

An analysis of self-governance in territorial agri-food networks

AgUrb conference

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agenda

1. introduction
2. research questions
3. methodology
4. case Hartenboer Limburg - Voedselteams

1. introduction

food-related issues → new networks that establish new linkages

alternative food networks ~ multiple-member strategic alliances



2. research question

self-governance of strategic alliances in food provisioning?



- a. main actors and institutions?
- b. governance structure and key roles?
- c. embeddedness?

3. methodology

self-governance of strategic alliances in food provisioning?

■
case study research
social network analysis



a. main actors and institutions?

→ descriptive analysis

b. governance structure and key roles?

→ systemic analysis

c. embeddedness?



4. case Hartenboer Limburg - Voedselteams



De kortste weg van land naar klant

[home](#) [assortiment](#) [kwaliteit](#) [producenten](#) [verkooppunten](#) [links](#) [webwinkel](#)



Welkom bij Hartenboer

Het beste van het Hageland en Limburg beschikbaar stellen aan de hele regio. Dat doen de land- en tuinbouwproducenten van Hartenboer. Onder deze naam brengen ze duurzaam geproduceerde hoeveproducten op de regionale markt.

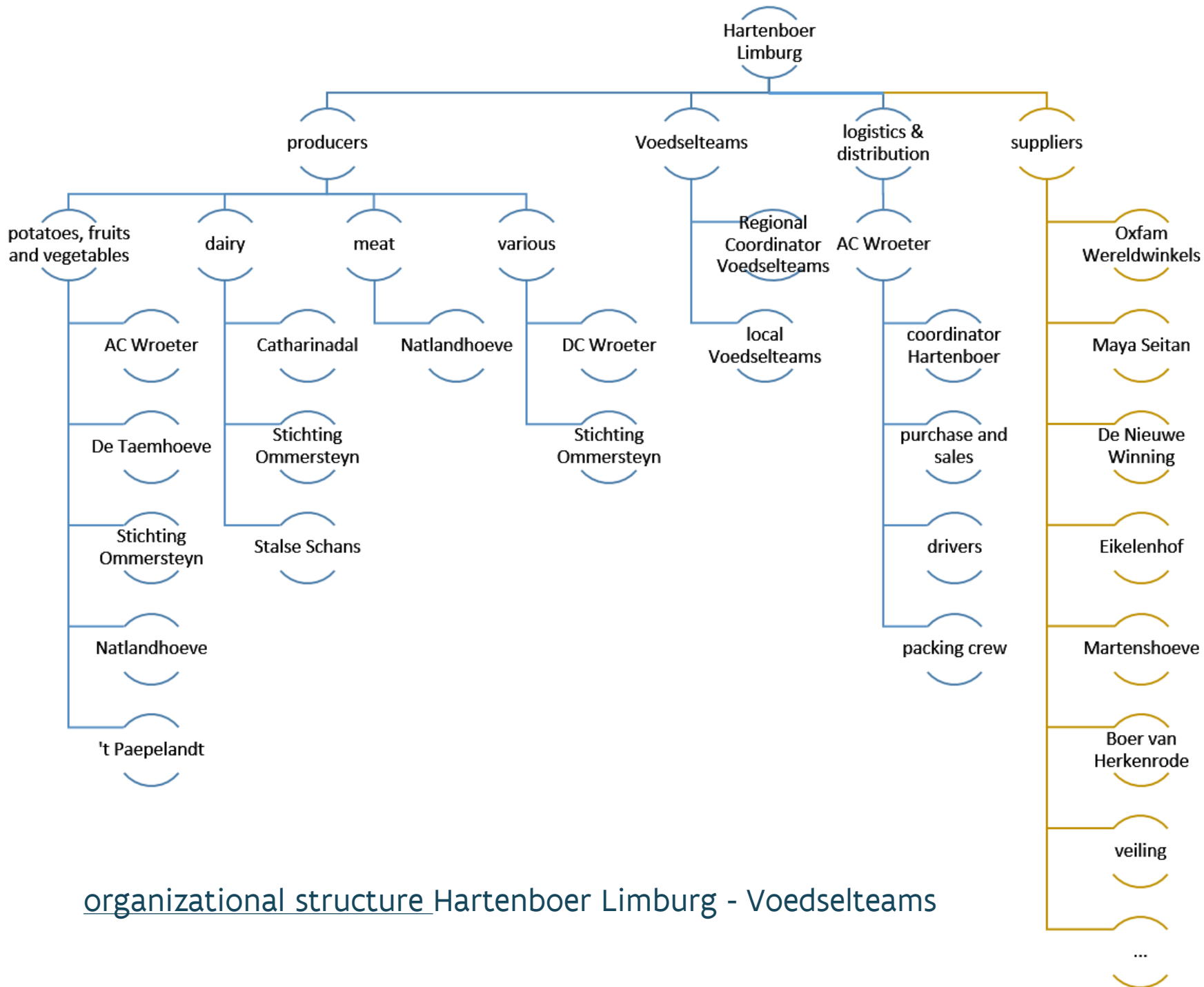
**AANMELDING
WEBWINKEL**

self-governance of strategic alliances in food provisioning?



- a. main actors and institutions?
- b. governance structure and key roles?
- c. embeddedness?

→ descriptive analysis



organizational structure Hartenboer Limburg - Voedselteams

- main actors?
 - producers
 - regional coordinator Voedselteams
 - AC De Wroeter
- main institutions?
 - trimestral assembly
 - internal rules
 - vision on short chains



self-governance of strategic alliances in food provisioning?



- a. main actors and institutions?
- b. governance structure and key roles?
- c. embeddedness?

→ systemic analysis

governance structure of an alliance is characterized by

- hierarchy
- coordination
- control



Hierarchy?

flat hierarchical structure

- ownership:
producers → direct beneficiaries
- decision making:
producers → every producer has one vote
- decision gatekeeper:
AC De Wroeter → they have to execute decisions, so have more to say about what is viable and what is not

societal embeddedness:

collective understandings shape the goals, strategies and governance structure of the alliance

Coordination?

1. operationalization of the network (De Wroeter)
2. social movement (regional coordinator Voedselteams)

→ **cognitive embeddedness**: fit in knowledge and expertise

Coordination?

1. Operationalization of the network

- stock management:

producers → the timing, quantity, location, and technology

- stock monitoring:

producers → monitoring harvesting, production / resolving conflicts

- administrative stock monitoring:

