

GLAMUR
Global and local food assessment:
a MULTIdimensional performance-based approach



The multidimensionality of food chain performance assessment

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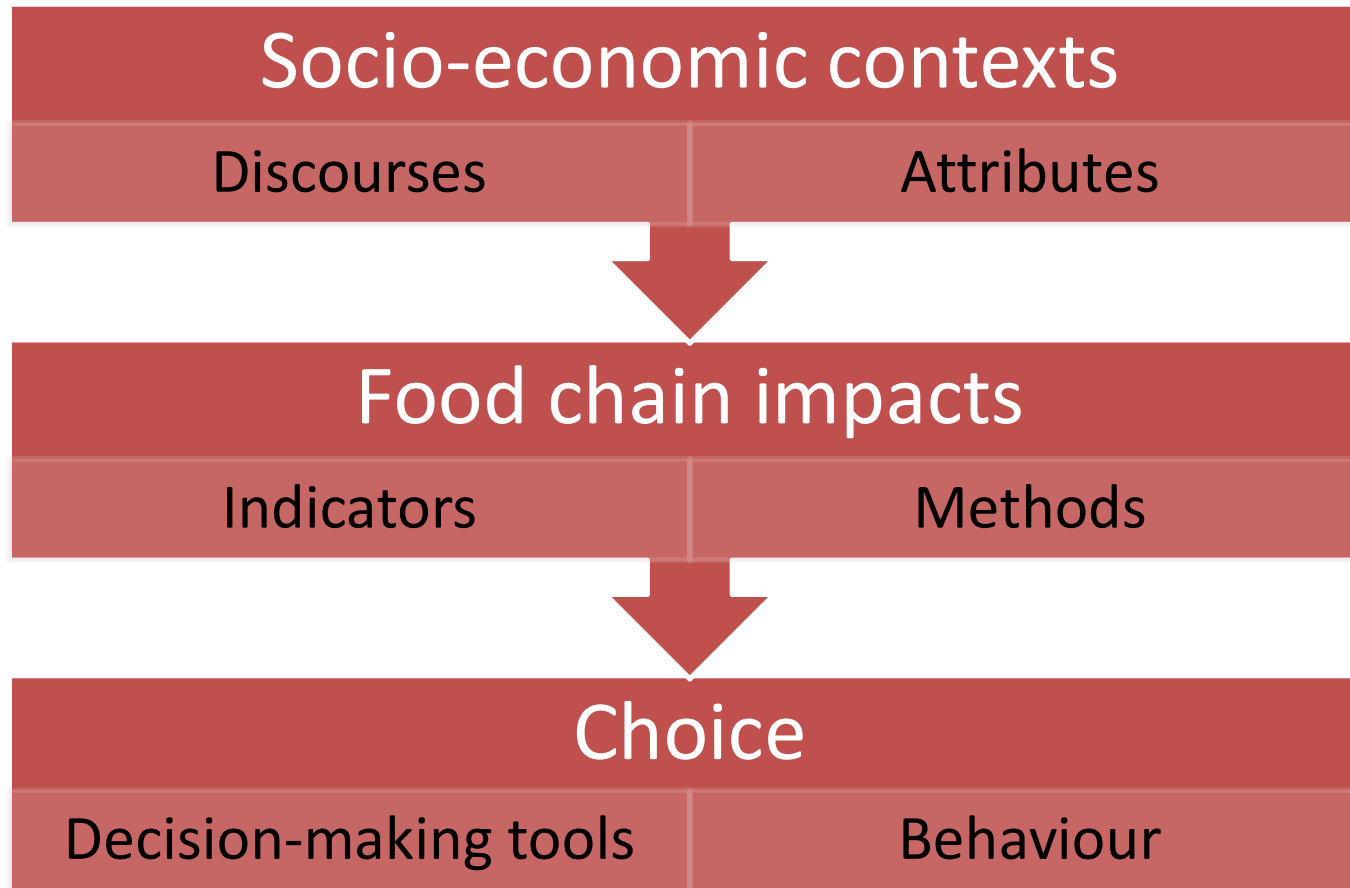
The starting point: acknowledging complexity

