



www.viveurope.nl

- Shorter supply chains are essential for dealing with current & future trends
- Within shorter supply chains there is no intervention of processors, packers, buyers, wholesalers and distributors who all have a part of the margin
- Fewer links, more co-operation & closer relationships, which makes that the Farmer is not at the mercy of prices of the world market and that the local economy develops
- HOWEVER, the term shorter supply chain is ALSO a synonym for a different form of supply chain, which is Interaction OR for a different form, which is Local food production

- Global expertise is transformed into local practice
- Local practice provides the answer to global / consumer trends
- Consumers want to decrease their sense of vulnerability, which has arisen from the dependence on anonymous and unclear chains
- Consumers find sustainable food production increasingly important

**A SUPPLY CHAIN WHICH IS MEANINGFUL**

**1**

**2**

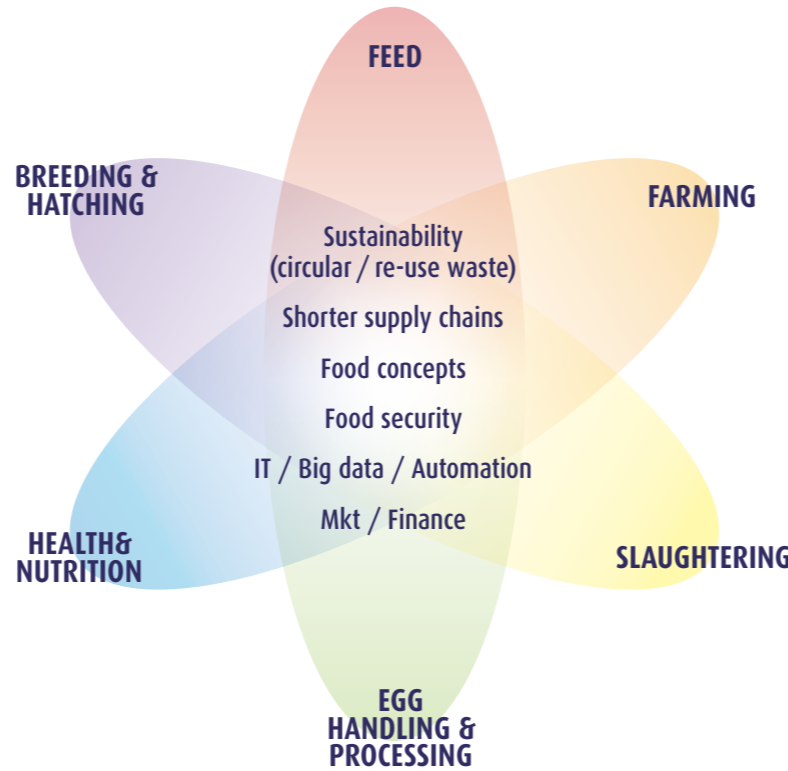
**3**

**GLOBAL**  
 TRADITIONAL SUPPLY CHAIN  
**MANUFACTURER DRIVEN**



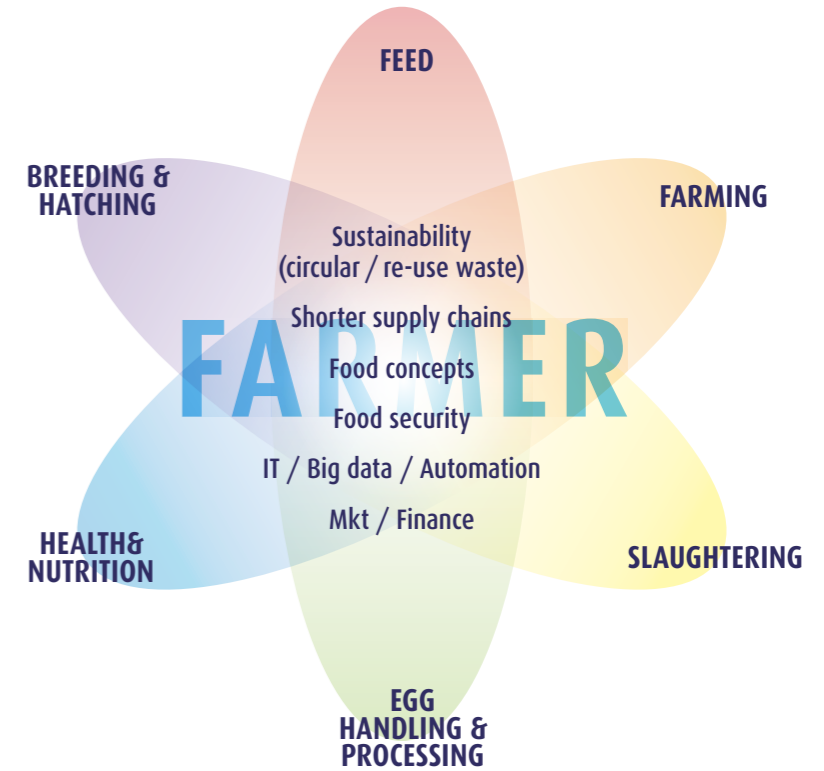
Standardized products / brands

**GLOBAL**  
 INTERACTION SUPPLY CHAIN  
**CONSUMER DRIVEN**



Products with MORE processing & packaging  
 Global production | Local branding  
 Longer supply chains remain NEXT TO shorter chains  
 and NEXT TO supermarkets  
 Security when local harvest fails = Food Security

**LOCAL**  
 INTERACTION SUPPLY CHAIN  
**FARMER DRIVEN**  
 Ø 800 KM



Products with LITTLE processing & packaging  
 Local products / concepts  
 Fewer links increase certainty of product  
 delivery = Food security

Interaction within the supply chain, but also between consumers & farmers



Finding the right balance





**VIV EUROPE 2022**  
 UTRECHT, THE NETHERLANDS  
 31 MAY-2 JUNE

www.viveurope.nl

# GLOBAL EXPERTISE | LOCAL PRACTICE Event perspective



## Local Practice Examples by Farmers with focus on Consumers

Region	Example	Partners	GLOBAL TRENDS   LOCAL PRACTICE	In'tl Inspiration Pavillion	In'tl Inspiration Theatre
North West Europe	1		Local - Sustainable / circular food production	✓	✓ + Hybrid
	2		Local - IT / Big data / Automation	✓	✓ + Hybrid
The Netherlands	1		Local - Shorter supply chain	✓	✓ + Hybrid
	2		Local - Healthy urban living	✓	✓ + Hybrid
Middle East	1		Local - Consumer demand	✓	✓ + Hybrid
	2		Local - Water management	✓	✓ + Hybrid
Africa	1		Local - Food security	✓	✓ + Hybrid
	2		Local - Farmer at the centre	✓	✓ + Hybrid
Asia Pacific	1		Local - Food production	✓	✓ + Hybrid
	2		Local - Products / concepts	✓	✓ + Hybrid

## VIV EUROPE 2022 Hall 9 - Field of inspiration In co-creation with HubOrange

