



**Increasing the sales of products from short food supply chains (SFSC)**

## Why should we?

Short food supply chains (SFSC) are able to support rural communities, offer fairer prices to farmers, provide access to fresh, local and seasonal produce, and have less environmental impact.

## Why is this not happening?

Although consumers value food from SFSC, they are discouraged by its **higher cost and lower availability**, compared to food from longer supply chains

## What can the different actors do?



Farmers & cooperatives



Industry & HoReCa



Policymakers



Consumer associations

### Increase supply



#### Form cooperatives.

Consumers like buying all their food from one place. By teaming up, producers can increase efficiency and supply a range of products at larger volume.

**Engage distributors.** Small producers who do not have the resources to make deliveries can engage with distributors to have access to more retail channels (e.g. supermarkets, HoReCa).



**Set up regional processing plants.** Producers can then share processing plants to transform their raw produce locally and increase sales opportunities.



#### Increase access to land.

Small farmers have limited access to land due to strict ownership regulations and high prices. Changes in policy and local initiatives can improve the situation.

**Divide public tenders into lots or aggregate suppliers.** Public procurement can thus support SFSC producers who individually cannot supply the range of products required.

**Choose a budget model for public tenders.** SFSC producers cannot compete in a system that awards tenders based on the lowest price. Allowing them to meet a set budget instead increases their chances of securing a tender.

### Justify the price



**Decrease VAT on SFSC products.** A lower price for SFSC products would help make them more appealing to consumers.



**Implement certification and monitoring systems.** By imposing standards against fraud, the added value of SFSC will be reinforced, thereby increasing consumers' trust in SFSC products.



**Communicate value to consumers.** We can all raise awareness on the health, social, economic and environmental benefits of SFSC through targeted campaigns, education programmes, workshops, on-site events and/or agritourism.