- Significant interest in sustainable consumption practices
- Sustainability credentials, Life Cycle Assessment (LCA) and 'techno-politics' (Freidberg, 2014)
- The performance of food chains has multiple dimensions, voices and legitimate perspectives
- A confluence of 'intensifying circumstances' (Hinrichs, 2014)

Acknowledging Complexity

- Need to 'enlarge our thinking about food systems change' (Hinrichs, 2014: 143)
- Post-normal science (Funtowicz and Ravetz, 1993), wherein complexity, uncertainty, incomplete data and multiple stakeholder perspectives are explicitly acknowledged
- Need to democratise knowledge
- Develop methods to capture this complexity and provide consumers and policy makers with better tools to make sustainable food chain choices

Conceptual framework



Project rationale

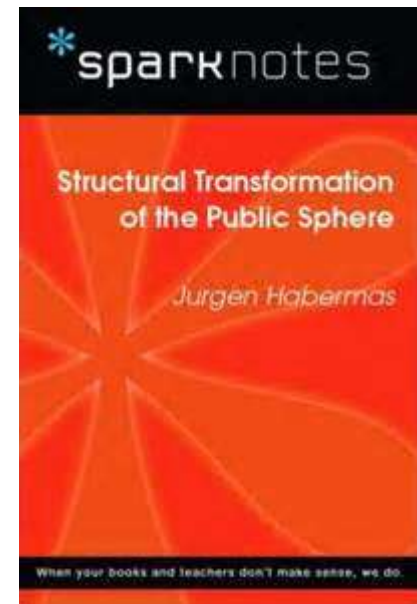
- To align the multiple meanings that are attributed to food chains, having regard for the contexts involved, in order to create a common understanding of food chain performance.
- In order to:
 - Give decision-makers (whether consumers or policy-makers) adequate cognitive tools to pursue sustainable consumption and production practices.

Putting this approach into practice

- **Conduct a systematic analysis** of how the ‘performance of food chains’ is perceived, defined and communicated in the public, scientific, market and policy **spheres** across a range of **dimensions** (economic, social, environmental, health and ethical).
- Assess how each of these dimensions is **framed** in different contexts.
- **Develop a matrix** that catalogues FSC performance [with the matrix being composed of **attributes**].

Some definitions

- Dimensions:
 - Economic, Social, Environmental, Health, Ethical
- Spheres:
 - Market, Public, Scientific, Policy

