

English summary – SFC specialist report

Review of inspirational examples of Short Food Chain systems (SFCs) from other European Union member states for the purposes of the ‘Eat Well. Know what you Eat!’ Campaign.

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Short Chain Food systems (SFCs) are above all about joint selling, in which the consumer can buy food products directly from a specific producer, tied to a specific place or region. In large part, the success of a sales system depends on creating trust in the products, producers and regions from which they originate. The distinctive feature of the sales process is that it is not anonymous as it is based on nurturing a personal relationship between specific consumers and specific producers. The consumer builds trust as to the quality and authenticity of the product because of the personal relationship with the producer. In turn, the producer assures through this process regular and systematic sales of his/her products.

Although there is no single model or standard for an SFC sales system in the European Union, it is possible to identify a series of categories or types, many of which can also be found in Poland. The report presents some inspirational examples of SFC sales systems that are currently operating in the following categories: markets, on-farm sales, collective sales points, basket/parcel systems, consumer groups, community-supported agriculture and internet sales.

The regulations concerning direct sales, which provide the basis for SFC systems, are reviewed and presented for selected countries (Germany, France, Italy, Slovakia, Hungary and Rumania).

With the EU experience in mind, the biggest barrier and opportunity for the development of SFC systems is with the possibility of joint or group sales. The need here is for organizational solutions, which will enable farmers in Poland undertake joint action in relation to production, processing, logistics and distribution channels. It would appear that IT innovations related to logistics and sales are the most needed, whereas when it comes to joint selling, the most promising form from the point of view of scaling up SFC systems in Poland is the Collective Sales Points (*Pointe Vente Collectif* – PVC), which have been developing rapidly in France. Scaling refers to increasing the numbers of producers and consumers participating, the range and diversity of products offered for sale and sales volumes. The development of collective sales solutions requires legislative changes in Poland, which would enable farmers to sell products of other farmers operating together in a specific SFC system.

Operacja: *Wiedz i Mądrze Jedz: Ogólnopolska kampania na rzecz Krótkich Łańcuchów dostaw Żywności.*

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