

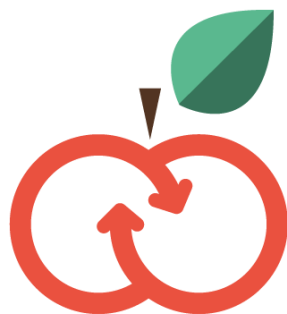


EUROPEAN COMMISSION
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**STRENGTH
2FOOD**

FOOD QUALITY
FOR SUSTAINABILITY
AND HEALTH



THE STRENGTH2FOOD H2020 Project on “Assessing the impacts, exchanging knowledge, and informing policy making on sustainable food chains”

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***CDG QUALITY AND PROMOTION,
Brussels, 3rd July 2020***



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 678024.

 **#STRENGTH2FOOD**

STRENGTH2FOOD'S OVERVIEW

What is Strength2Food?

- Five-year, €6.9 million, multi-actor project, funded by Horizon 2020
- Duration: March 2016 - February 2021
- Research, innovation and demonstration project with strong emphasis on **impact**

Aims:

- Improve the effectiveness of EU Food Quality Schemes
- Improve the effectiveness of Public Sector Food Procurement
- Stimulate the development of Short Food Supply Chains



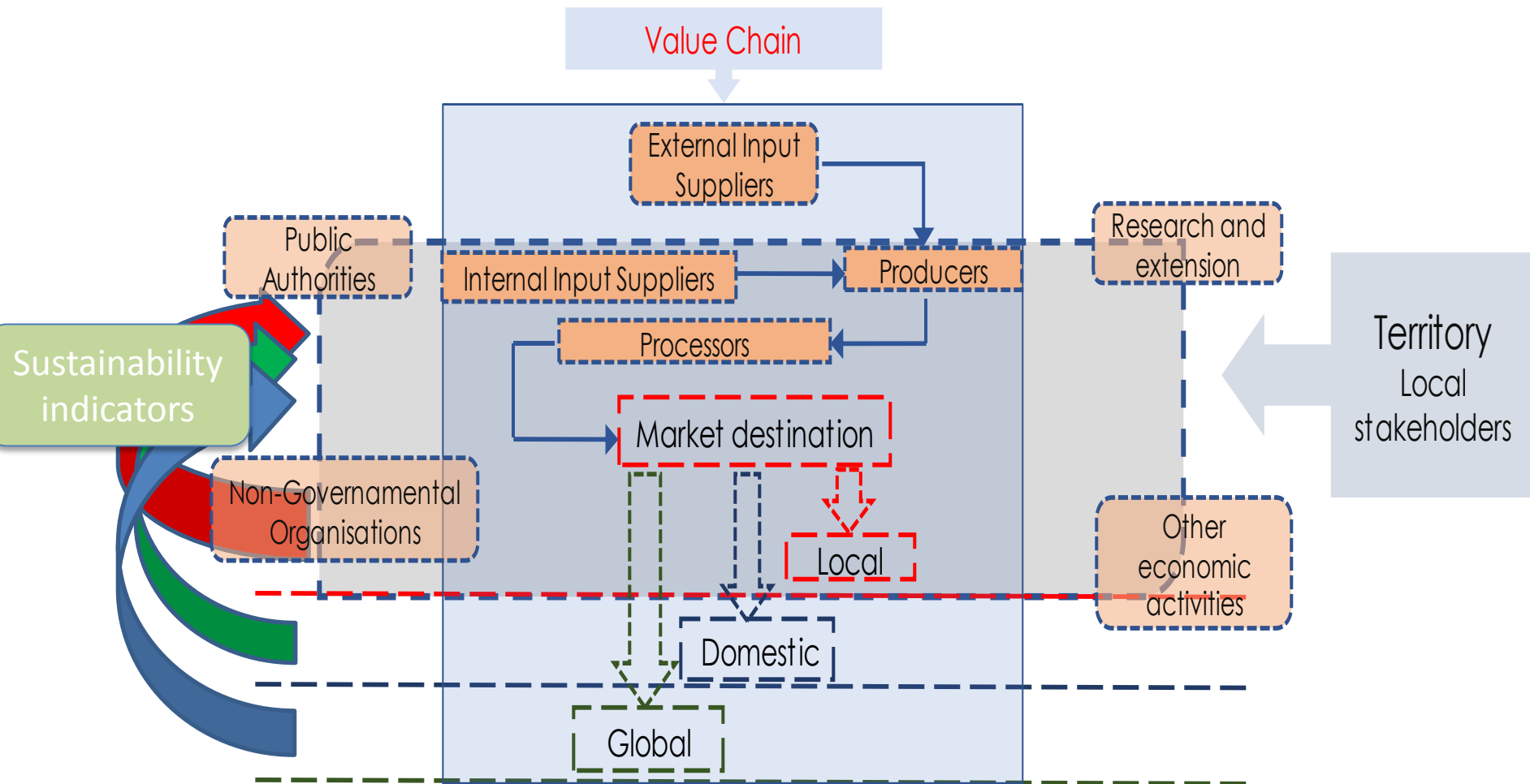
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A holistic approach to assess the sustainability of GIs



