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Geographisches Institut, Humboldt-Universität zu Berlin

Peter Dannenberg, Elmar Kulke, Neil Reid (Hrsg.):

Dynamics in Food and Agriculture based Supply Chains – Abstracts of the IGU Mini-conference in Berlin 2013

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Greetings from the IGU Commission

On behalf of the IGU Commission on the Dynamics of Economic Spaces I would like to welcome you to Berlin for our 2013 mini-conference. The theme of this year's conference is *Dynamics in Food and Agriculture based Supply Chains*. The conference brings together delegates from an impressive 17 countries, representing all of the world's 6 permanently inhabited continents. I am especially pleased to see delegates from Africa in attendance, a region of the world that faces some of the greatest challenges with regard to food supply. Forty-six papers will be delivered over two days of scientific presentations. The diversity of topics and the richness of perspectives brought by the delegates will provide a platform for lively debate and discussion. One of the hallmarks of the Commission is that we try to provide a forum for meaningful networking. The intimate scale and structure of the conference is carefully designed to allow delegates maximum opportunity to engage with each other, to hopefully discuss common research interests, and perhaps even set the stage for longer term research collaborations. Geography, as a discipline, has a long tradition of field work and field research. In recognition of this Commission conferences typically include a field trip. This year's conference field trip will focus on ecological farming in the greater Berlin region and will include a visit to and tour of a number of different farms and production sites.

It is a great pleasure to be in Berlin. The Commission has a strong working relationship with German geographers, having held conferences in Cologne in 2010 and Vechta in 2011. The Commission also participated in the IGU World Congress that was held in Cologne in 2012. I know the generosity of German hospitality very well and am confident that all of you will enjoy experiencing it over the next three days.

Finally, I would like to say a special thank you to our local hosts, Peter Dannenberg and Elmar Kulke. Having organized two Commission conferences in the past I know the amount of work that goes into putting this event together. Peter and Elmar have dedicated many hours organizing the three days of activities. Please, take the opportunity to thank them at some point over the next few days.

Enjoy the next three days, engage with your colleagues, and embrace the warmth of German hospitality.

Neil Reid, Ph.D.
Chair
IGU Commission on the Dynamics of Economic Spaces

Thursday, 11 July 2013

08.00 – 08.30 08.30 – 08.50	Reception (ESZ, 0‘101) Welcome Elmar Kulke Peter Dannenberg Neil Reid	
08.50 – 09.30	Keynote (ESZ, 0’101) Shifting regional dynamics of global production networks: Supermarkets and fresh produce within Africa *Stephanie Barrientos (University of Manchester, United Kingdom)*	
09.30 – 10.00	Morning Coffee/ Tea	
	Sessions A: ESZ 0’101	**Sessions B: ESZ 0’119**
10.00 – 12.00	A: Session 1: Agricultural Businesses in Europe Chair: Elmar Kulke Opportunities and Threats to the Development of Organic and Agritourism Farms in Poland *Barbara Maćkiewicz, Ewa Kacprzak* (*Adam Mickiewicz University, Poland)* Agriculture in the Dresden Region – Farmers dealing with the uncertainty *Sarah Strugale* (*Technical University Dresden, Germany)* Slow food, local food, and family businesses: A case study of Consonni *Piotr Pachura, Neil Reid (Czestochowa University of Technology, Poland; University of Toledo, USA)*	B: Session 1: Food Systems and Networks I Chair: Niels Fold Dynamics, Spatialities and Livelihoods in Alternative Food Networks *Renata Blumberg* (*University of Minnesota, USA)* The Rural Impact of Urban Concentrated Local Food Initiatives: a literature review *Becca B.R. Jablonski* (*Cornell University, Ithaca, USA)* Reputation, Trust, and Standards: Creating Access for Organic Food on the German and Australian Markets *Amelie Bernzen (University of Cologne, Germany)*

12.00 – 13.00	Lunch	
13.00 – 15.00	A: Session 2: Rural Development in Europe Chair: Barbara Maćkiewicz Areas of Intensive Agriculture as Alternative Economic Spaces? *Christine Tamásy* (*University of Vechta, Germany)* Globalisation induced Industrial Development and Impact on Food Chain: Empirical Evidences from Hazira Village of South Gujarat, India *Ankit Patel (Central University of Gujarat, India)* Traditional Sheep's Dairy Products as a factor of the tourism development in the northern Slovakia *René Matlovič, Kvetoslava Matlovičová* (*University of Prešov, Slovakia)*	B: Session 2: Food Systems and Networks II Chair: Wolfgang Bokelmann Cooperatives in agri-food chains – structure and current challenges in risk and health management *V. Raab, V. Schütz, A. Czekala, V. Petersen, J. Trienekens, B. Petersen (Deutscher Raiffeisenverband e.V.; Wageningen University; Agricultural Faculty, Bonn University, Germany)* Mid-Sized Cities Supplied: Urban Food Systems in Cities of North-Western Ethiopia *Barbara Degenhart* (*University of Bayreuth, Germany)* Identification of structural and thematic key themes within the Bonn.realis PublicPrivatePartnership Cluster *M. Hamer, B. Hundt, B. Petersen, A. Firmenich (University of Bonn, Germany; Verein für Grenzüberschreitende Integrierte Qualitätssicherung, Germany)*
15.00 – 15.30	Afternoon Coffee/ Tea	
15.30 – 17.30	A: Session 3: Sustainable Development and Organic Farming Chair: Christine Tamásy Sustainable irrigation and resilient communities – a difficult goal. *Daniel Connell* (*Australian National University, Australia)* Factors Influencing for Market Linkage of Organic and Conventional Tomato Farming System in Karnataka, India *Nithya Vishwanath Gowdru, Wolfgang Bokelmann, Ravi Nandi, Heide Hoffmann (Humboldt University of Berlin, Germany)*	B: Session 3: Developing Countries and Global South Chair: Kim Philip Schumacher Food insecurity and climate change: any hope for the developing world? *Awodun, M. A* (*University of Technology, Akure, Nigeria)* Rural dynamics in the Colombian system of cities: The tension between allocating food within the national space or producing global commodities *Diego Silva Ardila* (*Universidad Industrial de Santander, Colombia)*

	Sustainable Development in a Growing Dry Land City: Water and Food Challenges in Abu Dhabi *Frank J. Calzonetti* (*University of Toledo, USA)*	"Upgrading" food markets in a megacity? The case of emerging supermarkets in Dhaka, Bangladesh *Christine Hobelsberger* (*University of Kaiserslautern, Germany)*
17.30 – 17.40	Refreshment Break	
17.40 – 19.00	Agriculture in the NATURA 2000 areas in Poland - spatial differences in the absorption of financial means for the sustainable development *Anna Kolodziejczak, Adam Mickiewicz (University of Poznan, Poland)* Innovation for sustainable food systems in Metropolitan Regions: The Case of Community Supported Agriculture in the Berlin-Brandenburg region *Alexandra Doernberg, Ingo Zasada, Annette Piorr, Julia Leidholdt (Leibnitz-Centre for Agricultural Landscape Research, Germany)*	Cultural Constructions and Global Dependencies in the Halal-Market *Enrica Audano, Jörg Gertel, Richard Le Heron (University of Leipzig, Germany; University of Auckland, New Zealand)* Regional economic dynamics and contract farming in Ghana's oil palm sector *Niels Fold and Robert Osei* (*University of Copenhagen, Denmark; University of Ghana, Ghana)*
20.00	Dinner	

Friday, 12 July 2013

	Sessions A: ESZ 0‘101	**Sessions B: ESZ 0‘119**
09.00 – 09.40	Keynote (ESZ, 0’101) Gender relations in global food value chains – a review *Kim Philipp Schumacher (University of Vechta, Germany)*	
09.40 – 10.10	Morning Coffee/ Tea	
10.10 – 12.10	A: Session 4: Value Chains in South Asia Chair: Jörg Gertel Global value chains, local livelihoods and rural development: An approach to exploring the evolution of ‘privileged’ spaces in rural India *Mark Vicol* (*The University of Sydney, Australia)* Strategic coupling as co-evolution: How the tea industry of South India can inform evolutionary perspectives in Global Value Chain research *Bill Pritchard* (*The University of Sydney, Australia)* Temporary resource availability and quality constraints in the global leather value chain – The impact of the festival of sacrifice on the leather industry in Bangladesh *Joseph Strasser, Peter Dannenberg, Elmar Kulke (Humboldt University of Berlin, Germany)*	B: Session 4: Innovation and Sustainability Chair: Becca B. R. Jablonski A systemic Approach to Analysis of Agricultural Innovations – Empirical Results from the Case Study – Energy saving innovations in horticulture *Anett Kuntosch, Bettina König, Wolfgang Bokelmann (Humboldt University of Berlin, Germany)* The Generation of Scientific and Technological Knowledge in “Food Science & Technology” Across EU-15 regions. *Manuel Acosta, Daniel Coronado, Esther Ferrandiz, Dolores León, Pedro J. Moreno (University of Cádiz, Spain)* Renewable Energies and Rural Development – Business Finance in Germany and the Role of Trust *Sabine Panzer-Krause* (*University of Hildesheim, Germany)*
12.10 – 13.10	Lunch	