AC De Wroeter → overview

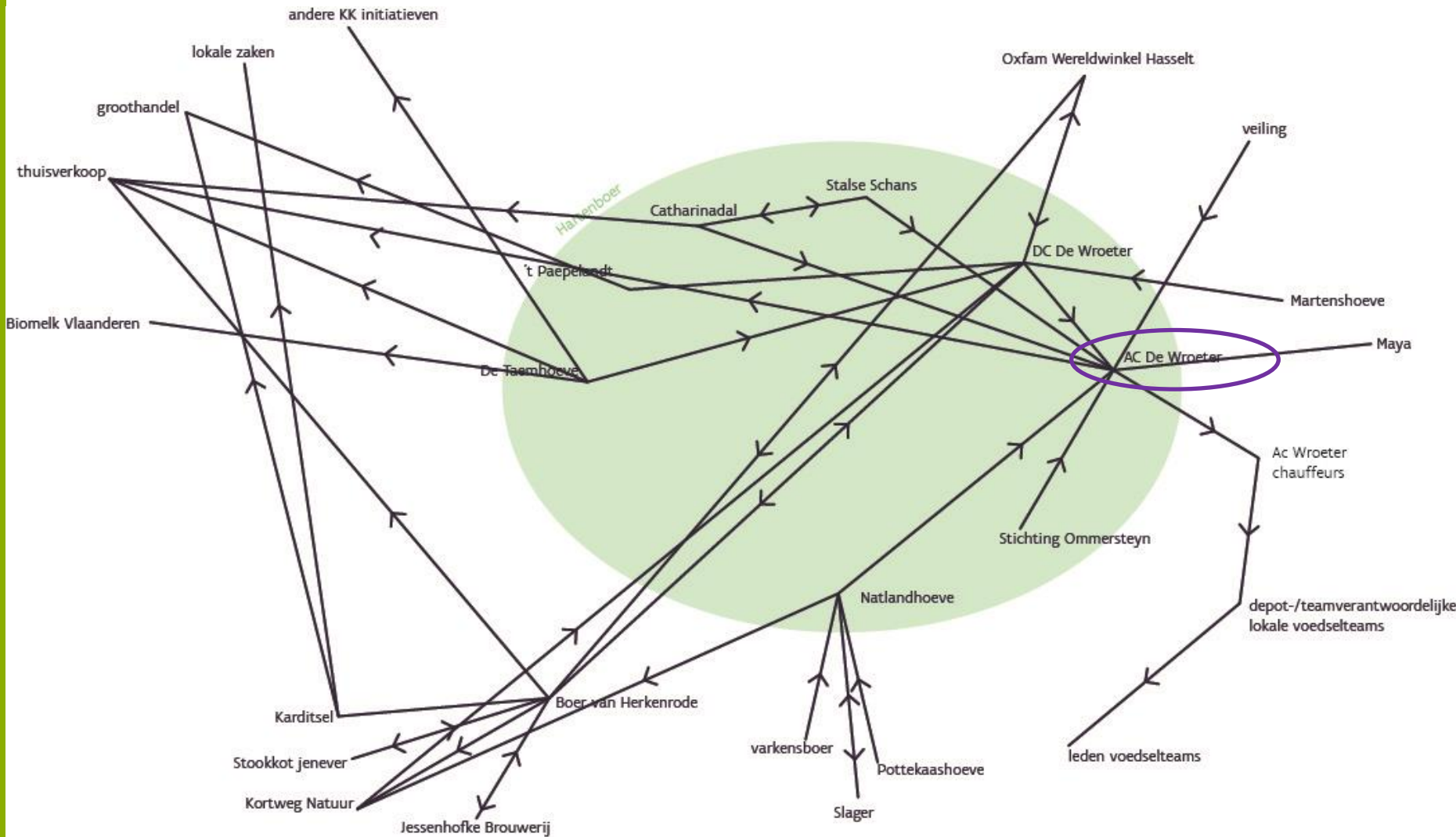
- provide infrastructure:

AC De Wroeter → providing infrastructure for pick-order, distribution, labelling, logistics,... / the timing and possibility of deliverance

- knowledge management:

AC De Wroeter (as gatekeeper) → gathering and analyzing knowledge on consumer demands and purchases / control over diffusion of this knowledge in the alliance

stock flows



Coordination?

2. social movement

- brokering external alliances:

regional coordinator Voedselteams → facilitating and initiating cooperation, network maintenance

- participation management:

