AGROBRIDGES - Building Bridges Between Producers and Consumers

June 3rd, 2022

agro BRIDGES

Funded by the European Union

Grant Agreement N° 101000788

Index

- About Q-PLAN International Advisors
- About agroBRIDGES and the consortium
- AgroBRIDGES role in the agri-food value chain / Short Food Supply Chain (SFSC)
- Context and Rational/ Challenges
- Innovations / Practices
- Regional Multi-actor Platforms
- Relevant progress
- Conclusions

About Q-PLAN

- Development consulting company (SME)
- International projects & studies in several areas: AGRO, ENERGY, EVIRONMENT, FOOD, HEALTH, ICT, OPEN INNOVATION, SMART CITIES, TRANSPORT, etc:
    - Project coordination and management
    - Support actions: dissemination, training, networking
    - Exploitation of results, business modelling and planning
    - Policy/ impact assessment studies
- Located in Thessaloniki, Greece
- Project coordinator of agroBRIDGES

About agroBRIDGES

Work Programme	HORIZON 2020 - RUR-05-2020 “Connecting consumers and producers in innovative agri-food supply chains”
Type	Coordination and Support Action (CSA)
Duration	*36 months (started in January 2021)*
Funding Authority	European Commission – Research Executive Agency
Budget/ EC Contribution	2 998 926.25 €

The agroBRIDGES Consortium

15 partners
representing
13 countries
or regions

agroBRIDGES role in the agri-food value chain

- Build **bridges** between producers and consumers.
- Empower farmers with practical knowledge and support to **rebalance their market position** through new and sustainable business models based on **Short Food Supply Chains (SFSCs).**

Short Food Supply Chain (SFSC)

Working Definition

- As few links as possible between the food producer and the consumer/ citizen who eats the food.

Mutual Benefits

- Transparency for the consumer.
- Greater value for the producer.
- Support and recognition of the intermediary's role.

Context and Rational

Short Food Supply Chains (SFSCs)
hold promising potential for sustainable development in agriculture

- They introduce **economic**, **social** and **environmental benefits**

- Rebalancing the **market position** of farmers and increasing their income
- Better connecting them with consumers and **reducing intermediaries**
- Meeting the **societal demand** of providing safe and quality local food
- And all while also reducing the **environmental impact** of agriculture

YET, MANY FARMERS ARE STILL NOT TAPPING INTO THEIR POTENTIAL …

agro BRIDGES
Funded by the European Union
Grant Agreement N° 101000788

Challenges

Increase impact on producer's market position

- Increased visibility
- Better knowledge of the market
- Better response to consumer needs and aspirations
- Higher prices for high value-added products and services
- Efficient collaboration and networking
- New partnerships
- New competences and skills

Innovations / Practices

Empower farmers with **practical knowledge** and **support** to set up SFSCs, better linking producers with consumers and procurers.

Deliver a **decision support tool** to facilitate the selection of the **most sustainable business model** to be adopted for animating SFSCs.

Offer a combination of **communication materials**, **training programmes**, **event guides**, and **digital tools** packed in the **agroBRIDGES Toolbox**.

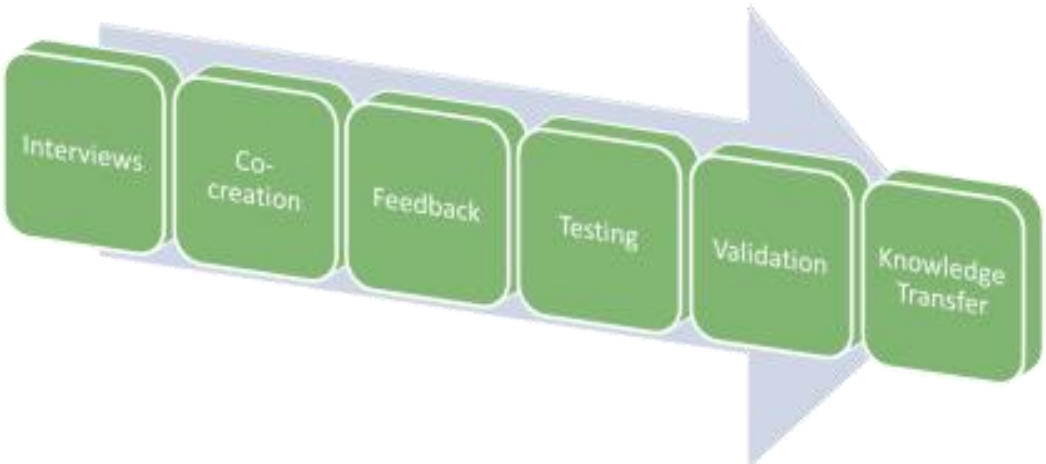
Establish **regional** and **international multi-actor structures** for stakeholder-driven **development**, **testing**, **validation** and **roll out** of agroBRIDGES tools.

agro BRIDGES

Funded by the European Union

Grant Agreement N° 101000788

Regional Multi-actor Platforms



agro BRIDGES
Funded by the European Union
Grant Agreement N° 101000788

Relevant progress

THE PROJECT IS STRUCTURED IN 7 MAIN WORK PACKAGES WHERE WE:

ACTIONS

In Progress

ANALYZE THE **CURRENT SITUATION**, IDENTIFY BARRIERS AND CO-CREATE SOLUTIONS

Completed

DEVELOP **TOOL** FOR SELECTING **SUITABLE AND SUSTAINABLE BUSINESS MODELS** FOR SFSCs

DELIVER **TOOLS** FOR **CONNECTING** AND **BUILDING CAPACITY** AMONG FARMERS AND CONSUMERS

ROLL-OUT, TEST AND **VALIDATE** THE AGROBRIDGES TOOLBOX IN BEACON REGIONS AND BEYOND

Conclusions

SFSC MODELS POTENTIAL

DETERMINING FACTORS

Customer preferences

Informed consumers/ transparency of information at all stages/ traceability

Engage and educate consumers

Guide consumers to make better choices

Consumer awareness about the impact of produced food on sustainability

Sufficient scale for success

Cooperation at local scale

Farmers groups to minimize intermediaries

Standardized procedures to respond to quality and quantity demands

Supply chain partnerships

Network systems (sales structures and producers)

Investments in infrastructure

Digital traceability

Digital communication/ marketing

Online trade (easy and quick order and delivery)

Technology integration in all models

Promote training and dissemination

Reinforce or train the workforce

Digital skills and competences

Marketing skills and competences

agro BRIDGES

Funded by the European Union

Grant Agreement N° 101000788

agro BRIDGES

Thank you!

Eirini Efthymiadou
Project Coordinator – Q-PLAN
efthymiadou@qplan-intl.gr

Follow the project's social media channels!

@agrobridges_EU

AgroBridges Project 2021-2023

agroBRIDGES

www.agrobridges.eu

SISTERS MANDALA Coopid agro BRIDGES