

Congress
**SMART
AGRIBUSINESS**
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Poreč - Croatia

FAO workshop Poreč 18/06 2015
Enhancing efficiency and inclusiveness of agri-
food chains in Eastern Europe and Central Asia



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Faculty of Agriculture
and Life Sciences

HEALTHY GROWTH OF VALUE BASED ORGANIC FOOD CHAINS

Business logics, organic values communication and perspectives of
value based organic food chains

Presentation of Core Organic II Project

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Workshop overview:

1. welcome and introduction

2. first HealthyGrowth project results

3. entrepreneurs presentations (SLO case studies)

4. open floor for discussion with panel and audience





Ad1) General frame and project idea:

- the diversity of organic market and organic food chain types in the EU
- The common characteristics are: local organic markets /short food chains have problems moving from niche to volume while large scale markets have problems in retain and ensure the organic values.
- After previous research our hypothesis was that some types of mid scale organic chains are successful to combine volume and values – *values-based supply chains (VBSC)*
- The idea: **to use** the knowledge of values-based chains and **to transfer** it to local/short and/or to large scale organic chains.



Ad1) Aim of the project:

- How to use the knowledge of VBSC?
- How to transfer it?
- Studying six analytical perspectives as preconditions for organizing, successful growth and/or maintain the values-based organic food chains.





Ad1) Expected results:

- Value based growth of organic food chains of all organic food chain types
- Supporting the further development of organic businesses, networks and initiatives across EU

Elaboration of general and local adapted policy recommendations for businesses initiatives and food chains

- Fostering knowledge exchange
- Stimulation of national and international cooperation and network building
- Strategy development for stakeholders



Ad4) Open floor for discussion with panel and audience:

- **what attributes makes the analyzed chains worthwhile?**
- **what is important or what are conditions by setting up a VBFC?**
- **Are there any rules or patterns?**
- **how widespread is their impact? who is influenced? Only actors of the food chain or also other local actors or sectors in the region?**

Core Organic II Project „HealthyGrowth – from Niche to Volume with Integrity and Trust

