



Introduction to the SUFISA project

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SUFISA

Sustainable Finance for Sustainable Agriculture and Fisheries

May 2015 to April 2019

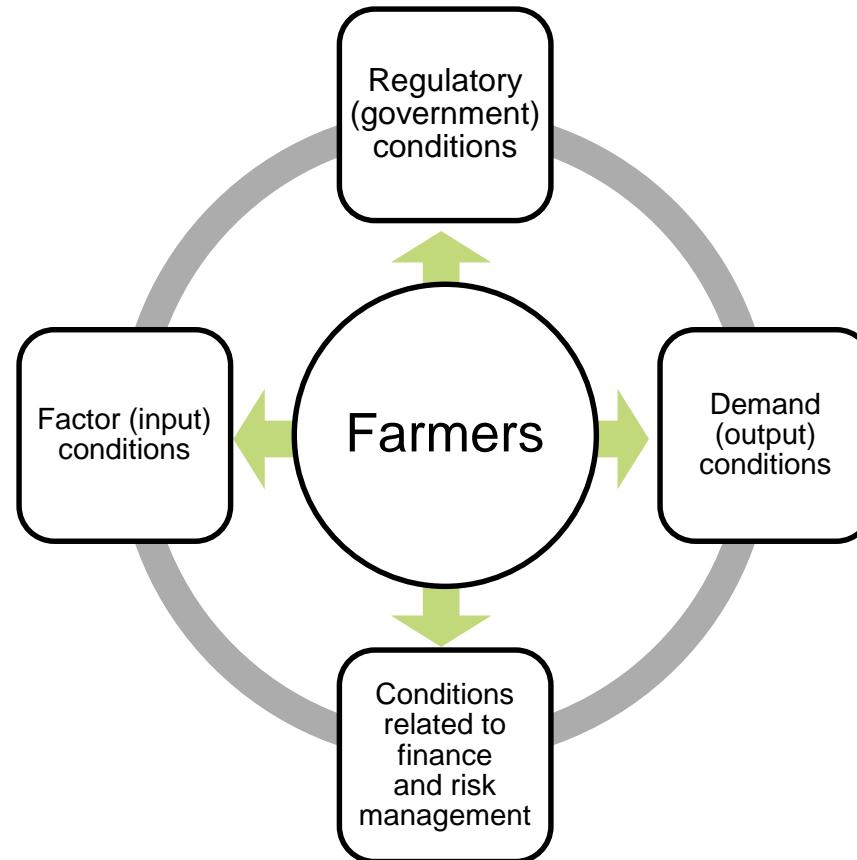
H2020 Project

SFS-19-2014: Sustainable food and nutrition security through evidence based EU agro-food policy

Consortium overview

- Mix of agricultural economists, sociologists and geographers.
- 13 partners from 11 countries:
 - Belgium (2), Portugal, Poland, Italy (2), UK, **Germany**, France, Latvia, Denmark, Greece and Serbia
- WP leaders:
 1. Conceptual framework: U Pisa (IT) and KULeuven (BE)
 2. Case study analysis, including survey: U of G (UK)
 3. Impact evaluation: U Hasselt (BE)
 4. Solutions and scenarios: IDDRI (FR)
 5. **Multiactor involvement and dissemination: HNEE (DE)**
 6. Management and coordination: KULeuven (BE)

- Aim: to identify sustainable practices, policies and markets in the agriculture, fisheries and aquaculture sectors that support the sustainability of primary producers.
- Context: multiple policies, market uncertainties and the impact of globalization.



