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The FAIRCHAIN Project

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Paving the Way to Sustainable and Innovative Intermediate Food Value Chains: Learning from FAIRCHAIN

EFFoST Special session
November 14th, 2024 – Bruges, Belgium



Content of the session

8:30 – 8:45 : Introduction to the FAIRCHAIN project

by Geneviève Gésan-Guiziou (INRAE)

8:45 – 9:15 : Case studies and FAIRCHAIN innovations

by Anne Verniquet (dss+)

Geneviève Gésan-Guiziou (INRAE)

Karin Östergren (RISE)

Imca Sampers (UGENT)

Andreas Papadakis (Synelixis)

Simon Berner (Joanneum)

9:15 – 9:30 : Lessons learnt from the co-creation processes in FAIRCHAIN

by Bärbel Hüsing (Fraunhofer-ISI)

9:30 – 9:45 : The FAIRCHAIN assessment framework for the sustainability of intermediate value chains (IVCs)

by Karin Östergren (RISE)

Anne Verniquet (dss+)

9:45 – 10:00 : Policy Aspects related to the replicability of Intermediate Value Chains

by Christophe Cotillon (ACTIA)

Networking Forum → This afternoon !



Free event!
Registration required [here](#)

NETWORKING FORUM

13H30 - 16H00

BBCC, room 6

- ▶ Meet the team.
- ▶ Uncover the ways to develop Intermediate Food Value Chains.
- ▶ Join us for lunch and enjoy a free tasting of food and drinks produced through FAIRCHAIN innovations.



14/11/2024

FAIRCHAIN – EFFoST SPECIAL SESSION



The FAIRCHAIN project



Speaker: Geneviève Gésan-Guiziou (INRAE, Project Coordinator)

INRAE-Institut Agro, UMR 1253 Science et Technologie du Lait et de l'Œuf (STLO), Rennes, France

FAIRCHAIN Project



Title	Innovative technological, organisational and social solutions for FAIRer dairy and fruit and vegetable value CHAINS
Topic H2020 RUR-06-2020	Innovative agri-food value chains : boosting sustainability-oriented competitiveness <i>Call under the programme SC 2 "Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy"</i> → Innovation Action

**€ 7.8 M
Budget**

**€ 7.0 M
Funding**

**50
Months**
(Nov 2020-
Dec2024)

**20+5
Partners**

**8
Countries**

Consortium

A multidisciplinary partnership

Technology and agri-food expertises
Environment and sustainability assessment
Business development and supply chain management,
Co-creation, Social & Economics
Logistics, Marketing, Sensory and consumer science

