

EU school fruit, vegetables and milk scheme:  
Taking stock after the first school year

Joint meeting Member States  
and stakeholders



# Going Local

*Trends and policy tools  
on local purchasing and  
short supply chains*

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DG AGRI G*

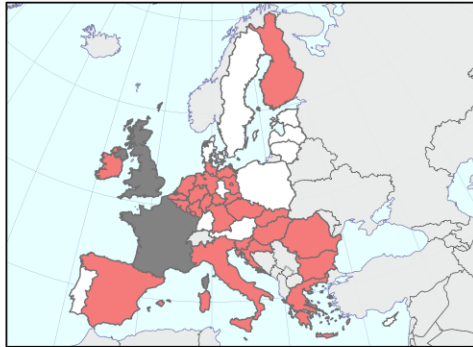
# EU school scheme and local food systems

- *« Member States may encourage in particular local or regional purchasing , organic products, short supply chains or environmental benefits and, if appropriate, products recognised under the quality schemes ... »*

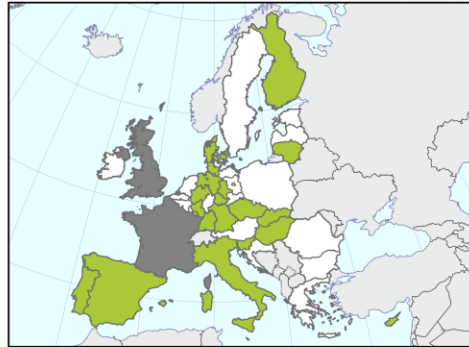
*Article 23(11), [R 1308/2013](#)*

## Priorities for the choice of fruit, vegetables, milk and milk products under the EU school scheme

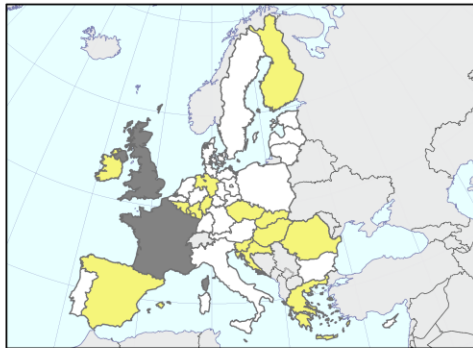
Local/Regional purchasing



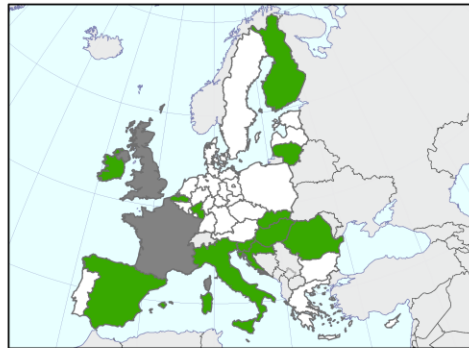
Organic



Short supply chains



Environmental benefits



Agricultural quality schemes, fair trade and others



Legend



Source: Member States' strategies, at national or regional level, submitted by 31/7/2017 and available in Europe ([https://ec.europa.eu/agriculture/school-scheme/eu-countries\\_en](https://ec.europa.eu/agriculture/school-scheme/eu-countries_en))

Year: 2017/2018 to 2022/2023 school year

Overview: DG AGRI G3

Cartography: AGRI GIS TEAM 04/2018

© EuroGeographics for the administrative boundaries

- 18 MS with local / regional purchasing
- 14 MS Organic / SFSC
- 12 MS environmental benefits:
  - food miles / transport distance,
  - seasonality,
  - no individual packaging
- 5 MS fair trade
- 2 MS Quality signs
- 1 MS other (Integrated pest management)



## JRC SCIENTIFIC AND POLICY REPORTS

# Short Food Supply Chains and Local Food Systems in the EU. A State of Play of their Socio-Economic Characteristics.

Authors: Moya Kneafsey, Laura Venn, Ulrich Schmutz, Bálint Balázs, Liz Trerichard, Trish Eyden-Wood, Elizabeth Bos, Gemma Sutton, Matthew Blackett

Editors: Fabien Santini, Sergio Gomez y Paloma

2013



Report EUR 29011 EN

Joint  
Research  
Centre

JRC report



## EIP-AGRI Focus Group Innovative Short Food Supply Chain management

FINAL REPORT  
30 NOVEMBER 2015

funded by European Commission

EIP report

# Definitions : Local food system

- ***'Local Food Systems'*** = *production, processing, trade and consumption occur in a defined geographical area*
  - No legal or agreed definition of 'local'
  - But in practice, often defined as radius of 20 – 100 km from point of sale.
    - Rural Development (Art. 11 Regulation [2014/807](#)): programme sets out a kilometric radius from the farm of origin of the product, within which the activities of processing and sale to the final consumer have to take place; or sets out a convincing alternative definition
  - Examples: Farmers' Markets, CSAs, Box Schemes

## Definition: short chains

- ***'Short Food Supply Chains'*** = *reduced number of links between producer and consumer; product reaches consumer 'embedded' with information*
  - Can include LFS, but not restricted to them
  - Could also be direct sales 'at a distance'

Rural Development regulation (R 2014/807) "supply chains involving no more than one intermediary between farmer and consumer"

