



## (New, rural) business models, their mechanisms and impacts

BM name	Slow Food
Type	Short food supply chains Quality production Territorial development Social economy
Sector	Agriculture Food Services
Organisational scale	Food communities Cooperative enterprise Social enterprise
Short description	Slow Food is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.  Slow Food Cooperatives are a form of food supply aimed, among other goals, at increasing value added in rural areas. Through the establishment of regional food value chains, regional businesses can be promoted and low-cost and sustainable supply of the population with products from the region can be guaranteed.  Several regional businesses, which produce, process and distribute food cooperate within an area, using commonly defined framework conditions, common administrative structures and joint marketing.
Mechanism	Food communities are groups of (often small-scale) producers and others, united by the production of a particular food and closely linked to a geographic area. Food community members are involved in small-scale and sustainable production of quality products. Coined by Slow Food in 2004, the term reflects a new idea of local economy based on food, agriculture, tradition and culture.  Slow Food Cooperatives create a functioning infrastructure that will enable regional value chains of producers, suppliers, preparers, trade, etc. for a cost-effective supply of the regional population with sustainable food from the region. Cost effectiveness is achieved through the absence of the distributors in between. This infrastructure is to be developed in the form of a basic structure. The structures should be as simple as possible to support an easy transfer to other regions.
Innovativeness	Slow Food envisions a food system in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet. The basic concept is that good food is defined by three interconnected principles: good (quality, flavoursome and healthy food), clean (production that does not harm the environment) and fair (accessible prices for consumers and fair conditions and pay for producers).  Related innovations include model contracts and business plans, organisational structures, as well as the common branding.
Value creation	Mixed, environmental and social gains, regional added value, sustainable food supply.  Slow Food is a movement opposed to the standardisation of taste and culture, and the unrestrained power of the food industry.



<b>Customers, product/service, revenue streams and main cost items</b>	<p>Consumers: A conscious consumer who takes an interest in those who produce our food, how they produce it and the problems they face in doing so. In actively supporting food producers, consumers become part of the production process. The term co-producer was coined by Slow Food to highlight how collectively our consumer choices can bring great change to how food is cultivated, produced and distributed.</p> <p>Customer(s): Public and canteen kitchens (e.g. schools, hospitals)</p> <p>Product(s)/service(s): Regional food, partly convenient healthy food for canteens</p> <p>Revenue stream(s): private as well as public money</p> <p>Main cost items: the costs of establishing of basic structure (e.g. online shops, marketing); staff costs and employee training.</p>
<b>Societal impact</b>	<p>Beneficial:</p> <ul style="list-style-type: none"> <li>• Local supply of regional food</li> <li>• Fair pricing – for businesses and consumers</li> <li>• Promotion of regional economies (jobs, regional consumption)</li> <li>• Reducing the burden on the environment e.g. by reducing food miles</li> <li>• Support of social, environmental and economic added value</li> </ul> <p>Negative:</p> <ul style="list-style-type: none"> <li>• Possible differences in stakeholder interests</li> </ul>
<b>Rural-urban synergies</b>	<p>Supply of public and canteen kitchens (e.g. schools, hospitals) and private consumers in urban and rural areas with regional food.</p> <p>Value added sharing within and in between rural and urban areas.</p>
<b>Connections with labour market and employment effects</b>	<p>Job Creation within a region (incl. for disadvantaged persons and refugees).</p> <p>Promoting small scale farming and of higher levels of employment as a result of the attention paid to artisanal activities and qualities.</p>
<b>Enabling factors</b>	<ul style="list-style-type: none"> <li>• Sustainable local food production: Slow Food supports the principles behind organic agriculture, such as promoting methods that have a low impact on the environment and reducing the use of pesticides.</li> <li>• Willingness to cooperate</li> <li>• Awareness and demand for local and healthy products</li> <li>• Political commitment for regional food supply chains</li> </ul>
<b>Limiting factors</b>	<ul style="list-style-type: none"> <li>• Existing structures in public institutions (e.g. schools, hospitals) are often inflexible and rigid</li> <li>• Difficulty to compete with low cost food, to communicate the value added and to guarantee a fair price</li> </ul>
<b>Key partners and actors directly involved</b>	<p>Public institutions (public canteens in kindergartens, schools, hospitals, etc.)</p> <p>Small scale farmers</p> <p>Individual consumers</p>
<b>Role of (local) government</b>	<p>Local government can support and promote the participation.</p>
<b>Connections with the institutional / policy environment</b>	<p>Slow Food is largely independent from the institutional/policy environment.</p> <p>Public institutions can foster and promote short and local food supply chains.</p>



<b>Internal/network governance arrangements</b>	A Slow Food community is formed for a specific purpose (for example to protect and promote a local food, to create a food garden, to launch an education project, etc.) linked to Slow Food's general aims, and works in a specific area, in dialog with the rest of the local and regional network.  Cooperation among producers, processors, retailers and gastronomy and good and transparent governance arrangements are key success factors.
<b>A typical example</b>	Projekt Essen ist Leben -Verein Kultur Schöcklland, Austria <a href="https://www.huegelland.at/leader/projekte-und-veranstaltungen/604-6218-essen-ist-leben-nachhaltigkeitspreis-gewinner-2018/">https://www.huegelland.at/leader/projekte-und-veranstaltungen/604-6218-essen-ist-leben-nachhaltigkeitspreis-gewinner-2018/</a>
<b>BM references</b>	<a href="https://www.slowfood.com/">https://www.slowfood.com/</a> <a href="https://www.slowfood.com/sloweurope/wp-content/uploads/ING-food-sust.pdf">https://www.slowfood.com/sloweurope/wp-content/uploads/ING-food-sust.pdf</a>
<b>Name</b> <b>Date</b>	Lisa Bauchinger, 25-June-2020



ROBUST receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727988.

The content of this publication does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).