Governance Models for Collective Marketing in Short Food Supply Chains

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CORENET

Task Force Short Supply Chain

TASKFORCE! KORTE KETEN



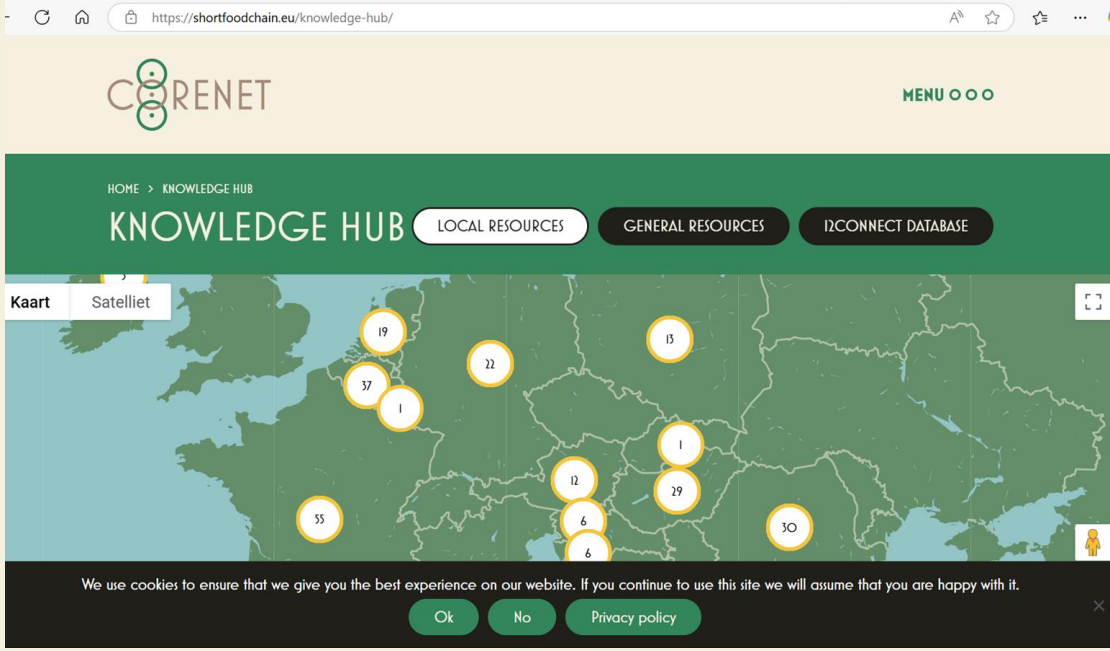


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Funded by the European Union

COREnet

- Advisory network ‘knowledge hub’
- Coordinated with EU4Advice and cooperation with other EU projects (i2connect, AKIS, etc.)
- Key national contact point in every EU member state
- Policy context analysis
- Golden cases identification
- Field visits and road shows
- Lighthouse projects
- Advisory Guide





https://groenehartstreekproducten.nl

Fresh products, from small family owned farms in the Green Heart



Groene Hart Cooperative

Label ‘STREEK’ exists since 2020.

There are 34 farmers and small scale processors member. There are 70 business to business clients:

-Hoogvliet supermarkts (about 70 plus online sales)

-Catering compagnies (lunches and diners), restaurants, farm shops, festival managers, bakers, butchers.

