

WP3

Comparison of local and global tomato chains, Languedoc-Roussillon, France- Almeria, Catalunya, Spain
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Introduction

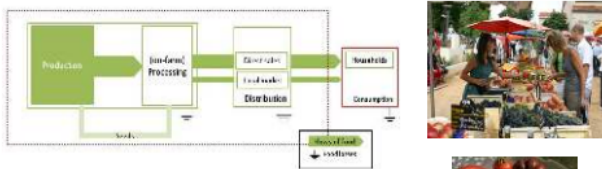
- Comparison of Local and Global Tomato Supply Chains: Languedoc-Roussillon (LR), France, and Almeria and Catalunya, Spain
- Common criteria of distinction between local and global tomato chains:

CRITERIA	LOCAL FRANCE	GLOBAL
PHYSICAL AND GEOGRAPHICAL DISTANCE	Producers and consumers in the same district or within a radius of 150 km in Languedoc-Roussillon (LR) Direct selling in local open-air markets or on-farm	1) Production in Almeria, Spain, and consumers in LR, France 2) Producer organizations in LR, France, and consumers in the same region Minimum 2 steps between production and consumption. Tomatoes sold in supermarkets in LR
TYPE OF GOVERNANCE AND ORGANIZATION	3 different types of products Abtomed production for most of them; some of them also belong to a producer organization	Interprofessions, producer organizations, large farms and private firms Platforms (logistics and commercialization)
RESOURCES, KNOWLEDGE AND TECHNOLOGIES	Both ancient varieties and hybrids Importance of human resources No subsidies	Hybrid varieties, generic round and cluster tomatoes. High technology in production (greenhouses, grow-bags, mechanization), packaging and transportation Collaboration with research; public subsidies dedicated to technological innovation
PRODUCT IDENTITY, LINK WITH TERRITORY	10% of organic Few local varieties specific to a territory One of the main products of the Mediterranean diet	1 organic label in Almeria, national PDO in France

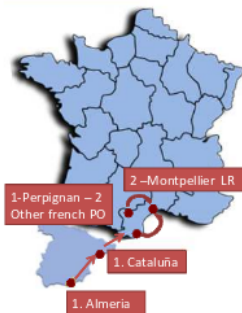
Case studies: Tomatoes consumed in LR, South of France

The local chain:

- Direct sales in open-air markets and/or on farm: the two main outlets for producers in short chains in France, mainly "local"
- 3 types of producers according to their strategies, practices and embeddedness: engaged, traditional, involved



Global FSC

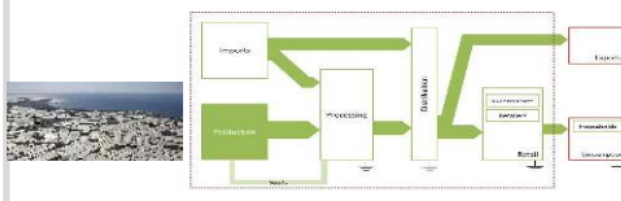


Local FSC

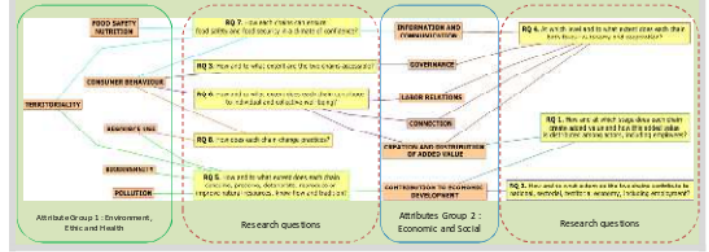


The Global chains:

- From production in Almeria to sale in supermarkets in LR France, via many steps, notably a wholesale market
- From producer organizations in LR France to supermarkets in LR France, via a purchasing center and boycotting wholesale markets: upward current trend



Research Questions



Method: Attributes and Indicators

ATTRIBUTE	PROPOSED INDICATOR	STAGE RELEVANCE	DATA SOURCE	ATTRIBUTE	PROPOSED INDICATOR	STAGE RELEVANCE	DATA SOURCE
FOOD SAFETY / NUTRITION	Control Measures for food quality	All stages	Expert secondary data	INFORMATION AND COMMUNICATION	Traceability System and Certified production	All stages	experts secondary data
	Bio logical, chemical and physical hazards	consumer			Transparency for consumer price decision making	consumer	
	Nutritional quality	consumer		condition to market entry and expansion*	Production-trade-distribution	Interviews Experts secondary data	
CONSUMER BEHAVIOUR	palatability development of sustainable consumption practices*	consumer	Secondary data	GOVERNANCE	Platform for decision making		
	Willingness to pay - Affordability				Information transfer during transaction*		
TERRITORIALITY	Social cohesion and Conviviality*	Producers, consumers, local actors	Interviews	LABOR RELATIONS	Irregular Migrant Work*		Interviews secondary data
	Water consumption				Stability and security of work	Production stages	
RESSOURCE USE	Energy Consumption	All stages	Interviews secondary data, LCA database	CONNECTION	Professional relations among chain actors*	All stages	Interviews secondary data
	Waste and loss food along the chain				Social and professional acknowledgement*	Production stages	
BIODIVERSITY	Soil fertility management	All stages	Interviews	CREATION AND DISTRIBUTION OF ADDED VALUE	farmers cooperation or Socially self-organized connection between producers and consumers*	Production-consumption	
	Agro-biodiversity conservation practices				Net Income	Production stages	Interviews secondary data
POLLUTION	Diversity of cultivated varieties and Saving of Seeds practices			CONTRIBUTION TO ECONOMIC DEVELOPMENT	Wage Level		
	Landscape and ecosystems improvement				Gross added Value	Production stages	Interviews secondary data
	GHG emissions	All stages	Interviews LCA database	CONTRIBUTION TO ECONOMIC DEVELOPMENT	Distribution of added value across the chain	All stages	Interviews secondary data
	level of pollutant waste				Rate and type of subsidies		
POLLUTION	Public Health	Producers and consumers	Interviews experts	CONTRIBUTION TO ECONOMIC DEVELOPMENT	Sensibility to subsidies		
					Net Cash Flow		

* Indicators from other sources; justified in the case study report.

Methods of data collection

- Primary data: from own or partners' previous works, complementary interviews
- Secondary data: many sources, constitution of an ad hoc data base
- Working group with a panel of experts to discuss and benchmark the data

Research challenges

Why a so long list of indicators?

- Previous own results on vegetable local chains, including qualitative and quantitative data on the socio-ethical dimension (sociometry); GLAMUR as an opportunity to go further
- Many secondary data as far as tomato is a "model plant" in French agricultural research
- Requirements of partners about all dimensions of comparison

What methodological issues?

- Review and encoding of secondary data
- Focus on tomato production/selling within vegetables farms
- Test of socio-ethical indicators in global chains: relevance, feasibility?