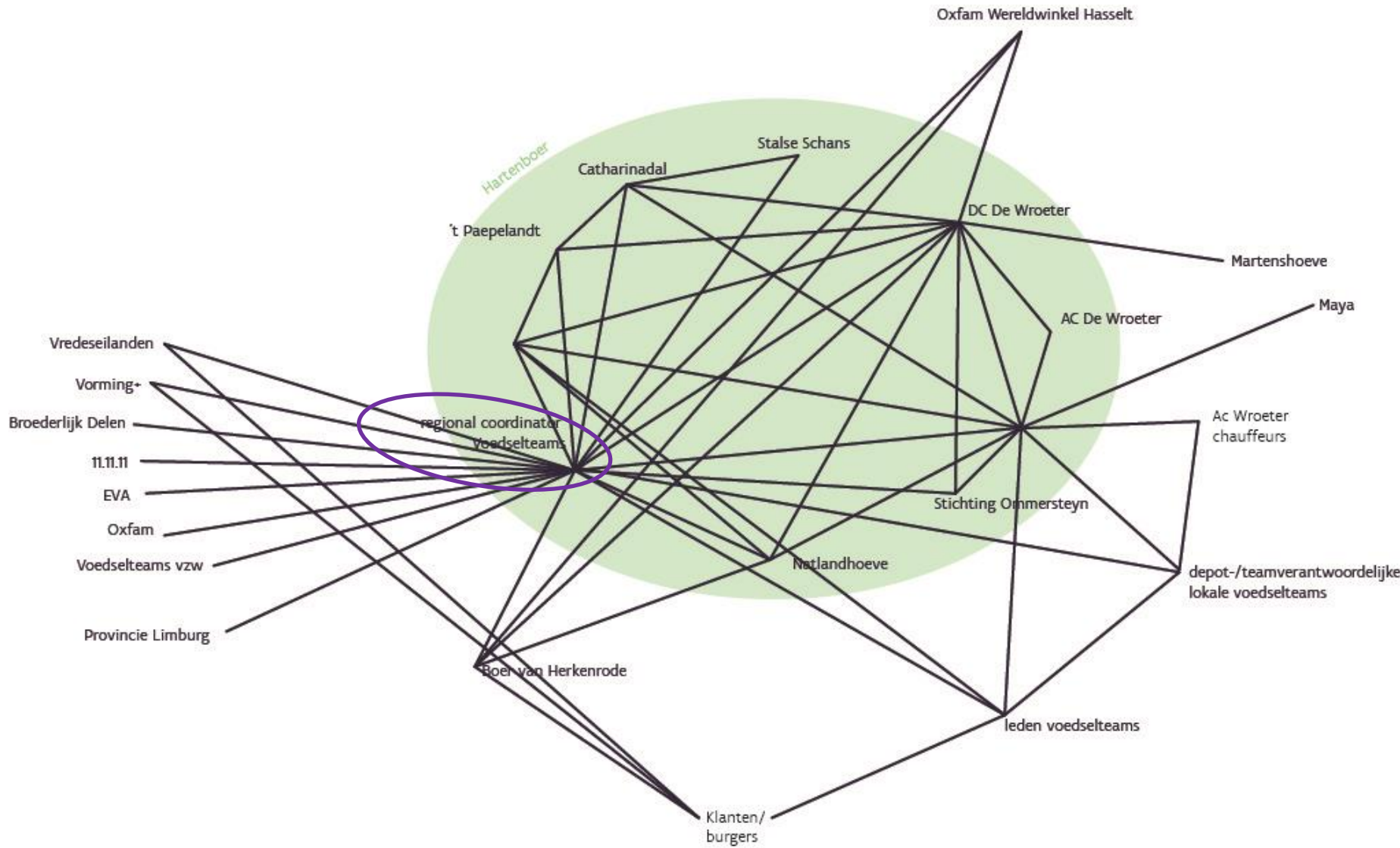
regional coordinator Voedselteams → facilitating consumer participation, setting criteria for participation

- vision management:

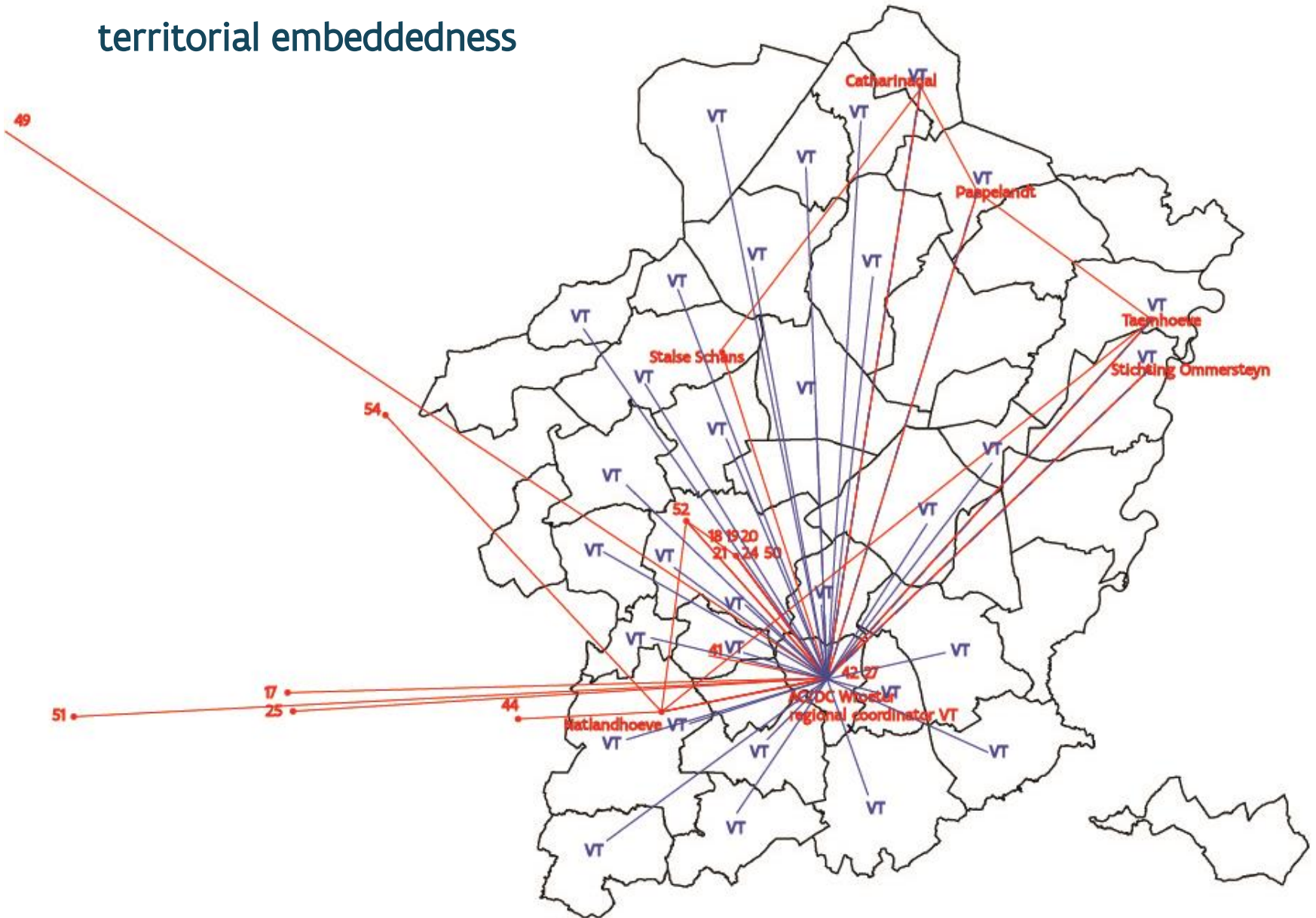
regional coordinator Voedselteams → engaging and sensitizing consumers, discussing vision with producers and vision maintenance

producers → discussing vision with regional coordinator, working in line with the vision

all relations



territorial embeddedness



Control?

