

# Re-localising pork production and supply: building bridges, not walls

by:

*Rannia Nijhoff-Savvaki, Jacques Trienekens, Onno Omta*  
*Wageningen University, The Netherlands*

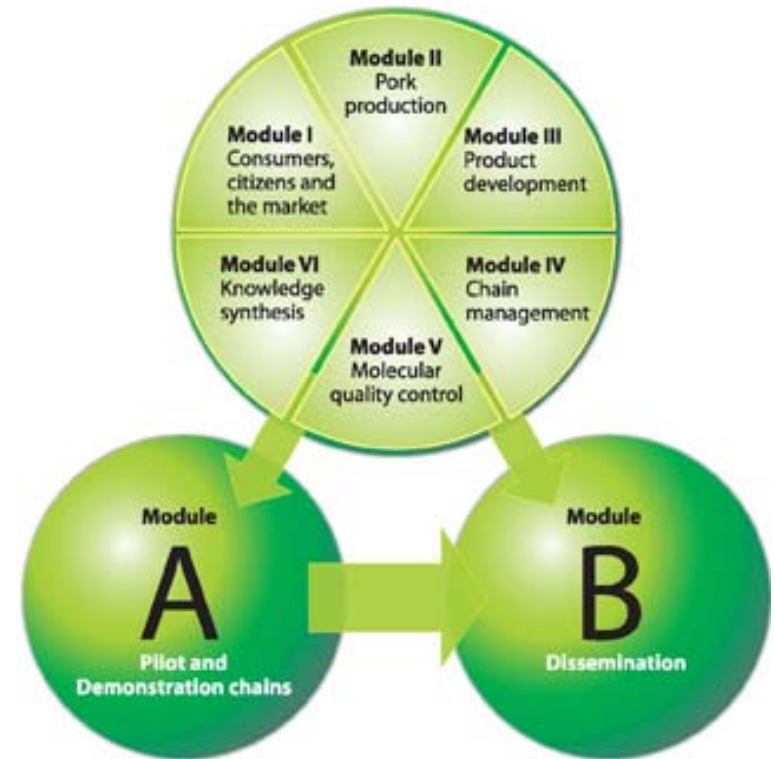


# EU-FP6 Q-Porkchains Project 2007-2011

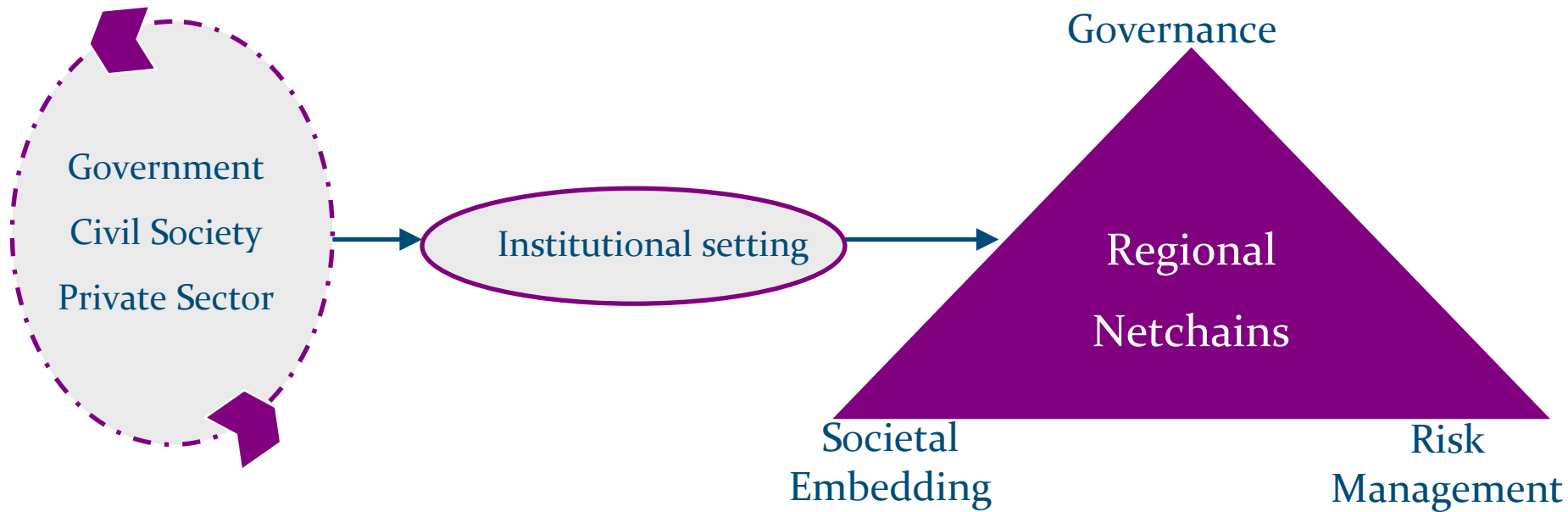


Improving the quality of pork and pork products for the consumer:

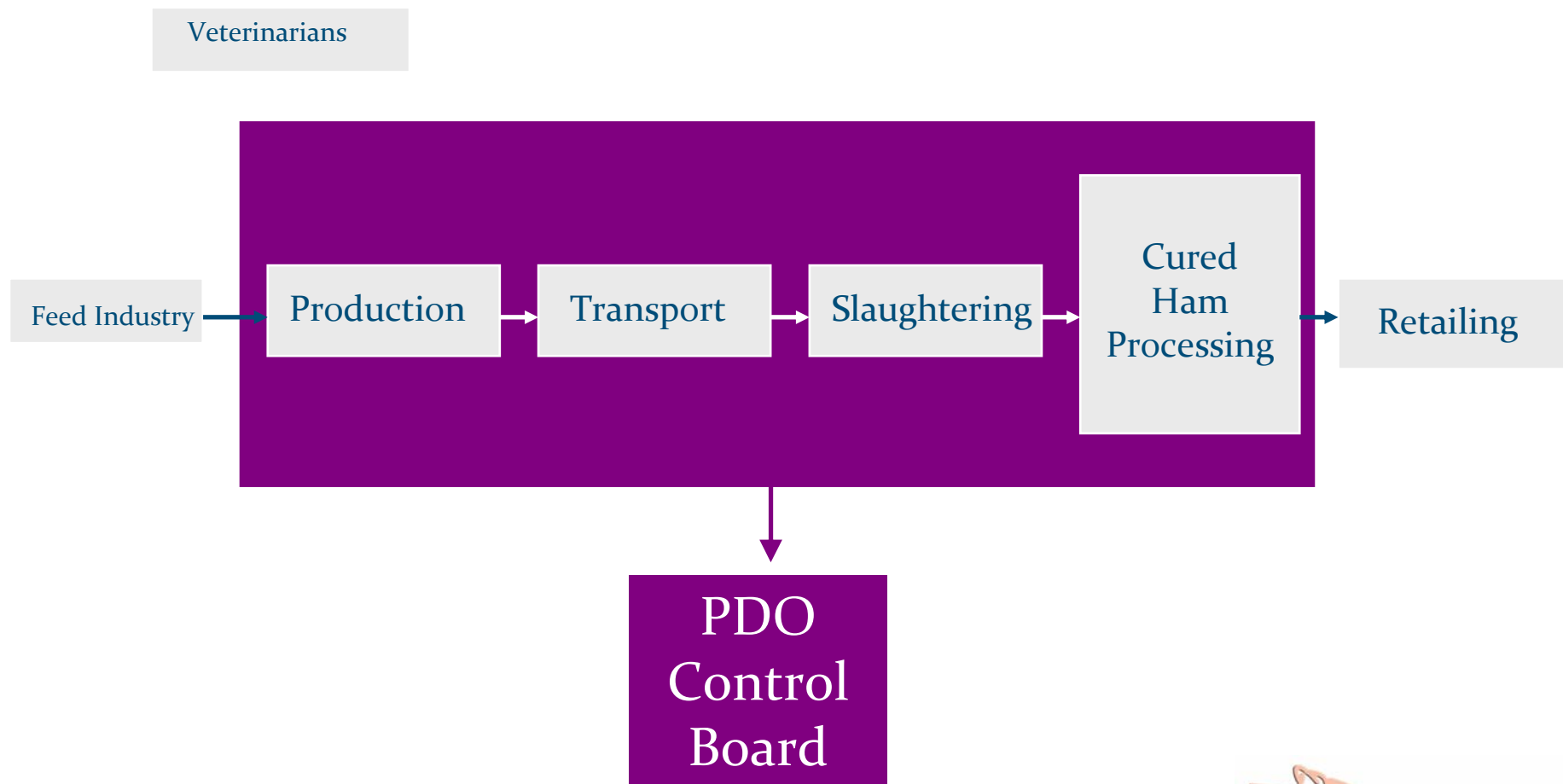
*Development of innovative, integrated, and sustainable food production chains of high quality pork products matching consumer demands*