13.10 – 15.10	A: Session 5: Food Value Chains Chair: Peter Dannenberg Challenges and Upgrading Opportunities of the Muscovado Sugar Value Chain in the Philippines *Minette Flora de Asis, Wolfgang Bokelmann (Humboldt University of Berlin, Germany)* The value chain of milk in Poland *Karsten Lehmann (Humboldt University of Berlin, Germany)* Temporal Metrics: Adjusting Mediterranean Agri-Food Supply Chains *Sarah Ruth Sippel, Jörg Gertel (University of Leipzig, Germany)*	B: Session 5: Economics and Markets Chair: Bill Pritchard Emerging neo-liberalising (aka market-making) economic and governmental processes in New Zealand's land-based sector: a Post Structural Political Economy framing *Richard Le Heron (University of Auckland, New Zealand)* Breaking the Lock-in to Past Greenhouse Practices by Exposing Growers to Aspirational Regions: The Comparison of the Northwest Ohio Greenhouse Industry to Flanders, Belgium *Diane M. Miller* (*University of Toledo, USA)* Significance of second homes in the development of rural areas *Krystian Heffner, Adam Czarnecki* (*University of Economics in Katowice, Poland; University of Eastern Finland, Finland)*
15.10 – 15.40	Afternoon Coffee/ Tea	
15.40 – 17.40	A: Session 6: Value Chains and Logistics Chair: Frank Calzonetti Supply-side analysis of regional value chains in Biosphere Reserves – a case study from the Biosphere Reserve Rhön *Felix Kraus* (*University of Würzburg, Germany)* eFoodChain solution for SMEs integration into digital food supply chains *Catarina Azevedo, Gil Gonçalves, Bruno Prépin (INOVA+ Agro EDI Europe, Portugal)*	B: Session 6: Rural Livelihood and Women Chair: Stephanie Barrientos Rural Livelihood of a Pottery producing community/village in Manipur, North East India *Yengkhom Amarjeet Singh, D. K. Nayak* (*North Eastern Hill University, Shillong, India)* A Niche Market for Chinese Consumers: Caterpillar Fungus Economy and Livelihoods in Eastern Tibetan Areas *Janka Linke (University of Leipzig, Germany)*

	Logistics and Transport Organization for the Food Retail: A Comparative Analysis between France and Germany *Saskia Seidel, Corinne Blanquart, Verena Ehrler (Deutsches Zentrum für Luft- und Raumfahrt, Germany; IFSTTAR, France)*	Links in chains: A comparative analysis of women's employment with Kenyan agri-food export industries *Mina Said-Allsopp (University of Leeds, United Kingdom)*
17.40 – 17.50	Refreshment Break	
17.50 – 18.30	Distribution systems for ecological farming produce in Poland and Spain: similarities and differences *Ewa Kacprzak, Barbara Maćkiewicz (Adam Mickiewicz University, Poznan, Poland)*	Women Traders in Value Chains in Northern Ghana *Anne Hartmann*
19.30	Dinner	

Shifting regional dynamics of global production networks: Supermarkets and fresh produce within Africa

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The dynamics of global production networks are shifting with the expansion of regional lead firms and retailers focused on consumer end-markets within Africa, Asia and Latin America. The growth of supermarkets across sub-Saharan Africa has been led by South African supermarkets accentuated by the recent entry of Walmart via acquisition of Massmart. African supermarkets follow similar sourcing patterns and standards packages as their European counterparts, but with variations. They open up new market channels for fresh fruit and vegetable producers. The shifting dynamics of sourcing poses challenges for analysis of global production networks (GPN) and value chains. This paper analyses the implications of the expansion of regional sourcing for economic and social upgrading of producers and workers. It draws on findings from capturing the Gains research in South and East Africa. It examines the opportunities and challenges facing producers accessing regional supermarkets given the complexity of standards and shifting bargaining positions. It considers the consequences for smallholders and workers of rising demand for higher skill at low cost. The paper argues that new leverage points for economic and social upgrading are created through shifting regional dynamics of GPNs, but that these require different strategies if smallholders and workers are to benefit.

Gender relations in global food value chains – a review

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The paper reviews the research literature concerning the gender relations in global food value chains. The main focus is on the production side in countries of the global south. The notion that economy is a gendered structure is now widely accepted. A gender perspective is vital to a fuller understanding and conceptualization of global value chains, its power structures, division of labor, welfare effects and empowerment. The literature draws a heterogeneous picture of the effects globalization and internationalization have on women and men, for example in rural Sub-Saharan Africa. The increased access to employment and income in non-traditional, export-oriented businesses, such as vegetables and fruits are among the positive effects. On the other hand, horticulture, the historical domain of women in Kenya's agriculture has been rapidly intensified, commoditised and appropriated by men. Other studies suggest that the positive effects of the integration of African agriculture into global production chains are beneficial for development because it opens up for job opportunities and employment for rural women. Research work exists on the role codes and standards have for the mostly female workforce, the competition with other market activities as well as the implications for the division of the reproductive work within the household. These examples show that gender analysis in food value chains is no longer at an early stage as it was some ten years ago. Nevertheless a refocusing of research onto the positive and negative effects the integration into global value chains has and will have for gender relations on a household level in the food producing countries, as well as more attention to the idea of a gendered consumption is desirable.

Opportunities and Threats to the Development of Organic and Agritourism Farms in Poland

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Since the beginning of the 20th century, the number of organic farms providing agritourism services in Poland has steadily increased. However, their proportion in the total number of agritourism farms is still insignificant. The growing interest in organic and agritourism farms was triggered by many factors. The Common Agricultural Policy, which supports the multifunctional development of rural areas and also promotes organic farming, was one of them. At the same time, some farm owners started to look for profitable distribution channels for their organic agricultural produce. Due to the fact that the distribution channel for organic products was not very well developed in Poland, they decided to combine their organic farming with agritourism activities and to offer their produce to tourists. Direct sales of organic products have allowed them to leave their agents out and to charge higher prices. Furthermore, the use of organic products in the menu has increased the attractiveness of the farms.

The location of organic and agritourism farms is subject to significant spatial differentiation. The offer of organic and agritourism farms in Poland and the quality of their services, as well as their prices, are also very differentiated and it is difficult to evaluate them in a comprehensive manner. Admittedly, to run an organic farm it is necessary to have a relevant certificate. However, the evaluation of the quality of agritourism services under the Rural Tourist Accommodation classification is voluntary and few farms decided to submit themselves to such a process. In addition, because of the attractive tax regulations, some guesthouses operating in rural areas pretend to be agritourism establishments.

The article attempts to assess the development and significance of the organic and agritourism activities in Poland and to identify the opportunities and threats to their development.

The research covers the area of the whole country by provinces. The analysed data is both primary (such as surveys and direct interviews with the owners of organic and agritourism farms) and secondary (for example, materials published by the agritourism organisations and agricultural consultancy centres). The analysed period is from 2000 to 2012.

Agriculture in the Dresden Region – Farmers dealing with the uncertainty

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Understanding the risk perception and the behavior as coping of farmers is the starting point for: (1) reducing the perception deficits through information and communication on different levels, (2) for the orientation of vocational training and further education, (3) for the support of selected risk management strategies, and also (4) for policy advice (e.g. city planning and development, regional planning and development).
The aim of the research is the description of farmers' risk perception and the attendant adaption strategies in the city-region of Dresden. Literature analysis and preliminary studies show differences in the assessment of risks and the implementation of adaptation strategies depending on the farm structure, the decision maker and the space category. Data on five groups of variables are gathered by means of a questionnaire survey. The groups are (1) the perception of risks, (2) the perception of adaption and risk management strategies, (3) farmers' attitudes towards risk, (4) socio-economic characteristic of the farm and (5) sociodemographic data by the manager. Various techniques of data analysis (including factor analysis / cluster analysis) are used to analyze the relationships between these five groups. The study describes the risk perception in two dimensions carried out by likelihood and farm influence (damage or benefit). Socio-economic and socio-demographic variables explain the differences in the risk perception more than the attitudes towards risk, competition and operational readiness. Risk management strategies include both 'single risk' strategies as well as strategies for simultaneously covering multiple risks. Farmers with larger enterprises respond to current changes with expansion. Modest growth in investment and diversification strategies is observed in medium-size enterprises. A professional business management will be more important for all enterprises, independent of the size. Cooperation as a coping strategy plays a minor role for farmers in the city-region of Dresden.

Keywords: risk perception, risk management strategies

Slow food, local food, and family businesses: A case study of Consonni

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The family is the original economic unit from which all other forms of economic organization sprang. Today the family-controlled corporation is the world's most common corporate form. The very ubiquitous nature of the family enterprise suggests that it is an organizational form that has significant comparative advantage over the set of available alternatives. This paper provides a case study of one family business. Consonni is a family-owned coffee shop and bakery that is headquartered in Czestochowa, Poland. The company has its origins in early 20th century Italy when Francesco and Ernest Consonni opened a bakery and a grocery store in the small town of Vedano al Lambro. In 1982 the family's Italian operations ceased. As a result of marriage the Consonni family had a presence in Poland and in 1991 the Polish branch of the family decided to revive the family business. It continues to thrive today. The present day Consonni family business embraces the concept of "slow food". Slow Food is an international movement that was started in 1989. Its main goals are to counter the rise of fast food and fast life, the disappearance of local food traditions, and people's dwindling interest in the food they eat, where it comes from, how it tastes. In this case study we will provide a comprehensive analysis of the evolution of the Consonni family business including an assessment of decision-making processes, the role of tradition, corporate strategy, sourcing patterns, and future growth plans.

