

Congress  
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AGRIBUSINESS**  
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FAO workshop Poreč 18/06 2015  
Enhancing efficiency and inclusiveness of agri-  
food chains in Eastern Europe and Central Asia



University of Maribor  
Faculty of Agriculture  
and Life Sciences

## **HEALTHY GROWTH OF VALUE BASED ORGANIC FOOD CHAINS**

Business logics, organic values communication and perspectives of  
value based organic food chains

Presentation of Core Organic II Project

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## Workshop overview:

### 1. welcome and introduction

2. first HealthyGrowth project results

3. entrepreneurs presentations (SLO case studies)

4. open floor for discussion with panel and audience





## Ad1) General frame and project idea:

- the diversity of organic market and organic food chain types in the EU
- The common characteristics are: local organic markets /short food chains have problems moving from niche to volume while large scale markets have problems in retain and ensure the organic values.
- After previous research our hypothesis was that some types of mid scale organic chains are successful to combine volume and values – *values-based supply chains (VBSC)*
- The idea: **to use** the knowledge of values-based chains and **to transfer** it to local/short and/or to large scale organic chains.



## Ad1) Aim of the project:

- How to use the knowledge of VBSC?
- How to transfer it?
- Studying six analytical perspectives as preconditions for organizing, successful growth and/or maintain the values-based organic food chains.





## Ad1) Expected results:

- Value based growth of organic food chains of all organic food chain types
- Supporting the further development of organic businesses, networks and initiatives across EU

### **Elaboration of general and local adapted policy recommendations for businesses initiatives and food chains**

- Fostering knowledge exchange
- Stimulation of national and international cooperation and network building
- Strategy development for stakeholders



## Ad4) Open floor for discussion with panel and audience:

- **what attributes makes the analyzed chains worthwhile?**
- **what is important or what are conditions by setting up a VBFC?**
- **Are there any rules or patterns?**
- **how widespread is their impact? who is influenced? Only actors of the food chain or also other local actors or sectors in the region?**

Core Organic II Project „HealthyGrowth – from Niche to Volume with Integrity and Trust

