

TRUEFOOD CONFERENCE

**Improve market access through
innovative
chain management**

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WP5-coordinator

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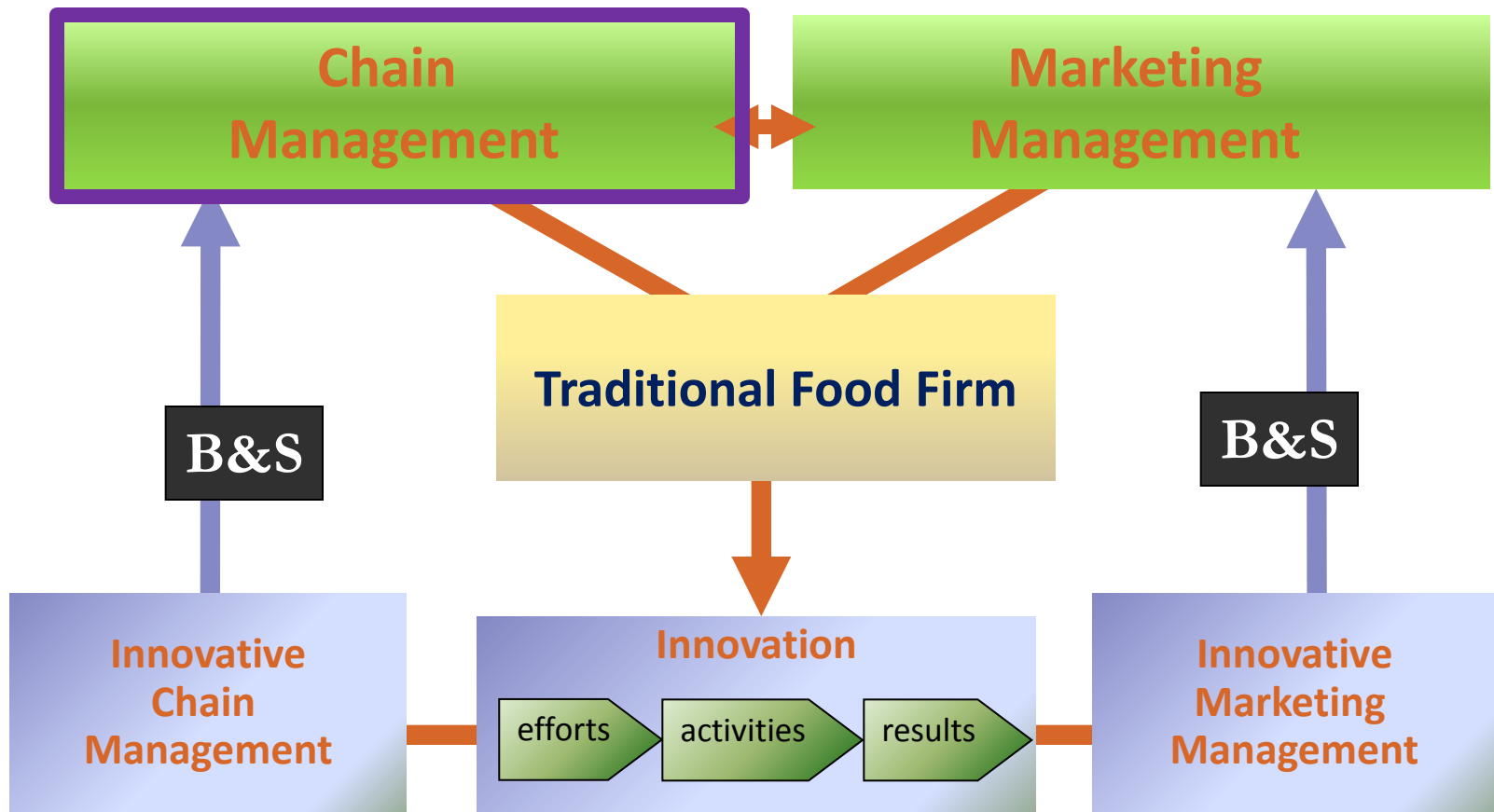
Work Package 5 >> Partners <<



- ❖ Campden BRI, Hungary
- ❖ University Milano, Italy
- ❖ PEGroup, Italy
- ❖ Ghent University, Belgium

WP 5 RESEARCH FRAMEWORK





What is chain management?



