

SINERG-GI Impact Analysis

GI <-> Supply Chain

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Definition

Supply chain

- = primary actors = transformers and title holders
- Levels: firm, vertical networks, territorial group of vertical networks
- Secondary actors = suppliers, services
- Conditioning actors: public administrations, interprofessional, organisations, civil institutions, ...

Definition

Chain properties

- Structural: numbers of firms, volumes, costs and margins + allocation per link, specific assets, internal diversity, number of links, spatial extension, market type
- Processes: land and labour intensities, frequency and type of internal contacts (between firms, networks; horizontal vs. vertical), idem coordination
- ...

Is there some natural life cycle for GI supply chains (=terr. networks)?

Impacts

GI impacts on properties (neutral)

- Structural: Limited scale of firms, Limited volume, High margin, More margin to primary production (?), High asset specificity, Less internal diversity, ...
- Processes: Closer horizontal collaboration and regulation, More focus, More vertical coordination, Less change over time, ...

How does up-scaling effect GI chain properties?

Is a high degree of coherence (systemness) good or not?

Impacts

Properties and impacts depend on GI typology

product typology (category, exclusivity, length of history, ...)

Initiative typology: territorial, sectoral, corporate / development stage, ...

(Context typology influences initiative type)

What is most appropriate typology with respect to main (differential) impact variables ?

Impacts

GI's positive impacts within chain (subjective)

- Satisfaction primary actors (incl. consumers)
 - Fair distribution of value added (farmer = weakest link)
 - High continuity of firms (margin, market share?, stability) (family business effect)
 - Self-empowerment of farmers & small processors
- How can such positive impacts parameters be operationalized and measured?

Do outside actors in the territory provide for a buffer in economically bad times?

Impacts

Positive effects within industry (product sector)

- Maximize profits from price pyramid (optimal differentiation)
- More diversity makes sector stronger
- Example function for others
- Fair allocation of profits considering prior efforts of primary actors into GI development (IP)

How to value the investments (costs) incurred by non-chain actors, and what are their returns?

How to benchmark with the right main stream products?

Comté PDO vs. Emmental, France

- Same historic starting position
- Different development paths
- Price difference is increasing
- Emmental reallocated production to lower lands
- Most Emmental is sold grated
- Supermarket absorb full Emmental price increase
- Regulating and support institutions for Comte