

13th International European Forum (IglS-Forum) on System Dynamics and Innovation in Food Networks
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Farmers and consumers in sustainable agrifood chains: innovation in governance forms

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New trends in
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To identify the common characteristics, in terms of governance, of sustainable agrifood chains

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Governance forms

Organization of the economic activities from the governance point of view,
and the institutional arrangement behind it.



Theoretical Background

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Basic principle

Alignment between characteristics of exchanges and choice of governance.



Theoretical Background

Governance forms

Organization of the economic activities from the governance point of view, and the institutional arrangement behind it.



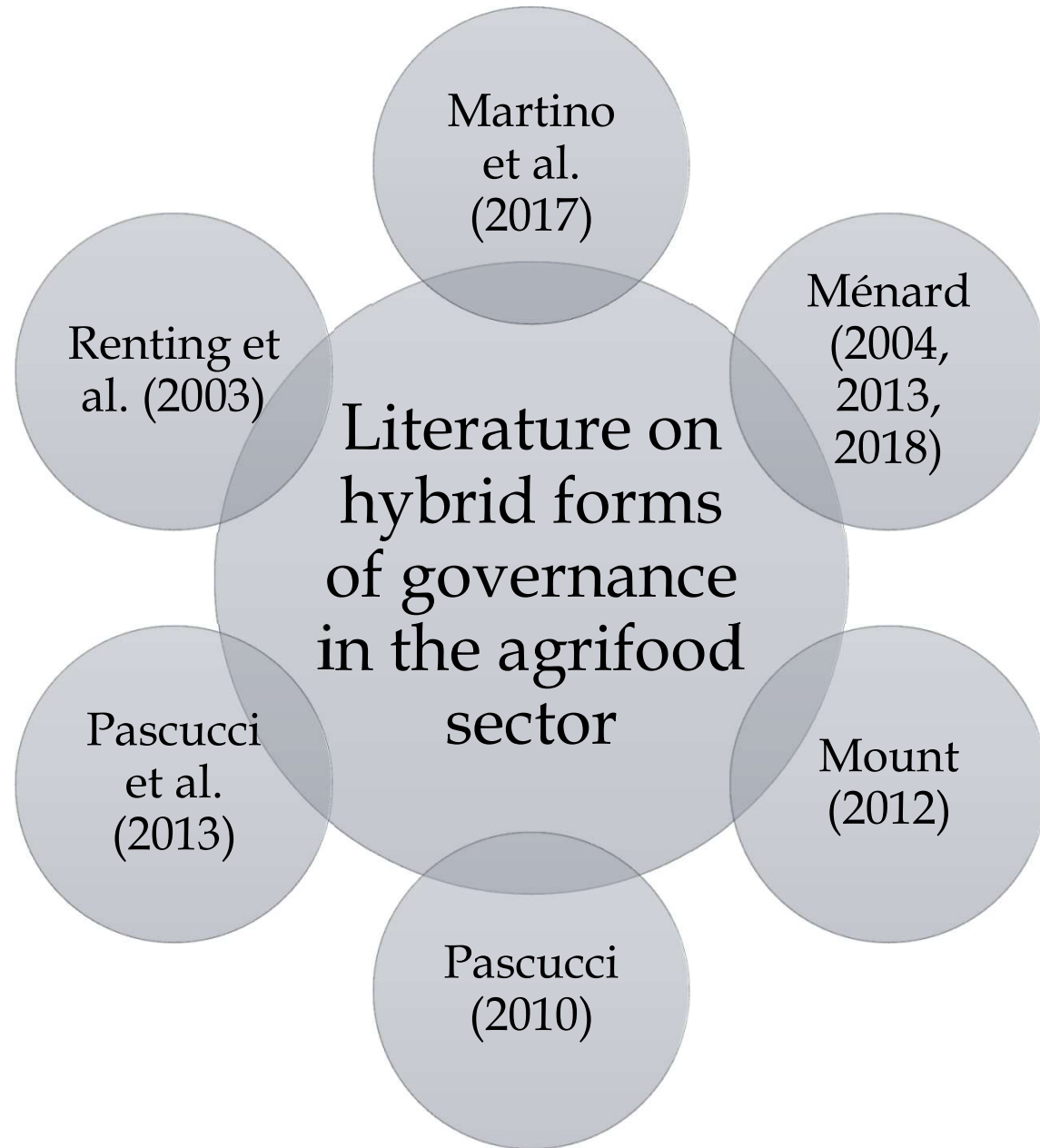
Basic principle

Alignment between characteristics of exchanges and choice of governance.