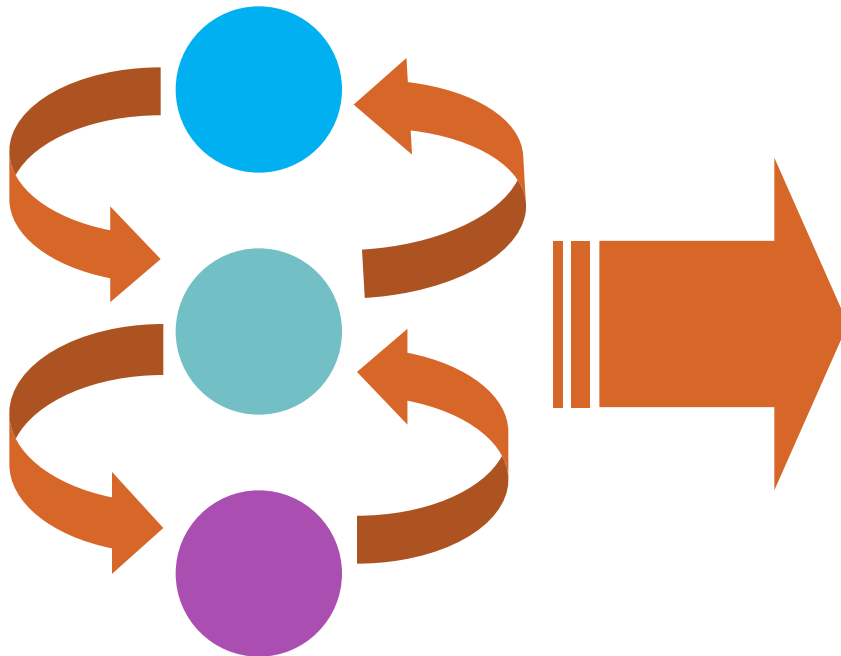
The **management of multiple relationships** (accompanying products, services, finances, information and/or knowledge flows)