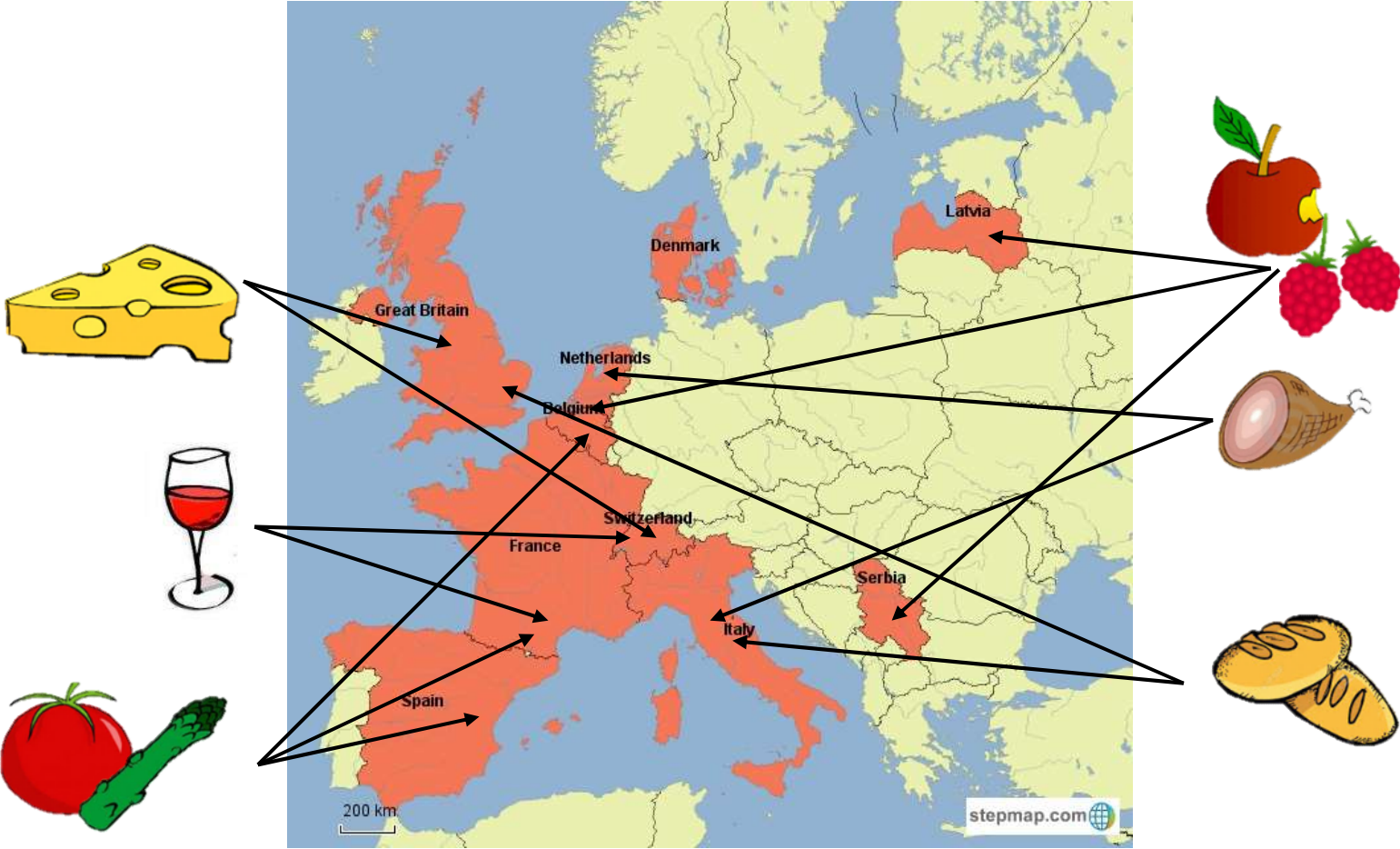


Countries involved

Netherlands	
Italy	
France	
Belgium	
Switzerland	
Spain/Catalunya	
UK	
Latvia	
Denmark	
Serbia	
Senegal and Peru	



Case study pairs of pairs



Comparative Methodology

- Identify the **principal discourses and controversies** concerning the performance of FSC in the 12 countries.
- Draw out the **diversity of meanings and perceptions** associated with the performance of FSC.
- **Develop a Multi-Criteria Performance Matrix** that incorporates the performance of FSC across a range of both dimensions and spheres.

Multi-Criteria Performance Matrix

Dimension / Sphere	Economic	Social	Environmental	Health	Ethical
Public	<ul style="list-style-type: none"> •Affordability •Creation & distribution of added value •Contribution to economic development 	<ul style="list-style-type: none"> •Information & communication •Food security 	<ul style="list-style-type: none"> •Resource Use •Pollution 	<ul style="list-style-type: none"> •Nutrition •Food safety •Traceability 	<ul style="list-style-type: none"> •Animal Welfare •Responsibility •Labour relations •Fair Trade
Scientific	<ul style="list-style-type: none"> •Contribution to economic development •Technological innovation •Governance 	<ul style="list-style-type: none"> •Consumer behaviour •Territoriality 	<ul style="list-style-type: none"> •Resource Use •Biodiversity •Efficiency •Technological innovation •Food waste 	<ul style="list-style-type: none"> •Nutrition •Food safety 	<ul style="list-style-type: none"> •Fair Trade •Animal welfare
Market	<ul style="list-style-type: none"> •Efficiency •Profitability / competitiveness •Connection •Technological innovation •Resilience 	<ul style="list-style-type: none"> •Information & communication •Territoriality •Connection 	<ul style="list-style-type: none"> •Efficiency 	<ul style="list-style-type: none"> •Traceability •Food safety 	<ul style="list-style-type: none"> •Fair Trade •Territoriality
Policy	<ul style="list-style-type: none"> •Creation & distribution of added value •Contribution to economic development •Efficiency •Resilience •Food waste 	<ul style="list-style-type: none"> •Consumer behaviour •Labour relations 	<ul style="list-style-type: none"> •Food Waste •Pollution 	<ul style="list-style-type: none"> •Traceability •Nutrition •Food Safety 	<ul style="list-style-type: none"> •Food Security •Governance

