

SUPPLY CHAIN PHASES

1. Producers

2. Processors

3. Distributors

4. Consumers

ROLE

- Research & development
- Sustainable farming production
- Fair trading

- Precision harvest
- Eco-friendly processing and manufacturing
- Value and processing in triple bottom line approach

- Distributing
- Retailing

- Shopping
- Responsible consuming behaviour

DRIVERS

Management

- Entrepreneurial and managerial skills
- Cultural change for technological and organizational innovation

Strategy

- Business strategies compliant with higher ethical and CSR standards

Financial

- R&D investments
- Enhancing profitability and growth performance in long term

Management

- Smart and flexible Business Model
- Leadership and vertical supply chain integration

Strategy

- Achieving scale
- Process activities compliant with CSR standards

Financial

- R&D investments

Management

- Supply chain integration
- Traceability

Strategy

- Business strategies focused on high quality output
- Compliance with sustainability standards

Financial

- Equal remuneration of suppliers

Management

- Food prices which take in account positive and negative externalities

Strategy

- Food security (e.g. availability)
- Food safety (e.g. traceability)
- Health and wellness (e.g. obesity relation)