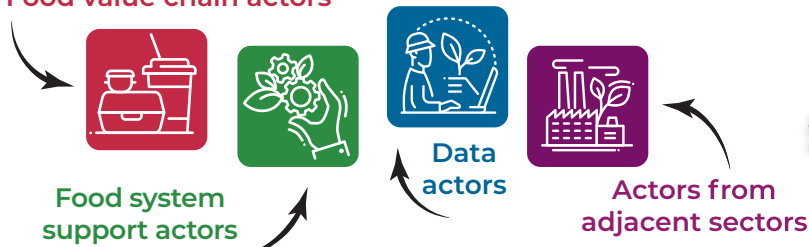


Data and data-driven solutions are already shaping food systems and the ways we produce, consume and govern food.

What are the perceptions and experiences of food system participants' of the data economy

METHOD

Food value chain actors



Food value chain actors: input suppliers, farmers, processors, retailers, caterers, consumers, waste management companies

Food system support actors: equipment manufacturers, advisors, researchers, policy makers, food control agencies, funding bodies, media

Data actors: providers of data solutions in food systems (e.g., digital platforms, digital technology and service providers, data sharing platforms, cloud service providers, etc.)

Actors from adjacent sectors: health, environment, territorial development

22 interviews all EU

4 discussions BE, LV, NL, PL

60 stakeholders participated

RESULTS

INCLUSIVENESS Winners / Losers

Data economy should benefit the entire food system and its stakeholders / There are factors that influence the equal access to data and capability to use

ENHANCEMENT

Data supported decisions / Data overload

Data help monitor, gain knowledge, inform decisions / Data abundance and poor-quality data undermine their effective and sound use in decision-making

TRANSPARENCY Sharing / Control

Data sharing can improve transparency, innovation and empower stakeholders / There are issues of control over data and risks around security, competitiveness

INTEROPERABILITY

Technical / Social

Insufficient interoperability hampers effective use of data and innovations in the food system / Technical solutions need to be supported by social and legal ones

BALANCE

Benefits / Costs

Data has potential to improve performance / Costs (technological, socio-economic and environmental) associated with every step of data management

SUSTAINABILITY

Comprehensive approach / Economic focus

Potential to improve environmental performance and management / Current dominant economic focus of data economy lowers the priority of environmental and social sustainability

GOVERNANCE

Promote / Protect

Coordination, rules and policy intervention for fair data economy / Overregulation that limits data economy for food systems

INNOVATION

Tailored novelties / Data (in)capability
Tailored data-based solutions incite sustainable decisions and practices / Data literacy, access to data and digital infrastructure are still problematic

RECOMMENDATIONS

Key stakeholder recommendations – preconditions to arrive at fair data economy

1

Policy interventions to address the issues of power imbalances, data privacy and security, and interoperability

3

Collaboration and mutual agreements between food system stakeholders on data sharing and correct use of data

2

Improving data literacy and skills of food system stakeholders (to support data-driven decisions and practices for a sustainable food system)



CONCLUSIONS

While the term “data economy” is new for many food system stakeholders, they are aware of the role of data in their daily professional lives. Still, many stakeholders experience limited control and influence on data economy processes.