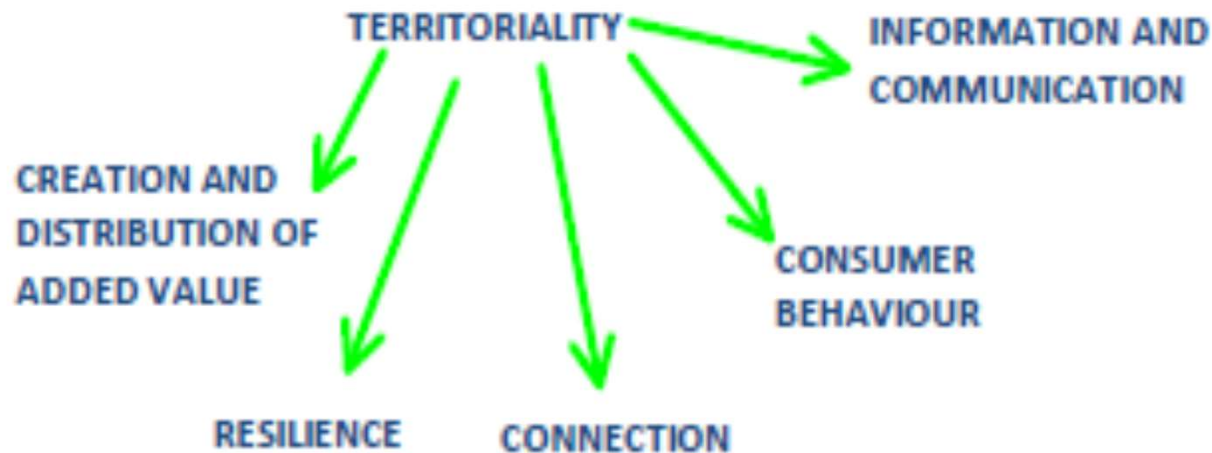
Creation and distribution of added value

- Description: how value is created, but also how it is distributed within the food supply chains
- Relationship with other attributes



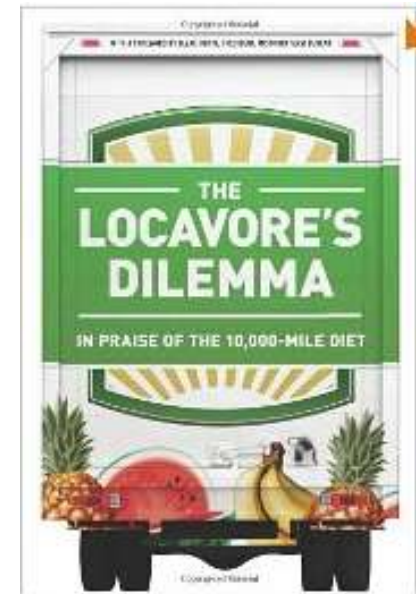
Territoriality

- Description: the capability of a SC to represent and promote the localness of a product and its link with a specific place of production.
- Relationship with other attributes



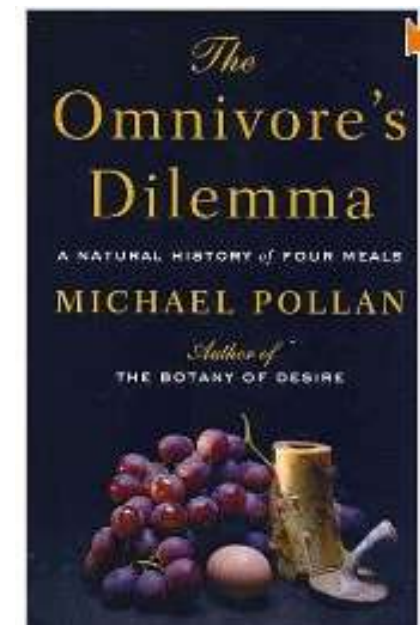
Discussing FSC performance

- Inclusion of a wide range of perspectives
- The importance of understanding narrative contexts and communication discourses
- Align multiple meanings and develop common understandings
- Moving beyond global – local distinctions
- Taking a multi-dimensional perspective