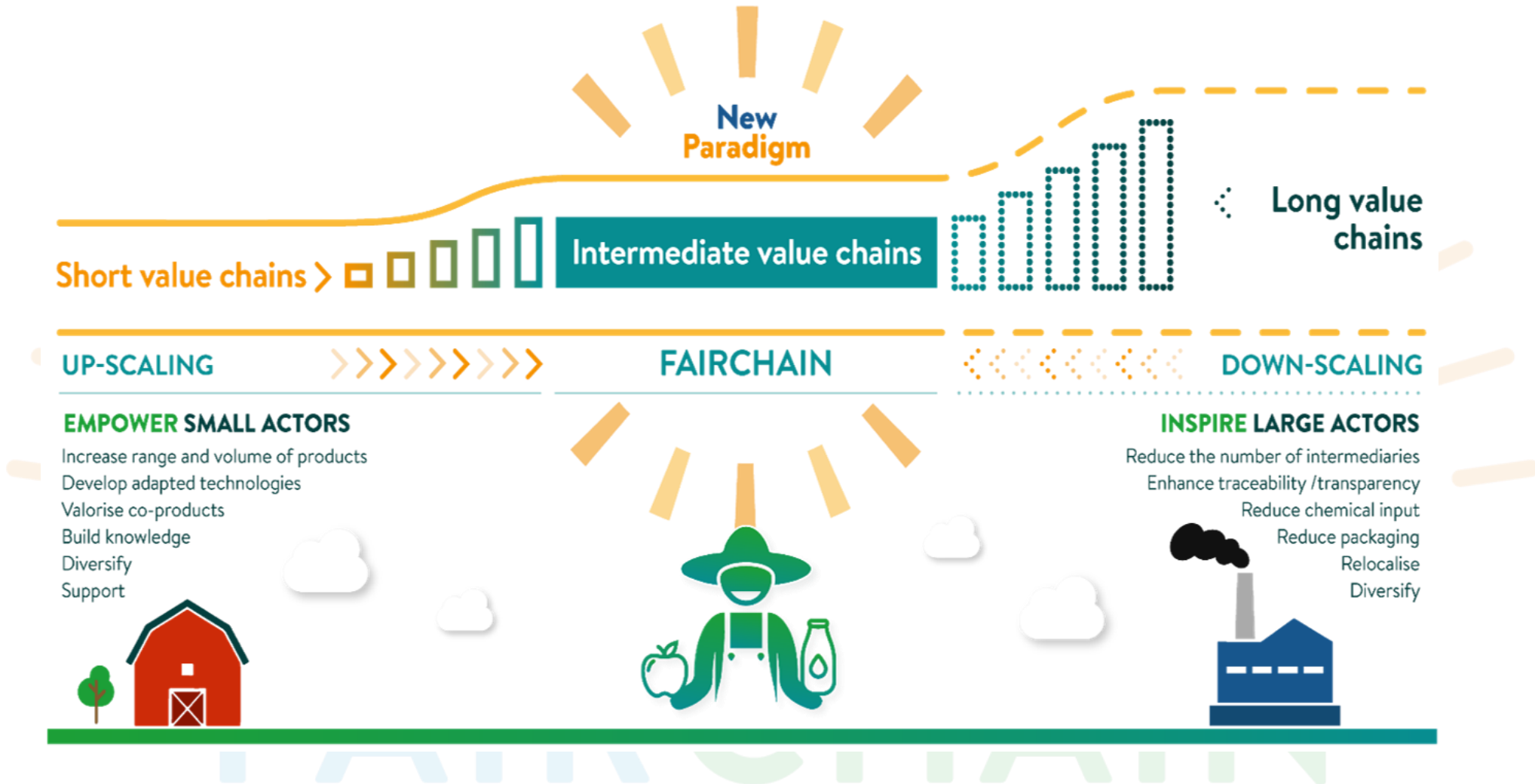
- Research (8)** { INRAE, RISE, FH JOANNEUM, Fraunhofer-Gesellschaft-ISI, Universiteit Gent, GRANGENEUVE, SLU, ENILEA
- SMEs (10)** { Scaldopack, Petrel, Laboratoires Standa, Dss+, Biofruits, Cogiterre, Synexilis, Stymfalia, Möhl, Food Engineering
(end-users, processors and associated farmers, equipment providers, distributor)
- Industry (3)** { Pack4Food, Greenyard, Sodiaal
- NGOs (4)** { Confagricoltura, ACTIA, ISEKI-Food, Make.org foundation

PARTNERS

- INRAE, PETREL, STANDA, SODIAAL, ACTIA, MAKE.ORG, ENILEA
- FRAUNHOFER GESELLSCHAFT
- CONFAGRICOLTURA
- U GENT, SCALDOPACK, PACK4FOOD, GREENYARD
- RISE, SLU
- DSS+, BIOFRUITS, COGITERRE, GRANGENEUVE, MÖHL, Food Engineering
- JOANNEUM
- SYNEXILIS, STYMFALIA



Goal : Enable small and mid-sized farmers and food producers to scale up and expand production of nutritious food through **competitive intermediate value chains** at the regional level



What is an Intermediate Food Value Chain (IVC) ?