**Figure 1: Multidimensional framework guiding SUFISA,
inspired by Michael Porter, The Competitive Advantage of
Nations, 1990**

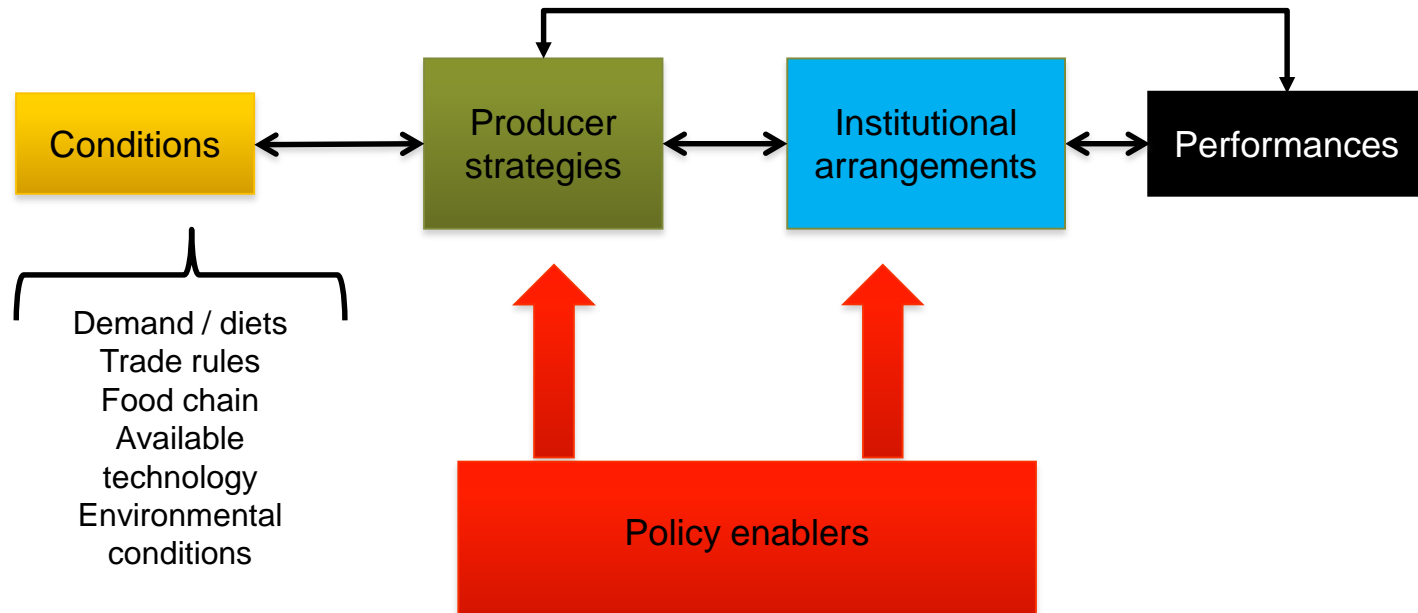
Stakeholder involvement

- To systematically involve primary producers and other stakeholders.
- Reflect upon the challenges encountered when researchers seek to engage closely with their potential end-users.
- European Round Table
- National Round Table (in all 11 participating countries)
- Focus groups / workshop for all commodity case studies, including for scenario development.

Stakeholder involvement

	Total number of stakeholders reached	1942
Interviews	Number of individuals interviewed	827
Round tables	Number of round table meetings held	31
	Total: round table participants	340
Workshops	Number of workshops held	32
	Total: workshop participants	454
Focus Group Discussions (FGD)	Number of FGD held	37
	Total: FGD participants	321

