



**WP2 Dutch report
WUR /CLM
Henk Oostindie, Rudolf van Broekhuizen, Eric Hees**

Introduction

- Dutch stakeholders frame and scope food chain performances in an array of relevant attributes (see table below left)
- Mostly these attributes circulate in different spheres of actions as distinguished within GLAMUR
- In Dutch setting any attempt to prioritise single performance attributes turned out to little fruitful
- It reflects the presence of different food chain performance discourses characterized by specific interrelations between single performance attributes as well as differences in their framing (see table below right)
- Dutch contrasting food performance discourses point at clear differences in views on how to sustain food provision and consumption and trust in the prospects of technological versus social engineering.



Attributes & Dutch Food performance discourses

	Food is Global	Food is Local
Creation & distribution of Value Added	VA primarily created in the agro-industry (e.g. 90 chicken products in the supermarket on the basis of one uniform chicken); strong tendencies towards loss of VA in primary production	VA with a much more prominent role for farm-based food quality, identity and distinctiveness, resulting in a more 'proportional' distribution of VA
Interlinkages with wider rural/regional economy	Little attention for wider interaction with rural economies through synergies, trade-offs, etcetera	Key characteristic of food chain performances
Trust & commitment	Anonymous: Focus on Institutional, food technology based trust, less attention for direct commitment of consumers	Not-Anonymous: Focus on Personal, face-to-face based trust, much more attention for direct commitment of consumers
Loci of control in chain governance	Chain internal competition with concentration of power by retailers	Competition between chains; within chains more attention for shared interests, values and opinions, chain shortening through forward integration
Labour quality	Focus on technical, economic and safety aspects of labour conditions	More attention for labour qualities as work satisfaction, control of work content; development of talents, etc.
Ecological efficiency	Focus on input-output efficiencies, also through disconnection from natural processes	Carrying capacity of local eco-systems guides sustainable natural resource use
Biodiversity	Segregation: Intensification of agricultural necessary to preserve biodiversity elsewhere	Integration: Biodiversity intrinsically part of agricultural production
High-tech redesign of health claims	High expectations of functional foods	Functional foods threaten 'natural purity' of food products
Animal welfare	Relative notion of welfare	Absolute notion of welfare

National multi-criteria matrix

Dimension	Economic	Social	Environmental	Health	Ethical
Public sphere	Affordability	Trust & commitment Accessibility	Nature & landscape values	Safety Freshness Lifestyle feasibility	Animal Welfare Fair Trade Authenticity
Scientific Sphere	Creation & distribution of added value Interlinkages with wider rural/regional economy	Loci of control in chain governance Rural cohesion & distinctiveness	Ecological efficiency Biodiversity	Awareness & responsiveness High-tech redesign of health claims	Integrity
Market Sphere	Competitiveness & Price stability	Trust & commitment Societal legitimacy to produce	Ecological efficiency Integrated natural resource management.	Traceability & Transparency Awareness & responsiveness	Freedom of choice Corporate social responsibility
Policy Sphere	Independency from public funding	Trust & commitment Rural cohesion Labour quality	Ecological efficiency Self-governance capacity	Health-risk manageability	Security & Resilience

Verticale landbouw de toekomst voor een gezond milieu

