

SETTING UP IN SHORT FOOD SUPPLY CHAINS : WHAT WORK ORGANIZATIONS FOR LIVESTOCK FARMERS WHO DO NOT COME FROM THE AGRICULTURAL WORLD?

Philippine Dupé^{1,2} , Benoît Dedieu² , Pierre Gasselin¹

1 - UMR Innovation, Univ Montpellier, CIRAD, INRAE, Institut Agro, Montpellier, France

2 - UMR Selmet, Univ Montpellier, CIRAD, INRAE, Institut Agro, Montpellier, France

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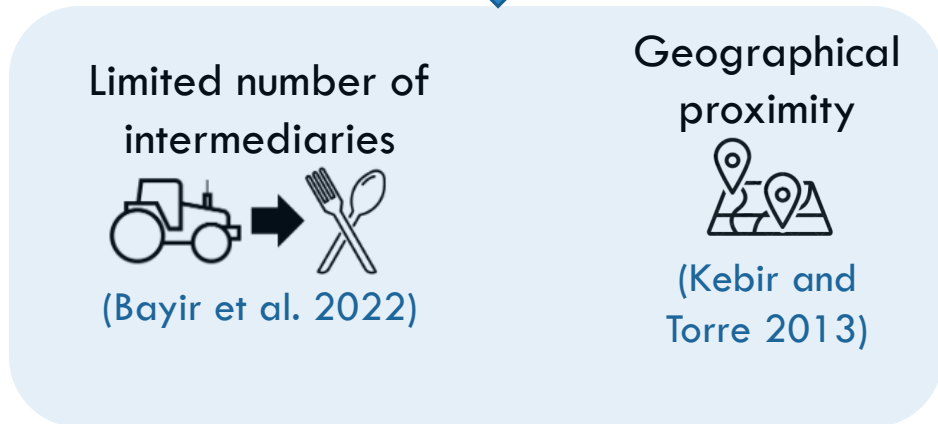
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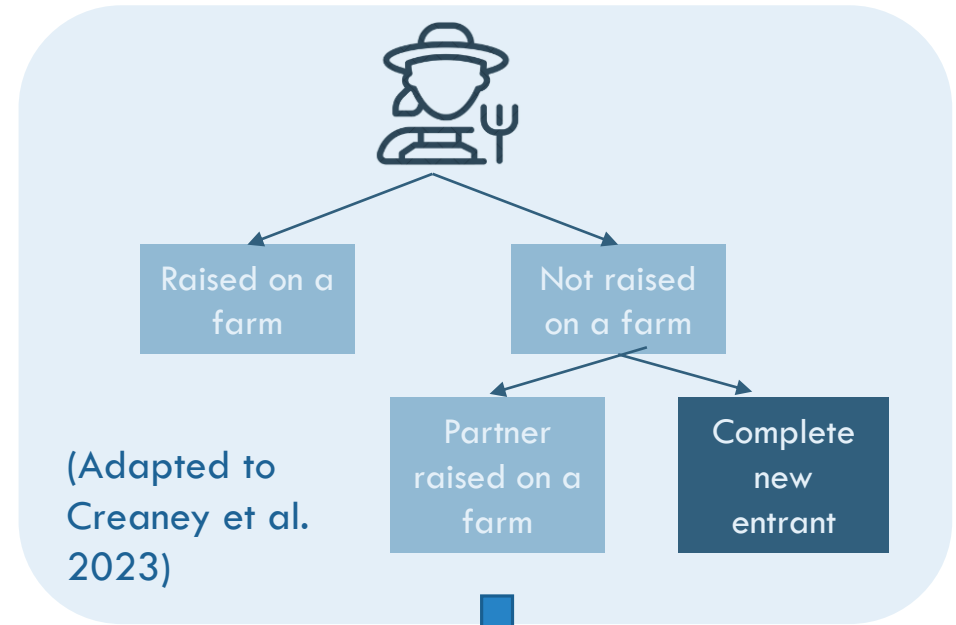
CONTEXT: NEW ENTRANTS TO FARMING INVOLVED IN SHORT FOOD SUPPLY CHAINS (SFSC)



Nearly one in five livestock farms in France use 'short food supply chains' (Agreste 2023)



New farmers involved, including complete new entrants (Aubert 2013)



Facing specific constraints during their setting up (Mundler and Ponchelet 1999)

CONTEXT: CHALLENGES OF ORGANISING WORK AROUND SFSC



Additional tasks
More work
(Dumont et al. 2019)

New skills
(Chiffoleau et al. 2013)