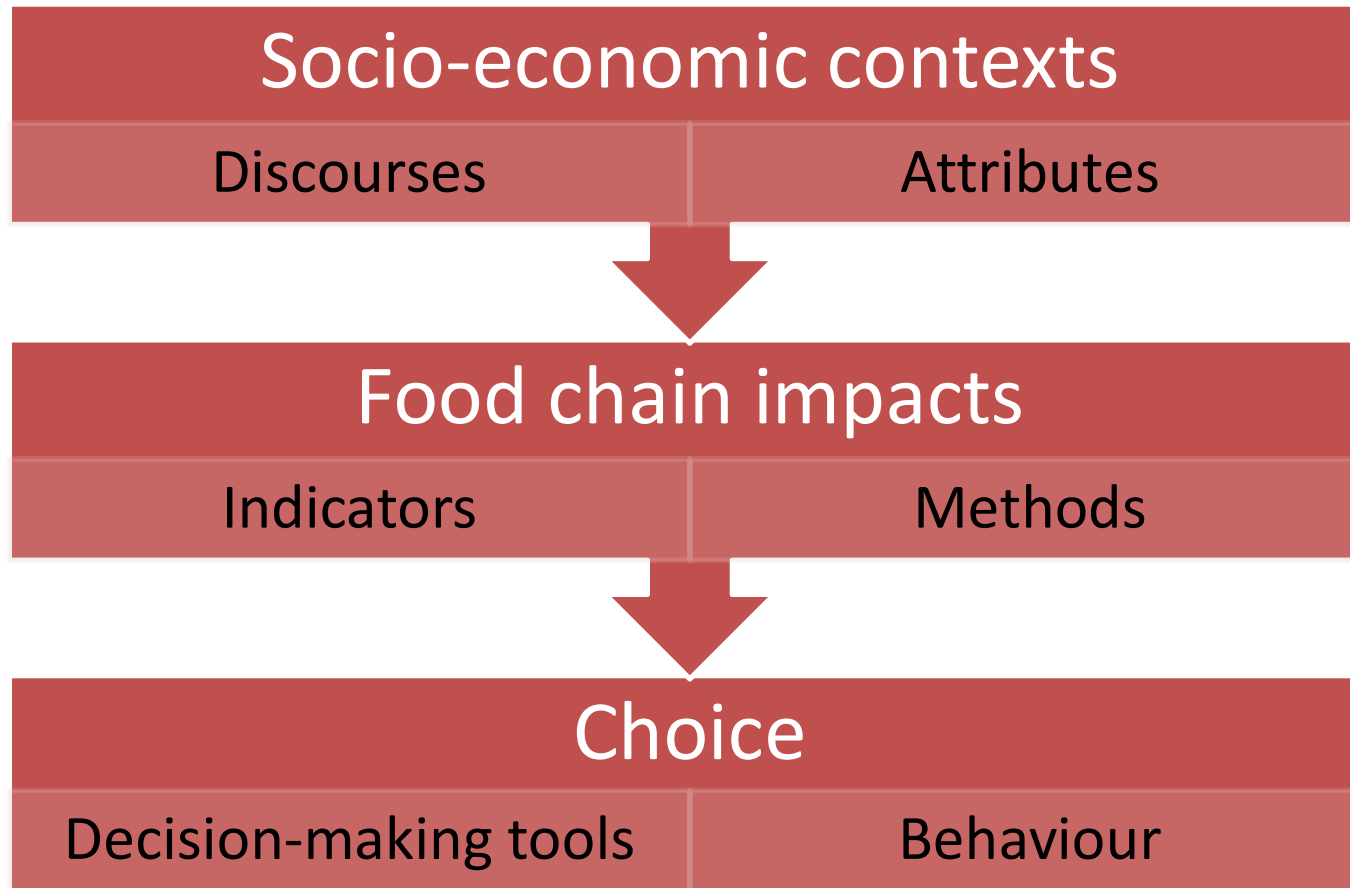


Discussing FSC performance

- Multi-dimensional to overcome ‘hypocognition’ (Lakeoff, 2004)
- A more relational view of performance
- Open up the ‘visibility fields’ (Spence and Rinaldi, 2014) of FSC performance to greater scrutiny
- Democratised and more widely legitimised knowledge claims regarding food chain performance.



Conceptual framework





Thank you for your attention

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