Dynamics, Spatialities and Livelihoods in Alternative Food Networks

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Alternative food networks are often viewed as a new cultural and social phenomenon, but they also must be understood as a livelihood strategy for the farmers involved. Their success in bringing together consumers and producers depends upon the extent to which they can provide a meaningful and sustainable livelihood for the farmers involved. Although the relationship between alternative food networks and the revitalization of rural livelihoods is widely assumed, less frequently is this claim thoroughly evaluated. In contrast, there have been a plethora of studies that detail the cultural components of alternative food networks.

Using examples of alternative food networks in the Baltic states, this paper takes the livelihoods of farmers as its central focus. First, I examine existing approaches to the study of the socio-economic benefits of alternative food networks, such as the 'value-added' approach. I critically assess the merits of this approach before turning to a more holistic account of livelihoods, as articulated in the 'Sustainable Livelihoods' approach. Once a widely applied framework in development studies, this approach has declined in response to a number of critiques, which included the failure to address power, politics, and globalizing economic processes. Despite these critiques, some scholars have argued that the Sustainable Livelihoods approach should be amended and not discarded, in particular by taking into consideration such factors as scale and dynamics (Scoones 2009). In this paper, I build upon this argument by spatializing the Sustainable Livelihoods approach, and integrating an understanding of economic processes and dynamics. This amended approach integrates cultural, social, economic, as well as spatial elements, all of which need to be considered when studying livelihoods. By drawing upon examples from my fieldwork, I apply this framework to explain the diverging socio-economic impacts alternative food networks have had for rural livelihoods in the Baltic states.

References:

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The Rural Impact of Urban Concentrated Local Food Initiatives: a literature review

Becca B.R. Jablonski
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Researchers and strategists emphasize productive ties between rural and urban places to support rural prosperity and resilience. Market interactions form a critical aspect of rural-urban linkages and planning researchers and practitioners point to opportunities within re-localized food systems to enhance rural resilience and support lagging rural regions. However, despite the tremendous growth in local food system initiatives, the distribution of activity has not been uniform as efforts and resources concentrate in urban areas. This paper explores the literature on the role of rural-urban economic linkages on rural resilience, examining evidence for re-localized food systems as a viable strategy to support rural economic development. Based on previous research, this article finds that rural communities have much stronger ties with urban communities than the reverse; thus pointing to the fact that impacts from urban based initiatives may not reach rural areas. Additionally, there is evidence to show that rural communities proximate to urban areas are likely to benefit disproportionately to more distant rural communities. The results of this literature review contribute to how planners and policy makers think about, measure, and evaluate opportunities for rural resilience through rural-urban linkages and local food systems.

Keywords: local food systems, rural-urban linkages, rural resilience, economic development

Reputation, Trust, and Standards: Creating Access for Organic Food on the German and Australian Markets

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In the context of globalisation, supply chains become more complex and distances between suppliers and buyers greater, making it increasingly difficult to control and monitor product and process quality for downstream actors of the chain. The resulting uncertainties are especially high among importing firms and for products with sensitive and 'critical' quality characteristics in a societal context, such as food. While much recent literature on this issue has focused on the role of standards and certification systems, I argue that also reputation plays an important role for trading firms to mitigate uncertainties across large distances, and suggest that it is a key factor to creating trust. Reputation may or may not reflect reality, and is created through communication by and interaction with others (e.g. the media, individuals) and knowledge regarding the tradition of people and places with regard to (agricultural) business practices. Using convention theory in a case study of organic food imports to Germany and Australia, I show that reputation not only of one's own firm influences its coordination strategy, but also the reputation of (potential) suppliers, individual personalities, exporting regions or countries, or institutional systems such as standards and certification bodies. Intensive involvement and first-hand experience with certifiers and suppliers in exporting countries can, in some cases, cause firms to challenge their existing beliefs. I conclude that a good reputation is still essential for (improving) market access, even when core criteria such as legally mandatory certification are fulfilled.

Keywords: organic standards, convention theory, global supply chains, reputation, market access

Areas of Intensive Agriculture as Alternative Economic Spaces?

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The ideal of the intensification of agriculture has vanished in developed market economies as the outcomes of conventional production have caused growing environmental and ecological problems, in particular in areas with a high concentration of an intensive livestock sector. There is also a growing concern notable about animal welfare issues, accompanied by the belief that agricultural production needs to move away from an intensive agriculture towards one that is loosely defined as 'alternative' agriculture. This paper uses the concept of multifunctionality as a lens for describing and explaining the nature of rural change in Germany. I argue that the case study example of the Oldenburger Münsterland illustrates that multifunctionality rates weakly as agricultural practice in production systems dominated by a conventional food regime and – hence – a transition towards sustainability and resilience has to occur *within* intensive agriculture.

Keywords: Areas of intensive agriculture, multifunctionality, rural change, Oldenburger Münsterland (Germany)

Globalisation induced Industrial Development and Impact on Food Chain: Empirical Evidences from Hazira Village of South Gujarat, India

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The present paper deals with the micro situation of food and agriculture based chain that has modified due to the coming of large scale industrialization that took place in the wake of Globalization. By taking the micro level empirical case study of the village Hazira located in the western coast of Indian sub continent, the paper shows how the production, consumption, distribution, and marketization of agricultural and its allied activities such as; animal husbandry, fishing etc. have undergone changed due to the acquisition of farm/sea coast land for industrial purposes. Papers also analyze the impact of food chain to the different sections of the society, particularly the vulnerable section such as landless labors, small and marginal farmers, fishermen, casual workers and women. For sustainable development the aspect of food chain must be taken in to consideration very seriously, which often neglected in the development debate.

Based on the authors' MPhil dissertation carried out in the year 2012, the paper argues that in the wake of Globalization more and more lands acquired by the State that has resulted in altering the traditional system of food chain and in absence of proper policy the affected people the risks of half-starvation has emerged, more particularly among the vulnerable section of the society, with the result impoverished further compared to their earlier status and perceived as victims of development, this is more particular to the vulnerable section. This calls for urgent needs for undertaking the micro level sociological studies in order to evolve proper policy and program for sustainable development.

Cooperatives in agri-food chains – structure and current challenges in risk and health management

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As a consequence of the growing world population combined with limited resources, an increase in global trade in human food and animal feedstuffs is to be expected (Nüssel, 2012). Due to this the agriculture and food industries, the wholesale and retail food trade and the public sector are faced with the challenge of creating competitive agri-food businesses in Germany. The European Commission is facilitating establishment of sustainable agricultural producer's organizations (Bjiman et al. 2012). Bijman et al. (2012) highlight that the position in the food supply chain, the internal governance and the institutional environment are relevant factors determining the success of cooperatives in the food supply chain. Nüssel (2012) points out that cooperatives are an important instrument for sustainable economic growth involving the members in the responsibility on the one hand and securing participation in the growth on the other hand. Next to economic success and related financial risk management current challenges occur in managing health risk from farm to fork (Petersen and Nüssel 2012). The prevention of risks through continuous improvement of quality management as well as the implementation of risk and crisis management are relevant aspects in today's agri-food management. The specific objectives of this study are the following: 1. to provide a comprehensive description of the terminologies, 2. to describe the structure of cooperatives in general and specifically in Germany and 3. to describe application scenarios enabling the improvement of health and risk management which influences cooperatives. The results are a categorization of organizational structures of cooperatives as an integral and important part of the food chain. First results of the analysis of health and risk management systems in meat supply chains in different countries show that a full harmonization of the systems is not favored by all stakeholders, even though a harmonization to a special extend is appreciated in order to avoid market restrictions.

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Mid-Sized Cities Supplied: Urban Food Systems in Cities of North-Western Ethiopia

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Food prices have risen constantly over the last years. At the same time, particularly in cities, the demand for food is excessively increasing. As a result food security has become a key issue of urban development. An aspect is taken up by food systems which guarantee the availability, accessibility, stability and aspects of utilization of food. In order to support people with sufficient commodities, specific coping strategies and regulation dynamics have to be developed. Ethiopia, in former times characterized by famine, is still one of the poorest countries in the world and shows at the same time an enormous increase of foreign investments. As a result of the degradation of the economic structure and the rapid urbanization as well as the scarcity of land resources there will be a high augmentation of urban poverty as well as economic and development changes in Ethiopia, being directly correlated to urban food insecurity and questions of urban food systems. Two major questions arise: “Where does the urban food come from?” Aspects of regional development, local economies and import and export systems as well as the operation and participating actors of urban value chains are coming to the fore, answering the question: “What spaces of actions of urban food systems are resulting from the global and regional framework in mid-sized cities of Ethiopia?” There is a lack of visibility and perception in case of food supply systems, particularly in mid sized cities. Furthermore the basic need and supply of food are often not recognized. Especially in mid-sized cities exists a lack of knowledge of urban food systems. The overall aim is to demonstrate the aspects of urban food systems in relation to food security and supply and value chains of mid-sized cities in Ethiopia. Thereby, it should be illustrated how urban food systems are organized indicating food value chains of Ethiopian cities.

