

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

by:

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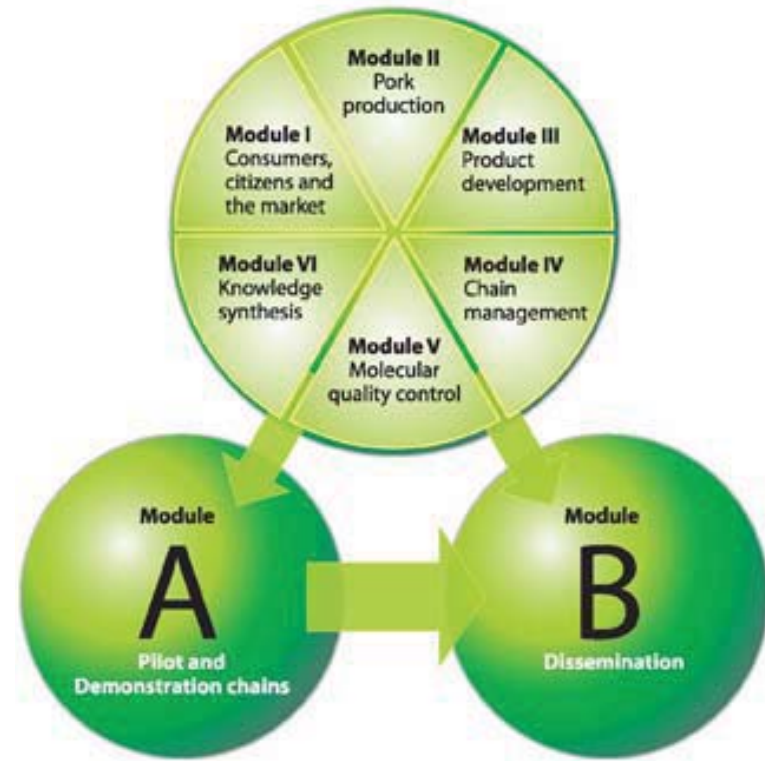
PORK  
CHAINS

# EU-FP6 Q-Porkchains Project 2007-2011

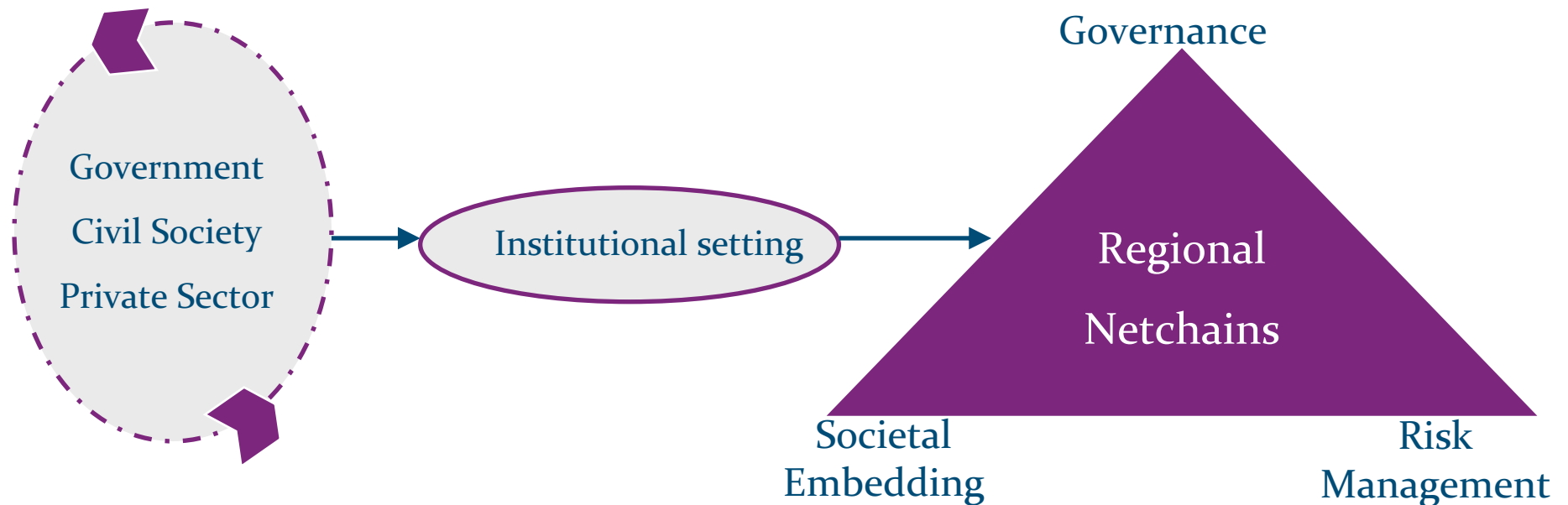


Improving the quality of pork and pork products for the consumer:

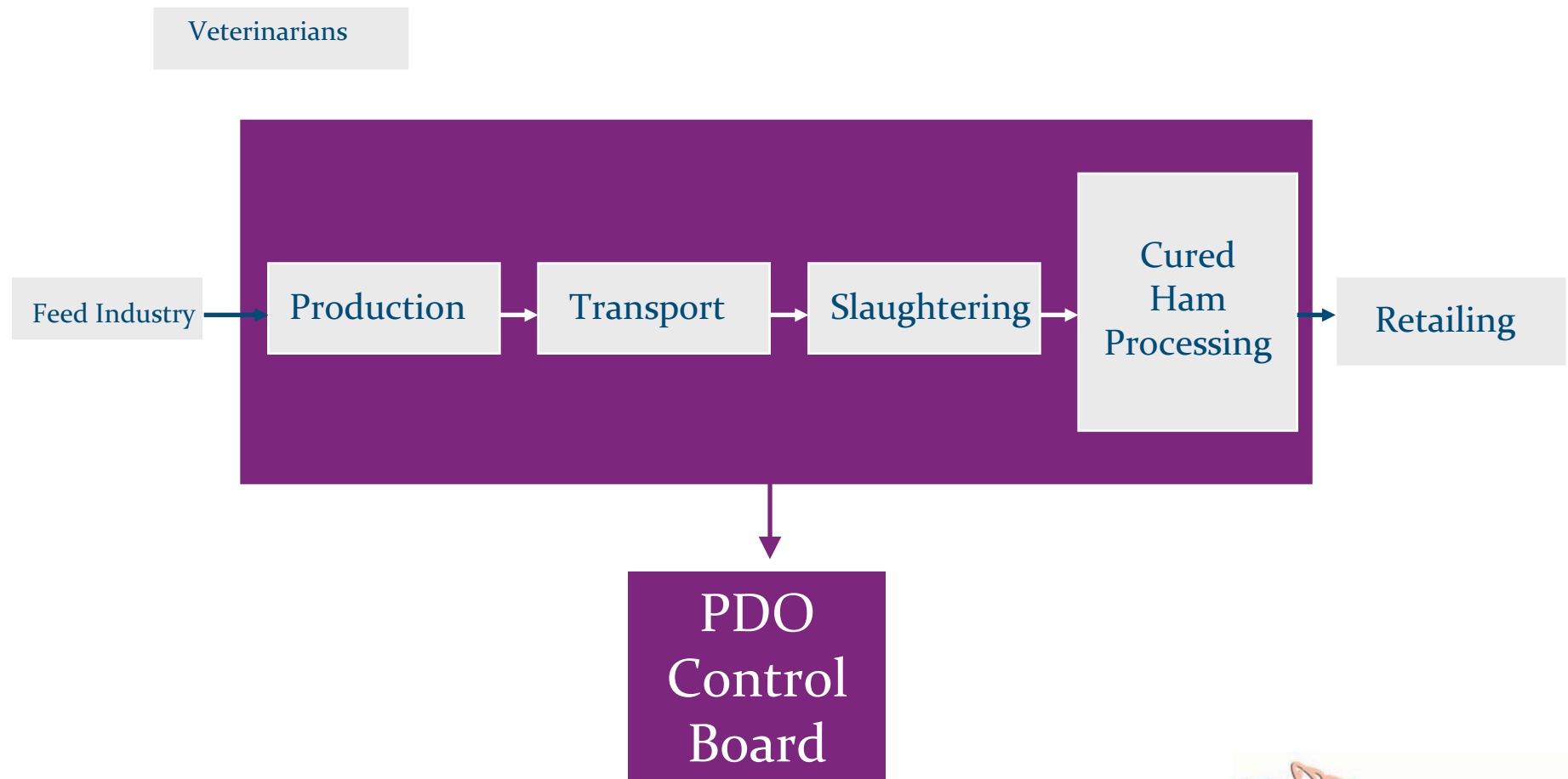
*Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands*