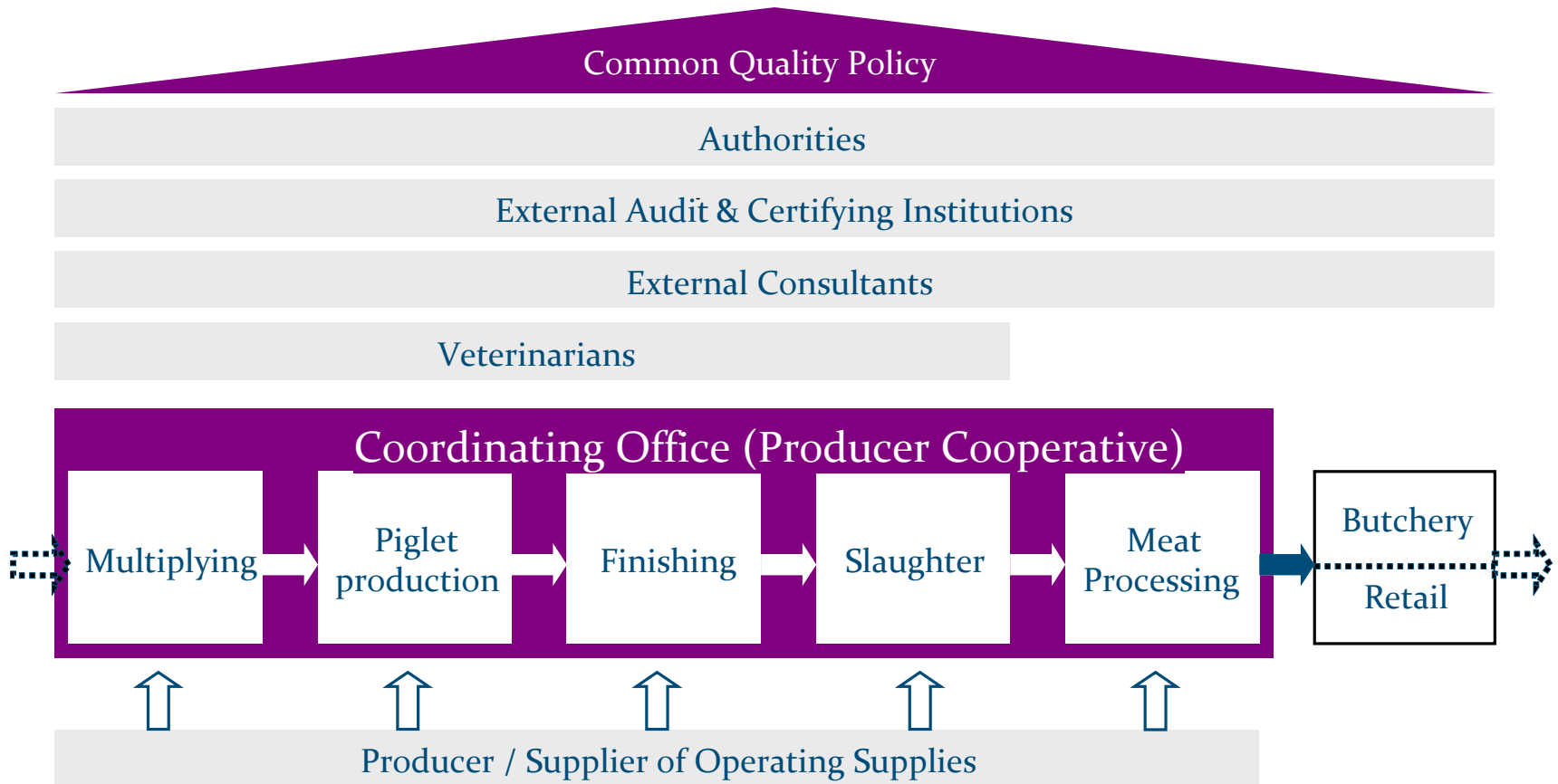
# Research Framework for regional netchains