Identification of structural and thematic key themes within the Bonn.realis PublicPrivatePartnership Cluster

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During the last two decades the political and regulatory framework concerned with food safety has changed dramatically, and responsibilities as to consumer protection have been reallocated. The advent of these changes presents fundamental challenges to the global agri-food industry and gives rise to a growing need for innovative Public-Private-Partnership Clusters. The successful implementation of food safety projects presents a wide range of challenges and involves a broad spectrum of outcomes. Inherent in this are the related fields of activity in various legal areas and where responsibility is focused. Only where a combination of relevant stakeholders from the public and private sectors is in place can the challenges be met.

Methodology:

The abstract brought together the results of a SWOT-analysis in the Bonn region. The region has traditionally been a centre for important research and science institutions and the ICT sector is one of the highly innovative industries which make an above average contribution to overall economic growth in the Bonn region. The innovation competence in relation to regional characteristics is based on primary data collection through the activities of the "GIQS e.V.[2]" research and development platform. The SWOT analysis is the basis for the development of the cluster strategy and provides a self-assessment of the situation by the cluster partners.

Results:

The common goal of the cluster actors is to create new society-relevant competencies in the innovation fields of modular communications and safety technology for public health and overall protection of the general public. Thus, the Bonn.realise.V. Cluster is to be the engine of regional development in the fields of Food and Human Safety in the future. The SWOT analysis identified significant structural elements and criteria for sub-projects under the six key themes: Cloud-Computing for network coordinators, embedded sensor-systems, Innovative engage-exchange systems, Simulation-based inter-company cold chain management, Machine-to-Machine communication, International standardization.

Sustainable irrigation and resilient communities – a difficult goal.

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Australia's Murray-Darling Basin provides an interesting case study of a major agricultural region adapting rapidly but reluctantly to climate change. The source of approximately 40% of Australian agricultural produce, in the early/mid 2000s it experienced the worst drought since European settlement and, more recently, two summers of unseasonal heavy flooding. There is now growing acceptance among policy makers of the urgent need to make agriculture in the MDB more resilient to climatic extremes. Central to the national response is the MD Basin Plan, approved by the national parliament in December 2012. Despite official assessments that the region's rivers are substantially over-allocated, irrigation communities are waging an intense media campaign to maintain public support. For over a century water policy has been the preserve of the four states that share the MDB. Now through the Basin Plan the national government is asserting a primary role because of increasing frustration with the inability or refusal of state governments to improve sustainability. The strategy is to reduce extractions and then use water markets to move irrigation away from environmentally unsuitable and less profitable districts. This is to be supported by monitoring programs, independent auditing and increasing public participation in water policy. Backed by $12 billion for infrastructure renewal and the purchase of water entitlements for the environment, the Basin Plan is to take account of all issues and prepare the region for more intense floods and droughts and a long term drying trend. This presentation would examine the policies that are being put in place, the approach being taken to implementation and the public debate about both.

Factors Influencing for Market Linkage of Organic and Conventional Tomato Farming System in Karnataka, India

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An increasing consumer awareness of food safety and environmental concerns has contributed to the growth of organic farming over the last decades. Especially in developing countries organic farming adoption rate is increasing. But this later developments haven't meant an automatic conversion in rural income. In this sense markets and market access are critical for improving rural incomes. Particularly in India participation of smallholder farmers in domestic markets remains low due to a range of constraints. One of the limiting constraints faced by smallholder farmers is linked to poor market access. In this regard present exploratory study was conducted in Karnataka state, India with a sample of 100 farmers who are cultivating organic and conventional tomatoes in Karnataka state. A logistic regression model was employed to analyse the factors which are influencing market linkage as well as to estimate the probability of farmers having a market linkage. The results showed that the factors such as dairy farming, extension contact, organic certification, and information and communication technology exerted significant influence in regard to the development of market linkages. Furthermore, the overall probability of organic farmers to have market linkage from these variables is 90 percent compared to conventional farmers. Generally, the findings suggest that policies aimed at investments in group certification, technical training, market information systems, collective marketing and value addition of tomatoes may provide a potential avenue for enhancing market participation and production of marketed surplus by rural households.

Sustainable Development in a Growing Dry Land City: Water and Food Challenges in Abu Dhabi

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Many growing urban areas throughout the world are located in dry land environments creating challenges to sustain the population with water and food that can be produced without creating a large carbon footprint. Abu Dhabi, the capital city of the United Arab Emirates, is one such city that is experiencing population growth, urban sprawl, and the depletion of water resources that are essential for agriculture and direct human consumption. The Emirate of Abu Dhabi has ambitious goals to create a sustainable environment to accommodate its growing population while making Abu Dhabi a model in reducing carbon emissions with renewable energy substituting for fossil fuels. A major challenge is meeting the water demands of a growing population with diminishing ground water supplies through the substitution of alternatives to thermal-based desalinization plants. As salinity of the Arabian Gulf continues to rise, the cost of producing fresh water through reverse osmosis also rises. The Emirate is also looking at greenhouse technology for food production as a means to serve its growing population while minimizing water use in agriculture. Another important source of local food, fish from the Arabian Gulf, is also under threat from overfishing and environmental degradation of the Gulf.
Using Abu Dhabi as an example, this paper reports on the challenges that growing urban areas in dry land regions have in meeting growing water and food needs in a manner while meeting a carbon footprint reduction goal. The efforts of the Environment Agency Abu Dhabi are highlighted in the plan to address these challenges.

Agriculture in the NATURA 2000 areas in Poland – spatial differences in the absorption of financial means for the sustainable development

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Since 2004, a new element of the conservation and management of natural resources in Poland has been the inclusion of some of its areas in the European Ecological Network NATURA 2000, which embraces special protection areas (SPAs) for birds and special areas of conservation (SACs) for habitats. In principle, economic activity can be carried on there without limitations, but on condition that it does no harm to the habitats of the plants and animals for which the site has been established. Wherever possible, it is recommended to combine wildlife protection with human activity.

To encourage farmers to alter their land-use patterns, the European Union has introduced an agri-environmental programme. By conducting a specified type of agricultural activity in areas of particular natural value, farmers can participate in preserving natural resources of their countries.

To emphasise how important the protection of biodiversity in agricultural areas is, economic instruments have been employed under the agri-environmental programme for the years 2007-2013: subsidies granted to farmers differ according to whether their holdings are situated at NATURA 2000 sites or outside them.

The article presents the results of a research on spatial differences in the absorption of financial means for agriculture in Poland under the package “Protection of endangered bird species and natural habitats in NATURA 2000 areas” of the agri-environmental programme for the years 2007-2013.

Absorption of those payments varied in space, sometimes falling short of a possible use of funds for maintaining agricultural production in NATURA 2000 areas. The above data for 2010 show there to be little interest in payments connected with the location of farms at NATURA 2000 sites. The procedures show that the many conditions that have to be met and the requirement for a farmer to have his own means to start an activity in order to obtain a payment clearly inhibit this process. Also, there are few experts authorised to prepare wildlife reports, which prolongs the procedure of application submission.

Key words: Common Agricultural Policy, NATURA 2000 areas, agri-environmental programme

Innovation for sustainable food systems in Metropolitan Regions: The Case of Community Supported Agriculture in the Berlin-Brandenburg region

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Aiming at more sustainable and resilient food systems new forms of food provisioning conceptualized as alternative food networks (AFN) or Civic Food Networks (CFN) increasingly gained relevance in research and practice. AFN can be understand as an effort to re-spatialize and resocialize food production, distribution and consumption by shortening chains (Jarosz 2007, Karner 2010).

Community Supported Agriculture (CSA) as one new mode of food provisioning, is based on a greater involvement of consumers and other stakeholders in farming resulting in a closer consumer-producer relationship. It promises decreased market volatility and higher reliability on the farmer side as well as a high level of traceability, quality and identity linked to the food on the consumer side. Though CSA is still a niche element in the current food system it is widespread in North America and Great Britain, but recently diffuses dynamically to other European regions, like France or Germany.

In this paper we present the outcome of an on-going research on short food chains. Within the framework of the EU FP7 research project FOODMETRES (Food Planning and Innovation for Sustainable Metropolitan Regions) we are studying CSA as a practical example of small-scale urban and peri-urban food chain innovation in Germany and especially in the Metropolitan Region of Berlin- Brandenburg. Although there is a growing interest in CSA with a noticeable number of initiatives varying in scales and scopes, the corresponding research in the regional and national context is still in early stages, insufficiently structured and available mainly as grey literature.

Therefore we had to employ different data gathering methods starting with literature review, explorative interviews with experts (science, communities, NGOs etc.), internet research (self presentations of the food initiatives and farms) on national level. In a second step we did a regional in–depth study in which we conducted structured interviews with farmers, consumers and other actors and hold a participatory workshop.

In this paper we address four objectives. First provide a general overview of CSA initiatives both in the Berlin-Brandenburg region as well as in Germany. Second, embarking on in-depth case studies, analyze interaction, governance, roles of consumers, farmers, research and other stakeholders in the food network. Third, we describe impact of community supported agriculture on farm and regional level and finally assess the potential of CSA for building more sustainable food networks in Metropolitan regions.

Food insecurity and climate change: any hope for the developing world?