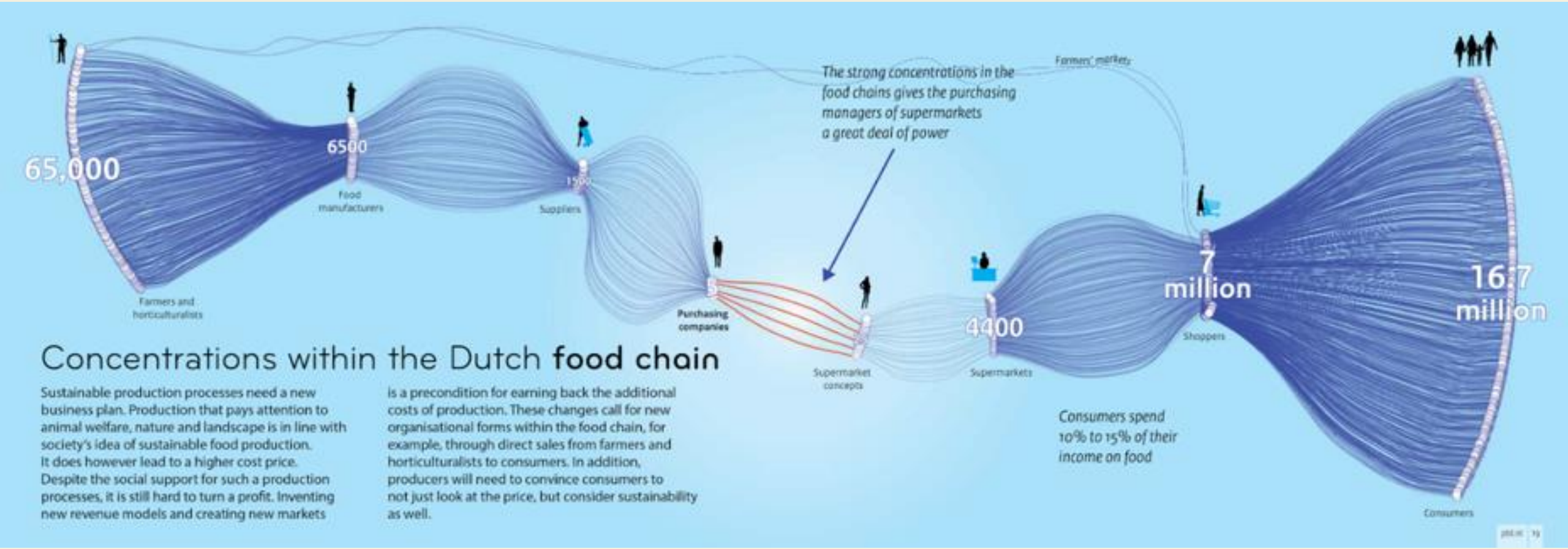
The cooperative organizes logistics, financial management and business development. There are 3 members of staff.

Products are certified regional origin

It is about cheese, ice cream, milk, yoghurt, eggs, potatoes, vegetables, fruits, fruit juices and meat (beef and chicken)

In 2023 turnover was 3,2 million (in 2019 2,5 million) or €100.000 turnover per member.

Cooperative members realize 30% to 50% (sometimes 100%) of their sales through this collective channel. The rest of turnover is through farm shops



Concentrations within the Dutch **food chain**

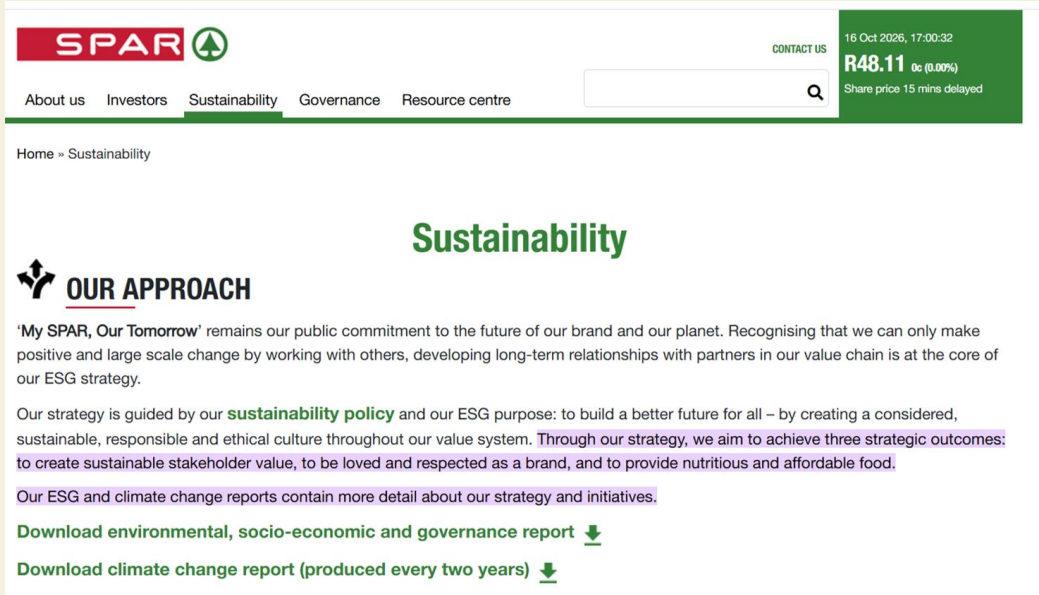
Sustainable production processes need a new business plan. Production that pays attention to animal welfare, nature and landscape is in line with society's idea of sustainable food production. It does however lead to a higher cost price. Despite the social support for such a production processes, it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

