



JOINT RESEARCH CENTRE

Analysis of best practices

& potential for participation of the smallholders in the short-value chains





Content of the research

- Short supply chains best practices in West Balkans and Turkey
 - Value chains basic descriptions
 - Consumers and Markets
 - SWOT analysis of the business
 - Business Canvas and Points for Intervention and Improvements
- Participation of the smallholders in the short-value chains
 - Present status, strengths and weaknesses after results of questionnaires
 - Opportunities (indicated in the overview of good practices)
 - Threats/Constraints



Outline of the report

- **METHODOLOGY**
- **RESULTS**
- **DEVELOPMENT OPTIONS & FUTURE TRENDS**
- **CONCLUSIONS**



METHODOLOGY

- **General approach to the identification of good practices**
- **Selection criteria for specific products**
- **Mapping of the value chain**



General approach to the identification of good practices

- Based on the data collected through the secondary sources and semi structured survey (interviews with open and closed questions)
- Analysis of best practices using data collected during survey
- Analysis of the potential of participation of the smallholders in the short value chains in the WB region and Turkey.

The Senior Researcher backstopped by the International Expert



RESULTS

1. Good practices identified

Practice 1

Product name and description (including history/rationale for development of this short supply chain)

Practice 2

Product name and description (including history/rationale for development of this short supply chain)

Practice 3

Product name and description (including history/rationale for development of this short supply chain)

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RESULTS

2. Value chain analysis for the selected product

Specific profile of the respective region (including its comparative context)

The common long supply chains for the respective products in brief

xxxx

Overview of the successful short supply chain

xxxxxxx

Business environment analysis for the respective product

xxx



The common long supply chains for the respective products in brief

Primary production value chain with the respective supply sources (including actors)

Typical adding value link (s) for the respective products (including actors)

Conventional markets

Constraints and gaps of the long supply chains



Overview of the successful short supply chain

Overall supply chain network structure

Supply chain detailed map (including supply channels)

Value chain actors and partnerships/cooperation

Links for value added and further opportunities for diversification (factors of success)

Niche markets segmentation

Pricing

Environmental costs and benefits (SWOT analyses)



***Business environment analysis
for the respective product***

External environment factors

Cooperation and partnerships

**Access to finance including government support
policies**



DEVELOPMENT OPTIONS & FUTURE TRENDS

1. **Business environment concerns**
2. **The actions of competitors**
3. **Changes in consumer demand (changing tastes, health preferences)**
4. **Social requirements and expectations (e.g. to operate in an ethical way or environmental concerns e.g. risks)**
5. **Legal changes (legal requirements. e.g. what is legally expected)**
6. **Changes in technology (technological constraints – availability of technologies)**
7. **Changes in the economic environment (purchasing power, poverty etc.)**



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CONCLUSIONS

1. Small farms and short supply chains in West Balkans and Turkey

- Why some channels are better known or/and used more
- Which contractual arrangements applied in SSC are preferred by small farms
- What is the level of processing undertaken by small farms and their involvement in SSC
- What is the role of short-supply chains in promoting **environmentally** friendly farming
- What is the role of short-supply chain in promoting the **economic** viability of small farms
- Impact of participation in short supply chain on farm **employment** and on-farm investments
- What are the constraints considering food safety and quality standards application in short supply chains
- What is the role of agricultural policy in supporting small farmers' access to market



2. SSC good practices per country

3. Relevance of the practices for the region (including similar practices or initiatives region wide)



RECOMMENDATIONS

1. Possibility for dissemination (comparison in different business environments)
2. Recommendations per country, including policy recommendations on specific measures that should be taken to promote short supply chains under IPARD.