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The prevailing food crisis, coupled with the energy crisis and emerging climate-changeissues, threatens the livelihoods of millions of poor people as well as the economic, ecological, and political situation in many developing countries. But, one of the MDGs is to eradicate extreme poverty and hunger in the developing world. Every six seconds, a child dies from hunger. There have been decreases in food supply caused by extreme weather events. Regardless of where extreme weather occurs, the effects on food availability and price are disproportionately felt by the world's poor. Moreover, crop failures due to extreme weather not only affect those buying and selling in the global marketplace, but also have a direct impact on subsistence farmers. Understanding how such extreme weather events - which are predicted to become more frequent under climate change - affect both yields and total production of the world's staple food crops is thus an issue of both scientific and societal importance. The only way for people to move beyond chronic hunger and their vulnerability to ever-rising food prices is to employ sustainable methods based on self-reliance.

Rural dynamics in the Colombian system of cities: The tension between allocating food within the national space or producing global commodities

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The system of cities that exist within the boundaries of Colombia is composed by a fast growing set of urban agglomerations. Enormous Bogotá together with Medellin, Cali and Bucaramanga consolidate the core of the urban dynamics on the Andes, additionally the Caribbean coastal cities such as Barranquilla, Cartagena and Santa Marta, the Pacific Ocean port city of Buenaventura and the border cities Cucuta (Venezuela) and Pasto (proximal to Ecuador) are special nodes of the international dynamics of food commercialization. In a country with 75% of the population living in urban areas which occupy 1% of the territory, in a process of resolving a violent conflict closely related with land tenure and use and experiencing a high demand of world commodities due to its resource's endowments, rural dynamics emerge as a central dynamics of the economic sphere and also as a relevant research topic.

This research presents a general view of emerging land conflicts in Colombia particularly those arising between agrological attributes and actual land use. Additionally we explore the different type of food products and its relation with the national system of cities and/or its worldwide commercialization in order to understand the incentives for allocation, distribution and consumption. The results call attention to the fact that contemporary land change is occurring in the peripheries of the Colombian system of cities, sending part of the growing population to the boundary states in the "Llanos" plateaus and to the rainforests in the south and the pacific coast; areas with poor public services such as health or education and precarious basic services such as electricity or drinkable water. A more coherent land use will take advantage of proximity to the cities in two ways, one facilitating distribution of goods and two improving life conditions of those involved in the process of food production.

“Upgrading” food markets in a megacity? The case of emerging supermarkets in Dhaka, Bangladesh

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Bangladesh and particularly its capital city Dhaka are currently experiencing a rapid expansion of supermarkets, which qualifies the South Asian country for being subject to the fourth wave of the global expansion of modern retail outlets. Supermarket owners consider supermarkets to be change agents, which - compared to traditional "kacha bazars" - mark “a new era in Bangladeshi shopping” by providing (higher income class) consumers with safe and healthy food in a comfortable shopping environment. The process of supermarket expansion goes along with significant changes in procurement systems, like the shift from fragmented pre-store procurement to distribution centers, the rise of private standards, or the increasing replacement of traditional wholesalers by nontraditional, specialized, and dedicated wholesalers and logistic firms. In pertinent literature on governance in value chains, the term “upgrading” refers to producers in developing countries bridging the gap between the capabilities required for their domestic market and those required for the export market. However, against the background of emerging supermarkets in Dhaka, the study explores which upgrading processes are taking place within the very developing country (Bangladesh), respectively its capital city (Dhaka) itself. On the supermarket level, the question lies on how supermarkets promote the “modernization” of their procurements and retail strategies; e.g. by learning from local and foreign competitors´ examples, or by providing suppliers with trainings in order to enable them to meet the new standards required. On the level of traditional retailers, the paper examines the impact of the increasing food retail modernization on traditional retail formats as well as the strategies traditional retailers take in order to remain competitive.

Regional economic dynamics and contract farming in Ghana's oil palm sector

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The palm oil industry in Ghana is dominated by four large plantation companies that primarily supply the domestic manufacturing industries (notably the food and soap industry); exports of palm oil are unstable and relatively insignificant. In order to ensure sufficient supply and legitimacy in the local communities, three out of the four plantation companies have established outgrower schemes. The participating farmers are supported with land preparation, seedlings, fertilizers, extension services, etc. on a loan basis while signing contracts that expose them to the vagaries of the world market for vegetable oils. The schemes have had mixed results but generally not fulfilled the local socio-economic goals set out by companies, involved farmers and state institutions, including local authorities. This paper examines the development of a scheme in the Kade area, Eastern Region. The scheme was started in the early 1980s and considered as relatively successful until the turn of the century, but during the recent decade it has increasingly encountered problems. Conflicts between the plantation company and the outgrowers escalated to such an extent that the scheme in essence was dismantled in 2010. However, a number of spinoff effects from the scheme are gradually emerging: Firstly, oil palm has generally become at least as important as cocoa suggesting a diversification of cash crop production. Secondly, artisanal and medium-scale industrial production of palm oil for local and regional markets (primarily Nigeria) has increased substantially. This paper outlines the causal factors behind the new dynamics and discusses the sustainability of the regional economy as a complex outcome of interacting world market dynamics, competition from other sectors (notably mining), regional trade agreements and domestic agricultural policies. In conclusion the paper offers some lessons for the design and implementation of resilient outgrower schemes in Africa.

Consumer preference and willingness to pay for sheep meat: Quality and safety in Addis Ababa

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The main objective of this study was to assess consumer preference and willingness to pay for sheep meat quality and safety attributes in Addis Ababa city. Two hundred (200) households were selected using multi-stage sampling procedure. Rapid market appraisal and key- informant discussions were held to select five most relevant sheep meat quality and safety attributes i.e. hygiene, freshness, official stamp, fat content, and price. These were derived using an orthogonal fractional factorial design to create profile scenarios. A cross-tabulation analysis was also employed between socio-demographic features and consumption frequency. The results of cross tabulation analysis indicated that sociodemographic variables such as age, education level, occupation, and household income have a significant effect on consumer preference. However, demographic variables such as gender, religion, ethnicity, and marital status do not. The data from conjoint experiment were estimated using rank-ordered logit model in which the ranking of product profile were determined by the five quality and safety attributes. Relative importance and willingness to pay for were estimated from the coefficient of rank-ordered logit result. All parameters from rank-ordered logit model were significantly different from zero with the expected signs, suggesting that the quality and safety attributes selected significantly influence consumer choice behavior at 1% significance level. The result of the analysis indicates that hygiene is highly valued by all consumers regardless of income strata, as indicated by part worth utility, relative importance, and willingness to pay and the least preferred attribute is fat content. Hygiene contributes up to 37.41% of overall utility, followed by freshness (18.48%), price (16.02%), official stamp (14.29%), and fat content (13.80%). From these results, the most preferred combination of sheep meat quality and safety attributes was clean, fresh, price of 42ETB, official stamp present, and low fat content. Result from this study indicates that respondents from high income households were more concerned about hygiene and fat content than medium and low income households. Conversely, respondents from the low income households were more concerned about price, freshness and official stamp than their medium and higher income counterparts. It was also found that consumers have a particular preference for hygiene as the most dominant attribute influencing purchasing decision. A large percent of consumers were willing to pay a premium for hygiene; where individual consumers were willing to pay a premium of 23.35 ETB for sheep meat of better and improved cleanliness. Freshness was ranked second with a WTP premium of 11.53 ETB for freshness attribute in sheep meat. On average, consumers WTP for official stamp, and fat content were 8.92 ETB and 8.61 ETB respectively. Thus, from the WTP result, hygiene, freshness, official stamp, and fat content were ranked from most to least valued attributes, thus preferred in terms of how their levels influencing consumer preference. The derived WTPs across income strata were also

similar with those obtained using the whole sample. This finding would have a positive implication for forming product differentiation strategies within the animal source food policy in general and the sheep meat industry in particular. Specifically, it could be a source of information for producers in the sheep meat industry about consumer preference and willingness to pay for the selected quality and safety attributes.

ETB=Ethiopian Birr; WTP=Willingness to Pay

Cultural Constructions and Global Dependencies in the Halal-Market

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The normative construction of the notion of 'halal' is subject of different dynamics. Narrowly defined 'halal' refers to meat that has been slaughtered in the manner prescribed by Islamic law? In recent years, the notion of halal extends however the fields beyond the definition of food, including not only other commodities but also services commercialized by Islamic institutions and companies. Halal hence represents a cultural practice, increasingly affecting and affected by international value chains of industrialized production.

The 1,3 billion Muslims and 1,5 billion halal consumers constitute a demand side, which is characterized by an exponential growth of 20% annually, rendering the halal market the fastest growing segment of the global food market. Recent expectations for halal trade forecast a rapid increase from $3.6 billion in 2010 to $8.4 billion in 2020. The paper aims to identify the main economic drivers and cultural intersections within halal value chains. We are especially interested in how this impacts on questions of food safety and food security.

Global value chains, local livelihoods and rural development: An approach to exploring the evolution of 'privileged' spaces in rural India

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Transformations in global agri-food value chains of production, distribution, retail and consumption in recent decades have been well documented (e.g. Reardon et al, 2009). Economic geographers and other researchers have used a global value chain (GVC)/global production network (GPN) framework to understand how transformations in modern agri-food value chains (such as the expansion of contract farming and rise of private standards regimes) are affecting growers in developing countries (e.g. Dolan & Humphrey, 2000). Less well understood, however, is how such transformations are shaping local and regional patterns of rural development, and how rural people, both value chain participants and non-participants, negotiate their livelihoods in response. Evidently, the spread of modern value chains will have spatial implications for rural development pathways. Fold (2009: 16) expresses this as a concern that such changes will reproduce "an archipelago of privileged spaces". Further research is needed, then, to understand what kind of 'archipelago' of rural spaces will be co-produced by the incursion of modern value chains in different contexts.