More complex work organisation in SFSC



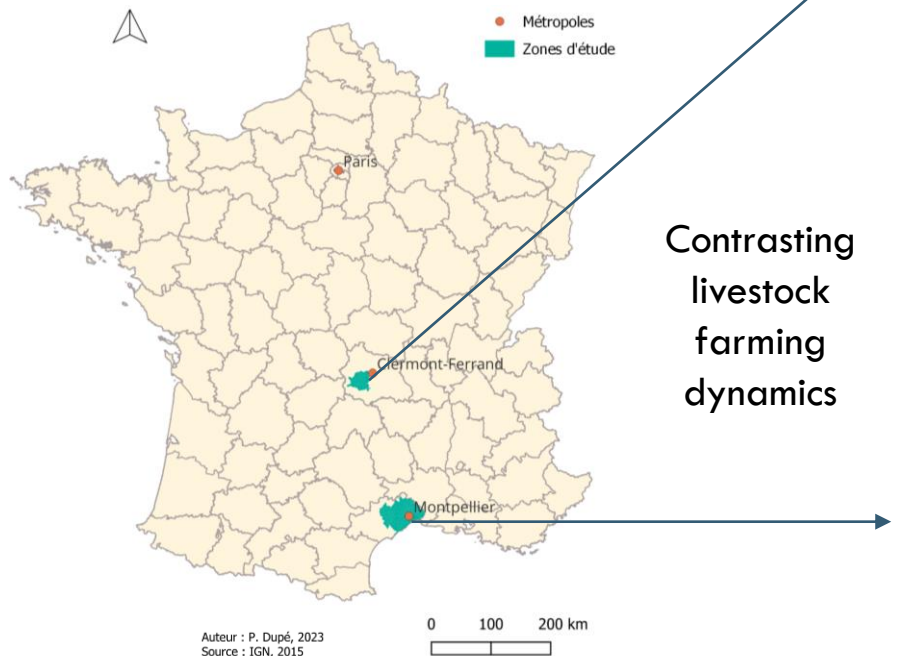
A complex work organisation in livestock farming
(Agreste, 2015)

A complex work organisation during setting up

What organisational difficulties do new livestock farmers face in their first years of their setting up in SFSC ?

FRAMEWORKS AND METHOD: COMPREHENSIVE INTERVIEWS WITH LIVESTOCK FARMERS IN CONTRASTING SITUATIONS

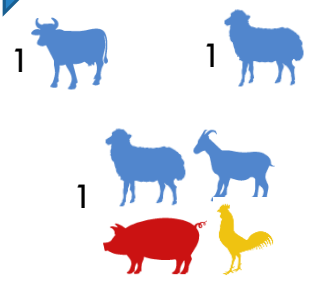
Comprehensive interviews with livestock farmers



