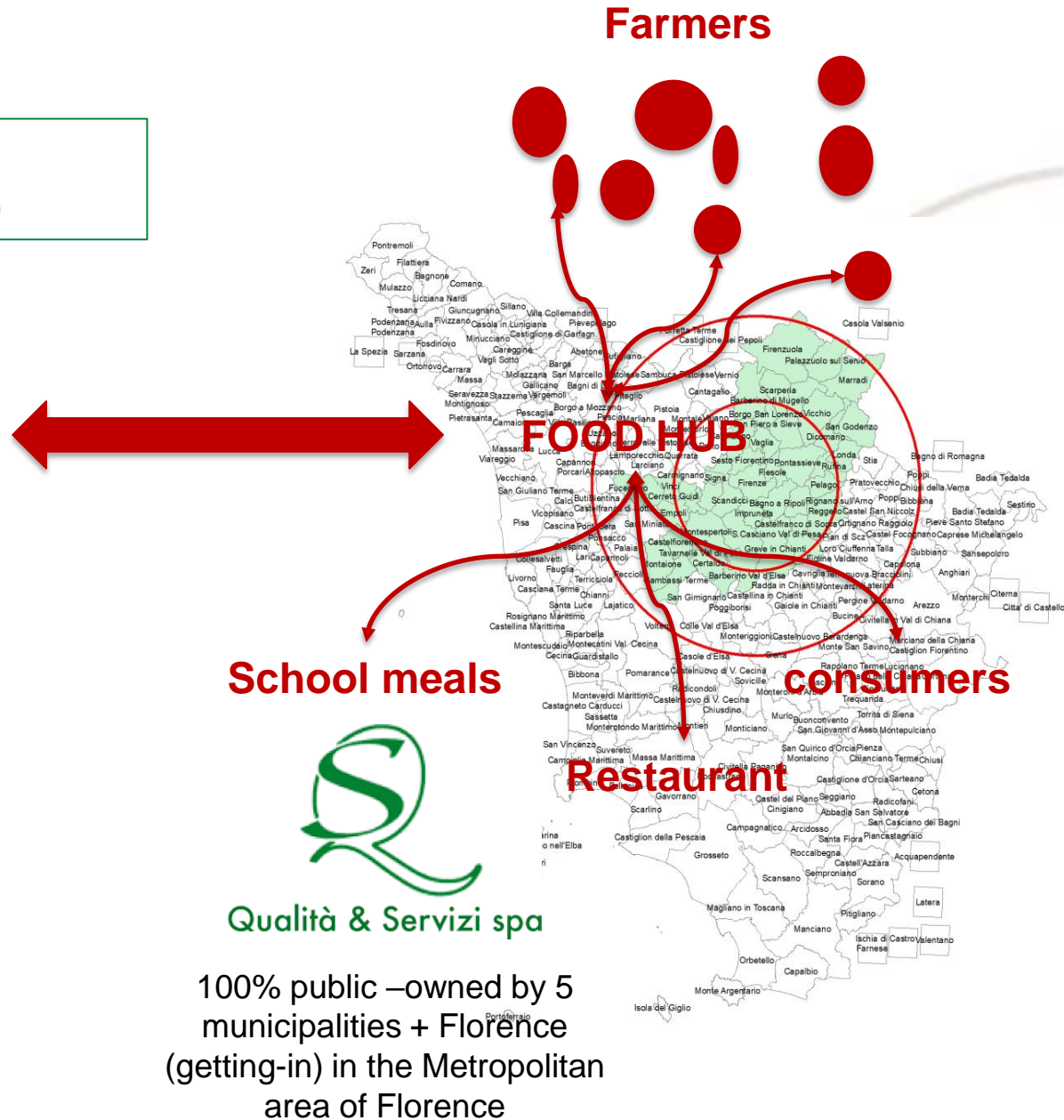
1. Preservation and Conservation
2. Processing:
 - Basic processing
 - Value-added processing
3. Packaging and repackaging;
4. Product storage;
5. Developing producers network
6. Production planning: pre-season production planning to guide crop selection and match supply with demand;
7. Business management services and guidance;
8. Communication services;
9. Farm branding "tells the story" and marketing;
10. Food Safety;
11. Wastage and recycling management services;
12. Supporting the transition to organic agriculture;
13. Resource prospector: identify and pursue resources, such as grant and loans
14. Lobbying to local, regional and national institution
15. Training and workshops
16. Extensions services

New project in Florence

Wholesale market
(fruits, vegs, meats, fish)



59,59% public- owned



New project in a inner rural area



Promoting Km0 through school meals and Ho.Re.Ca

SFSC VS LFS

SHORT FOOD SUPPLY CHAIN

LOCAL FOOD SYSTEM



(EU-JRC, [Kneafsey et al., 2013](#))

Numbers of intermediaries

- ❑ The foods involved are identified by, and **traceable to a farmer**.
- ❑ The **number of intermediaries** between farmers and consumers should be **'minimal' or ideally nil**

SFSCs can be:

- ❑ **Face-to-face**: consumer purchases a product direct from the producer/processor on a face-to-face basis.
- ❑ **Spatial proximity**: products are produced and retailed in the specific region of production, but no direct from producer to consumer
- ❑ **Spatially extended** products retailed outside the region

0-1 intermediaries



Geographical scale

- ❑ A local food system is one in which foods are produced, processed and retailed **within a defined geographical area**.
- ❑ The foods are:
 - ❑ **traceable** to a particular place of origin,
 - ❑ **distinctive qualities** or characteristics.
 - ❑ often **unprocessed or lightly processed** foods.
- ❑ There is as yet **no legally** agreed definition of local food, **nor of the geographical scale of the 'local'**.
- ❑ The question of **where the local area ends** and another scale begins is **subjective**, depending on **context and purpose** (UK from 30 to 100, Institute of Grocery distribution (2005)).

70 km or produced in the same Province



Law n. 61, 17 May 2022 «Valorisation and promotion of Km0 and short food supply chain agrifood products»