

Urban-rural relationships through food and short supply chains



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SHORT PRESENTATION:



www.cries.ro

NGO,
promotes SSE
2009



www.asatromania.ro

Civic engagement
for CSA
2007



<https://www.facebook.com/lareciproc.ro>

Social enterprise,
promotes SFSC
2015

Looking Up - Webinar /Have you ever boycotted a food product for ethical or political reasons? If yes, please give an example

Mihaela Vețan
acum 7 zile

I boycott meat produced by Smithfield Comp due to the intensive farming practices they use and their impact on local communities.

♡ 1 💬 0

+ Adăugare comentariu

Sergiu Florean
acum 7 zile

Starbucks - business model of developing clusters around family cafes.

♡ 0 💬 0

+ Adăugare comentariu

Nora Inwinkl
acum 6 zile

Nestlé, McDonalds, Coca Cola

♡ 1 💬 0

+ Adăugare comentariu

Brindusa
acum 6 zile

Nutella-palm oil

♡ 1 💬 0

+ Adăugare comentariu

Marius Cobarzan
acum 6 zile

Karpaten Meat Group - meat producer from Sibiu county (Romania), one of the biggest landgrabbers in Transylvania

♡ 1 💬 0

+ Adăugare comentariu

info29261
acum 6 zile

Coca cola and Nestlé - business model and enviromental in-sustainability

♡ 1 💬 0

+ Adăugare comentariu

Samuel from MOVA France
acum 6 zile

Nestlé

Attitude to water accessibility

♡ 1 💬 0

+ Adăugare comentariu

Brindusa
acum 6 zile

Nestle-anything cacao

♡ 0 💬 0

+ Adăugare comentariu

Miguel Florence Italy
acum 6 zile

Starbucks McDonalds and all the like!

♡ 0 💬 0

+ Adăugare comentariu

Brindusa
acum 6 zile

Any babyfood -not safe

♡ 0 💬 0

+ Adăugare comentariu

Fanette Actes If
acum 6 zile

Danone / Nestle

♡ 1 💬 0

+ Adăugare comentariu

Samuel from MOVA France
acum 6 zile

McDonalds

Amazon rainforest

♡ 0 💬 0

+ Adăugare comentariu

Francesca / Lofio
acum 6 zile

I'm kind of picky

I don't directly boycott. I tend to chose foods from providers I rely on; or that traveled as little as possible; avoid exploitation of people on fields etc. So f.e. no avocados from Israel (they actually have no taste)

UFISC
acum 6 zile

McDonalds and try any fast food because of climate change, work ethic, quality etc. Also Nutella for palm oil. Meat from supermarkets for intensive farming and work conditions

♡ 0 💬 0

+ Adăugare comentariu

Myrtille
acum 6 zile

Nutella, starbuck, danone, mcdonalds

♡ 0 💬 0

+ Adăugare comentariu

Simonetta
acum 6 zile

Coke (Coca cola), Nestlé (bad behaviour towards territories and people), Fast food chains in general (meat from intensive agriculture)

♡ 0 💬 0

+ Adăugare comentariu

Mathilde - Shakirail
acum 6 zile

Bananas, avocado, exotic fruits

Tseif

Building resilient communities through Short Food Supply Chains & Community Supported Agriculture

Session
2

March 18th, 2025: 17.30-19.00 (CET)

Looking
Up

Models of Short Food Supply Chains;
General impact & benefits: ASAT CSA - a case study;
The Trap of Localism & Food Narratives of Far Right movements.

Speakers: [Sergiu Florean \(Alimenterra\)](#), [Marius Cobârzan \(ASAT\)](#), [Mihaela Vețan \(CRIES\)](#).

SHORT FOOD SUPPLY CHAIN (SFSC)

European Commission defines a short food supply chain, as a supply chain involving:

- a **limited number** of economic operators, **committed to cooperation**;
- **local economic development**;
- maintaining **close geographical and social relations** between food producers, processors and consumers.

