What do Farmers Really Think About the Food Value Chain?

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Food value chains

Values-based food supply chains are arrangements between producers and other partners on the supply chain that are committed to not only providing high quality differentiated products but to ensuring all participants benefit equally.
1. You are starting a small business that includes the distribution of local and organic produce via an online ordering system. You approach a few small to mid-sized farmers with whom you would like to form a partnership. What is their response?

a. They are thrilled and want to develop a partnership as soon as possible.

b. They want to review your business plan first before making any decisions.

c. They want you to leave their property and want nothing to do with you.
1. You are starting a small business that includes the distribution of local and organic produce via an online ordering system. You approach a few small to mid-sized farmers with whom you would like to form a partnership. What is their response?

c. They want you to leave their property and want nothing to do with you.
2. What do you think motivates farmers most in formulating partnership via food value chains?

a. More money in their pockets.
b. Ensuring all partners believe in the same values.
c. They want to contribute to the resilience of the local food system.
2. What do you think motivates farmers most in formulating partnership via food value chains?

a. More money in their pockets.
3. What do farmers think makes food value chains successful?

a. Food value chains increase profits for all partners.
b. Food value chains are better managed and coordinated.
c. Food value chains rely on close and personal relationships.
3. What do farmers think makes food value chains successful?

c. Food value chains rely on close and personal relationships.
4. Are most farmers satisfied with the food value chains?

a. Of course!
b. Well ... that depends.
c. No way!
4. Are most farmers satisfied with the food value chains?

b. Well ... that depends.
So what?

1. Food value chains can be a great option for small to mid-sized farmers.
2. Don’t forget the farmer.
3. Relationships can be the value added.
4. Be critical of food value chains.