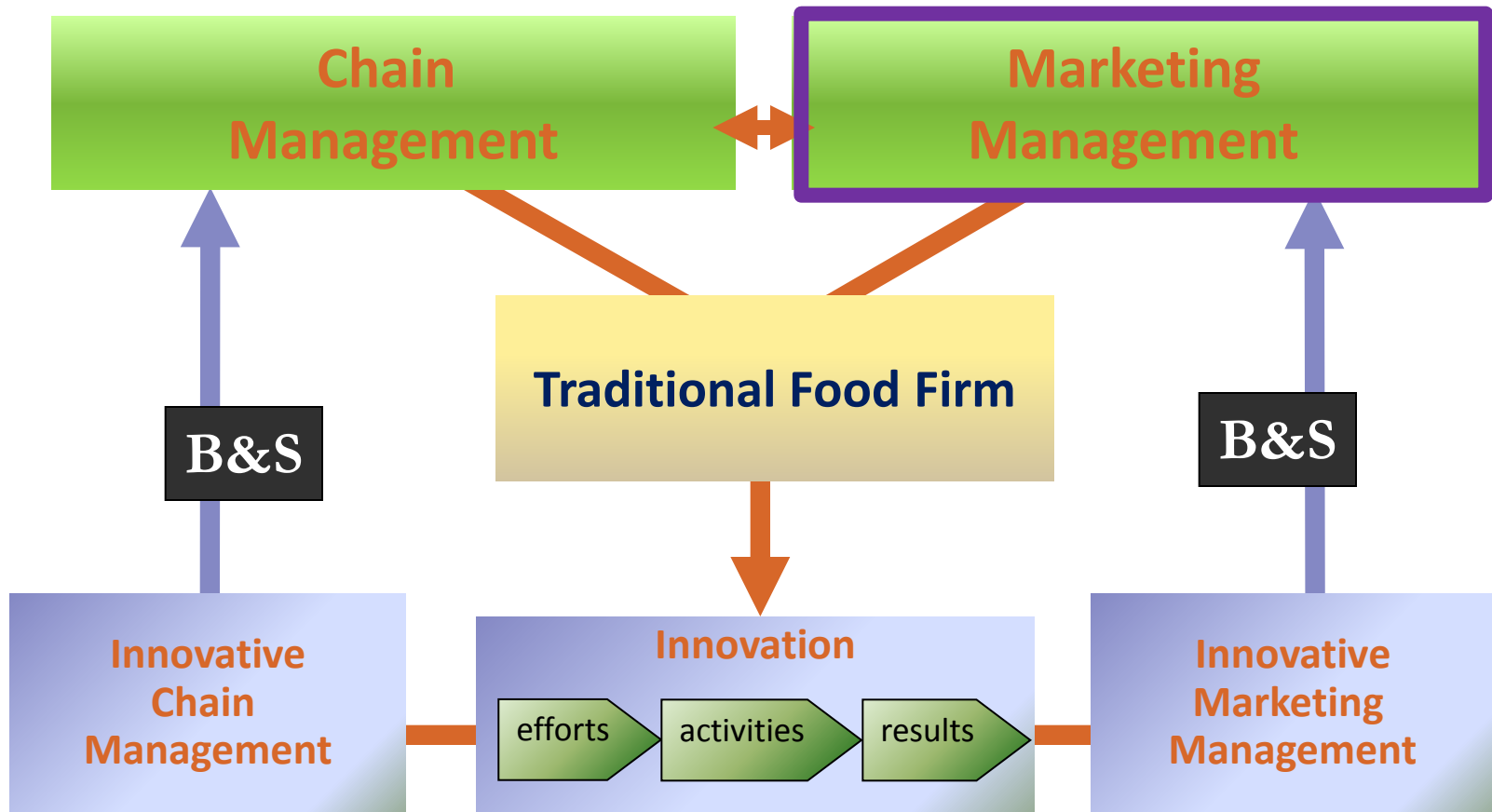
focusing on harmonizing the use of

- resources
- capabilities
- competencies

along the **entire food chain** (instead of only focusing on the individual links)

to deliver **higher added value** by improving the **quality of chain relationships** (e.g. trust, satisfaction, power)







