

## Slow food

# innovative solutions for Short Food Supply Chains

Campden BRI Hungary

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**Project acronym: Smart Food Supply Chains**

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<b>PU</b>	<b>Public</b>	
<b>PP</b>	<b>Restricted to other programme participants</b>	
<b>RE</b>	<b>Restricted to a group specified by the consortium</b>	
<b>CO</b>	<b>Confidential, only for members of the consortium</b>	

**1. Title of the case description**

Slow food

**2. Indicate your role in the Smart Food Supply Chain:**

- individual member of the chain:
- chain operator:
- network operator:
- association:
- technical, scientific, or management expert:
- advisor:
- policy maker:
- other: .....

**3. Indicate the region (if applicable):** world-wide applicable

#### 4. WP2 Cross-reference table

Please indicate with an X in the relevant box of the matrix for which needs and the steps / functions of the supply chain the described innovative solution is applicable

		Individual steps of the SFSC							Short food supply chain as whole						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Needs of the consumers (citizens)	food safety														
	food quality														
	trust														
	ethical aspects		X	X	X	X	X	X	X	X	X	X	X		
	accessibility		X	X	X	X	X	X	X	X	X	X	X		
Needs of the chain actors	fair price														
	increased negotiating power														
	shared use of available resources														
	product development support		X	X	X	X	X	X	X	X	X	X	X		
	access to markets and consumers		X	X	X	X	X	X	X	X	X	X	X		
	access to infrastructure														

**1: Farming**

**2: Primary production**

**3: Transport**

**4: Processing and packaging**

**5: Storage**

**6: Logistics**

**7: Sale**

**8: Product integrity, authenticity, transparency**

**9: Marketing concepts**

**10: Food chain management and networking for enhancing cooperation among chain actors**

**11: Business modelling**

**12: Policy environment**

**13: Legal requirements**

**14: Labelling**

## 5. Short description of the innovative solution

- **Describe the specific need or problem being addressed by the case and please explain what is the novelty of this innovative solution**

Slow Food works around the world to protect food biodiversity, build links between producers and consumers, and raise awareness of some of the most pressing topics affecting our food system.

These initiatives range from community activities organized by local convivia, to larger projects, campaigns and events coordinated by Slow Food's national offices and international headquarters.

- **Describe the enabling function(s) and the practical benefit(s)-(e.g. for which types of problems and opportunities is used and can it be used, and how)**

Slow Food is a global, grassroots organization, founded in 1989 to **prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat**, where it comes from and how our food choices affect the world around us.

Since its beginnings, Slow Food has grown into a global movement involving **millions of people** in over 160 countries, working to ensure everyone has access to good, clean and fair food.

- **Describe the method/procedure/technology/solution implemented. (Please explain, whether the innovative method is a product / service / process / marketing or organisational / management innovation) After completing the description, please indicate, whether this innovation is a technological or non-technological one.**

- Saving endangered foods and defending gastronomic traditions through our biodiversity projects
- Teaching the pleasure of food and how to make good, clean and fair choices through **food and taste education**
- Celebrations of the gastronomic traditions of Europe and Asia, artisanal cheese and fish, and meetings of our worldwide networks in our international events
- From animal welfare to land grabbing, addressing themes that we care about

- Connecting people passionate about changing the food system through our international network
- Promotes innovative ways of travelling that get you to the heart of food cultures, through the Slow Food Travel destinations, and the **Airbnb Slow Food experiences**.

technological

non-technological

- **Describe the business, which implemented the innovated solution (size, country, region, location, type of food)**

Slow Food envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet.

Our approach is based on a concept of food that is defined by three interconnected principles: **good, clean and fair**.

- **GOOD:** quality, flavorsome and healthy food
- **CLEAN:** production that does not harm the environment
- **FAIR:** accessible prices for consumers and fair conditions and pay for producers

- **Describe the distribution channels of the product(s)**

Every Slow Food member around the world is part of a convivium – a local chapter – that brings the Slow Food philosophy to life through the events and activities they organize in their communities. From simple shared meals and tastings, to visits to local producers and farms, conferences and discussions, film screenings/festivals and much much more. Today there are more than 1,600 convivia and communities around the world.

- **Describe what makes the innovation work.**
- **Describe the specific prerequisites for the business related to the implementation of the method and/or related to the location, method, procedure, solution**

**a: List the relevant necessary resources (including the estimated cost) for the specific innovation.**

**Please list the relevant ones only (list is annexed)**

**b: List the relevant necessary capabilities for the specific innovation.**

**Please list the relevant ones only (list is annexed)**

## **6. Describe the results, achievements and typical failures**

Slow Food is active and vocal on a number of current issues affecting our food system.

Here you can discover our standpoint on a number of key issues, learn more about our related work and find out how you can take action...

- Bees
- Climate change
- Food and Health
- Family farming
- Food waste
- GMOs
- Indigenous Terra Madre
- Land grabbing
- Slow Cheese
- Slow Europe
- Slow Fish
- Slow Food Travel
- Slow Meat
- Slow Wine

**7. Summarize what makes the case to a good practice for the members of the SFSCs (e.g. lessons learned)**

**8. Aspects, methods for transfer of methods for other SFSC members**

**9. Recommendations for members of other SFSCs for further applications**

.....