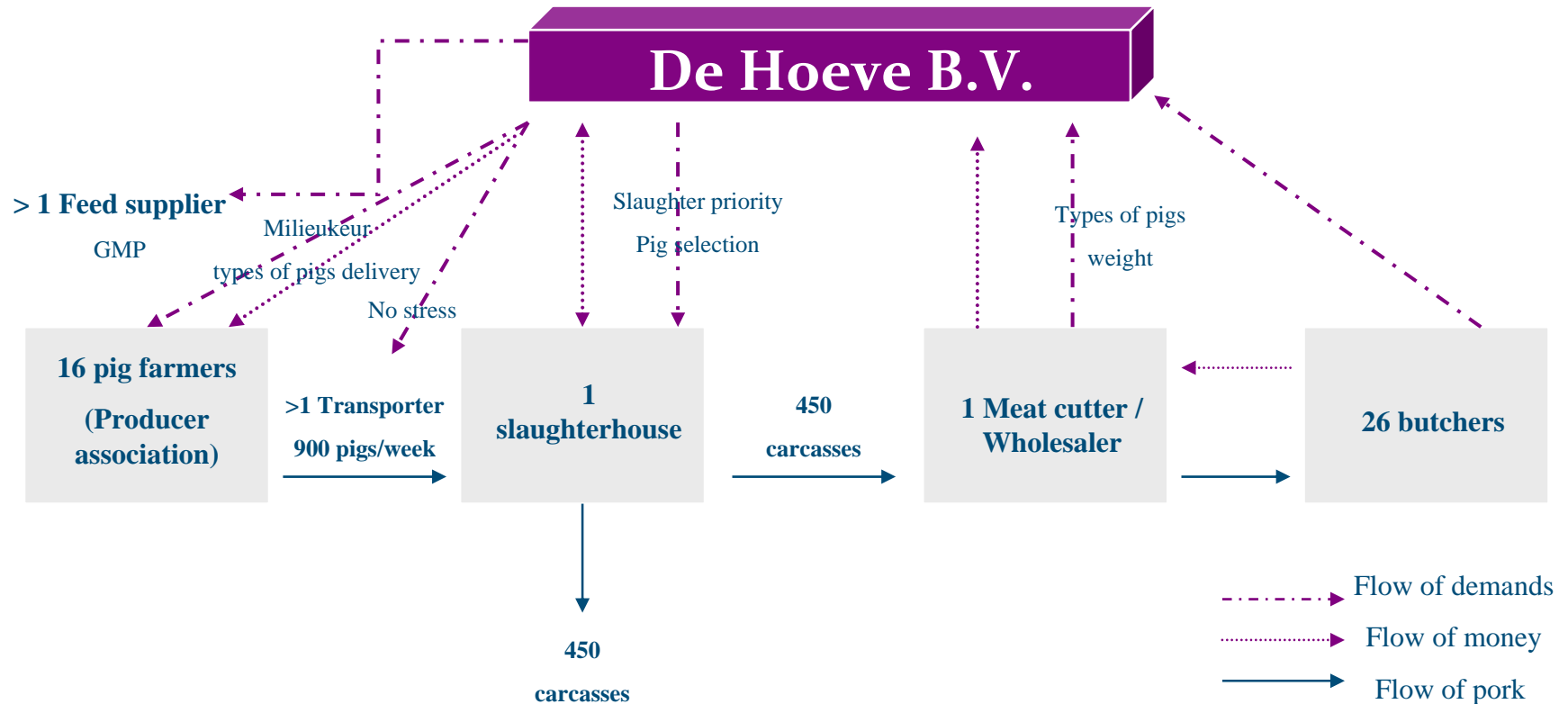
# Spain: Iberian Cured Ham pork chain



# Germany: Eichenhof Cooperative pork chain



# The Netherlands: De Hoeve pork chain



# Scaling up: bridge between tradition, business, and partnership

		TRADITION	BUSINESS	PARTNERSHIP
		Iberian Cured Ham (S)	Eichenhof Cooperative (D)	De Hoeve (NL)
Institutional setting		Culture / Law	Quality	Public-Private support
Regional Netchain	Governance	Legal Council	Cooperative	Strategic alliance
	Societal Embedding	Culture – Region	Provenance	Advocacy
	Risk Mgmt	Brand risk Cost control	Visual management Opportunistic trading	Brand risk Culture absence

# Conclusions

- Proactive compliance
  - partnership level
  - entrepreneurial level
- Societal conformity
  - provenance
  - product consistency
  - price sensitivity
- Market position
  - KPIs
  - lean thinking
  - demand management
  - production consistency



# Research Agenda

- Critical success Factors for creating and sustaining innovations in high quality niche and/or regional production networks
  - innovation drivers / barriers
  - innovation introduction / implementation
- Netchain (re)design
  - partner selection
  - governance mechanisms
  - societal embedding
  - balance of risks and returns
- Niche and/or regional netchain as sustainable economic driver.

# Thank you!

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