

Encouraging Collective Farmers Marketing Initiatives
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Policies & strategies to support COFAMIs

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supporting collective action

- "... – a ten point summary" ⇒ conference folder
- analysis based on
 - insights derived from the **18 in-depth case studies**
 - in 10 countries of the enlarged EU covering all relevant regions
 - interviews with key actors in initiatives & stakeholders
 - national level **consultations** (NSFs) / feedback rounds
- 29 pages report



why support initiatives?

- the possibilities for individual farmers to challenge powerful **supply chain** partners are limited!
- changing **policy** frameworks
 - territorial strategies, networking & cross sectoral collective action
 - rural amenities .. public goods ... 'new' rural services
- COFAMIs have the **potential** to ..
 - ... strengthen the position of farmers
 - ... increase rural incomes and employment
 - ... collectively develop viable future strategies
 - ... 'deliver' more cost-efficiently



creating a supportive environment

- **different kinds of support**
 - financial (investment / start-up finance; risk capital; ..)
 - information & public relations
 - advocacy ... public legitimisation
 - brokering
 - training & consulting
 - technical & legal support for innovative & experimental approaches



Country/ case study	Product	Life cycle stage	Type and importance of support received					
			Financial (general)	PR	Advocacy	Training/ knowledge	Technical/ legal	
North-western Europe								
DE / Eifel	Mix of food/non-food/services	New, but established	++	+	++	+	+	
DE / NAWARO	Biomass energy	Established			+		+	
DK / Thise	Food products (dairy)	Mature	+++					
DK / Fejø	Food products (fruit)	New, but established	+++					
NL / Groene Woud	Mix of food and non-food/public services (region branding)	Take-off	++			++		
NL / VEE	Mix of food/non-food/services	New, but established	+++	+		+++	+++	
Central & Eastern Europe								
CZ / TBK	Mix of food/non-food/services (region branding)	New, but established	+++		++	++		
HUN / ASF Coop	Food products (wine)	Take-off	+++					
LV / Latraps	Biomass energy	New, but established	++				+++	
LV / Preilj	Food products	New, but established	++			++	+++	
Southern Europe & Alpine Region								
AT / UaB	Tourism services	Mature	+++			+		
AT / Walserstolz	Food products (cheese)	New, but established	+++		++		++	
CH / Bio Weide-Beef	Food products (beef)	Mature	+				+++	
CH / bio-direct	Mix of food/non-food/services/public goods	Take-off	Bio-direct has not received any public or private support yet.					
F / AOC Beaufort	Food products (cheese)	Mature	+	+	+	+	++	
F / AMAP	Food products	New, but established				+	++	
IT / AsproCarne	Food products (beef)	Mature	+++		+++	+++		
IT / MangioCarneBio	Food products (beef)	Take-off	+++					



creating a supportive environment

- **different providers**
 - public sector / bodies RDPs, **LEADER+**
 - social organizations: foundations, NGOs, ...
 - communities
 - individuals
 - private (actual or potential) trading partners
- increasing importance of **public-private-**partnerships



Country/ case study	Scale types of support-providing bodies			
	EU/international	National	Regional	Local
North-western Europe				
DE / Eifel		X	X	
DE / NAWARO		X	X	X
DK / Thise	X	X		
DK / Fejø	X			X
NL / Groene Woud	X	X	X	X
NL / VEE		X	X	
Central & Eastern Europe				
CZ / TBK	X	X		X
HUN / ASF Coop		X		
LV / Latraps		X		
LV / Preiji		X	X	
Southern Europe & Alpine Region				
AT / UaB			X	
AT / Walserstolz	X		X	X
CH / Bio Weide-Beef		X		
CH / bio-direct	Bio-direct has not received any public or private support yet			
F / AOC Beaufort		X	X	X
F / AMAP		X	X	X
IT / AsproCarne	X	X	X	
IT / MangioCarneBio		X	X	



access to support & removal of constraints

- support policies specifically **designed for groups** of farmers
- support for **alternative / 'new'** farm development models
 - value-added chains, distinctive food qualities, provision of public goods & services
- reduce bureaucracy: high TA costs can hinder realisation of new ideas!
- create regulatory **flexibility**
- need for more room for manoeuvre & **experimentation** in both legal & procedural terms



support related to knowledge & learning / advisory services

- strengthen the **social capital** of initiatives
 - skill-building and learning
 - .. beyond merely technical issues
 - training for leaders in professional management, 'soft' & entrepreneurial skills
 - **strategic coaching**
- advisory services
 - *„... have to adopt new ways of thinking & development, ... develop a broader range of professional competences“*



need to better target support

- policy is about making **choices**
 - who & what to support
 - how to provide this support in the most effective way
- relevance & importance varies with **life-cycle** stage
- **longer-term perspective** on initiatives' development, commitment & strategy crucial
- profitability within a given time frame
- not all initiatives depend on public support!



two concrete proposals for European action

1. European support **information** system
 - existing information on support available for initiatives is fragmented
2. European exchange platform focused on the **professionalisation** of joint farmer initiatives
 - organisation of (inter)national exchange programmes for key actors
 - effectively support knowledge and experience transfer

COM, farmers unions, CEJA, advisory services, LEADER+, ...



Thank you for your attention

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