In agrifood sector most of the governance forms are “hybrids”

Combining contracts, spot market, complex decision devices.



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Common analytical framework

Embeddedness

Governance
perimeter

Resources

Governance
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Governance
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Competitive
environment

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Common analytical framework

Embed-
dedness

Relationship with **institutional environment**
and transactions characteristics.

Compe-
titive
environment

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Common analytical framework

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**Gover-
nance
perimeter**

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Who is involved in decision-making
and coordination devices.

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Common analytical framework

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perimeter

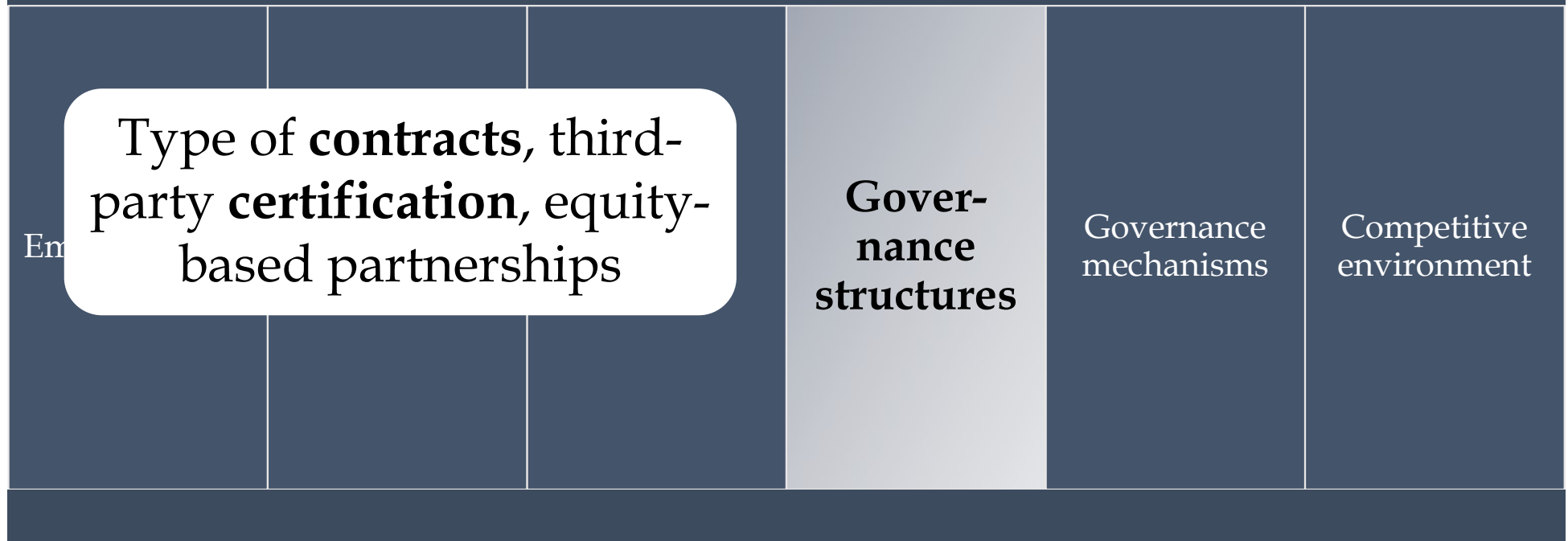
Resources

The human and technical
resources mobilized

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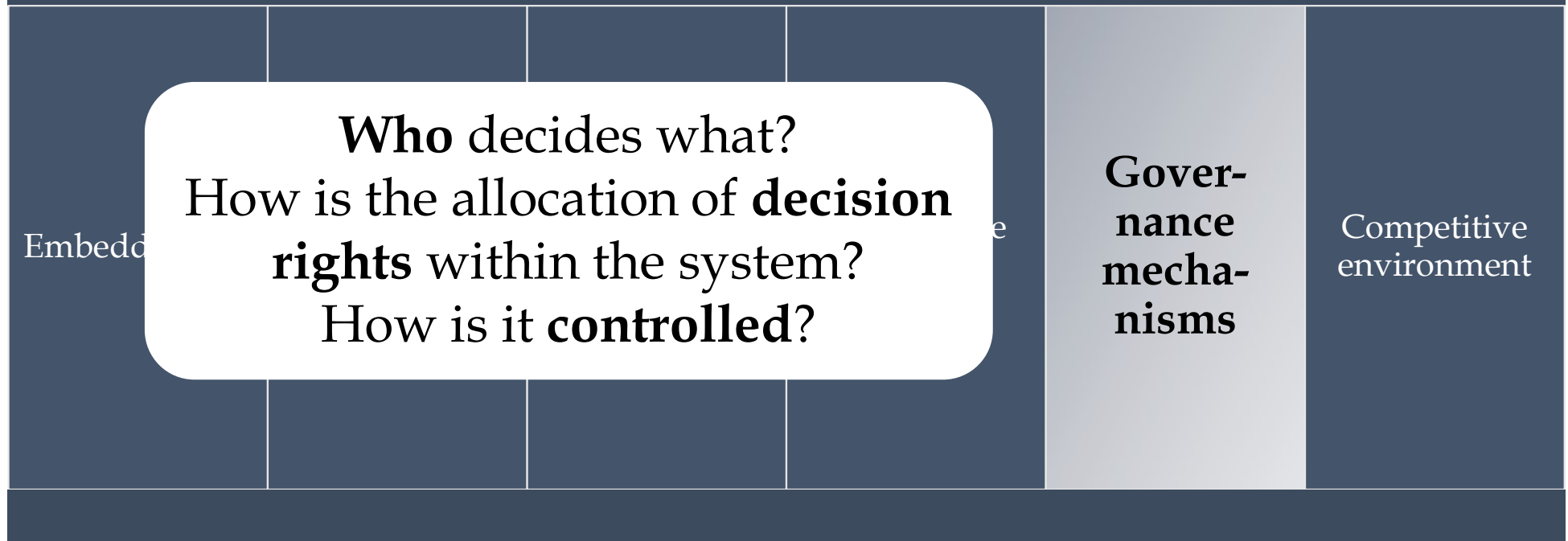
Methodological Procedures

Common analytical framework



Methodological Procedures

Common analytical framework



Methodological Procedures

Common analytical framework

Embeddedness

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Are there **alternatives** providing similar services in the market?

Competitive environment

Qualitative Approach

Multiple Case Study

- In-depth interviews
- Visits
- Secondary materials

Qualitative Approach



**Consumer Supported
Agriculture (CSA) Minas**

Brazil



**Association for the
Maintenance of a Peasant
Agriculture (AMAP)**

France

Cases

CSA Minas

