

Populärvetenskaplig sammanfattning för projekt finansierat av Ekhagastiftelsen

Populärvetenskaplig sammanfattning ska lämnas inom 2 månader efter anslag har beviljats.

Diarienummer:	2006-38	
Projekttitel:	Case studies of innovative local food networks: uncovering successful organizational, logistical and marketing strategies	
Anslagsmottagare:	Andrew Haden SLU Box 7005 750 07 Uppsala	
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Projektstart:	2006-09-01	
Projektslut:	2007-05-01	
Totalt av Ekhagastiftelsen beviljade medel:		150.000 kr

Sammanfattning: (max 150 ord)

The farmer's market, farm shop, and vegetable subscription scheme models of local food trade have inherent limitations regarding their potential to be scaled-up to supply large amounts of fresh seasonal produce to local populations. A number of organizations in Scandinavia and the USA are addressing these limitations by developing local food distribution systems that aggregate and collaboratively market the fresh produce of a network of local farmers. A wide variety of organizational, logistical and marketing strategies exist within the relatively small group of organizations and businesses currently building these systems, and little is known about which strategies have been most successful to-date. This project is a multi-site business network case study, with cases in Scandinavia and the USA, designed to develop knowledge of which strategies have worked well, and which have not, in the development of these newly emerging local food distribution