WP1: CSP Conceptual Model



CONDITIONS

Regulation & Policy

Factors

Demand

Finance & Risk

Socio-institutional

Socio-demographic

Technological

Ecological

Decision making process

FARM BOX

STRATEGIES

Intensification and upscaling

Technological innovation

Market orientation

Financialisation

Externalisation

Partnerships

Agricultural contracting and
passive diversification

Risk management

Diversification and
territorial integration

Multifunctionality

Public relations

Subsidies seeking

Downsizing/survival

Abandonment

PERFORMANCES

Productivity increase

Costs reduction

Products' quality improvement

Increase in products and
services variety

Financial resources availability

Access to diverse markets

Effective protection from risks

Households' good working
conditions

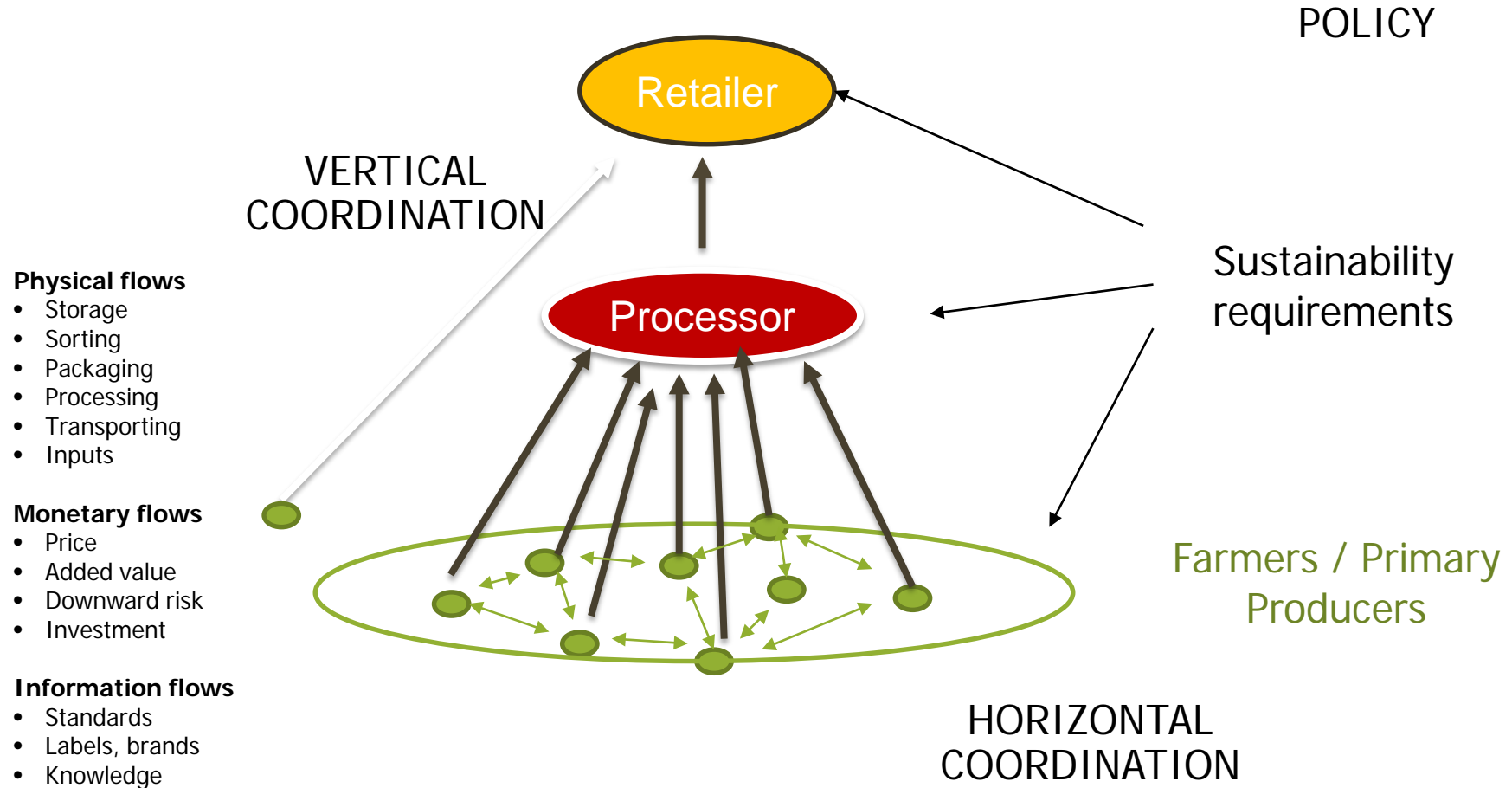
Households' differentiated
income sources

Household's assets preservation

Contribution to local community
welfare

Environmentally sustainable
production methods

WP1: Institutional arrangements



WP2: Case study analysis

The rationale

To **move beyond generalised CSP contextualisation** and to investigate the nature and complexity of market imperfections, policy requirements and their implications for specific commodity sectors and regions, thereby providing a more holistic regional and commodity-sensitive analysis of CSP.

