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Managing crop planning complexity on diversified direct selling farms

The systemic approach of organic market gardeners

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CONTEXTDiversification andincrdirect selling canof crimprove social,BUTeconomic andenvironmental benefitsenvironmental benefitsfarof farming systemsfar

increase the **complexity** of crop planning: spatial and temporal allocation of crops within the farming land along the production season.



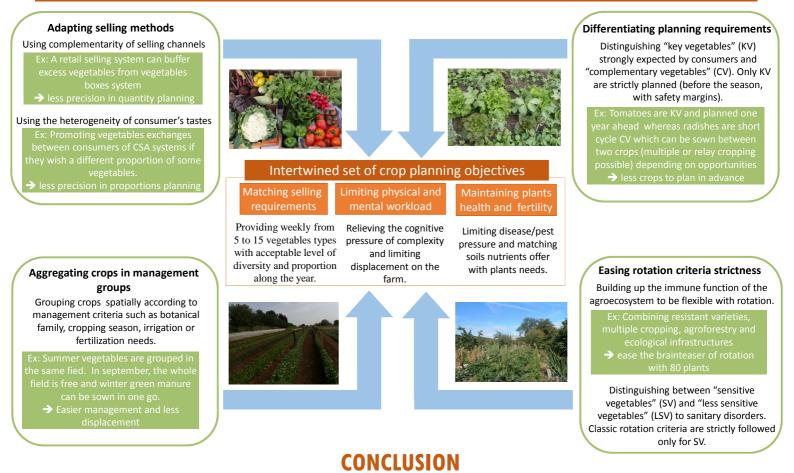
OUR QUESTION :

Which strategies are implemented by organic market gardeners to manage this complexity ?

A MULTIPLE-CASE STUDY

- 12 organic market gardens in northern France producing from 30 to 80 plant types on an acreage from 0,5 to 2 ha
- Different combinations of commercial forms: vegetables boxes (CSA), retail selling on-farm, in markets or shops
- Qualitative analysis of semi-structured interviews to approach farmers ' strategies

A SYSTEMIC STRATEGIC APPROACH FOR A COMPLEX PROBLEM



This multiple-case study show that organic market gardeners combine commercial, technical and ecological strategies to manage the complexity of crop planning complexity in diversified direct selling systems. Further investigation would be required in order to see in what extent these strategies impact the global social, economic and environmental performances of the farms.