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Deliverable 5.2

Report - Workshop with stakeholders : Compatibility of marketing and sourcing practices of supermarkets with practices in short supply chain systems and local food systems. Experiences of retailers, local organisations and local producers.

On the 3rd of May, 2018, the KU Leuven organized an event with stakeholders. The event was organized in collaboration with Rikolto, an NGO based in Leuven that also deals with the topic of bringing more local products into supermarkets. Some of the main questions that were addressed during the conference were:

- Are the marketing and sourcing practices of supermarkets compatible with practices in short supply chain systems and local food systems?
- What are the experiences of retailers, local organisations and local producers with the sourcing and marketing of local goods in large-scale retail?
- Is there a future for short food supply chains in supermarkets?
- Can and should short supply chains be upscaled?

The conference brought together different experts, from supermarkets or otherwise involved in the topic. The was organized in the Provinciehuis, in Leuven, from 8.00-12.00. The program looked as follows:

8.00	Welcome with breakfast
8.40	Introduction Joris Aertsens (Rikolto) and Tjitske Anna Zwart (KU Leuven)
9.00	Testimonies supermarkets and local producers and organisations
	1. Jill Soels, Carrefour
	2. Niels van Couter, Colruyt Group
	3. Daan Vanhorenbeek, Straffe Streek
	4. Mario van Hellemont, Fruit producer
10.45-11.00	Break
11.00	Presentation Tjitske Anna Zwart – KU Leuven, sharing some of the Food4Sustainability results
11.20	Open dialogue with Jill Soels (Carrefour), Niels van Couter (Colruyt Group), Daan Vanhorenbeek (Straffe Streek), Mario van Hellemont (fruit producer), Patrick Pasgang (Innovation support, Farmers Union)
12.00	Lunch

The conference attracted a wide range of participants. A participants list has been added here under

The discussions mainly revolved around the difficulties of sourcing locally in supermarkets, but also some strengths of marketing local food in large scale retail were revealed. There was also a long discussion on the term local, arguing that it is not a black-and-white story, and that it is important to think beyond assumptions on the (un)sustainability of local food, short supply chains, and supermarkets. The retailers also explained their different approaches to the sourcing and marketing of local food, while the fruit producer and the representative of the local organization explained their experiences of working together with different retailers.

It became clear from the discussions that sourcing and marketing local food in supermarkets is not easy, and that there is not a blueprint on how it should be done. However, the participants discussed openly on the advantages, disadvantages and difficulties (one main difficulty being transport) of offering local goods in large-scale retail and there was an open

exchange about experiences and projects and the different angles from producers, an organization for local producers, and retailers provided a deep insight in these issues.

A more detailed report (in Dutch) on the conference can be found here:

<http://www.vilt.be/lokaal-is-zoveel-meer-dan-kilometers-alleen---lokaal-in-de-supermarkt-kan-dat-wel>

Some of the presentations of the participants can be found here:

<https://www.biosfere.be/korte-keten-congres/>

List of Participants

Last name	Name	Organisation
Adams	Nadine	Duroc De Riegel
Aertsens	Joris	Rikolto (Vredeseilanden)
Avermaete	Tessa	KU Leuven
Boeykens	Lothar	FairTradeGemeente
Boudt	Ann	Geïnteresseerde particulier
Boussauw	Sebastiaan	Hogeschool UCLL
De Bauw	Michiel	KU Leuven
de Crombrughe	Rosalie	Delhaize
De Muynck	Marjan	VLAM
De Preter	Sara	VLAM
De Smet	Eline	Economische Raad voor Oost-Vlaanderen
Delbecque	Hilde	Voedselteams vzw
Engelen	Gert	Rikolto
Goethijn	Lieta	Stad Gent
Hendrickx	Michelle	Voedselteams vzw
Huyghe	Caroline	Rikolto
Kiekens	Cato	UGent
Krabansky	Paul	Delhaize
Lievens	Eewoud	KU Leuven
Maebe	Sigrid	Phytofar
Magits	Anita	Stadskantoor Leuven
Martens	Toon	Bie&Toon VOF
Mathieu	Christine	BELSPO
Mertens	Geert	Provincie Vlaams-Brabant
Moulaert	Michael	VVSG
Nick	François	Boerenbond
Pajko	Aleksandra	Carrefour
Pasgang	Patrick	Innovatiesteunpunt
Philippaerts	Ines	Provincie Vlaams-Brabant, dienst land- en tuinbouw
Piret	Lara	The Shift
Roeykens	Eva	provincie Vlaams-Brabant
Soels	Jill	Carrefour

Thoelen	Bart	Steunpunt Hoeveproducten
Thys	Evert	Stad Leuven
Van Couter	Niels	Colruyt Group
Van den Abeele	Lucas	ULB
Van den Eynde	Matthias	Landelijke Gilde
Van der Plaetsen	Michèle	DGD
Van Hellemont	Mario	Fruitteler
Van Hooreweghe	Marieke	VILT vzw
Van Meulder	Liesbeth	Rikolto
Van Outryve	Jacques	Boer&Tuinder
Van Remoortere	Carine	Vormingplus Waas-en-Dender
Van Reusel	Danny	Voedselteams vzw
Van Rillaer	Hilde	Stad Leuven
Vandebroeck	Lien	Boerenbond
Vanderheiden	Erik	Stad Leuven
Vanhorenbeek	Daan	Streekproducten Vlaams-Brabant vzw
Vermeulen	Karel	bio planet Leuven
Verstraeten	Joke	UGent
Wyckaert	Jan	Rikolto
Zwart	Tjitske Anna	KU Leuven