



## Value-based growth of organic food chains

Supporting the further development of organic businesses, networks and initiatives

HEALTHYGROWTH



### Aim of the project:

To provide knowledge on development pathways from niche to volume while maintaining integrity and trust.



## Introduction

In HealthyGrowth a range of successful mid-scale organic value chains will be investigated in order to learn how they are able to combine volume and values, and to use this knowledge to support the further development of organic businesses, networks and initiatives.

## Background

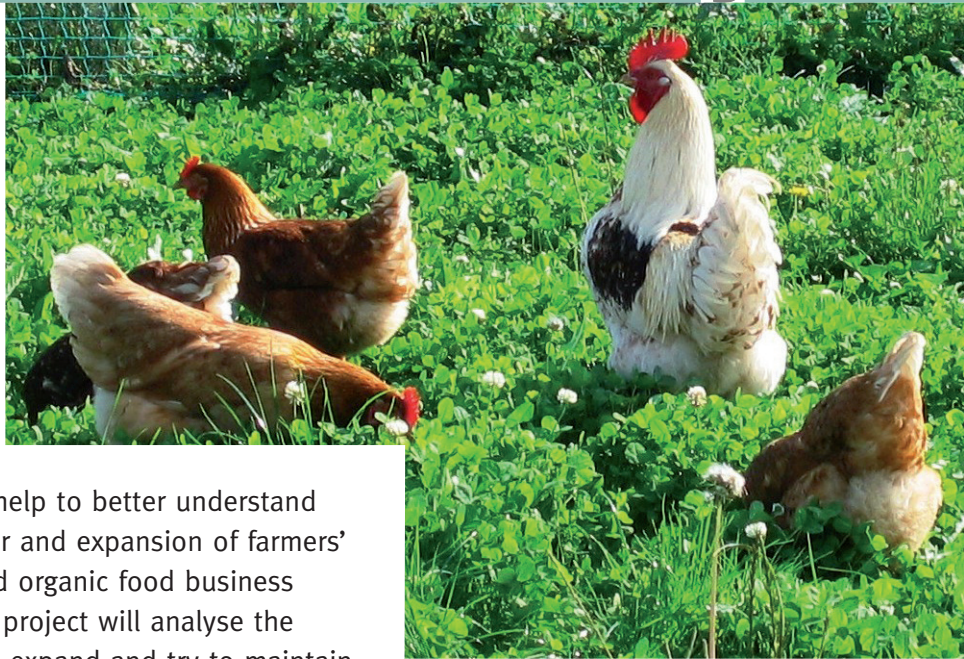
Organic markets differ between countries, but most local organic market chains have inherent problems in moving from niche to volume, and mainstream large-scale market chains have inherent difficulties in securing and advancing organic values. The wish to increase the volume of the organic food markets has become of significant importance throughout Europe.

## Benefits of the project

Developing general as well as locally adapted recommendations for growing organic markets. Scientists and stakeholders will share knowledge and enhance network building within regions and across borders. By studying a range of mid-scale food value chains and showing the prerequisites for their success, the growth of new organic value-based chains will be supported and will provide new opportunities for organic actors.







## Expected results

Expected results: HealthyGrowth will help to better understand the implications of increasing turnover and expansion of farmers' associations, marketing initiatives and organic food business such as processors and retailers. The project will analyse the challenges of value-based chains that expand and try to maintain the original social-ecological and ethical aspirations embodied in organic farming.

Based on a better comprehension of dedicated medium-scale value chain networks, initiatives and businesses, the researchers will, together with practitioners and decision makers, derive locally adapted recommendations for improvements in this segment as well as in large chains and in local food co-operations and networks. This is to support the exchange of ideas between actors across boundaries and to stimulate national and international cooperation. The wide range of project results will therefore be relevant to many facets of the organic food chain and market development. The case studies, undertaken in different countries and initiatives or businesses, will encourage an exchange of experiences with other countries, regions or value chains.

## Expected long-term impacts

The project will promote organisational forms and marketing strategies which meet not only differentiated consumer expectations, but also the requirements of farmers, and thus support a sustainable increase in organic production and development of sustainable food chains.

## Target groups

The target groups are growing food networks, businesses and initiatives of value-based organic chains, but also small organic producers, consumers, and potential new organic actors in innovative forms of partnership and cooperation, as well as large-scale market chains.

## Main activities

- A review of relevant organic market research and findings is building the project foundation.
- Based on the review, the main research method will be defined for a comparative case study analysis of medium-scale value chains.
- The cases will cover different phases of business and network development and diverse market volumes, as well as various product chains. The case study analysis will involve a range of different analytical perspectives and will be conducted in cross-national teams.
- Stakeholders and actors will be actively involved in the project aiming to discuss and verify the findings and to support an effective exchange of know-ledge, network building and co-operation at a national and European level.



## Coordinator

Associate Professor Egon Noe,  
Aarhus University, Denmark

## Partners

Associate Professor Rebecka Milestad,  
Royal Institute of Technology, Sweden  
Dr Claire Lamine, INRA, France  
Dr Hilde Bjørkhaug, Centre for Rural  
Research, Norway  
Associate Professor Andreja Borec,  
University of Maribor, Slovenia  
Associate Professor Markus Schermer,  
University Innsbruck, Austria  
Senior Researcher Helmi Risku-Norja, MTT  
Agrifood, Finland  
Dr Susanne von Muenchhausen,  
University of Applied Sciences in  
Sustainable Development in Eberswalde,  
Germany  
Associate Professor Handan, Giray,  
Suleyman Demiral University and  
Dr Adem Atasay, GDAR Directorate of Fruit  
Research Station, Turkey  
Dr Virgilijus Skulskis, Lithuanian Institute  
of Agrarian Economics, Lithuania

## Further information

This project is funded via the ERA-NET  
CORE Organic II by national funds to each  
partner. CORE Organic II is a collaboration  
between 21 countries on initiating  
transnational research projects in the area  
of organic food and farming.

For further information,  
see [www.coreorganic2.org](http://www.coreorganic2.org)

## Related projects

The project knowledge is based on ongoing and previous re-  
search projects (national studies, EU projects like SUS-CHAIN,  
DOLPHINS, OMIARD, QLIF, COFAMI, FOODLINKS, CORASON and  
non-European studies).

## Project dissemination

- Project internet pages, kept up-to date with information arising from the project
- Peer-reviewed articles in scientific journals
- Articles in professional magazines (made available 'open access' via Organic Eprints)
- Presentations at international and national conferences
- Presentations at national professional societies and to interested public
- Regional and national network building
- Presentations and interviews on public media

## How to reach the end users

- Articles on how to organise food value chains targeting stakeholders
- Series of policy briefs for policy makers on how to support food value chains
- National stakeholder network meetings
- Cross national stakeholder workshop (e.g. at IFOAM 2014)
- Project leaflet in English and partner country national languages for dissemination at suitable events.

