

FOOD HUB –UUSI TAPA HANKKIA LÄHIRUOKAA SUORAAN TUOTTAJALTA



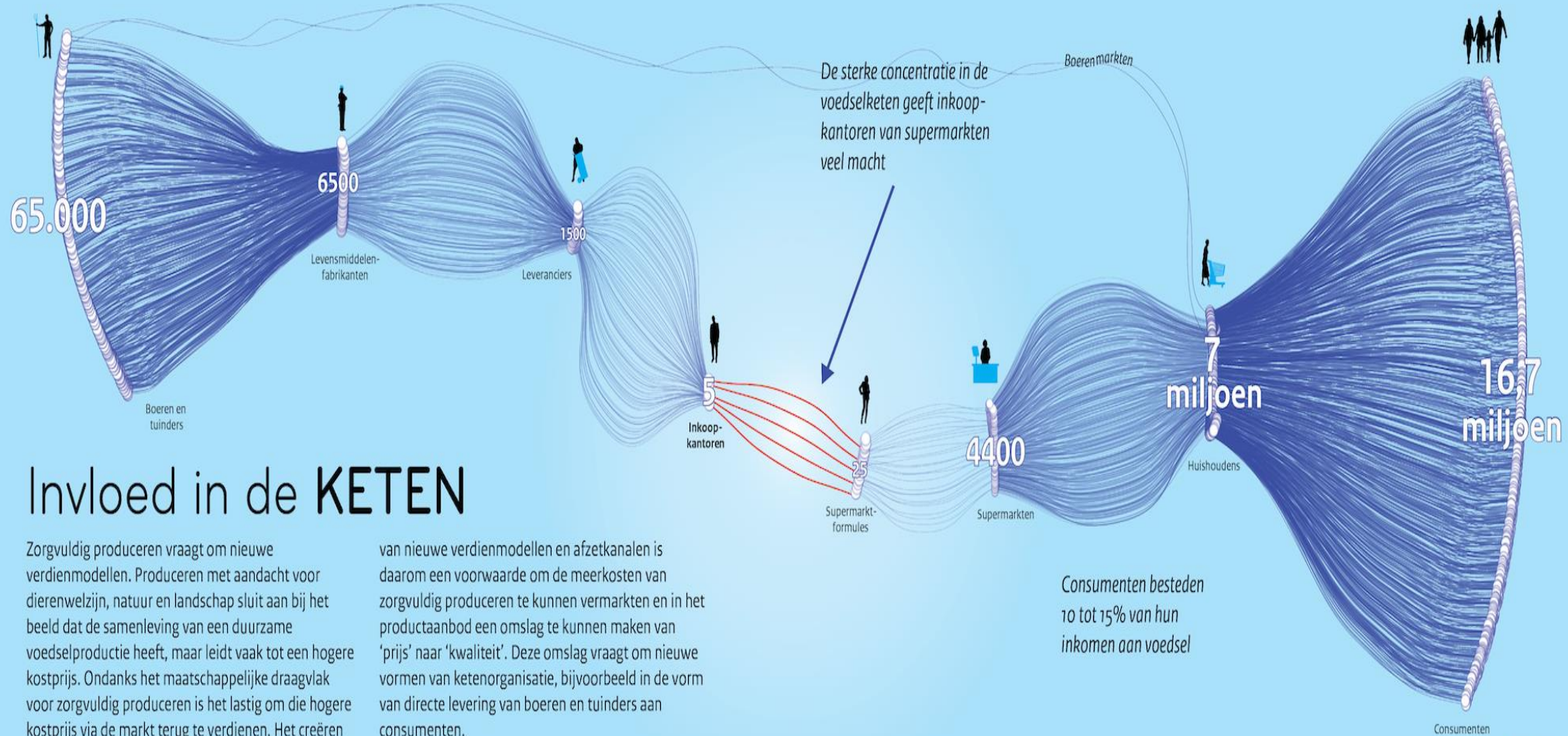
13.2. 2017, Rikard Korkman, SLC
Plan B-projekti, 2.. Työpaja, Knehtilän tila,
Hyvinkää

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TILAKAUPPA, FARMERS MARKET, CSA, FOODHUB...-KAIKKIA TARVITAAN!

- <https://m.youtube.com/watch?platform=hootsuite&feature=youtu.be&v=PPCGevYDTf8>

TAVANOMAINEN RUOKAKETJU



Invloed in de KETEN

Zorgvuldig produceren vraagt om nieuwe verdienmodellen. Producenten met aandacht voor dierenwelzijn, natuur en landschap sluit aan bij het beeld dat de samenleving van een duurzame voedselproductie heeft, maar leidt vaak tot een hogere kostprijs. Ondanks het maatschappelijke draagvlak voor zorgvuldig produceren is het lastig om die hogere kostprijs via de markt terug te verdienen. Het creëren

van nieuwe verdienmodellen en afzetkanalen is daarom een voorwaarde om de meerkosten van zorgvuldig produceren te kunnen vermarkten en in het productaanbod een omslag te kunnen maken van 'prijs' naar 'kwaliteit'. Deze omslag vraagt om nieuwe vormen van ketenorganisatie, bijvoorbeeld in de vorm van directe levering van boeren en tuinders aan consumenten.



"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

Richard Buckminster Fuller

Lähde: Reinventing organizations, Frederic Laloux, 2014

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FOOD HUB-MÄÄRITELMÄ

- A food hub, as defined by the [USDA](#), is “a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products.”^[1] Food hubs are a part of the [agricultural value chain](#) model and often share common values relating to conservation, sustainability, healthy food access, and supporting local farmers.^[2] A defining characteristic of food hubs is source identification, a food safety and marketing benefit that allows consumers to trace the origin of products they buy.^[3] One of the primary goals of food hubs is to give small and medium-sized farmers access to larger or additional markets. Food hubs also fill gaps in food systems infrastructure, such as transportation, product storage, and product processing.^[4] Although companies and organizations that fit the USDA definition have been operating in the United States since at least the early 1970s, most food hubs, as well as the common use of the term, started in or after 2008.^[5]

RUUAN LYHYT ARVOKETJU



<https://www.lancasterfarmfresh.com/>

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MITEN FOOD HUB EROA TAVANOMAISESTA RUOKAKETJUSTA?

1. Hinnoittelu lähtee tuottajan lähtökohdista ja lähempänä kuluttajarajapintaa tavoitteena oikeudenmukainen hinta
2. Jäljitettävyys, tuotteen alkuperän ja informaation jakaminen kuluttajan kanssa
3. Edesauttaa markkinoille pääsyä pienille ja keskisuurille tuottajille
4. Viljelijäyhteistyö, viljelysunnittelu ja logistiikan suunnittelu Food Hubin puitteissa

MIKÄ ON FOOD HUBIN ARVOLUPAUS?

Hello Rikard! I have listed them in order of importance, according to our work with farmers over the past 7 years. I think they also apply to consumers but that is a difficult statement for me to make, as we work with buyers and we don't often work with the end consumer. I will say that when a buyer shares ANY of these beliefs, it makes them easier to work with and better partners; if a buyer shares all of them, the barriers to that market seem to disappear.

5 Shared Values – Food Hub Stakeholders

Local Food Hub, Central Virginia, USA

1. integrity of relationships
2. commitment to food quality
3. sense of shared destiny
4. regional cultural identity tied to agricultural values, work ethic, and working landscapes
5. multiplicative value of local economy



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TACK! KIITOS!

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#bondenbehövs