WP2: Tasks

Task 2.1: Methodology and Case Study Selection (UoG)

Task 2.2 Analysis of regulatory and market conditions (UoG)

Task 2.3: Focus Groups (UoE)

Task 2.4: National Case Study Reports (UoG)

Task 2.5: Comparative Report and CSP Inventory

Task 2.6: Producer survey (UoG)

WP2: Selected case studies

- Wheat (PL, RSB, LV)
- Cereals (FR)
- Sugarbeet (BE)
- **Oilseed rape (DE)**

Arable
crops



- **Milk** (LV, UK, FR, DK)
- Feta (GR)

Dairy



- Apple (PL)
- Raspberries (RSB)
- Pear (IT)
- Apple and pear (BE)

Fruits



- Beef (PT)
- Poultry (DK)

Meat



- **Fisheries** (GR, UK, IT)

Fisheries



- **Trout, Carp, ..(DE)**
- Marine aquaculture (IT)
- Mussels (IT)

Aquaculture

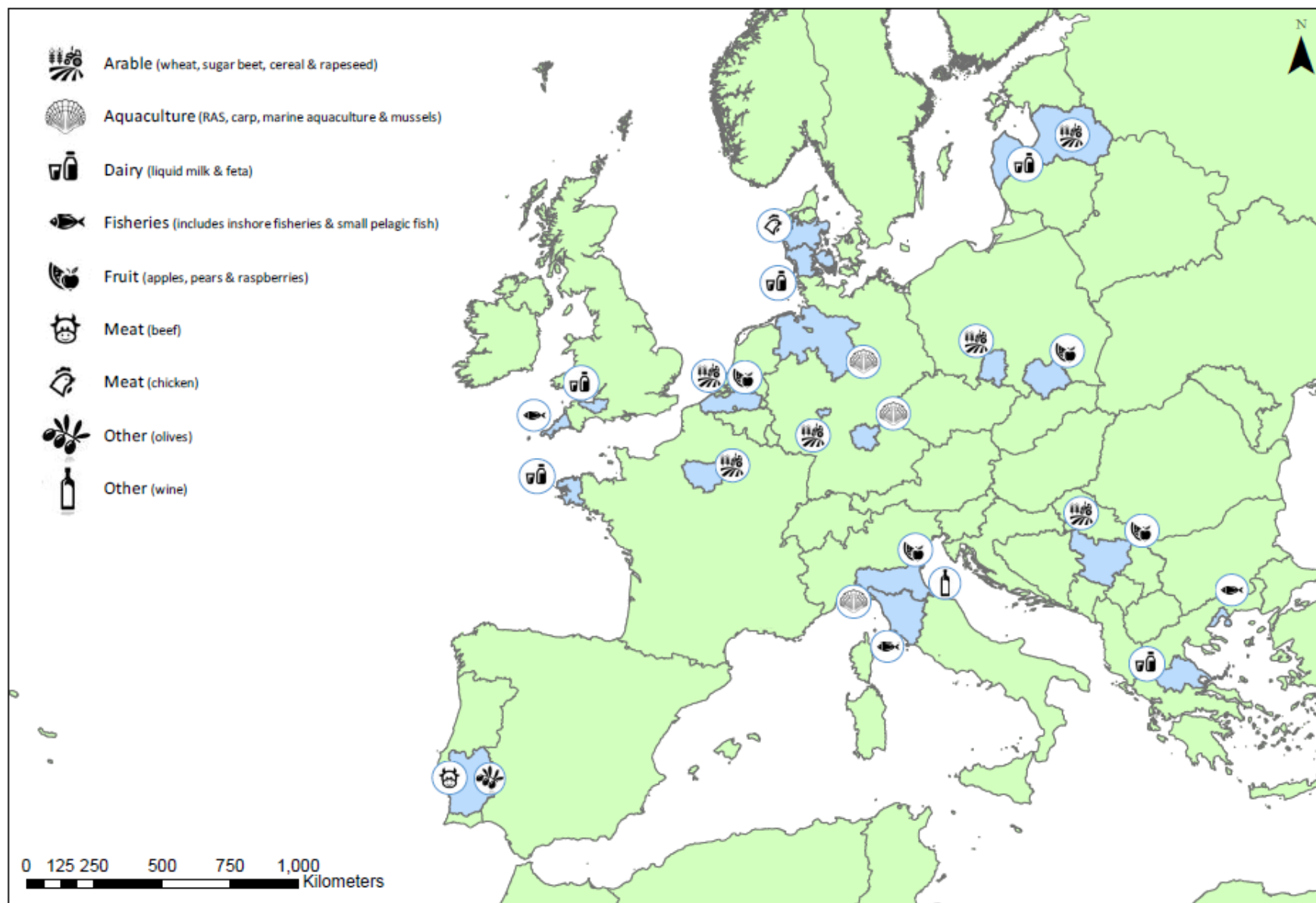


- Wine (IT)
- Olives (PT)

Other



4 Case study distribution



Focus on the producer perspective



Dairy



Poultry



Topfruit



Wine



Sugar beet



Olive oil



Raspberry



Mussels



Oilseed



Fish



Cereal



Beef

WP2: Producer survey

- 2299 farmers from 11 EU Member States and eight different commodities were interviewed using a common questionnaire.
- The objective of the producer survey was to collect primary data on supply chain arrangements (SCAs) in order to:
 - Map the existing SCAs across regions and commodities;
 - Identify the attributes characterising SCAs;
 - Assess the sustainability of given SCAs;
 - Identify future drivers of SCAs.

WP3: Impact evaluation

- WP3 aims to analyse the impact of market imperfections on the efficiency and performance of primary producers.
 - To study the impact of asymmetric information on food system performance.
 - To estimate the economic performance of primary producers considering market imperfections.

Includes looking at UTPs – Recent EU Commission Directive.

WP4: Objectives and structure

- Main objective: to identify *institutional arrangements* that support the *sustainability of farmers*, and develop *future scenarios* aimed at countering identified market imperfections.
- Three main tasks:
 - Develop an **draft set of scenarios** on the basis of results obtained in WPs 1-3.
 - **Refine the scenarios** through a series of stakeholder workshops.
 - **Quantify and qualify** the interest and likelihood of each scenario through a **Delphi survey** involving experts all across Europe.

1. Global competition

- Global markets are totally liberalized
- Consumers in the EU favour convenience and low prices over environmental or health criteria

2. Europeanization

- High levels of food safety are demanded by consumers
- European products have a good reputation for quality