A holistic approach to assess the sustainability of GIs



Strengthening European Food Chain Sustainability by Quality and Procurement Policy

Deliverable 3.1:

WORKING PAPER ON THE CONCEPTUAL FRAMEWORK AND LITERATURE REVIEW FOR UNDERSTANDING THE SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT OF FQS, SFSC AND VARYING PSFP POLICIES ON AGRI-FOOD CHAIN PARTICIPANTS AND RURAL TERRITORIES

November 2016

Contract number	678024
Project acronym	Strength2Food
Dissemination level	Public
Nature	R (Report)
Responsible Partner(s)	Università degli Studi di Parma (UNIPR)
Author(s)	Arfini, F., Antonioli, F., Bellassen, V., Brennan, M., Fumel, M., Gorton, M., Hartmann, M., Hawes, D. R., Mancini, M. C., Roos, G., Schüssler, J., Tocco, B., Torjussen, H., Tregear, A., Veneziani, M., Virginie, A., Vittersø, G., Yeh, C.
Keywords	Conceptual Framework, Food Quality, Sustainability, Localised Agri-Food System

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Strengthening European Food Chain Sustainability by Quality and Procurement Policy

Deliverable 3.2:

REPORT DETAILING THE METHODS AND INDICATORS FOR MEASURING THE SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACTS OF FQS, SFSC AND VARYING PSFP POLICIES ON AGRI-FOOD CHAIN PARTICIPANTS AND RURAL TERRITORIES

October 2016

Contract number	678024
Project acronym	Strength2Food
Dissemination level	Public
Nature	R (Report)
Responsible Partner(s)	INRA
Author(s)	V. Bellassen, G. Giraud, M. Hilal, F. Arfini, A. Barczak, A. Bodini, M. Brennan, M. Drut, M. Dubois de Labarre, M. Gorton, M. Hartmann, E. Majewski, S. Monier-Dilhan, P. Muller, T. Poméon, B. Tocco, A. Tregear, M. Veneziani, M-H. Vergote, G. Vittersø, P. Wavresky, A. Wilkinson.
Keywords	Methodology, indicators, food quality schemes, short food supply chains, public sector food procurement, impact assessment, sustainability, agri-food supply chains

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Strengthening European Food Chain Sustainability by Quality and Procurement Policy

Deliverable 5.2:

ASSESSING THE CONTRIBUTION OF FQS TO RURAL ECONOMIES AND TERRITORIAL COHESION BASED ON THE CASE STUDY ANALYSIS

February 2019

Contract number	678024
Project acronym	Strength2Food
Dissemination level	Public
Nature	R (Report)
Responsible Partner(s)	UniPr
Author(s)	F. Arfini, V. Amilien, V. Bellassen, A. Bodini, M. Boehm, S. Chiussi, P. Csillag, E. Cozzi, A. Curzi, M. Donati, L. Dries, M. Drut, M. Dubois de Labarre, H. Ferrer, J. Filipović, M. Guareschi, L. Gaurvit, C. Gil, M. Gorton, V. Hoàng, M. Hilal, K. Knutsen Steines, A. Lilavanichakul, A. Malak-Rawlikowska, E. Majewski, S. Monier-Dilhan, M.C. Mancini, P. Muller, O. Napasintuwong, K. Nikolaou, A. Nguyễn Quỳnh, A. Olper, I. Papadopoulos, S. Pascucci, J. Peerlings, V. Raimondi, A. Török, T. Poméon, B. Ristic, Z. Stojanovic, M. Tomic, M. Veneziani, G. Vittersø, A. Wilkinson.
Keywords	Public Good, Externalities, Indicators, food quality schemes, organic, geographical indications, impact assessment, sustainability, agri-food supply chains, region, performance, multi-criteria assessment