SFSCs were defined for the first time in the EU's rural development policy for 2014-2020.

ASPECT	MARKET-ORIENTED MODEL (SUPERMARKET/SHOP)	TRANSITIVE MODEL (FARMER'S MARKET)	SOLIDARITY-BASED MODEL (CSA)
Farming method	Industrial	Industrial / large-scale organic	Organic / small-scale
Decision-making	Buyer's demand (valet decision)	Buyer's demand (with face-to-face interaction)	Collective discussion of needs and options among actors
Origin of food	Global	Regional	Local
Payment method	Direct payment after purchase	Direct (after purchase) or in advance (month/share)	In advance for whole/part of season
Relationship between producer and consumer	No relationship	Consumers may know the name of the producer, can meet him/her at distribution spot	They usually know each other personally and recognise their mutual needs
Freedom of choice	Consumer's choice is limited by offer of the middlemen (trader), usually with no respect to seasonality and localisation	Consumers respect seasonality while composition is highly individual and limited by the offer of producers	Consumer accepts what is produced on the farm according to the season and farm possibilities
Distribution place	Store or home-delivery	Market, farmyard sale or home-delivery	Farmyard or negotiated distribution place
Commitment	Consumer is not committed to the producer	Consumer is not formally committed to the producer however they can negotiate mutual commitment on an informal basis	Consumer is committed to the producer for a whole season's produce and shares the risks and rewards of farming
Distribution method	Producer sells to wholesaler	Producer packs and distributes on his/her own or through middlemen	Consumers organise distribution by themselves
System organisation	Entrepreneur or company with no connection to farming	Producer him/herself	Self-organisation of community
Other commitments	No other activities apart from purchase	No further commitment is required but some farmers invite consumers to the farm for fairs or pick your own activities	Consumers support producer in the case of a bad season or other difficulties; they might help with farming, planning and other community activities

EXAMPLES OF SHORT FOOD SUPPLY CHAIN (SFSC)

Farmers' Markets (Piazza Tasso Farmer Market, Florence)

Farm Shops & On-Farm Sales

Food cooperatives

Community-Supported Agriculture (CSA): AMAP, ASAT

Online Platforms & Box Delivery Schemes

Solidarity Purchasing Groups (GAS – Italy);

Direct Sales to Restaurants (ALAS, RO)

Local Foods Hub

Urban Agriculture & Community Gardens.



IMPACT

SFSCs are considered to have positive effects on **social sustainability**: new **networks engaging both farmers and consumers**, in both rural and urban areas

Strengthened **cooperation at the production stage** has the benefit of supporting the **knowledge and skills of small-scale farmers**.

Participation in SFSCs may increase the **food awareness and culinary education** of consumers

Revitalise and empower the local community, instilling a sense of **pride and belonging to a certain area and community**.

Sources: "*Short Food Supply Chains and Their Contributions to Sustainability: Participants' Views and Perceptions from 12 European Cases.*"

CHALLENGES in Short Food Supply Chains

1. Governance of new networks: collaboration & trust:

- Many food producers work independently and see others as competitors ;
- Building relationships with public authorities and community organizations - takes time and effort.

2. Public Sector adaptation:

- Experts need new skills to develop and interpret legislation in a way that supports small producers.

3. Consumer awareness & education:

- Consumers need more than just access to products—they need reasons to buy them (education, who assume this role, with what resources?)

"What short food supply chain models do you know (or are involved in), and how have been overcome different challenges they face?"