This paper argues that case studies that combine local scale livelihoods analysis with GVC/GPN analysis can contribute to addressing this knowledge gap by grounding value chain analysis in the place-based everyday realities with which they intersect. While the GVC/GPN approach provides a good framework for understanding the dynamics of value chain transformation *in situ*, it is argued that incorporating a livelihoods perspective can improve our understanding of how modern value chains may shape broader patterns of rural development. This, in turn, will provide valuable insights into how value chain modernisation may reproduce privileged and underprivileged spaces across existing rural landscapes. Specifically, this paper will adopt an evolutionary view of value chain and rural livelihood dynamics to develop a framework for analysis of possible future rural development trajectories in a case study of a modernising potato value chain in rural Maharashtra, India.

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Strategic coupling as co-evolution: How the tea industry of South India can inform evolutionary perspectives in Global Value Chain research

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The increasing complexity of globalisation has demanded that the question of 'what happens in a region' be answered with reference to the 'strategic coupling' between regional assets and Global Value Chains (GVCs) or Global Production Networks (GPNs). Yet strategic coupling remains an elusive concept. Using insights from the field of evolutionary economic geography (EEG), this paper suggests that consideration of this concept is enhanced if it is regarded as (i) encompassing a constellation of 'coupling points'; (ii) linked to complex feedback dynamics, and (iii) expressed via the particularities in which economic activities are embedded within regions. This framework is applied to the case of the Asia-Pacific tropical products sector, with particular attention to regional tea production in South India. This empirical focus leads the article to argue that strategic coupling is exhibited through co-evolved institutional environments which reproduce new arenas of struggle over the appropriation of economic value and livelihood wellbeing.

Temporary resource availability and quality constraints in the global leather value chain – The impact of the festival of sacrifice on the leather industry in Bangladesh

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Although Bangladesh's livestock population provides a significant resource of raw material for value addition, the export performance of the leather processing sector is poor. Internally sourced raw hides and skins (RHS) dominate the procurement structure, but are subject to cultural-religious traditions. This study seeks to investigate the extent that the three-day Festival of Sacrifice (Eid-ul-Azha), on which every year Muslims sacrifice millions of animals to Allah and which accounts for more than 40% of the annual RHS production constrains the industry's competitiveness. Based on the global value chain approach, our findings are drawn from qualitative data. We show that Eid-ul-Azha leads to a temporary oversupply of RHS, which results in serious challenges in the organization of the value chain. Our results point to the special role of systemic trust ensured by religious requirements for sacrificial animals and thus RHS, which enables middlemen to enter the supply chain temporarily. Despite their flexible and voluminous small-scale collection, temporary middlemen lack experience and competences to adequately assess quality and price, thus affecting the competitiveness of downstream actors, in particular the tanneries. Our findings complement the concept of global value chains by stressing the impact of culture-specific constraints, temporarily available resources and trust in relations to middlemen on the competitiveness of the export-oriented leather industry.

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A systemic Approach to Analysis of Agricultural Innovations – Empirical Results from the Case Study – Energy saving innovations in horticulture -

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Agricultural innovations are expected to target key challenges including food security, climate change, scarce natural resources or changed consumer requirements. To support such innovations and make the system more effective, further knowledge about current innovation processes and mechanisms is needed. Nevertheless, overall innovation systems research has been linked only sporadically to agricultural knowledge and innovation systems (AKIS) research.

Our study was based on the approach by Franco Malerba (2002, 2004) which facilitates systematic analysis of national and sectoral innovation systems. For description of innovation systems Malerba applies six system elements namely: agents and organizations, intermediaries and interactions, knowledge and human capital, technology and demand, policy and institutions, competition and selection. In order to make this somewhat descriptive approach more explanatory, we added one system element called for innovation processes. It reveals the linkages between the above mentioned system elements and answers the “HOW” and “WHY” of agricultural innovations, considering process characteristics. Based on the sectors heterogeneity and the range of sector specific actors (e.g. extension services) we concluded that a multi-level approach had to be applied.

Consequently, analysis was done on three different system-levels operating one case study per sublevel (horticulture, animal production and plant production) revealing obstacles and promoting factors in agricultural innovation processes. Methodologically a mixed-methods approach consisting of problem-centered expert interviews, SWOT-workshops and a Delphi-survey was operated.

Results from the case study energy saving innovations in horticulture indicate e.g. that innovation activities are strongly connected to other sectors such as optics or senor technologies and therefore a number of feedback loops are included. Furthermore, findings document that the most important challenges for horticulture are (1) the role of the extension services in innovation processes and (2) the management of actor interfaces and (3) the passive role of producers in innovation processes.

The Generation of Scientific and Technological Knowledge in "Food Science & Technology" Across EU-15 regions.

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The aim of the paper is to analyze the scientific and technological knowledge generation in the field of Food Science & Technology across EU-15. The data consists of a set of variables capturing scientific knowledge generated by universities and technological knowledge generated by private firms, both located in the 211 regions of the EU-15 for the period 1996-2004:

- Number of scientific papers in JCR journals in the category Food Science & Technology published by university researchers (13,351 papers).
- Number of citations received by each paper and journal impact factor, as measures of quality.
- Number of agri-food patents (patent families with EP, US and JP protection) (7,842 patents) filled by private firms.

These data enable a descriptive analysis to address the following relevant research questions: i) What is the regional distribution of publications in Europe in the field of "Food Science & Technology"? ii) What regions are specialized in the field of Food Science & Technology? iii) What regions make the greatest effort in scientific knowledge? iv) What kind of relations have these questions with the quality of paper?. Finally, The production of agri-food technological knowledge captured by Patent families allows analyzing the relationship between patents and papers.

In a second stage we suggest an econometric model to determine what are the factors that affect the generation of scientific and technological knowledge. In this respect we consider several explanatory variables such as the higher education R&D, GDP and the size of each region or GVA in agriculture.

Our preliminary results show a high concentration of publications, and the concentration in patents is even higher. The data confirm that there is no direct relationship between university scientific production and firms technological production of knowledge in the field of food science and technology. Finally we found that regions with the greatest number of papers do not present the best results in agri-food patents.

Renewable Energies and Rural Development – Business Finance in Germany and the Role of Trust

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With the German transition from an economy driven by fossil fuels and atomic power to an economy based on renewable energies, significantly more farmland in Germany has been used to produce renewable energy sources. At the same time, many regions attempt to present themselves as "energy regions" with a focus on the green economy ((e.g. IdE 2013,EnergieAgentur.NRWgmbH 2013). While for politics the green economy seems to be the engine of sustainable development (BMU 2013, BMWi 2013), not much attention has yet been put on the financing of small and medium-sized enterprises (SME) in the renewable energies sector. This study analyses the relationships between renewable energies-focused SME and their banks as the major financier of SME in Germany. In the course of the re-structuring of the international financial markets since the 1990s, in Germany and other countries the national banking sectors have undergone a process of reorganization. On the one hand, there have been numerous M&As and thus an institutional concentration. On the other hand, a strong geographical consolidation of branch networks has taken place, and many bank branches in peripheral regions have been closed (Deutsche Bundesbank 2010). These structural changes have consequences for SME finance. In this context, the issue of financial exclusion has been raised (e.g. Leyshon& Thrift 1995,European Commission 2008).The study analyses from a relational perspective (i.e. Glückler 2007) how relationships between environmentally orientated SME working in the sector of renewable energies and their banks are constituted and how these relationships developed over the years. For this purpose, interviews with SME managements as well as with their banks' customer advisers were conducted and the effects of different types of interpersonal arrangements were analyzed. Thereby, aspects of personal trust and its genesis in the context of geographical distance were the focal point of the study. The study shows that personal trust can have a positive impact on the business relationships between banks and renewable energies-focused SME with benefits for both sides. It becomes clear, that economic exchange can be conducted without the actors' permanent geographical proximity. Therefore, the study demonstrates that renewable energies-focused SME located in peripheral rural regions in Germany, where distances between the actors tend to be longer than in urban regions, are not disadvantaged concerning their finance opportunities. Thus, the study argues that cluster approaches tend to overemphasize the role of geographical proximity.

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Challenges and Upgrading Opportunities of the Muscovado Sugar Value Chain in the Philippines

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Muscovado sugar is an unrefined whole sugar prepared through natural methods. This differentiated product was introduced by market intermediaries in the Philippines in the 1980's to cope with the sugar crisis besetting the sector. At this time, farmers were receiving unfavorable prices for conventional sugar in the global market. Importantly, it was a means of providing an alternative marketing channel for smallholder sugar cane farmers in lieu of the sugar mills or "centrals" that controls the processing of cane after harvest. Furthermore, it is a market strategy for actors in the chain to participate and gain market access in trade. The production is geared towards export and farmers who explored this niche market have organized collectively and are capable of being self-reliant by managing their own production. They are rewarded of premium prices in compliance to environmental standards and are geared towards vertical integration in the value chain. Up to date, it is still in its emergent stage as there are few players posing market access challenges and coordination problems not only to the producers of the cane but to other actors. Using the value chain approach, the study identifies the key actors, the governance mechanisms (trust relationships and power dependence) and the forms of coordination among actors. The case study is undertaken in Western Visayas where 54% of the national production of sugarcane is cultivated. Based on the expert and key informant interviews conducted among the key actors in the chain, the SWOT analysis, an important diagnostic and strategic tool enables to identify the challenges confronted by the chain actors and the upgrading opportunities required to achieve its potential locally and internationally.