Retailing as a cooperative activity

SPAR started in 1932 in Zegwaart (Zuid Holland)
Adriaan van Well founded a cooperation between independent grocers, buying and selling produce together.

De Spar “**D**oor **E**endrachtig **S**amenwerken **P**rofiteren **A**llen **R**egelmatig”
‘’By working together in unison, all benefit regularly’’




SPAR

CONTACT US

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Share price 15 mins delayed

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Sustainability

OUR APPROACH

‘My SPAR, Our Tomorrow’ remains our public commitment to the future of our brand and our planet. Recognising that we can only make positive and large scale change by working with others, developing long-term relationships with partners in our value chain is at the core of our ESG strategy.

Our strategy is guided by our **sustainability policy** and our ESG purpose: to build a better future for all – by creating a considered, sustainable, responsible and ethical culture throughout our value system. Through our strategy, we aim to achieve three strategic outcomes: to create sustainable stakeholder value, to be loved and respected as a brand, and to provide nutritious and affordable food.

Our ESG and climate change reports contain more detail about our strategy and initiatives.

Download environmental, socio-economic and governance report

Download climate change report (produced every two years)

Typology based on market channel, scale and initiative

Supply channel		Scale			Initiative			
		Farm	Region	National	Consumer	Intermediary	Producer	Public
Farmer-based retail	Farm shop (on farm store)							
	Vending locations on and off farm	KaasBaas					KaasBaas	
	Farmers' market		Ici.C.Local Campagna Amica		Ici.C.Local	APPETIT	Campagne Amica	
	Farmers' supermarket		Casa Ortofrutta Helyenvalo			Helyenvalo	Casa Ortofrutta	
	Share CSA	Herenboeren			Herenboeren	Herenboeren		
	Subscription CSA	Frutafeia SeedsValley				Frutafeia		
	Online selling and buying platform	APPETIT	Fresh Sea Basket			APPETIT	Fresh Sea Basket	
Farmer-based out-of-home	Farmer lodging, restaurant, catering	Saia Santu Marcialis Eis greissler	Zala Valley			Zala Valley	Saia Santu Marcialis Eis greissler	
Farmer-friendly retail	Supermarket 3rd party		Green Farms GroeneHart Cooperatie			GroeneHart C	Green Farms	
	Supermarket private label							
	Specialty shops							
	Conventional open air market							
Farmer-friendly out-of-home	(Hotel) restaurant							
	Contract catering		MasterChefs Torres Vedras school catering			MasterChefs		Torres Vedras
	Sports and recreation							
	On the go							

Since 2010 Hoogvliet and Groene Hart Cooperative



Hoogvliet

Groene Hart
streekproducten

Farmer-friendly retail - Supermarket private label

- Cooperative GHC owner label ‘STREEK’
- Supermarket Hoogvliet (HV) uses promotional material
- CHG sets the price for HV – HV sets the price for consumer
- Risk introduction new product lies with the farmer (and/or GHC) - HV is involved for continuity