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The conceptual framework

The use of indicators

The public goods



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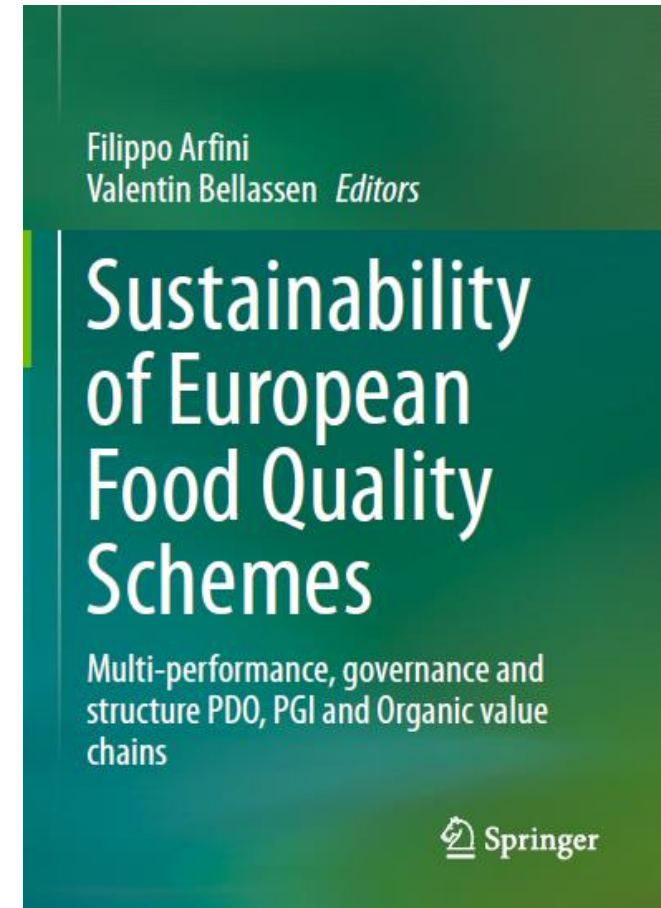
FOOD QUALITY FOR SUSTAINABILITY AND HEALTH



A holistic approach to assess the sustainability of GIs

Measuring the **level of sustainability** of different production systems (**Food Quality Schemes – FQS**), including Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and organic products.

In total, **44 products** were investigated with 150 variables refined into the **23 indicators**



THE EFFECTIVENESS, EFFICIENCY, RELEVANCE AND CONSISTENCY OF EU FOOD QUALITY SCHEMES

Overarching Message:

- EU FQS deliver substantial benefits to producers and their communities but also unrealised potential.
- Overcoming some common problems can unlock this potential and increase positive impacts.



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Key Messages – Pt. 1

- I. GIs can **deliver substantial economic, social and environmental benefits** to producers and their associated territories but these vary enormously across consortia.
- II. GIs can **contribute positively to territorial development**.
- III. GIs can deliver **benefits to producers in less developed regions** and emerging economies (e.g. Thailand and Vietnam). They are not just for the Mediterranean 'core'.
- IV. Benefits are not restricted to EU markets but also **in international trade**, providing a mechanism **for competing on quality** rather than price.
- V. Consortia development **focused often on governance and specification issues**, reflecting the nature of administration agencies and their expertise. However, also require associated business and marketing plans for economic sustainability. No point just creating "names on a spreadsheet".



Key Messages – Pt. 2

- VI. On the consumer side, **there is very weak understanding of FQS schemes** (with significant differences across countries and quality label) which is a major impediment to increasing benefits to producers.
- VII. **Consumer communication activities could be much better** and may be relatively straightforward and inexpensive (as evidenced by EU organic logo manipulation experiment). Useful to take on board lessons from marketing communications / behavioural science literatures.
- VIII. Methodological issues – **lack of reliable and uniform official database to monitor and assess impacts of FQS**, compared to respective counterparts, esp. considering TSG. Existing empirical assessments based on primary data collection built for ‘purpose’.
- IX. Efforts on **increasing market transparency along the food supply chain could be extended to FQS, given EU considerable policy support for FQS promotion**. This would enable a more rigorous assessment on ability of FQS to increase producers’ market power and price transmission along the food supply chain.



Public Consultation Questionnaire on Evaluation of Geographical Indications and Traditional Specialties Guaranteed protected in the EU

- The following section seeks to provide an overall answer, and justification, to the consultation questions, based on Strength2Food's evidence base on FQS.
- **N.B. Given the multiplicity of Strength2Food research outputs, highlighting significant differences across quality labels, countries, value chains and type of actor, the views expressed here attempt to provide an overview to related questions and, as such, are the entire responsibility of the authors.**



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Q2) Are the aims of EU quality schemes clear and understandable?

- Low consumer knowledge of FQS and their actual meaning – e.g. respondents' low rating of the statement 'this label helps me to make an informed choice'.
- Overall consumer confusion regarding labelling, certification and assurance schemes.
- Less familiarity with EU certifications, compared to national ones.
- Supermarkets' own branding and logos appear as most visible and influential for purchasing decisions – e.g. organic.
- Low consumer recognition of GIs labels, significantly inferior for TSG. Higher levels of recognition for national labels, with geographical origin or specific qualities (e.g. organic, local), than EU labels.