ASAT

CSA model in Romania

www.asatromania.ro

<https://urgenci.net/>

A discussion with Marius Cobârzan
and Sergiu Florean

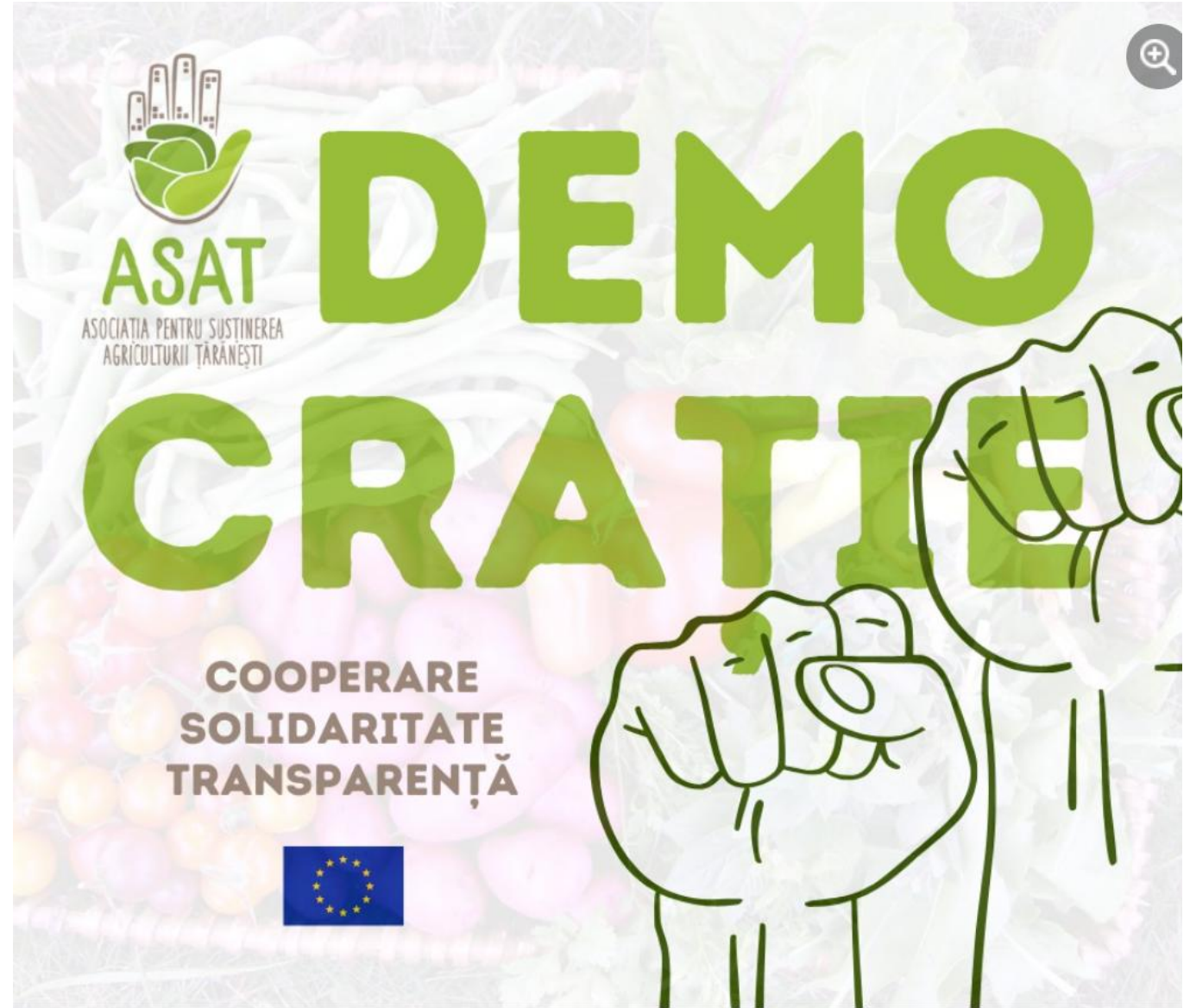


ASAT

asociația pentru susținerea
agriculturii țărănești

"In what ways do far-right movements manipulate the concept of local food to promote their ideological agenda?

What we can do?"



FEEDBACK

<https://framaforms.org/looking-upfeedback-online-session-32-1742306929>