Marketing management and competitiveness of SMEs



Resource based view and dynamic capabilities approach

Supplier

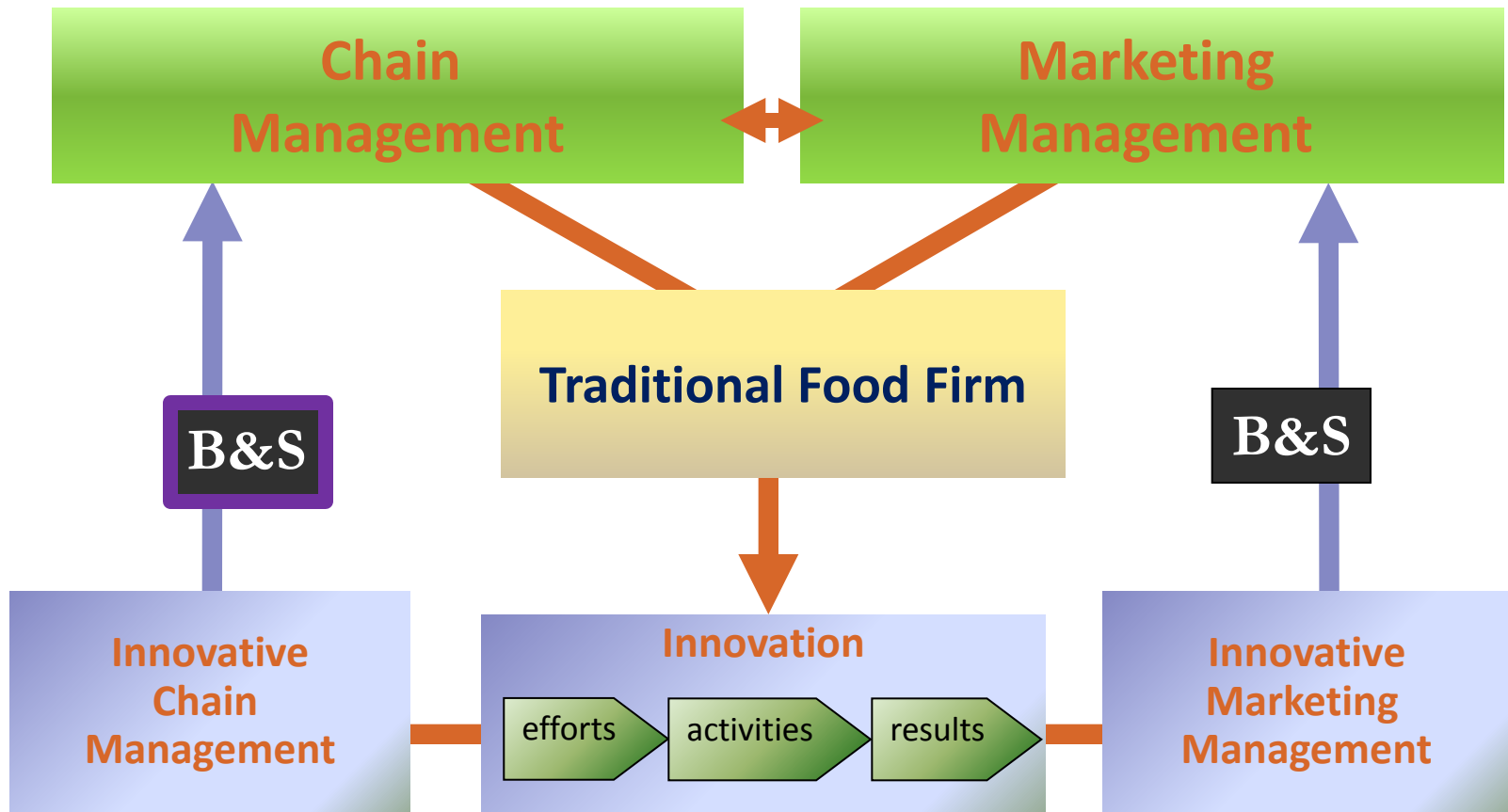
- ❖ Sharp price
- ❖ Vertical integration

TF-manufacturer

- ❖ Long term contracts with S+C
- ❖ Power balance in chain
- ❖ Severe control and operational efficiency of all agents for high product quality