Refs: [Amilien V. et al. \(2018\)](#); [Hartmann M. et al. \(2019\)](#)



Q3a) Do EU quality schemes... provide useful information to consumers about the geographical origin and specific characteristics of products?

- FQS fail to inform consumer behaviour as was originally intended.
- The effectiveness of FQS logos in acting as communicating tools for consumers may be limited – the logos often perceived as unclear, uninteresting and hard to understand.
- Considerable cross-country heterogeneity: France and Italy exhibit highest knowledge and recognition, given consumer interest towards product and process attributes associated with specific territory of origin.

Refs: [Amilien V. et al. \(2018\)](#); [Hartmann M. et al. \(2019\)](#)



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Q3b) Do EU quality schemes... promote the authenticity of registered products and consumer confidence in registered products?

- Confidence and trust are not found to be particularly high.
- Higher perceptions and valuation of FQS associated with respondents recognising the label in question.
- Considerable cross-country heterogeneity: France and Italy exhibit highest valuation and confidence, as well as knowledge and recognition (refer to Q3a).

Refs: [Hartmann M. et al. \(2019\)](#)



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Q3c) Do EU quality schemes... protect and enforce the producers' rights (including on internet)?

- GIs can protect producers and enhance certain qualities of a product.
- Greater benefits for well-established consortia and quality schemes, compared to nascent, or peripheral, small-scale systems.
 - E.g. Results from PGI producers in Poland reveal mixed benefits, vs costs, of participating in FQS. Problematic areas include: 1. limited awareness, among producers and consumers, on recognition of the labelling; 2. illegal use of registered name reputation; 3. low cooperation among producers at the stage of registration/production.

Refs: [Amilien V. et al. \(2018\)](#); [Hartmann M. et al. \(2019\)](#); Majewski E. et al. (*forthcoming*)



Q3d) Do EU quality schemes... help strengthening the position of producers in the value chain?

- GIs can deliver significant value-added to producers and their consortia, allowing them to offer unique and differentiated products of higher quality at a higher price.
- GIs in the EU exporting countries lead to increases in trade flows, as well as export unit values. The EU quality policy behaves as an export-promoting device when implemented by exporters.

Refs: [Ferrer-Pérez H. et al. \(2018\)](#); [Raimondi V. et al. \(2018\)](#)



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Q3e) Do EU quality schemes... preserve and develop rural areas (e.g. their socio-economic sustainability, as well as cultural and gastronomic heritage)?

- Positive socio-economic impacts of GIs on rural and local development, in strengthening of rural areas and creating job opportunities.
- Dynamic 'multiplier' effect - employment impact depends on type of GI product and processing method.
- Contributing to cultural heritage preservation, via maintenance of know-how and traditions in local areas.
- Generation of socio-economic public goods, via positive externalities for value chains and rural areas, albeit differences across GIs.
- Limited ability to generate cultural heritage public goods, with considerable room for improvement for the benefit of producers and consumers.

Refs: [Arfini F. et al. \(2019\)](#)



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Q3f) Do EU quality schemes... contribute to protecting the natural resources or landscape?

- Positive impacts on natural resources and, indirectly, on the capacity for contributing to the local environment and landscape.
- Organic GIs contribute to the generation of environmental public goods more than other FQS.

Refs: [Arfini F. et al. \(2019\)](#)



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Q18) What are the most essential benefits of EU quality schemes of GI, PDO, PGI and TSG, that national and regional quality schemes could not provide?

- EU quality policy behaves as an export-promoting device when implemented by exporters: GIs in the EU exporting countries lead to increases in trade flows, volumes as well as export unit values.
- EU quality policy provides a mechanism for competing on quality rather than price or 'quality upgrading'.
- EU quality policy can contribute in reducing price volatility, and asymmetric dynamics, between chain actors.

Refs: [Raimondi V. et al. \(2018\)](#); [Ferrer-Pérez H. et al. \(2018\)](#)



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STRENGTH2FOOD'S CONCLUSIONS

FQS are at the core of the Farm2Fork strategy since:

- They have the territory as an area of production planning and definition of impacts according to the circular economy logic.
- They offer the possibility for controlling and managing their level of environmental, social and economic sustainability
- They offer public goods to European citizens.

Although there are well-established good practices, there are still limitations and challenges to overcome.

Understanding of FQS potential and constraints should be increased both among producers and consumers.

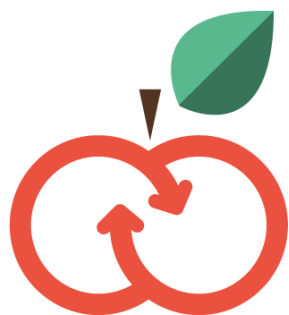


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Thanks for your attention!

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