Re-localising pork production and supply: building bridges, not walls

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Improving the quality of pork and pork products for the consumer:

*Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands*
Research Framework for regional netchains
Spain: Iberian Cured Ham pork chain

Feed Industry → Production → Transport → Slaughtering → Cured Ham Processing → Retailing

PDO Control Board

Veterinarians
Germany: Eichenhof Cooperative pork chain

Coordinating Office (Producer Cooperative)

- Multiplying
- Piglet production
- Finishing
- Slaughter
- Meat Processing

Butchery
Retail

Producer / Supplier of Operating Supplies

Common Quality Policy

Authorities

External Audit & Certifying Institutions

External Consultants

Veterinarians
The Netherlands: De Hoeve pork chain

De Hoeve B.V.

16 pig farmers (Producer association)

> 1 Transporter
900 pigs/week

1 slaughterhouse

450 carcasses

1 Meat cutter / Wholesaler

450 carcasses

26 butchers

Flow of demands
Flow of money
Flow of pork

Slaughter priority
Pig selection

Types of pigs
weight

Milieukleur
Milk delivery
No stress

> 1 Feed supplier
GMP
Scaling up: bridge between tradition, business, and partnership

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<th>Institutional setting</th>
<th>TRADITION</th>
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<td>Iberian Cured Ham (S)</td>
<td>Culture / Law</td>
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<td>Public-Private support</td>
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<td>Eichenhof Cooperative (D)</td>
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<td>Risk Mgmt</td>
<td>Brand risk Cost control</td>
<td>Visual management Opportunistic trading</td>
<td>Brand risk Culture absence</td>
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Conclusions

- Proactive compliance
  - partnership level
  - entrepreneurial level
- Societal conformity
  - provenance
  - product consistency
  - price sensitivity
- Market position
  - KPIs
  - lean thinking
  - demand management
  - production consistency
Research Agenda

- Critical success Factors for creating and sustaining innovations in high quality niche and/or regional production networks
  - innovation drivers / barriers
  - innovation introduction / implementation

- Netchain (re)design
  - partner selection
  - governance mechanisms
  - societal embedding
  - balance of risks and returns

- Niche and/or regional netchain as sustainable economic driver.
Thank you!