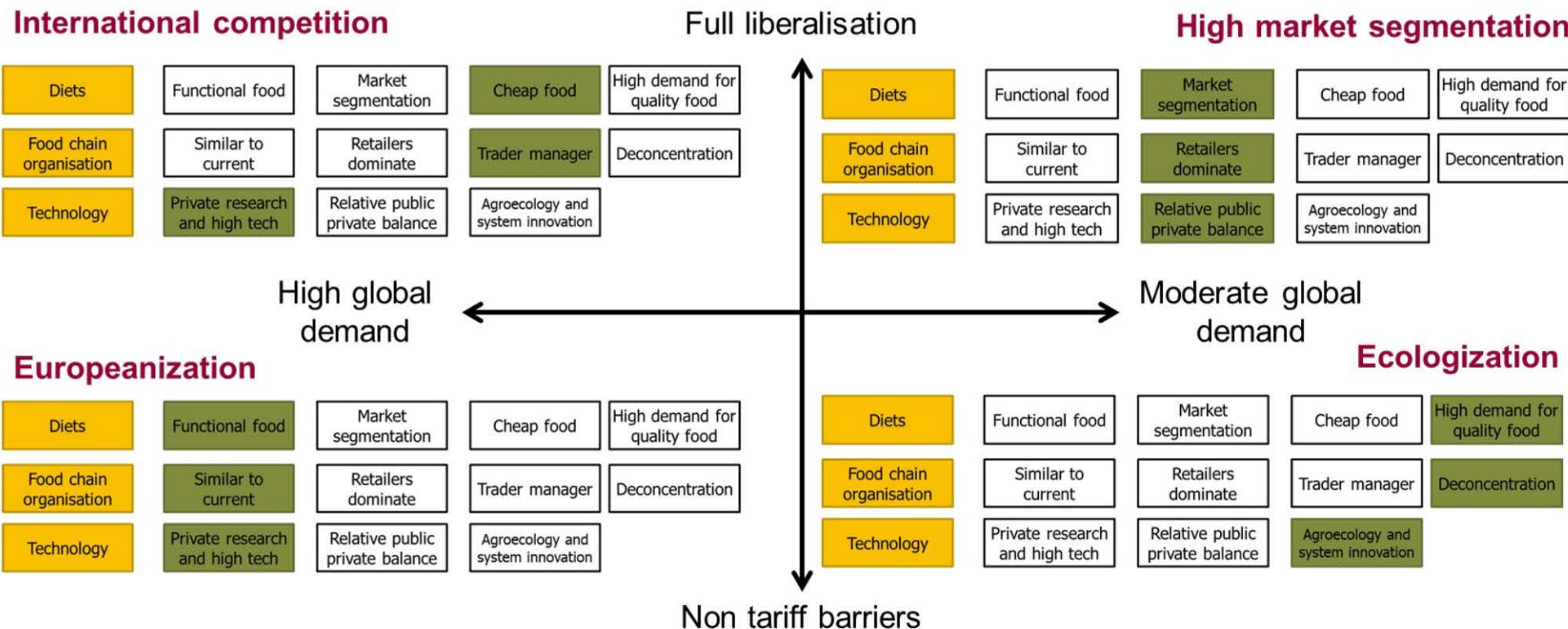
3. Segmentation

- Market segmentation & fragmented consumer demand
- Demand for quality food is high, but also for discount products

4. Ecologicalisation

- European consumers aware of impact of food
- Consumers are willing to pay for quality food

WP4: The four narratives



WP5: Multi-actor involvement and dissemination

- To actively involve relevant actors and stakeholders through participatory research and co-learning at all stages of SUFISA.
- To communicate the findings of the project widely amongst relevant forums and platforms, as well as stakeholder and research networks.
- To ensure that the tools and outputs developed through the study are effectively communicated.

- Task 5.1 – Facilitating and promoting multi-actor involvement
- Task 5.2 – Communications and dissemination strategy
- Task 5.3 – SUFISA Website and social media networks
- Task 5.4 – Develop specific targeted communications materials
- Task 5.5 – Project conference and other communications events

WP5: Reflections on researcher engagement with stakeholders

- Engaging stakeholders is difficult!
- Ensure that stakeholder events are framed in relation to current and ongoing debates.
- Aligning the aims of an international, comparative project with topics that are of interest to potential stakeholders is not easy.
- Make sure that realistic and achievable expectations are discussed with stakeholders early on in the project.
- Engaging stakeholders right at the beginning of a project helps align aims and enable co-learning.

Final project outcomes

1. **All** primary producers are now facing challenging market conditions.
2. Capacity to **respond** to these market conditions ('room for manoeuvre') strongly differs.
3. Market success increasingly depends on tighter **vertical** coordination.
4. Tension between **cooperative** and **individual** strategies.
5. **Government** needs to take up a new, facilitating role.

Thank you!