Customer

- ❖ Market information
- ❖ Sharing promotion costs and marketing skills





Bottlenecks and Success factors in traditional food chains

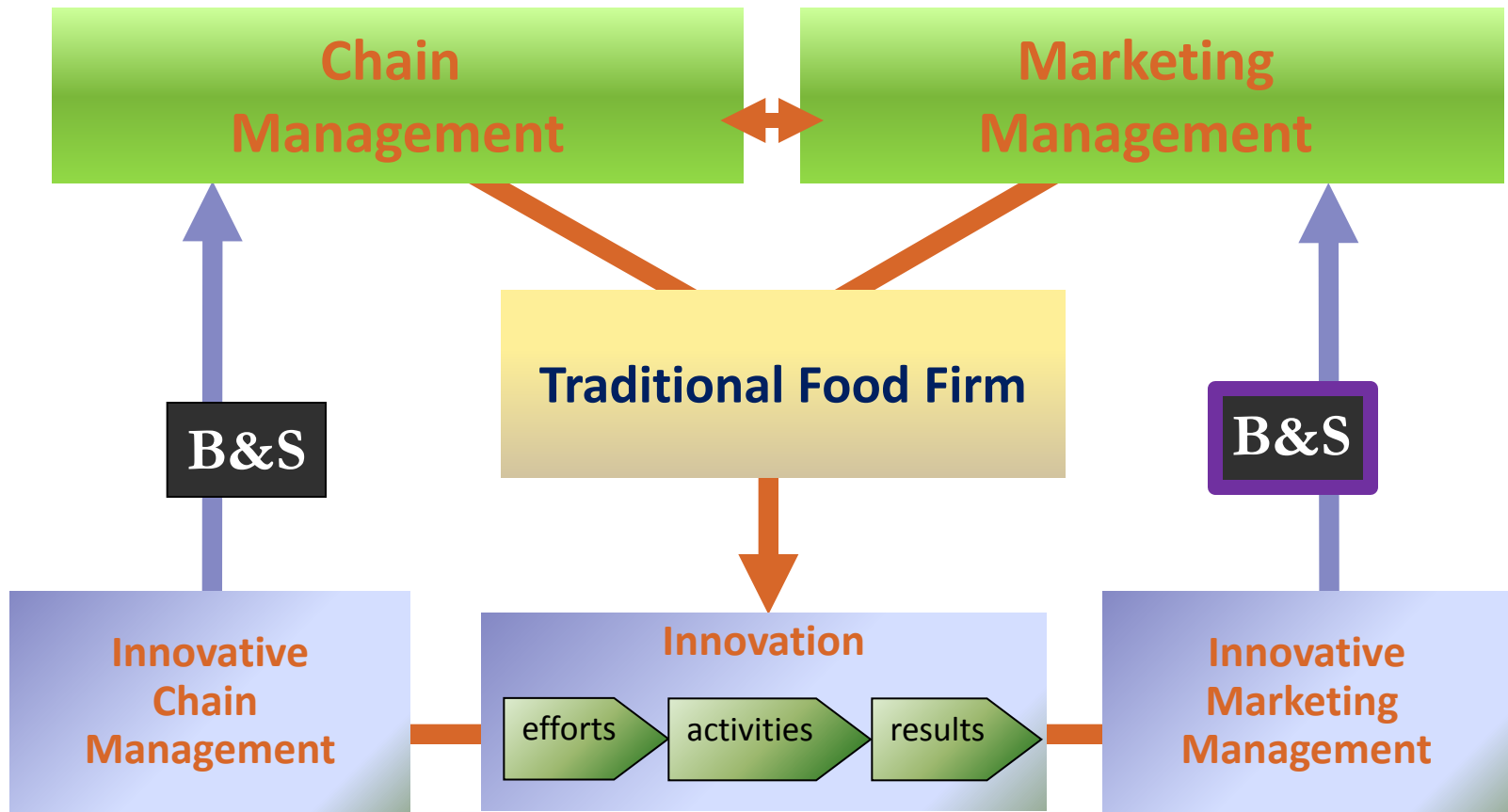


3 major bottlenecks: Lack of~

- ❖ Understanding the importance and benefits of **improving chain and marketing management capabilities**
- ❖ Knowledge about **appropriate tools and skills**
- ❖ **Financial, infrastructure and human resources**

5 main success factors:

- ❖ Focus on **quality of the traditional food products**
- ❖ **Collaborative** use of resources
- ❖ **Common view** on innovation in TFPs
- ❖ **Networking**
- ❖ **Collective activities** (marketing, research, training etc.)



Important aspects of marketing management



Market oriented approach

Market research
(Information)

Marketing strategy
(Objectives)