Key words: muscovado sugar, differentiated product, niche market, value chain approach, SWOT analysis, upgrading

The value chain of milk in Poland

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The dairy industry as part of agriculture was and is a key economic factor in rural areas. This is all the more, because in Poland milk production can be found nearly everywhere outside of the cities. However, during the last 20 years major changes happened. Not only the way of producing milk has changed but also the political framework and the value chain of milk itself.

This paper aims to explain by using the example of polish dairy farmers how these changes look like, what are the causes and what are the results by using the powerful value chain approach of Gereffi et al. (2005).

20 years ago the value chain was driven by state-directed economy. In two decades the original value chain did not only disappear but a far more complex system with different types of farmers, dairies and retailers evolved. Furthermore the farmers lost most of the influence and power they had within the chain due to a power increase of the (international) retail sector.

The focus of this paper will be on dairy farmers but to give a complete analysis dairies and the retail sector will be taken into consideration as well.

The methods used are a mix of literature analysis, expert questionnaires and a survey of dairy farmers.

Temporal Metrics: Adjusting Mediterranean Agri-Food Supply Chains

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Agricultural production and circulation of fresh fruit and vegetables in the Mediterranean has undergone crucial transformation over recent decades: From mainly family oriented small scale farming delivering on local and regional levels, it has been transformed into industrialized, highly resource consuming, and technology intensive production schemes based on the exploitation of a foreign workforce. In this paper we address the nexus between spatial and temporal reconfigurations of Mediterranean agri-food supply chains: From a spatial perspective, production sites have moved more and more to the south and jumped even into North Africa, crossing a continental divide. From a temporal perspective, agricultural commodities and labor are subject to a complex system of regulations opening and closing market opportunities and thereby shaping business and livelihood performances. Our aim is to complement the prevailing spatial focus on supply chains with a temporal conceptualisation of exchange processes.

Emerging neo-liberalising (aka market-making) economic and governmental processes in New Zealand's land-based sector: a Post Structural Political Economy framing

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Economic geography can claim to know something about neo-liberalising processes, partly because New Zealand is a 'site of significance' for studies of neo-liberal reforms. A new government call to raise exports to 40 percent of GDP by 2025, propelled chiefly by the land-based sector, reflects optimism over its free trade agenda. This paper argues this latest market-making push affords a strategic moment for economic geographers in New Zealand to deploy their research capabilities in new ways. The paper draws on Post Structural Political Economy (PSPE) to narrate and interrogate the emergence of neo-liberalising processes connected with New Zealand's land-based industries. The paper departs from conventional representations of economy, government and industry, by creating Emergence Diagrams as a narrative technology. The diagrams are a methodological intervention in knowledge production directed towards enlivening thinking about changing practices, creating possibilities and making choices in New Zealand's investment environment. Part I of the paper sketches how New Zealand economic geographers working in the land-based sector know the sector and its industries, from an increasingly more enactive style of research, and a refreshed engagement with the international economic geography literature. Learning about processes of investment decision making and investment mediation from these sources led to the focus on emergence and the development of Emergence Diagrams. Part II explores steps in narrating emergence with the long term aim of reinvigorating the generation of and use of social knowledge. It establishes first, the insistent governmental market-making aspirations and action affecting the sector. Second, as a contextualizing strategy to disturb standard accounts and to reveal the diversity and variegated nature of neo-liberalising influences, the main privatizing moment of each industry in the sector is set in an overview of emerging features. Third, Emergence Diagrams are then constructed to show multiple dimensions of market-making in the apple and dairy industries. The paper concludes with reflections on the potentialities of emergence narratives and the use of Emergence Diagrams in the development of enactive capabilities.

Key words: Neo-liberalising processes, market-making, practices, emergence, narratives, Post Structural Political Economy

Breaking the Lock-in to Past Greenhouse Practices by Exposing Growers to Aspirational Regions: The Comparison of the Northwest Ohio Greenhouse Industry to Flanders, Belgium

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Many regions are witnessing an increase in the use of technology and new business practices across many agricultural sectors. As some regions have totally transformed their industry, others have lagged. The Northwest Ohio greenhouse industry is an aging collection of family-owned operations that have been passed down, many for several generations. Their age is apparent in their greenhouse structures, technology, and marketing. The University of Toledo has led an effort to transform the industry to make it a vibrant technology-based cluster. This paper illustrates the challenges faced in transforming family-owned businesses that are locked into previous production and business practices and getting them to invest in new technology and business models. The mechanism for doing so has been to connect the growers to one highly successful model of greenhouse production.

UT identified Flanders, Belgium as an aspirational model for Northwest Ohio because it contained thriving small family greenhouse businesses facing stiff international competition, market and cost pressures and sustainability issues. However, Flanders' growers embraced cutting edge technology, biocontrols and mechanization that minimized labor costs. They are also very well organized, have very robust marketing and a strong regional supply chain.

The paper reports on what was learned from several study trips to Flanders that allowed groups of local growers to see state-of-the-art technology, a vegetable monoculture system, a research center (with experimental greenhouse) that supports the industry, and the largest cooperative vegetable auction in Europe, complete with sophisticated supply chain, branding efforts emphasizing quality and quality control, and a concentration on high value specialized sustainable agriculture Since returning from Flanders several Northwest Ohio growers have adopted parts of the system that they witnessed in Belgium.

Significance of second homes in the development of rural areas

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The main research objective was to assess the role of the second homes phenomenon in economic and social development of rural areas in Poland. In order to do so, it was necessary to evaluate the impact of second homes on local economies and communities, including the impact on the shape of local communities' budgets and rural inhabitants' incomes. Learning about the scale, character and forms of economic relationship between second homes owners and the local people and authorities enabled us to find answers to a number of questions concerning influence of second homes on the size of capital resources in rural communities, diversification of functions, enterprise development, changes in economic activities, improvement in utility infrastructure and, consequently, on living standards of rural households, or - more generally - on the social and economic revival of rural areas.

Keywords: second homes, rural areas, rural development, economic relations

Supply-side analysis of regional value chains in Biosphere Reserves – a case study from the Biosphere Reserve Rhön

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Biosphere reserves (BR) are designed to balance nature and landscape conservation, biodiversity protection and sustainable economic development. To achieve the goal of fostering the regional economy, the management of BR in Germany often tries to establish a regional label, regional supply chains and a marketing initiative. In order to improve those efforts, it is necessary to understand the processes inside the enterprises of local business value chains. The "DachmarkeRhön" (DMR) represents a strong model for such economic improvements across the 15 German biosphere reserves. This article examines the supply-side linkages of agriculture, food processing and tourism businesses of the DMR. The following research questions are analyzed:

- How are these businesses integrating various value chains, particularly in terms of regional and non-regional buying?
- What types of management decisions are supported?
- What are the effects of regional supply-chains in comparison between DMR members and non-members?

The Filière concept is one key in understanding these issues, and was used to structure this study conducted in 2011. The notion demonstrates a clear model for understanding commodity flows, ways of production, stakeholders and the geographic dimensions. In this context the theory of global value chains and global production networks lacks a link to the regional scale. This reference frame is the most influencing factor for small and medium sized enterprises in this study.

Currently only a third of total purchasing of DMR members is sourced from within the boundaries of the BR. The results show various types of purchasing patterns, which are dependent on the company philosophy and the managers' understanding of regional sourcing. The study reveals different motivations and behaviors of DMR members and non-members. Furthermore it highlights the opportunities and constraints in developing regional value chains and helps to improve the management of regional marketing initiatives in BRs.

eFoodChain solution for SMEs integration into digital food supply chains

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Introduction

The eFoodChain project (www.efoodchain.eu), funded by the European Commission, aims to be an important step towards the promotion of innovation and ICT in the food supply chain, with a view to support digital connection of SMEs into the value chain.

The overall goal of this initiative is to improve the competitiveness and efficiency of the agro-food industry in Europe by stimulating use of ICT and facilitating paperless B2B data exchanges along its value chain (specifically addressing the cereals, fresh fruits and vegetables, and dairy products supply chains). The project started in January 2012 and will run till June 2014.

Material and Methods

In its initial stage the eFoodChain project conducted an in-depth market analysis in terms of the use of ICT and eBusiness solutions currently in place along the agro-food supply chains. The analysis has focused especially on the situation regarding the adoption of e-Business solutions among European SMEs of three agro food sectors targeted by the project: fresh fruit and vegetables, dairy products and cereals. A preliminary outcomes of the market analysis were discussed and validated at an experts and stakeholders workshop (Brussels, 9 July 2012) and resulted in the release of the final Market Analysis Report, used as input for further stages of the project (particularly framework development).

The team has been developing a collaborative Reference Framework for the digital food supply chain, which sets the principles and rules for interoperability among business processes and data exchange models in order to allow for seamless, paperless information and data flows underpinning B2B transactions along the agro-food supply chain.

