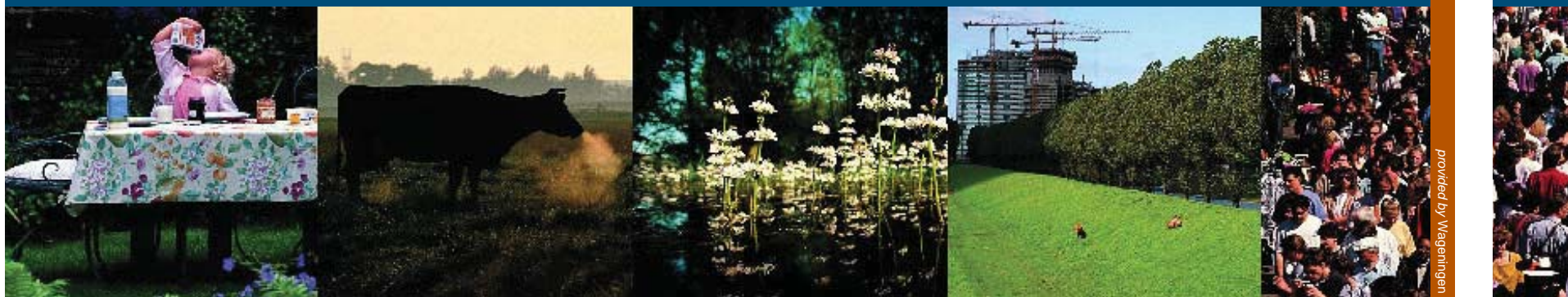


Re-localising pork production and supply: building bridges, not walls

by:

Rannia Nijhoff-Savvaki, Jacques Trienekens, Onno Omta
Wageningen University, The Netherlands



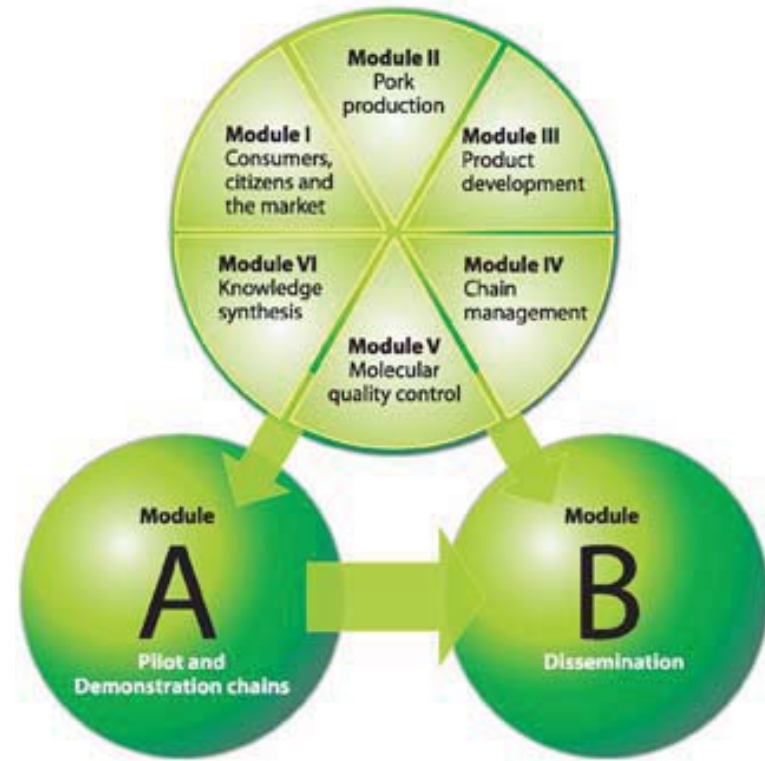
provided by Wageningen University & Research, Pu