SFSC	Sub-classification
<p><b>Sales in proximity</b></p> <p>These may be achieved by farmers acting individually or collectively, but produce has to be easily traceable back to a named farmer.</p>	<p><b><i>Community Supported Agriculture:</i></b> Varies according to different regions and countries, but follow same essential principles. Subscribers receive a share of the harvest in return for money (and labour in some cases).</p> <p><b><i>On farm sales:</i></b></p> <ul style="list-style-type: none"> <li>- Farm shops</li> <li>- Farm based hospitality (e.g. table d'hôte, B&amp;B)</li> <li>- Roadside sales</li> <li>- Pick-your-own</li> <li>- Collection scheme</li> </ul> <p><b><i>Off farm sales:</i></b></p> <ul style="list-style-type: none"> <li>- Delivery schemes</li> <li>- Farmers' markets and other markets</li> <li>- Farmer owned retail outlet</li> <li>- Food Festivals / tourism events</li> <li>- Sales directly to consumer co-operatives / buying groups</li> <li>- Sales to retailers who source from local farmers and who make clear the identity of the farmers</li> <li>- Sales to hotels, catering restaurants, including 'restaurants collectifs', such as school and hospital canteens</li> </ul>

# SFSC/LFS – Definitions



European  
Commission



# Consumer interest – Eurobarometers 2011-2018

- 92% agree that EU should encourage local markets and distribution channels
- 89% agree that there are benefits to buying locally from a farm
- 96% say that quality and 71% say that origin of food is important
- More than three quarters (77%) say a respect for local tradition and “know-how” is important while 75% say coming from a known geographic area is important in their decision to buy food products

# Policy interest in SFSCs and LFS

- Retain added value at producer level, in particular small producers; participate to the increase of bargaining power
- Relocalise production in a global world: reducing carbon emissions and waste
- Social inclusion / Quality: recreate the link between producers and consumers

# Literature review

- *Overall strong consensus that SFSCs can deliver social benefits; less agreement about exact nature of economic and environmental impacts*
- *Social impacts: SFSCs favour interaction and connection between farmers and consumer*
  - 1. Promote trust and social capital**
  - 2. Promote well-being**
  - 3. Develop a sense of community**
  - 4. Some evidence of behaviour change (e.g. pro-health, pro-environmental)**
  - 5. Promote knowledge exchange and learning and skills development for producers and consumer**

# Literature review

- *Economic impacts:*
  1. **SFSCs can maintain rural employment and generate higher multiplier effect**
  2. **Synergies with tourism**
  3. **higher share of value added is retained locally**
  4. **Labour costs of direct marketing and transport can hinder SFSCs**
- *Environmental impacts: Intuition suggests that localisation of production leads to less GHG emissions BUT*
  1. **'local' production is not sufficient to ensure this, due to logistical arrangements & energy consumption (depending on crop)**
  2. **Production methods play an important role in determining environmental impact**

OPPORTUNITIES	THREATS
Supermarkets offering space to local small-scale producers as occurs in Austria and France can open up access to bigger markets.	Supermarkets developing own SFSCs and offering local produce or produce of clear origin with greater transparency to consumers could eventually squeeze small suppliers out of the market.
Growth in Smart Media especially smart phones which make internet shopping increasingly easy for consumers.	Small enterprises often lack the necessary skills to take advantage of new opportunities in communications technology. Remote rural areas may not have access to reliable broadband or mobile phone networks.
Sustained and growing consumer interest in food origins, animal welfare, environmental sustainability and health. There is an opportunity to situate food from SFSCs within context of a healthy, sustainable diet.	Downward pressure on consumer spending power due to recession – although in some countries (e.g. UK) sales of local food have held firm despite economic downturn
Growing institutional interest in public procurement of local food produce.	Small enterprises unable to supply public institutions with consistent quality and sufficient quantity on their own.
Tourism – there continues to be high interest in agri-tourism, access to greenspace, 'authentic' holiday experiences and purchase of local foods when on holiday.	Free riders might take advantage of the touristic demand (fake local products on road stalls, etc.)
National and/or regional institutional strategies to promote SFSCs can provide very good support, particularly oriented to training and marketing/promotion.	SFSC enterprises do not always know what support is available
The ageing population –a stable market which can be further developed. However, SFSCs are also of interest to younger consumers who may have different shopping habits and this segment is under-developed.	If younger generations do not take an interest, the full potential market is not realised.
Increasing cost of oil in the long term is likely to push food prices up. SFSC potentially have lower transport costs – but only through collaborative approaches, smart logistics and access to energy- efficient vehicles.	Small enterprises may not have the means to invest in environmentally benign transportation systems. Rising costs of inputs may also counteract savings from transport.
Climate change in some regions will lead to increased productivity (e.g. warming in Northern Europe) and possibilities to diversify into new crops which could enhance the range of produce supplied by SFSCs. Globally, sources of imported food may be threatened, which could lead to greater need for food to be sourced more locally.	Climate change in some regions will threaten production (e.g. water stress in Mediterranean region).

# Priority to local under school scheme ≠ Green Public Procurement

- *GPP - process whereby public authorities seek to procure goods, services and works with a reduced environmental impact » Commission Communication COM(2008)400 – Public procurement for a better environment*
- *Criteria for food and catering services (under revision)*
  - **eg award criterion Seasonal produce**

# School scheme and discussions on local/short supply

- *Transparent methodology*
- *Non-discriminatory treatment of tenderers*
- *Information sought from tenderers and criteria to assess the ability to deliver should be proportionate and relevant*
  - **Criteria for sustainable procurement**
  - **Total distance of transport (food miles + synergies with educational measures)**

# Thank you