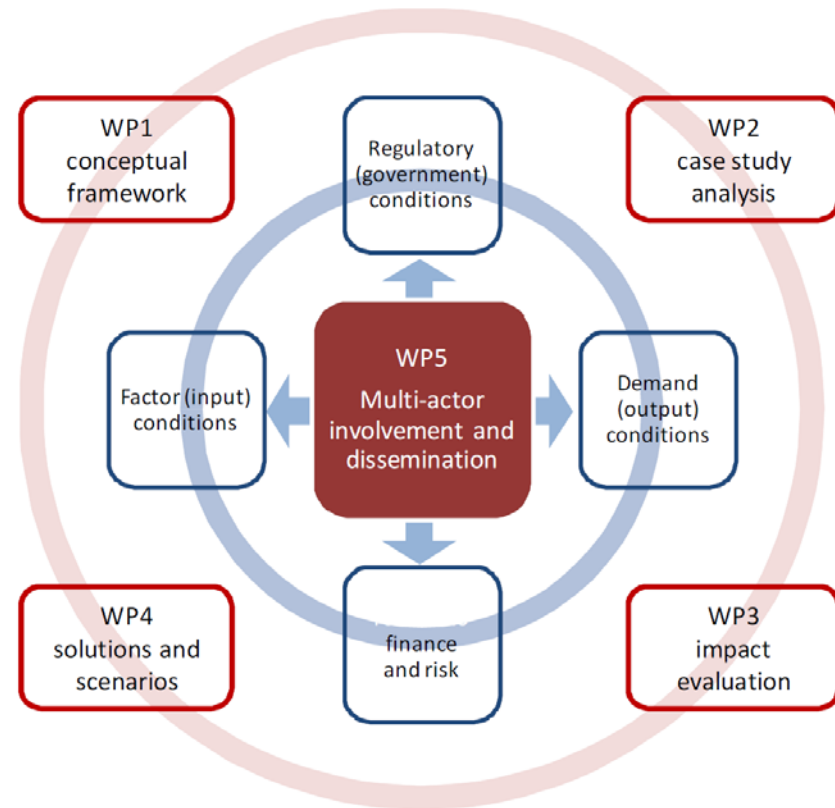
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SUFISA consortium

- KU Leuven, Belgium
- University of Pisa, Italy
- University of Gloucestershire, UK
- Institute for Sustainable Development and International Relations, France
- Bologna University, Italy
- Baltic Studies Centre, Latvia
- University of Evora, Portugal
- Aarhus University, Denmark
- University of Hasselt, Belgium
- Agricultural University of Athens, Greece
- University for Sustainable Development, Germany
- Jagiellonian University, Poland
- University of Belgrade, Serbia

SUFISA objective

The aim of SUFISA is to **identify** sustainable **practices and policies** in the agricultural, fish and food sectors that support the sustainability of **primary producers** in a context of **multi-dimensional policy requirements, market imperfections** and **globalisation**