Intermediate value chains (IVCs) combine the strengths of both short and long chains while minimising their weaknesses

Intermediate food value chains are characterized by :

- **fewer intermediaries** than in long VCs, but a **minimum of one intermediary**;
- the **cooperation** of mainly **small and medium-sized actors** - from farmers, to processors, distributors, retailers, supporting organizations, other enterprises and consumers along the food value chain - in a **network or strategic alliance**;
- **win-win situations for all actors** involved, through **collaboration**, by **fair distribution of value created** among them, and the implementation of technological, organizational and social **innovations** in the food value chain;
- commitments of actors to **common values, collective governance** and **creation of trusted and transparent relationships**.

Together IVCs supply **high-quality regional food products** to consumers beyond the local market **in greater quantities** with facilitated access for consumers at **regional to interregional level**.

Approach



Identification of issues and challenges that must be specifically addressed to support the transition to IVC

**Definition of
Intermediate Value
chains**

Approach

Identification of issues and challenges that must be specifically addressed to support the transition to IVC

Better use of by-products

Improve trustworthy traceability and information sharing

Bring high technology usage to small size actors

Improve packaging and distribution of fresh food liquids

Build networking & better innovation awareness

...

Lack of time to carry out innovation activities

Difficulties of getting access to finance for innovation activities

Lack of business and management skills

Lack of knowledge of legal frameworks

Fear of losing customers

Cultural and language barriers

Definition of Intermediate Value chains



Approach

**Definition of
Intermediate Value
chains**

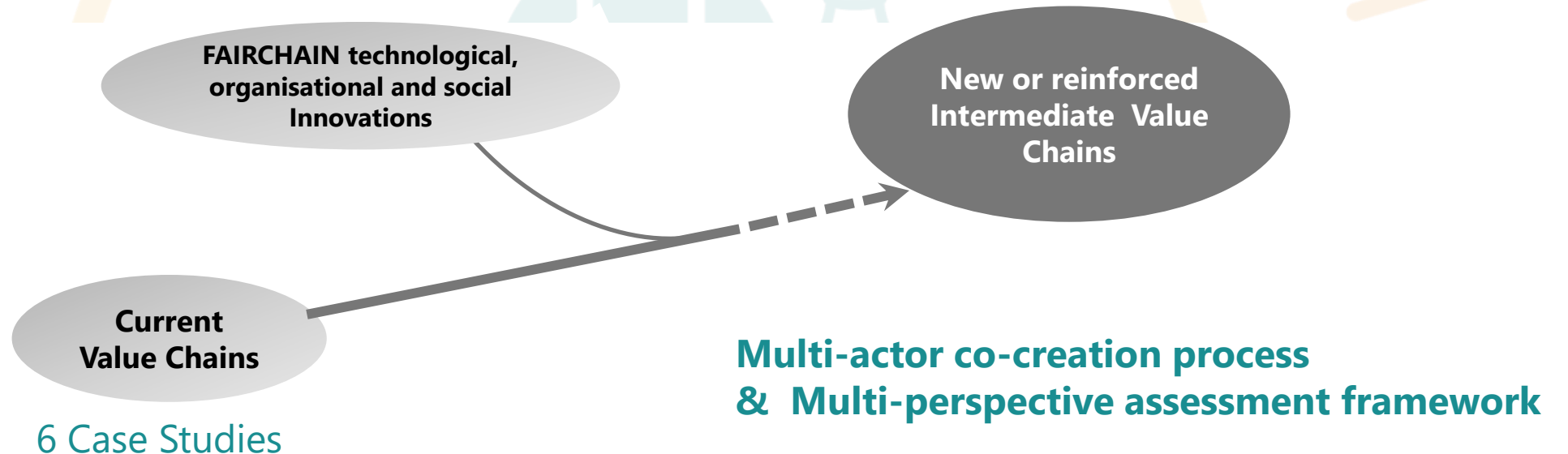
**Identification of issues and challenges that must be
specifically addressed to support the transition to IVC**

**Identification of innovations which offer
solutions to tackle some of these issues**

**Selection of innovations to be
tested, piloted and demonstrated**

Objective

Test, pilot and demonstrate **technological, organisational, social innovations** that have the potential to support intermediate value chains and address some of their issues



