

The economics of short food supply chains: A marketing functions approach

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Introduction

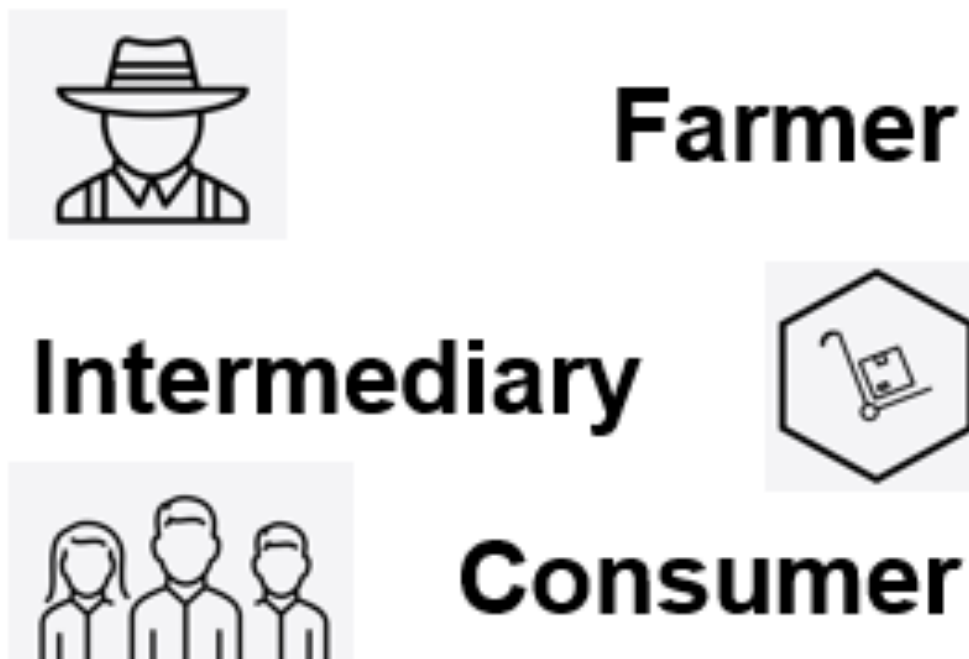
- Over the past 30 years, we have witnessed the emergence of several types of short food supply chains
- Although there is a considerable amount of literature about SFSCs, particularly economic aspects have been under-researched

Research objectives

Explore the economics of different types of SFSCs taking into account how the various marketing functions are being reorganized

Data & Methodology

- Three case studies purposively selected from a set collected under the COCOREADO project
- Analysis of the nine marketing functions carried out by the actors involved in SFSCs



The nine marketing functions

Selling function: required to transfer the ownership from the seller to the buyer

Buying function: required to transfer the ownership from the seller to the buyer

Storage function: preserve the good to conditions of the product until the final sale

Transportation function: overcome the separation of space between the center of production and the area where consumers want the product

Processing function: gives to a product a form that has a greater value to the consumer

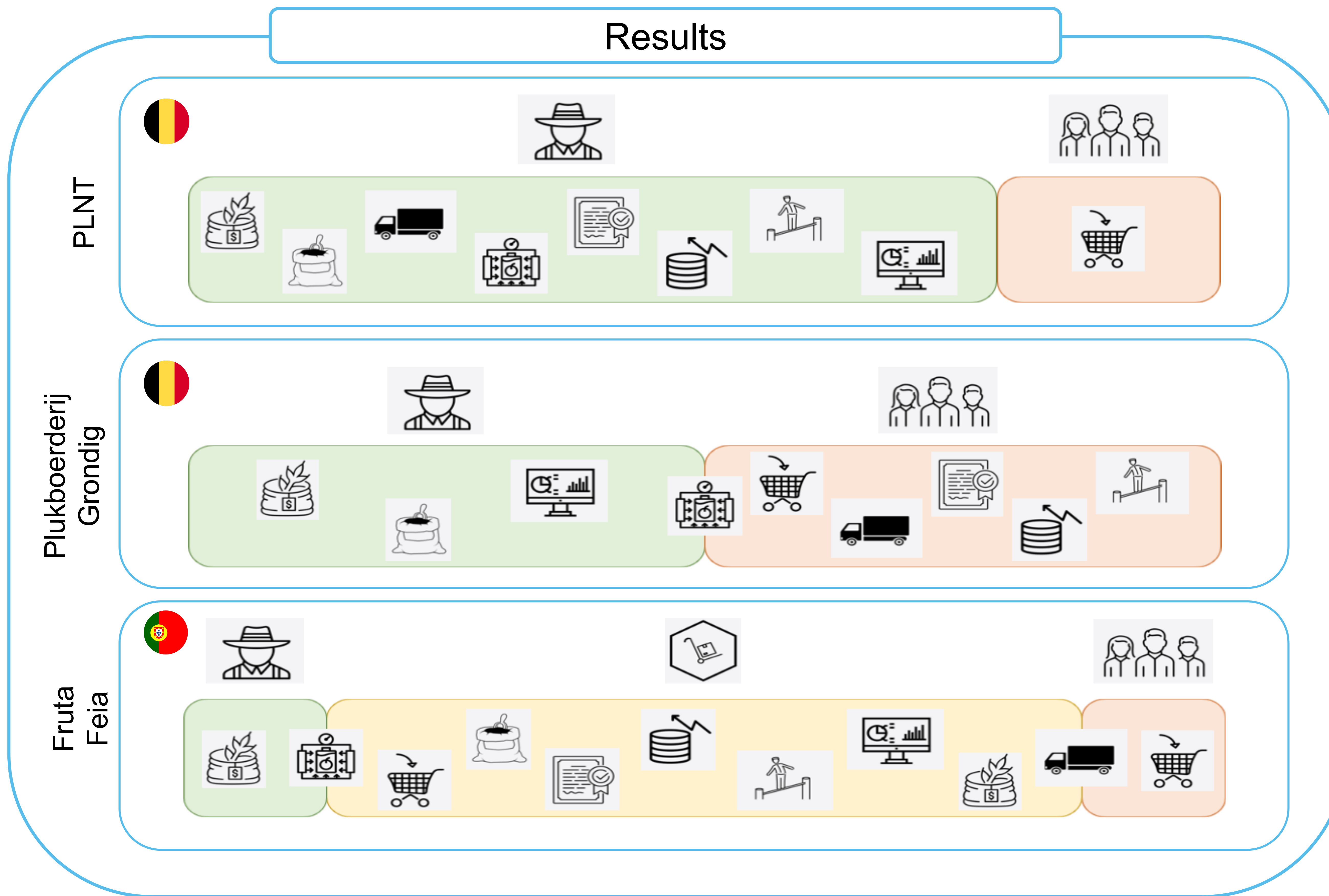
Grades and standards function: assures customers that the product conforms to a determined standard of quality

Financing function: provides the necessary funds to cover all the costs before receiving money from the purchasing

Risk-taking function: assumptions of physical and price risks

Market information function: important to assure the flow of information from producer to consumer

Results



Conclusions

- Studying interactions in SFSCs using an old framework from marketing
- Difficulties to include monetary data
- Difficulties to understand the impact for the different actors of the shared functions