Worldwide known initiative that connects farmers and food consumers

Formed in 2015 by a consumers' initiative

In 2018: 5 producers and 172 consumers

Cooperative based on a short supply chain model

Weekly food baskets

Consumers are “co-producers”

Main purposes: healthy diet, sustainable agriculture and social transformation

Cases

AMAP

A solidarity contract between a farmer and a group of consumers

First AMAP in 2001, 1600 AMAP groups in 2015, with 200,000 consumers

National Charter created in 2014, AMAP is a brand name since the beginning (2001)

The consumer pays in advance a fixed price, for a basket of products

Consumers are involved in the distribution and sales functions (benevolent work) every week

Main purposes: direct connection between producers and consumers, common decisions, shared values and visions about agriculture and food consumption

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Open governance

- Permanent possibility to revise the content of the exchange (price, quantity, quality, characteristics of production...).

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Reciprocity between players which goes beyond monetary terms

- Towards a new type of “barter economy” or “social exchange economy”?

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Empowerment as a basic principle

- Producers and/or consumers are more active in the decision making processes.

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Empowerment as a basic principle

- Producers and/or consumers are more active in the decision making processes.

Socially-embedded coordination mechanisms

- Mid-, long-term commitment based upon direct personal contacts and shared values (role of sensemaking).

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Thank you!

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