



WP3

Comparison of local and global wild blueberry chains, Latvia
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Introduction

- Comparison of local and global fruit chains: Latvia (wild blueberries), Serbia (raspberries) and Belgium (apples)
Criteria of distinction between local and global chains:
Aspects motivating functioning of the chain
Number of intermediaries
Level of institutionalization
Geographical distance between actors involved
Degree of industrialisation of production processes
Volume of the produce

Research Objectives

- To identify distinction between global and local blueberry chains and assess their performance.
To illustrate major aspects (attributes) characterizing wild blueberry supply chains and to apply these aspects to comparison.
To analyse the importance of the global and local blueberry supply chains for rural economic and social processes and to analyse legal relations throughout the chains.
To examine the aspects of labour relations within the chain.

Method: Attributes and Indicators

Table with 4 columns: Attribute, Indicators, Stage relevance, Data source. Rows include Creation and distribution of added value, Contribution to economic development, Governance, Resource use, Efficiency, Labour relations, Profitability/Competitiveness.

Case studies: Wild Blueberries in Latvia

The Global Legal Chain - Pharmeco

The Global Grey Chain - Enterprise A



The Global Legal Chain - Pharmeco

- All produce exported - mostly to China, yet to several European countries as well.
Collecting points throughout half of the territory of Latvia.
Modern production techniques - significant investments in processing.
Have invested in their own quality control laboratory allowing to issue quality certificates.
Mainly works with final consumers - pharmaceutical companies and food processors.
Operates on several levels of supply chains.



The Global Grey Chain - Enterprise A

- Final markets of produce varies - mainly exported, yet a significant share remains in Latvia.
Collecting points throughout half of the territory of Latvia.
No permanent partners - partners are changed frequently.
Absence of investments in development.
Lack of clear relations with suppliers.
Mainly works with intermediaries.
Lack of internal quality control.



Short-local chain description

- Chains are culturally driven - economic gains from these chains are small and for most of the participants do not create significant income.
Chains are embedded in personal relations of the participants.
Actors often occupy several levels in food chains.
Close relations with the global chains (these relations at least partly explain the existence of short chains).
Mainly uninstitutionalized - chains lack institutionalized structures.



Methods of data collection

Data collection

- Literature and policy document analysis
18 in-depth and 6 short interviews with experts and stakeholders
Observations in berry collecting points
Expert group discussion about the initial results
Analysis of secondary data (including statistics, tax reports, etc.)



State of research

- We have collected sufficient number of the interviews and planning to conduct some repeated interviews.
We are in the process of data analysis, focusing on key aspects (forest product, global-local, legal-grey, cultural meaning).
More communication in the fruit research group is necessary.