# Research Framework for regional netchains



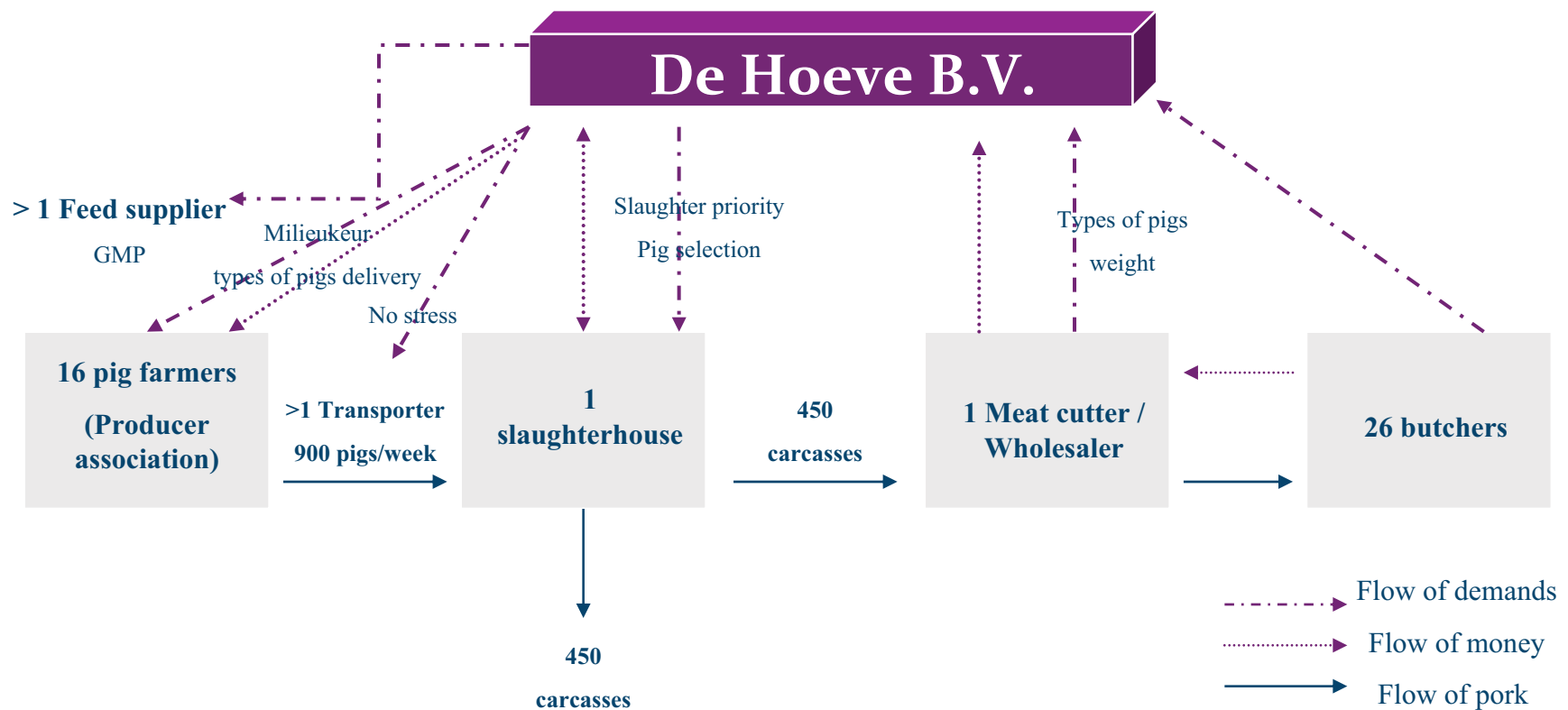
# Spain: Iberian Cured Ham pork chain



# Germany: Eichenhof Cooperative pork chain



# The Netherlands: De Hoeve pork chain



# Scaling up: bridge between tradition, business, and partnership

|                       |                    | TRADITION                  | BUSINESS                                   | PARTNERSHIP                   |
|-----------------------|--------------------|----------------------------|--|-------------------------------|
|                       |                    | Iberian Cured Ham (S)      | Eichenhof Cooperative (D)                  | De Hoeve (NL)                 |
| Institutional setting |                    | Culture / Law              | Quality                                    | Public-Private support        |
| Regional Netchain     | Governance         | Legal Council              | Cooperative                                | Strategic alliance            |
|                       | Societal Embedding | Culture – Region           | Provenance                                 | Advocacy                      |
|                       | Risk Mgmt          | Brand risk<br>Cost control | Visual management<br>Opportunistic trading | Brand risk<br>Culture absence |



# 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!

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