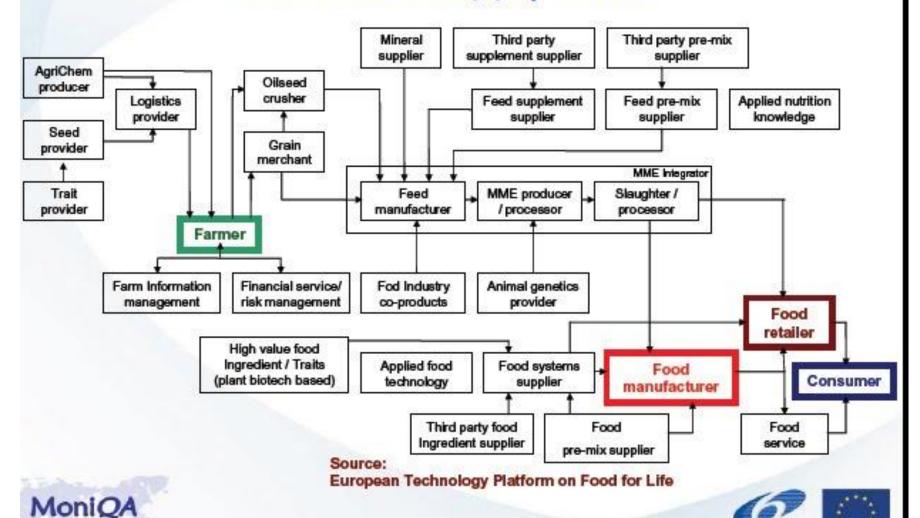
KNOWLEDGE FLOWS IN THE SUPPLY & VALUE CHAIN

A farmer's perspective

Pork supply chain Beef supply chain Generic schemes Breeder Generic Breeder schemes Farming Farming Retailer Retailer Farm Farm Auction Farm led schemes schemes Protected Geographic Abattoir Further Logistics Abattoir Logistics Area processing scheme led by Quasi public/ Meat Meat organisation Markets Markets e.g. HCC REGULATION REGULATION Slaughtering Cutting/ Slaughtering Cutting/ boning boning Packing/ Manufacturers Packing/ storage Manufacturers storage Meat product Meat product manufacturers manufacturers PUBLIC PUBLIC Wholesaler Retailer Distribution Retailer centre Retailers/Food Food service Retailers/Food Service Food service Service Consumers Consumer Consumers Consumer

Total Food Supply Chain



SECTIO FRAMEWOOK PROGRAMM

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What are we trying to achieve?

Farm practice?

Income?

Public goods?

Products for the consumer?

Environmental gains?

Policy goals?

...and for whom?

It's very complex... yet best to keep it simple

Trust

- Both giving and receiving fairness
- Trust of source of knowledge
- Trust of destination of knowledge

Value

- Relevance Why?
- Meaning
- Is it worth my time?

Simplicity

- Integrate into business practice
- Not the same as easy

Guidance

- Straightforward
- Readily available