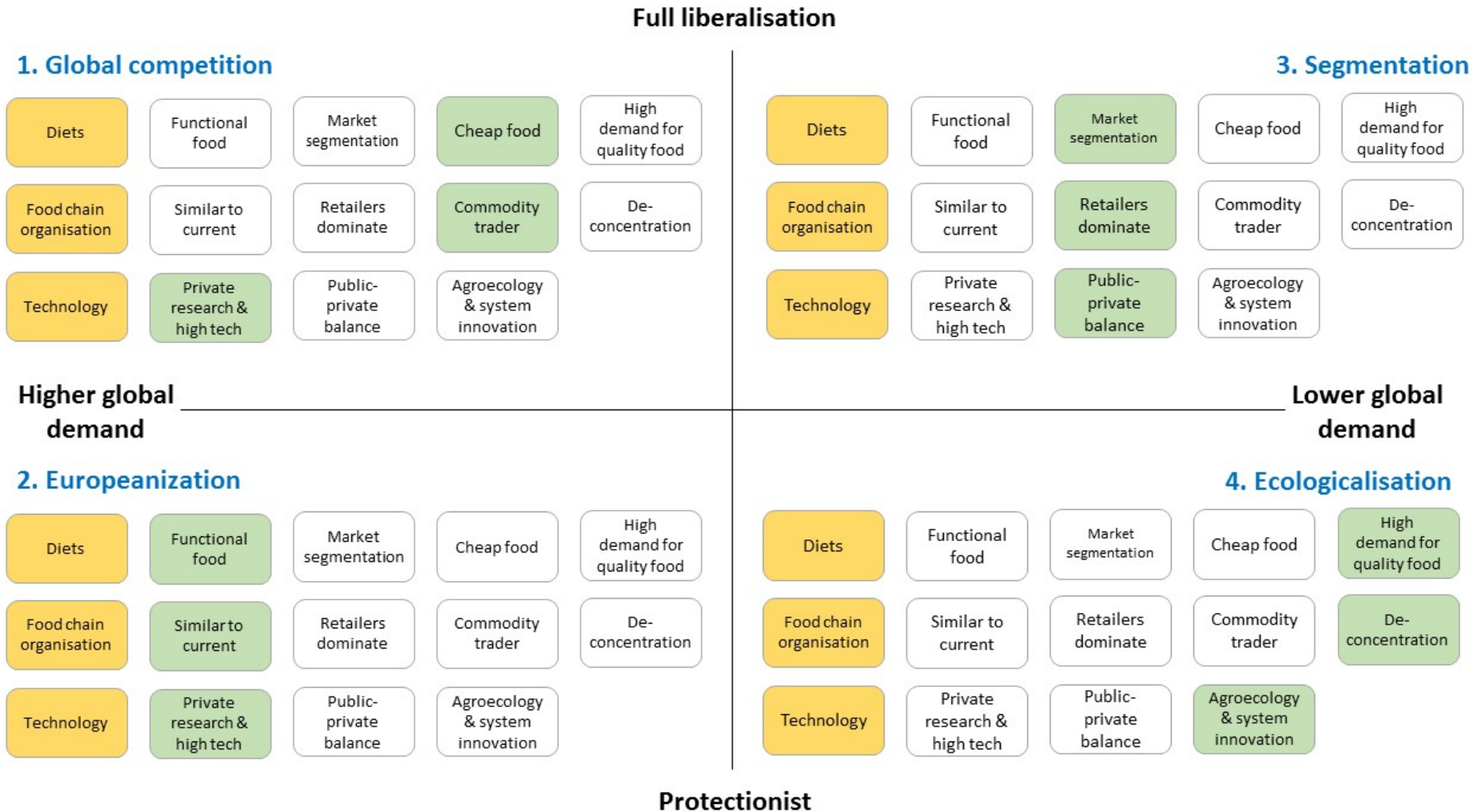
Objectives of WP2

- To develop a purposive sample of case studies.
- To conduct a systematic regional analysis of regulatory and market conditions.
- To discuss CSP issues that impact farming and fisheries producers with different stakeholder groups in the case study regions.
- To develop an inventory that catalogues current and future CSP impacting farming and fisheries producers in European regions.
- To conduct a cross-regional analysis of producers (farmers and fishermen, including aquaculture) to identify current CSP issues and perceptions and reactions to future changes in key drivers / market conditions.

Relevance of issues addressed in WP3 as a function of WP4 scenarios

	International competition	High market segmentation	Europeanization	Ecologisation
Market power	++	+++	++	++
Asymmetric information	-	+++	-	++
Economic performance	+++	-	+	+
Sustainability performance	-	++	++	+++

WP4: The four narratives



Inshore fishers in Cornwall

**Vertical
coordination**

Policy

- Sustainability:**
- Ecological
 - Biodiversity
 - Economic
 - Socio-economic

**Inshore
fishers**

Minimal horizontal coordination

Adding value
Self-evident
quality
Personal
relationships
Entrepreneurship
Direct sales
Specialist fish
merchants
Fal Fish
Harveys
Harbour markets