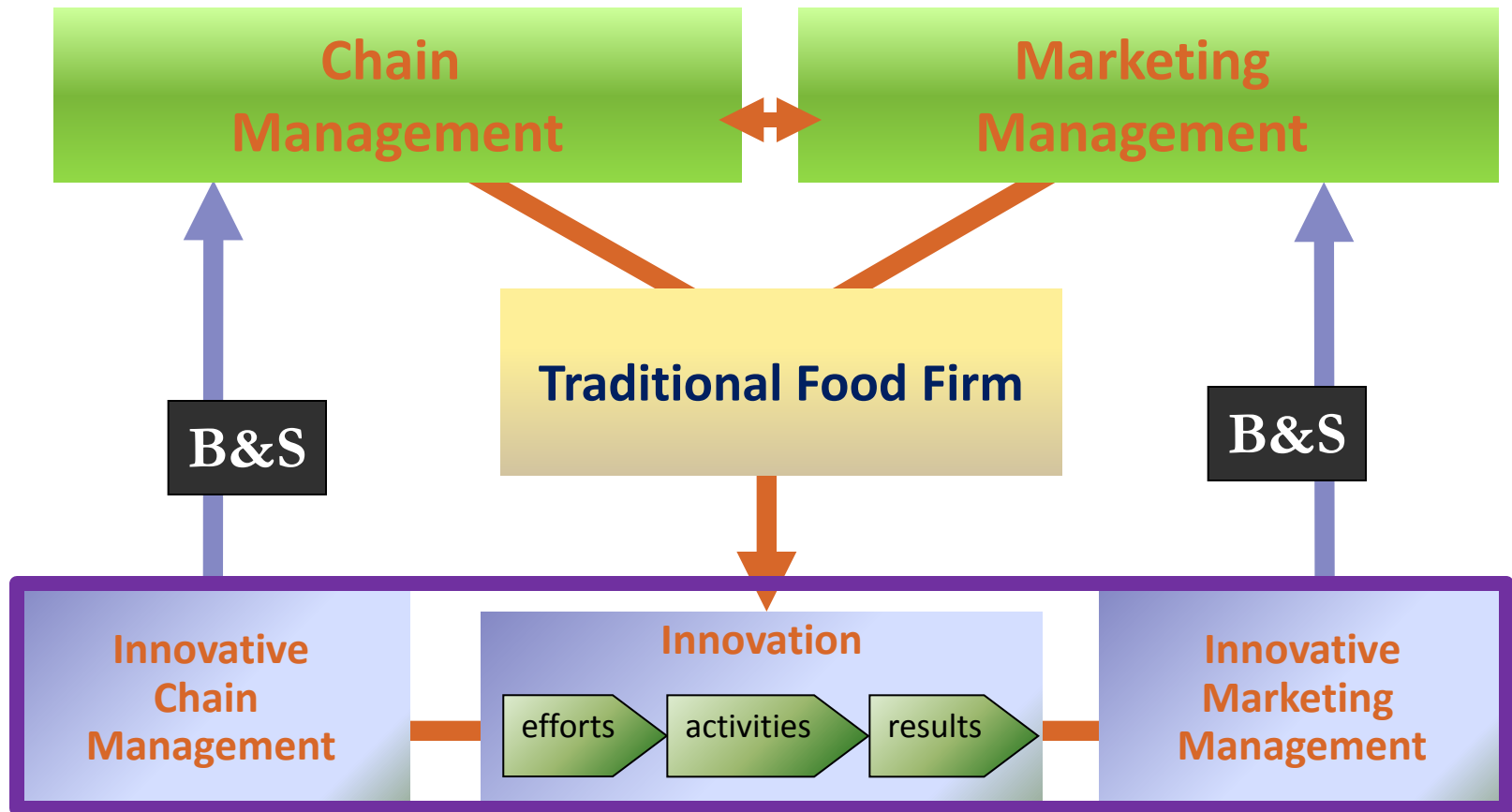
Marketing planning
(Implementation)

Marketing control
(Evaluation)

Marketing innovation
(Development)

Benchmark-result:

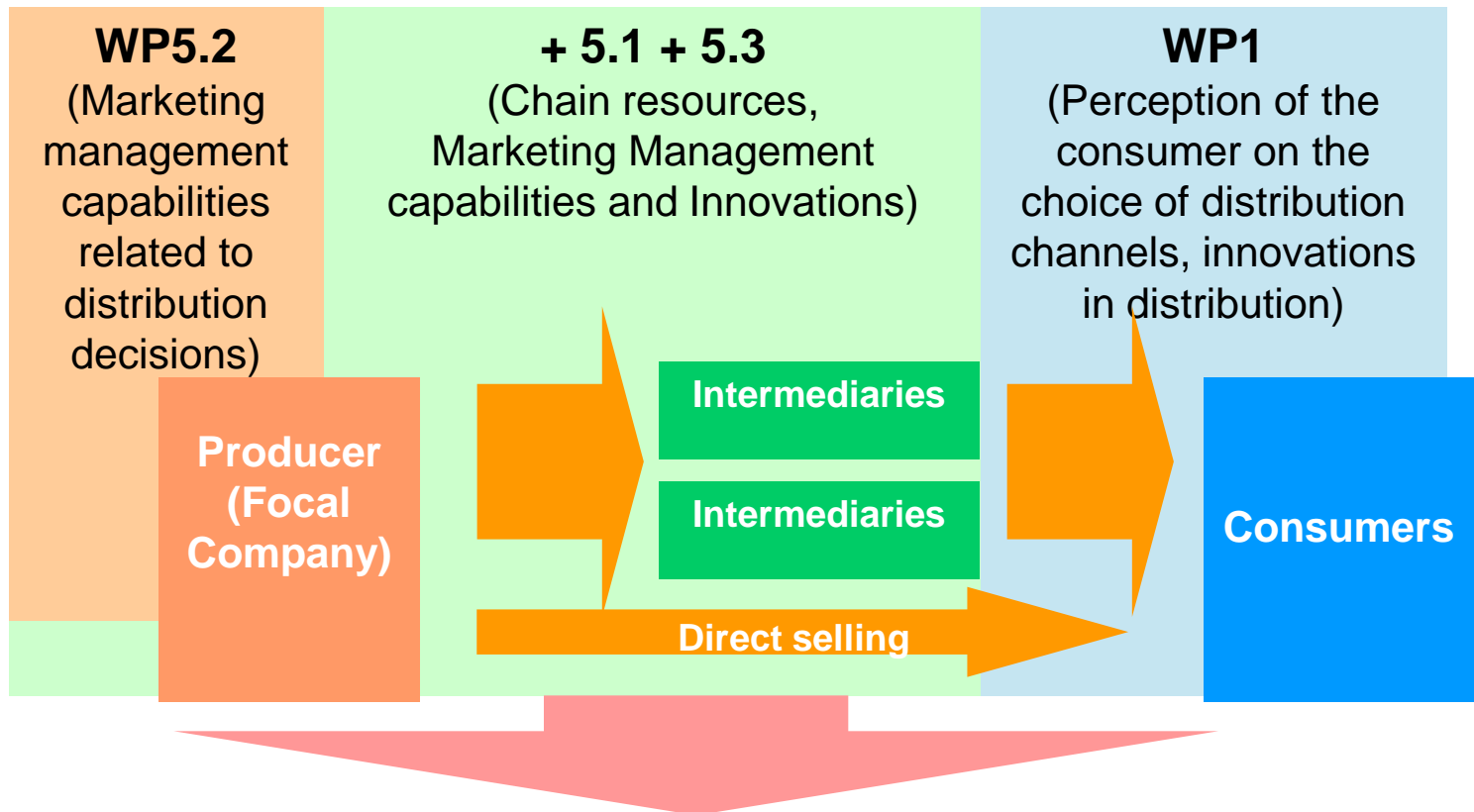
- ❖ SMEs **good** in *market research, strategy set up and development of innovations*
- ❖ But **key problems** in *planning and implementation and control and evaluation*



12 innovative chain strategies have been developed to improve the performance by setting common chain goals and combining resources & capabilities into competences within traditional food chains

PRODUCT IMPROVEMENT	PRODUCT MODIFICATION	MAKE FINANCE MORE ROBUST	IMPROVE FLEXIBILITY OF OPERATIONS
IMPROVE QUALITY OF PROD. PROCESS THROUGHOUT THE CHAIN	IMPROVE PRICE-VALUE RATE IN CHAIN	BRANDING TRADITIONAL FOOD PRODUCTS BASED ON CHAIN	INCREASE ENVIRONMENTAL COMPATIBILITY OF BUSINESS
REFORMULATE LOGISTICS	INCREASE REPUTATION OF FIRM IN CHAIN	ENHANCE AND TAKE ADVANTAGE OF NETWORKS	EFFECTIVE COMMUNICATION WITHIN CHAIN

Conceptual framework



12 innovative distribution strategies as alternatives for classical distribution respecting the special character of traditional food products

JOINT DISTRIBUTION	ALL-IN-ONE PACKAGING	FAST FOOD CHAINS	INVOLVEMENT OF CONSUMER
JOINT PROMOTION	REGIONAL CORNER	SMALL-AREA TERRITORIAL PENETRATION	NETWORK FACILITIES
AGRO-TOURISM	E-COMMERCE	SPECIALTY SHOPS	MOVING OUTLETS



Interested in more?

Deliverable 5.1.18
RECOMMENDATIONS ON RESULTS
FROM WHOLE WP5
www.truefood.eu

Thank you for your attention!