**10. More information is available at (web), if it is relevant**

<https://www.slowfood.com/>



## **Annex**

### **1. Checklist for necessary resources (tangible and non-tangible):**

- materials (access to: raw materials/ ingredients - including volume, land – including size, packaging materials)
- human: labour force: size, knowledge & skills (production, technical, marketing, managerial, ICT, financial, etc.)
- technology: patents, know-how, trademarks, copyrights, trade secrets
- infrastructure, equipment, facilities, - size, minimum volume of production/sales, IT infrastructure
- information, reputation, brand, trust
- financial\*

\*: estimated cost:

0 - 10 000 Eur  
10 001 - 50 000 Eur  
50 001 - 100 000 Eur  
100 001 - 300 000 Eur  
300 001 – 1 000 000 Eur  
1 000 000 Eur above –

- other specific necessary resources for the application of the specific innovation

## 2. Checklist for the necessary capabilities

- **food safety:**
  - basic skills to comply with the EU food safety regulations
  - ability to understand what makes the product safe (the key controls, which ensure the safety of the product – biological, chemical and physical hazards, providing the safety shelf life of perishable products)
  - food safety culture (motivation, responsibility for food safety) and basic skills for the implementation of HACCP
  
- **food quality:**
  - ability to define the target segments of consumers for SFSCs
  - ability to define the product characteristics which are (tacit) basic requirements for the target segment(s) of consumers;
  - ability to define which product attributes/levels and augmented services represent an added value for the target segments of consumers;
  - food quality culture (motivation, responsibility for food quality);
  - production experiences which help to provide the expected quality reliably, uniformly;
  - ability to provide distinguishable quality which meets the needs of the targeted consumer segment;
  - meeting (local) legal requirements, application of the labelling rules;
  - ability to access the consumer willingness to pay for specific products of SFSCs.
  
- **trust:**
  - ability to ensure product integrity, authenticity and transparent information for the consumers (including systems, tools);
  - ability to access external trust enhancers (third party certification, internal certification system, participatory guarantee systems);
  - application of the labelling rules and branding (mandatory and voluntary);
  - ability to meet third party certification requirements
  
- **ethical aspects**
  - ability to understand consumer needs for ethical behaviour related to the specific product(s) of the SFSCs;
  - culture for ethical food production and supply;
  - ability to implement necessary measures to ensure ethical food production and supply;
  - ability to access the consumer willingness to pay for products meeting ethical aspects
  
- **accessibility to consumers:**
  - ability to organize logistics efficiently and to exploit innovative solutions and distribution channels;
  - efficient, innovative sales methods;

- ability to develop and implement new business models for ensuring access of consumers to products and augmented services;
- **fair price:**
  - collecting marketing information;
  - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management;
  - ability to define, develop or maintain unique quality of products and augmented services;
  - ability to develop and implement new business models;
  - ability to access the consumer willingness to pay for fair price
- **increased negotiation power:**
  - collecting marketing information;
  - ability to enhance and maintain cooperation among chain actors including the combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
  - ability to define, develop or maintain unique quality of products and augmented services;
  - ability to develop and implement new business models;
- **shared use of available resources:**
  - ability to enhance and maintain cooperation among chain actors including the shared and combined use of available complementary resources, capabilities, competences of SFSCs actors, networking, understanding the principles of food value chain management, cooperation culture;
  - the level of value chain management culture;
  - ability to access the consumer willingness to pay for food with reduced environmental impacts

- **input for R+D:**
  - ability to monitor, research, evaluate, and understand the needs and wants of customers and consumers;
  - ability to develop new products, processes, packaging, preservation techniques, systems and access to new markets, including in other categories;
  - access to innovative technologies; distribution and marketing solutions and methods. management systems;
  - access to local input for R+D covered by other aspects
  
- **access to markets: and market success**
  - effective promotion, customer service, efficient and innovative sales methods;
  - ability to understand consumer's needs;
  - ability to organise logistics efficiently and to exploit innovative solutions and distribution channels,
  - unique value propositions;
  - ability to develop and implement new business models for ensuring access of consumers to products and augmented services, develop the market accessibility for the suppliers.
  - stock control;
  - ability to access to required raw materials within a restricted geographical area
  
- **access to infrastructure:**
  - ability to use existing own infrastructure in a focused way to serve consumer needs or to combine it with complementary infrastructures of other SFSC actors, cooperation culture;
  
- **management:**
  - to implement management systems for vision, planning, implementing), coordinating, controlling, monitoring, continuously;
  - improving; ability to motivate, authorize staff;
  
- **production, processing:**
  - management system, production experience, specific controlling, monitoring, continuously;
  - willingness to consider and ability to evaluate the adoption of TECI and NTI in the current production processes;
  - any additional specific resources necessary for the application of the specific innovation.