EU-FP6 Q-Porkchains Project 2007-2011

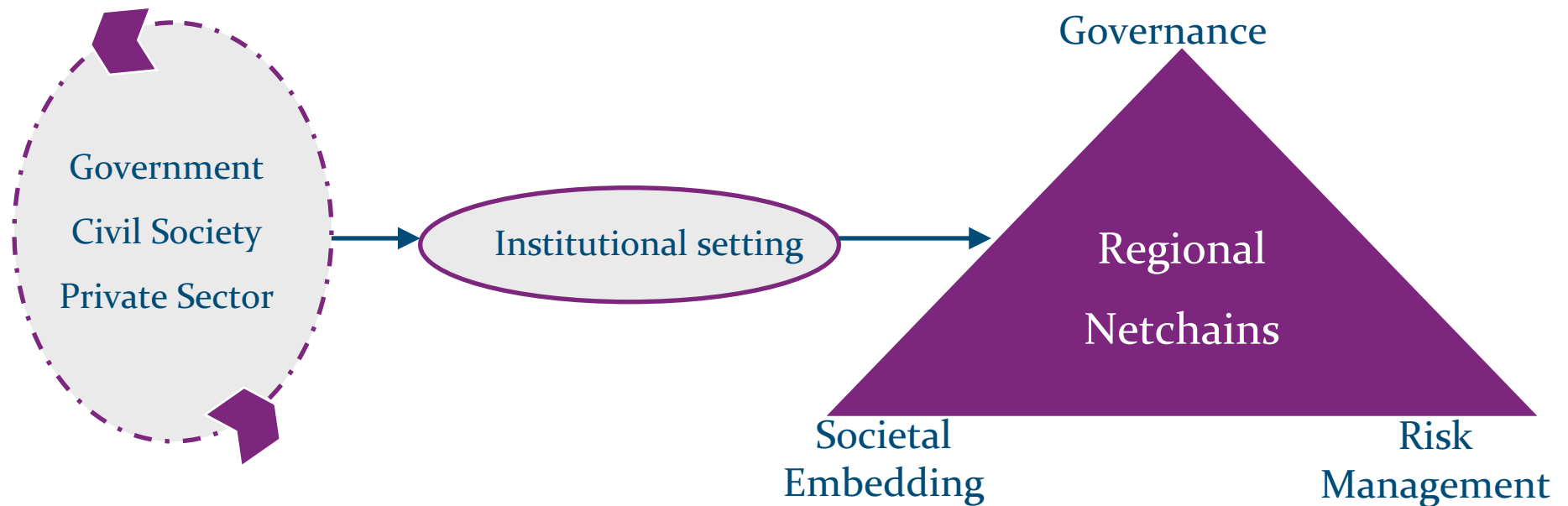


Improving the quality of pork and pork products for the consumer:

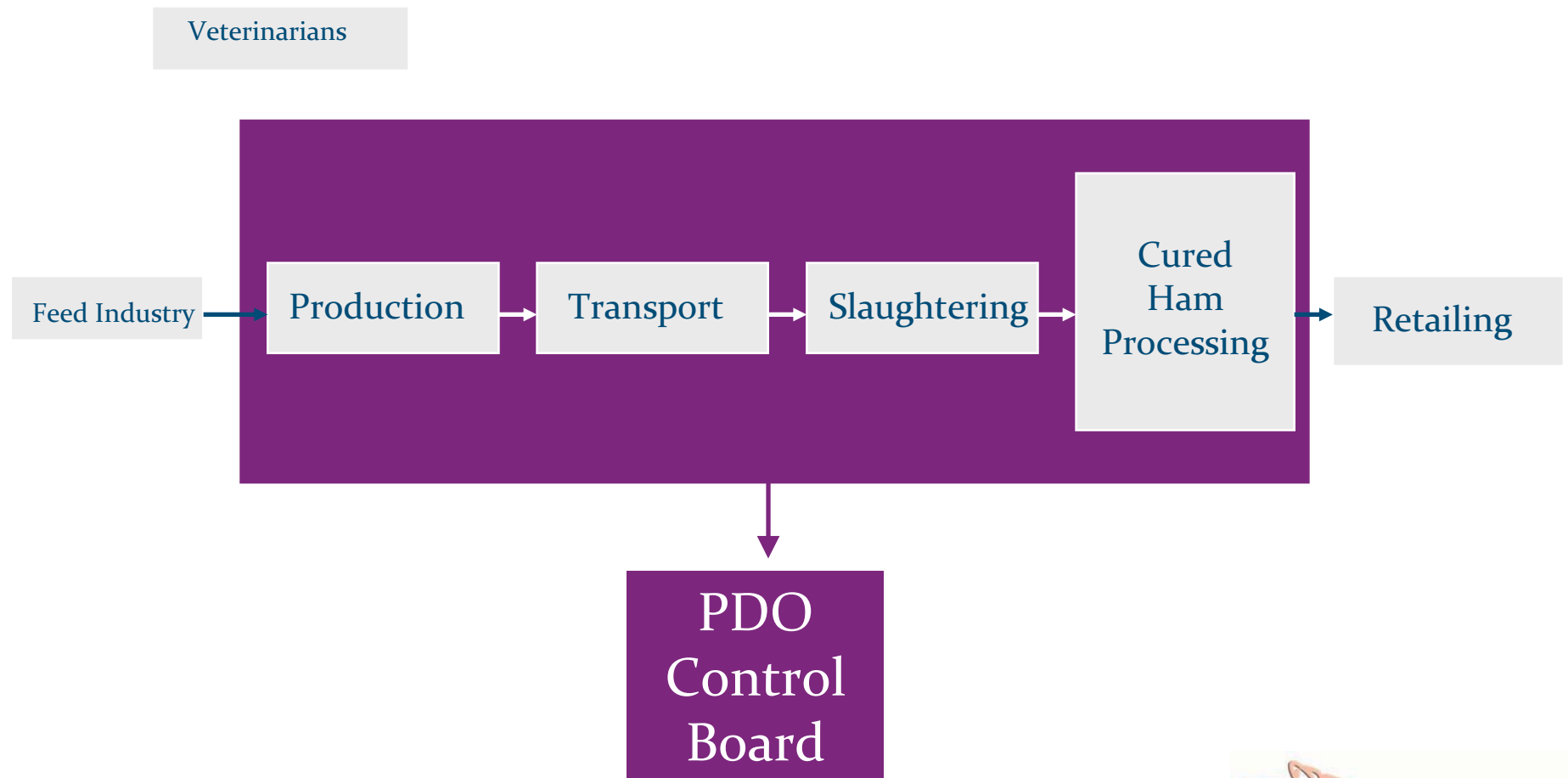
Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands



Research Framework for regional netchains



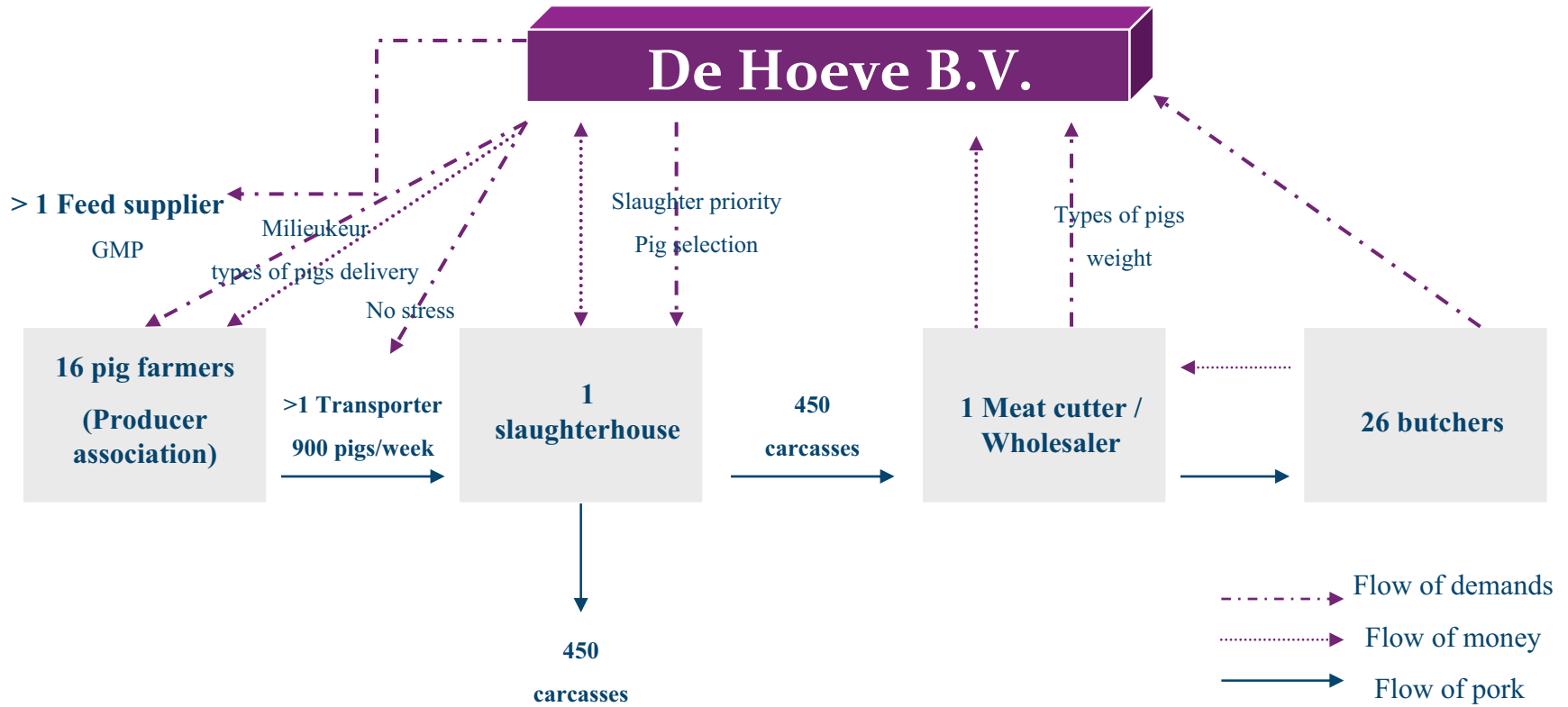
Spain: Iberian Cured Ham pork chain



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 Cost control	Visual management Opportunistic trading	Brand risk 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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PORK
CHAINS