Case studies and innovations at the start of FAIRCHAIN



CS-Aut

Food Innovation Incubator for scaling-up short food supply chains

Food Innovation Incubator



CS-Swi

Fruit co-products valorisation to develop circular business concepts

Alternative cleaning agent

Sharing of processing equipment and/or infrastructure



CS-Fra

Production and distribution of innovative dairy drinks based on co-products of cheese manufacture

Fermented whey-based drink

Distribution with reduction of packaging consumption



CS-Gre

Traceability and reliable information sharing in local dairy production

Blockchain



CS-Bel

Innovative packaging machine for small and mid-sized actors

Flexible filling machine

Sharing of processing equipment and/or infrastructure

Funding system based on philanthropic income streams



CS-Swe

Establishing a wild berry business to boost local economy and social cohesion in Sweden northern regions

ICT tool for berry picking

Technological

Organisational

Social

Innovations

Main outputs

Deliver a **set of innovations** at technology readiness level **(TRL) 7**, fostering the emergence of competitive intermediate value chains

16

11 **(5)** technological innovations
3 **(2)** organisational innovations
2 **(1)** social innovations

FAIRCHAIN

Main outputs

Deliver a **set of innovations** at technology readiness level **(TRL) 7**, fostering the emergence of competitive intermediate value chains

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Develop **business models** associated to these innovations and carry out environmental, social and economic impact assessment

> 32

7 regional business concepts
> 25 value-added Business Models

FAIRCHAIN

Main outputs

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> 25 value-added Business Models

Formulate **recommendations, create tools and guidance documents**, promote the results to ensure uptake and replicability of value chains developed within FAIRCHAIN

3 tools for guidance
Policy recommendations
42 public videos on Youtube including webinars, 3 online courses, 3 online student competitions, tutorials, ...
7 scientific publications
>40 non scientific publications
> 50 Practice Abstracts ...

And more to come



7 Scientific Publications



Cleaner Environmental Systems
Volume 11, December 2023, 100141



Life cycle assessment of a small-scale and low-input organic apple value chain including fresh fruit, juice and applesauce

Samuel Le Féon^a, Thierry Benezech^c, Gwenola Yannou-Le Bris^a, Joël Aubin^b, Imca Sampers^d, Damien Herreman^a, Caroline Pénicaud^a  

<https://doi.org/10.1016/j.cesys.2023.100141>

Innovative Food Supply Chains



Case-Studies by co-creation - learn from real life examples (6h)

Introduction to Intermediate Food Value Chains (2h)

From Short to Intermediate Food Value Chains (4h)

3 online courses + 3 online student competitions

[Home | ISEKI E-learning](#)

Länets bortglömda förmögenhet

Publicerad 14 juli 2021 - Uppdaterad 08 november 2022



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Länets nya livsmedelsstrategi har som mål att tiofaldiga den årliga mängden plockade bär.

Västerbotten har sedan i juni månad för första gången en livsmedelsstrategi. Den ska säkra livsmedelsförsörjningen och stimulera matproduktionen inom länet. Strategin lyfter upp skogsbär som en outnyttjad rikedom med stor utvecklingspotential.

40+

Non-Scientific Publications

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 5

Blockchain: a solution for Trustworthy information sharing for food traceability.

Authors

Andreas Papadakis,
Dimitris Polydoropoulos

50+ Practice abstracts

[Practice Abstract Inventory | Sustainable Food System Innovation Platform](#)

Cooperation with other projects



Outputs from 15 projects in one place!

- Practice
- Initiatives
- Weblinks
- Case studies
- Innovations
- Publications
- Trainings

A collection of logos for 15 partner projects: CO FRESH, FAIRCHAIN, DRUS, CORENET, LOWINFOOD, DREN, wasteless, EU4Advice, HUNGRY ECOCITIES, MED-LINKS, EU-FarmBook, FOLIOU, PLOUTOS, and SMARTCHAIN. Each logo is unique and represents a different project's branding.

Scan me!




Any questions ?



Linked third parties





Thank you for your attention!



Any questions ?