access rights are controlled by the producers

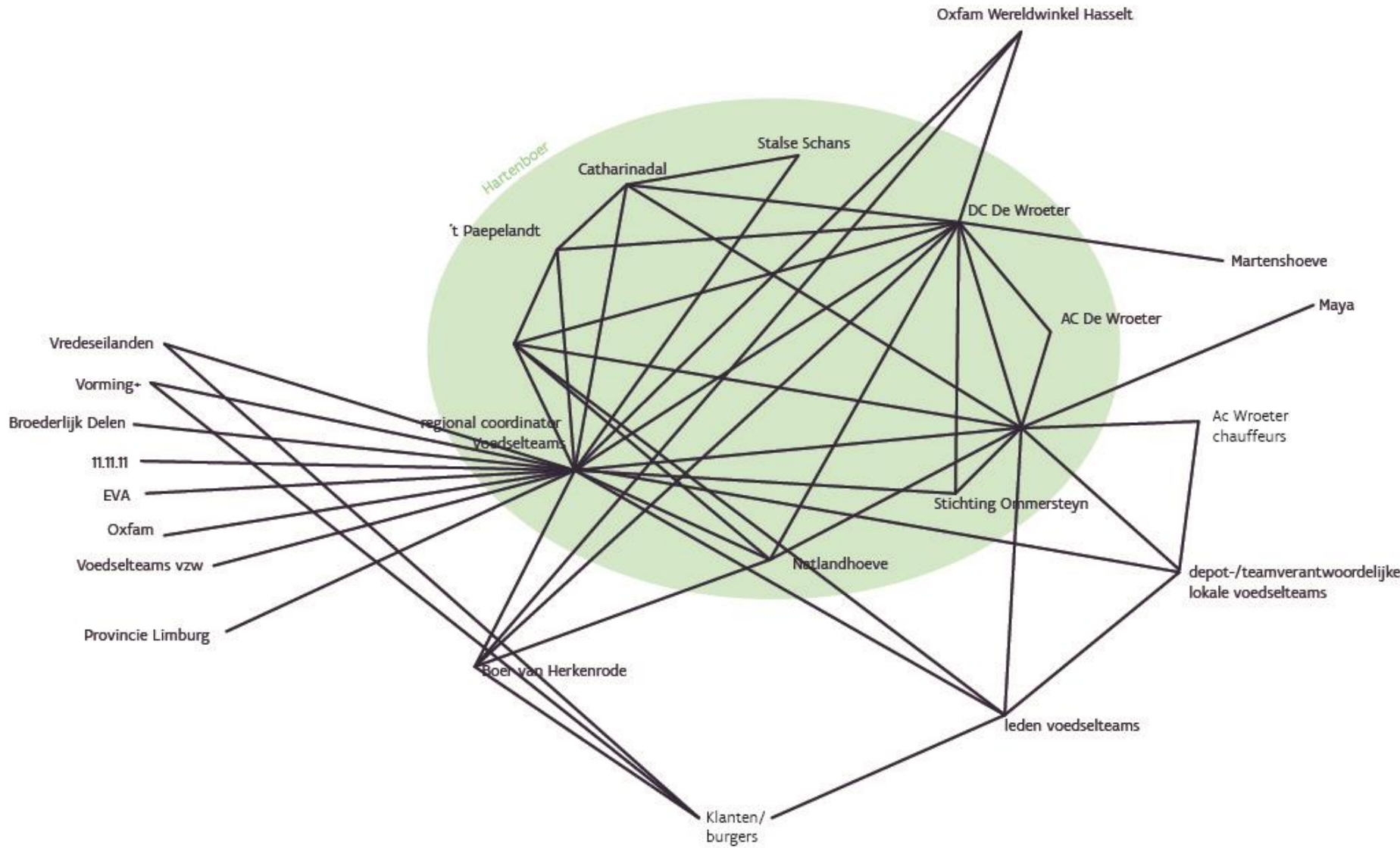
no monitor appointed due to **network embeddedness**:

multiplexity of networks → promotes trust, cooperation and shared behavioral expectations → network will facilitate collective monitoring, sanctioning and produce incentives

possible issues:

- less access to new information (importance gatekeepers)
- less innovative capacity
- limited openness
- collective blindness

all relations



further research:

- potential role for citizen-consumers
- other cases: alternative – conventional – bridging

questions?

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literature

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