Results/Conclusions

Currently the project initiated the demonstration and validation stage of the eFoodChain Reference Framework - “Innovators and Early Adopters Scheme” – during which the pilot-prototype projects involving of various agro-food actors are testing and exploiting the innovative potential of standardized digital data exchanges.

The Innovators and Early Adopters Scheme has 2 phases: the first phase involves seven pilot projects (running), while the second phase will start in summer 2013, extending the demonstration scope. Although the feedback and results from the pilot-prototype projects are not concluded at the moment, the initial outcomes and conclusions of the first phase will be available by the time of the event and it is the intention of the authors it to share them with the audience, together with the presentation of the developed eFoodChainReference Framework.

Acknowledgements

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Keywords: reference framework, seamless data exchange, innovative B2B solution

Logistics and Transport Organization for the Food Retail: A Comparative Analysis between France and Germany

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Retailers' logistics and transport strategy is an issue that has been largely ignored by researchers. On the basis of a detailed literature research and qualitative surveys with stakeholders of food supply chains conducted in France and Germany, we aim at understanding these strategies, and mapping out the key drivers for food retailers' transportation, with a focus on the convergences and the divergences between the two countries.

As far as transportation is concerned, this analysis of the decision making process is based on the assumption that "freight choice behaviour has not concentrated in a single agent but rather, in recent years, distributed jointly over multiple individuals and firms in a logistical chain" (Arunotayanun, 2009). Therefore, methodologically speaking, this research focuses on the understanding of the complexity of the supply chain, the interdependencies between the strategic decisions of the different actors involved in the same supply chain as well as their consequences for the transport strategies. We propose a categorization of the drivers for retailers' logistics and transport organization, by distinguishing macro-, micro- and meso-economic drivers. Societal changes affecting consumer patterns and changes in the macroeconomic landscape are important drivers. But the internal strategies of the retailers (format, prices, assortment) and the meso-economic changes shaping new forms of collaborations and competition along the supply chain also play a major role. Important are the changes from a supplier to a retailer-controlled supply chain, due to consolidations at international level and the growing importance of private labels, as well as to the integration of the procurement and wholesale within the big retailers.

We illustrate the different types of drivers for the food retail in France and Germany. The major interest is to show and compare the complexity of the drivers for transportation in the food retail in both countries.

Distribution systems for ecological farming produce in Poland and Spain: similarities and differences

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Ecological farming has been developing rapidly, and steadily raising its profile, both in Poland and in Spain. Between 2005 and 2010, both countries saw major increases of the area used for ecological farming. In Poland, the percentage of ecological farmland rose over three-fold (reaching 3.4%) and in Spain – over two-fold (reaching 5.9% of the total farming area). The number of ecological food producers has also been on a steady rise, with a nearly three-fold increase in Poland and a 77% increase in Spain (The World of Organic Agriculture – Statistics and Emerging Trends 2012).

Large differences are observed in terms of supply, demand and distribution systems for ecological agricultural produce. Huge discrepancies can be noted, for example, in domestic sales levels. In Poland, in 2010, the total value of ecological produce sold on the domestic market was 57 million Euro. In Spain, the corresponding value was 905 million Euro (2009). The demand for sustainable agricultural produce and ecological food products on the Polish market is still relatively limited. The situation stems from three major factors: prices (higher than the prices of traditional agricultural produce), limited availability and inadequate diversity. The distribution system for eco-foods is still being developed. The most important distribution channels include direct sales and shops specializing in ecological foods (usually based in large cities).

The article evaluates the stage of development of the distribution system for ecological farm produce in Poland and in Spain. Also, an attempt is made to identify the main factors determining the emergence and operation of these systems.

Important materials used in the preparation of the article include results of a questionnaire study conducted in Zielony Bazar in Poznań (Wielkopolska Province) and in the Ecological Market in Logroño (Rioja).

Rural Livelihood of a Pottery producing community/village in Manipur, North East India

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Studies on rural livelihood widely acknowledged the traditional crafting sector, often posing a question of whether returns from crafting is able to provide a substantial income or not for household sustenance in different geographical areas. It is within this context and based on a small micro level study, this paper set out to examine the importance of traditional pottery making/selling to the household economy of Thongjao village, Manipur, India. The research adopted focus group discussion, followed by an open-ended questionnaire survey using purposive sampling covering 52 individuals comprising of 30 crafters and 22 sellers respectively. The analysis was made by employing both qualitative and quantitative methods. The study found out that craft making/selling contributes on an average of 57± 24 percent to the total monthly income of the households, involving about two (2) individuals or 38 percent of the household member engaging in pottery activity. Research results also revealed that pottery work is mainly dominated by vulnerable group of middle-aged women with poor level of education and assets, engaging in primary basis to overcome adversity and meet their basic needs. The paper also offered the intrinsic values attached to this activity, which has been associated with the long socio-cultural life of these people beside its economic aspect. In this perspective, the paper also highlights and discusses the reasons for sustenance of this craft in this village/region and concludes with a convincing explanation to value and encourage traditional crafting sector for strengthening rural livelihood.

Keywords: Livelihood; Security; Traditional; Pottery; Manipur

A Niche Market for Chinese Consumers: Caterpillar Fungus Economy and Livelihoods in Eastern Tibetan Areas

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In recent years, a thriving market has evolved around the commodity of caterpillar fungus (*Ophiocordycepssinensis*) in eastern parts of the Tibetan plateau. In those areas where the fungus is endemic, ten thousands of pastoral and rural households depend on it as a major source of cash income. At times, the harvest sales contribute up to 80% to the household budget.

In the context of *livelihoods* two observations are prominent:

1. The caterpillar fungus trade has created new economic spaces that link the (traditionally) nomadic areas of the eastern Tibetan plateau with the industrialized, fast-changing coastal areas of Mainland China. The new Chinese upper class has developed a taste for fancy luxury items, among them expensive ingredients of the Traditional Chinese Medicine, such as ivory – and caterpillar fungus: in July 2012, one pound of good-quality caterpillar fungus was worth about US$ 41,000 in Beijing. However, while the history of caterpillar fungus trade is long, the recent hype which only started at the beginning of the new century, is a fad.
2. The areas where caterpillar fungus is abundant belong to those western Chinese regions which have been labelled as “underdeveloped”, “poor”, and “marginal” in the official (political) discourse. Against the lack of economic alternatives, there is a strong dependency on cash income generated by caterpillar fungus, and competition among actors who try to participate in the caterpillar fungus market is high.

Thus, the case study highlights the “inseparability of markets and livelihoods” (Gertel& Le Heron 2011: 4) while the overall sustainability of the caterpillar fungus economy is far from being predictable – neither from socio-economic nor from ecological vantage points.

Links in chains: A comparative analysis of women's employment with Kenyan agri-food export industries

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The value chains concept has been used to understand what the impacts of integration within global production systems can be. However, questions remain about the nature of employment at the bottom of these chains, with numerous studies uncovering extensive worker rights abuses.

This paper contributes to debates surrounding employment within export agri-food chains by examining how these chains 'touch down' at the local level and by incorporating the often excluded perspectives of workers in value chain related discussions. It draws from intensive interviews and focus groups with 238 women workers employed by two Kenyan 'best practice' floricultural and tea firms.

This paper seeks to understand the dynamics of employment within different agri-food value chains. To this effect, the paper analyses four main areas that have been highlighted by research in this area and are also of concern to women workers: Sexual Harassment; Gender discrimination; Working hours; and Worker organisation. The analytical framework used builds on the workplaces as dimensions of analysis and compares and contrasts experiences of workers across two flower companies and one tea company.

The analysis finds that the value chain has an important role to play in shaping the experiences of work and that experiences of workers in these case studies was surprisingly similar despite the fact that they were separate companies and located in two, very different settings.

Keywords: Kenya, value chains, Floriculture, Tea, Women workers, Empowerment

Women Traders in Value Chains in Northern Ghana

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Ghana is a relatively rich country and has been declared MIC[3] recently, compared to its neighbouring countries of West Africa. Nevertheless, a development gap prevails in the country between Southern and Northern Ghana. Many international organisations are involved with a diversity of projects in various sectors. Some projects are addressing rural economic development, involved in value chain development as well as others who deal with one or other supply chain approaches. Value chain (or supply chain) approaches theoretically include all actors along a value chain, working on improvement of production and productivity, of processing and marketing and increasing market options eventually. But in all known cases projects deal mainly with production and partially with post-harvest management; leaving one specific group of actors within chains clearly circumvented: traders, in Ghana and West Africa called *market women* or in French speaking countries *femmes commerçantes*. Hence, a qualitative analysis is chosen to create understanding of functions of women traders in Northern Ghana; with three cases of chilli and tomato, and grain commodity maize. It is envisaged to clarify functions within value chains and to explore value chains' actors' relations in order to create comprehension as to why this group is left out. The leading research questions are 1) what are factors enabling market women, market queens to perform market regulation? 2) how can market women be included in value chain advancement interventions? And 3) how can value chains be upgraded through inclusion of market women? Food value chains in Northern Ghana are facilitated by women traders, they are organised as institutions yet with low social status. Nevertheless, commodities are traded by women cross borders, regionally and on domestic markets that leave markets cleared. Therefore, it is envisaged to create better understanding of traders who perform as marketing institution.

[3]MIC (Middle Income Country), World Bank category for developing countries, according to WorldBank indicators.

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