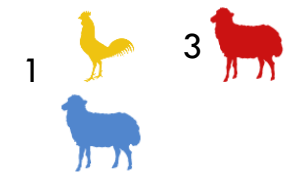
Contrasting livestock farming dynamics



3 farmers surveyed

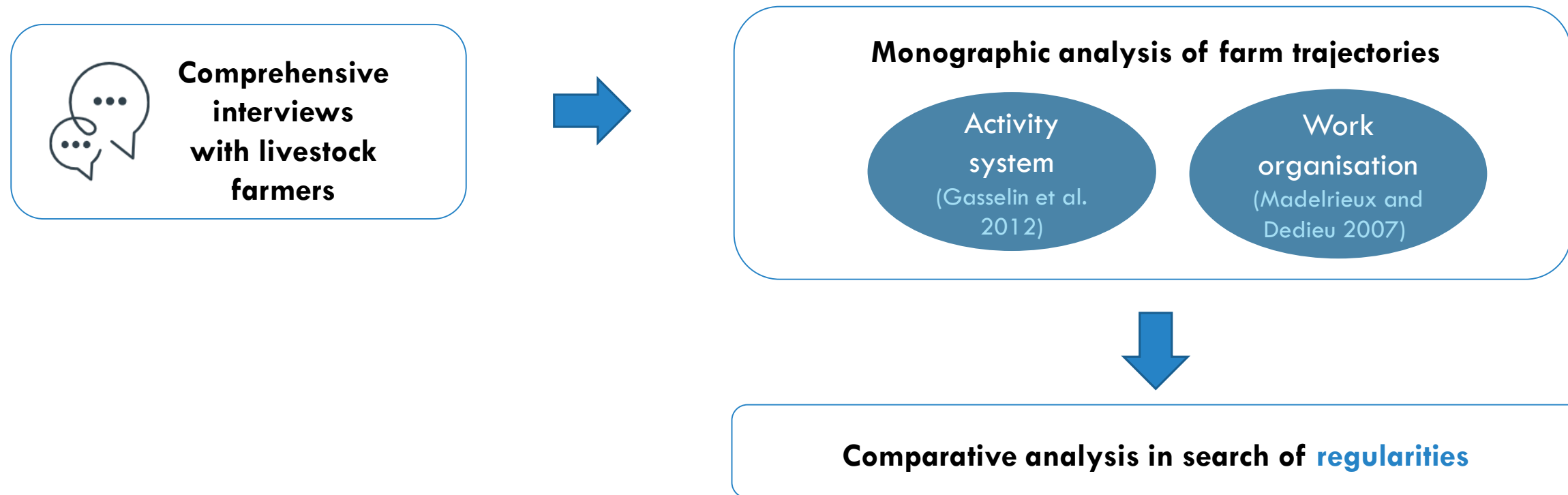


4 farmers surveyed



Contrasted situations

FRAMEWORKS AND METHOD: HIGHLIGHTING REGULARITIES



EXPLORATORY RESULTS - MARKETING CHANNELS SET UP IN TWO PHASES

Exploration



Trial and error learning strategy



Stabilisation

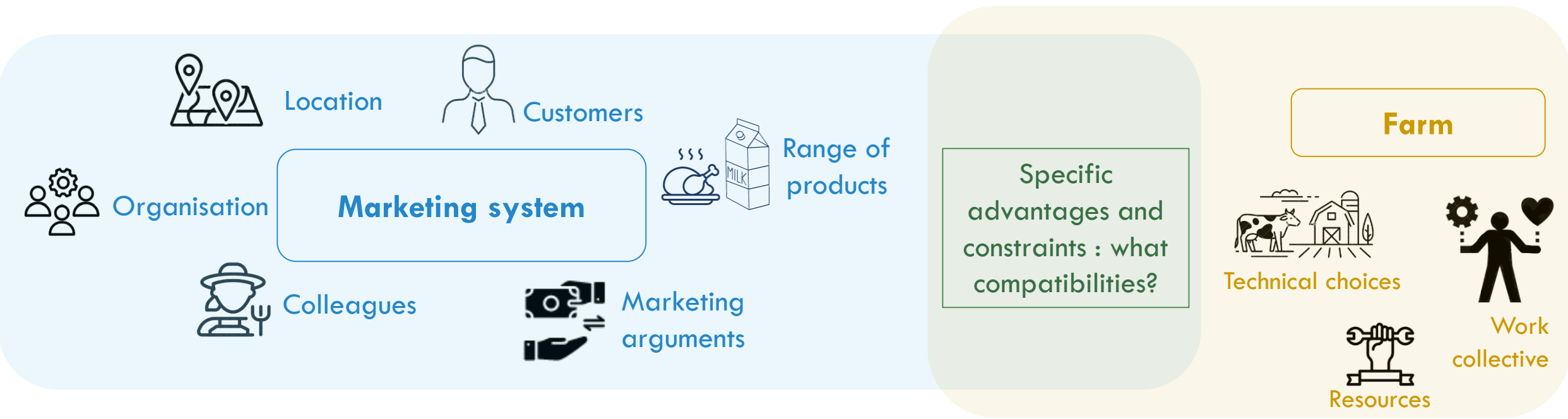


Of marketing channels, of intermediaries involved and of work organisation



EXPLORATION PHASE: TESTING DIVERSE « MARKETING SYSTEMS » ...

➔ To experiment their compatibility with farm organisation



➔ To secure production sales

EXPLORATION PHASE: A LACK OF KNOWLEDGE ABOUT SFSC...



Proximity network mobilised to find market devices opportunities



... but little anticipation of how short circuits really work



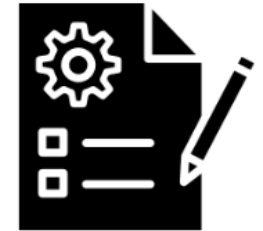
EXPLORATION PHASE: A HEAVY WORKLOAD ASSOCIATED TO THE EXPLORATION OF « MARKETING SYSTEMS »...



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To test each marketing system, an heavy workload...

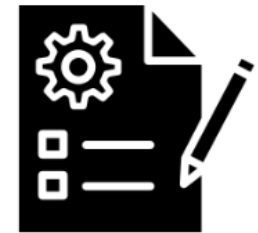
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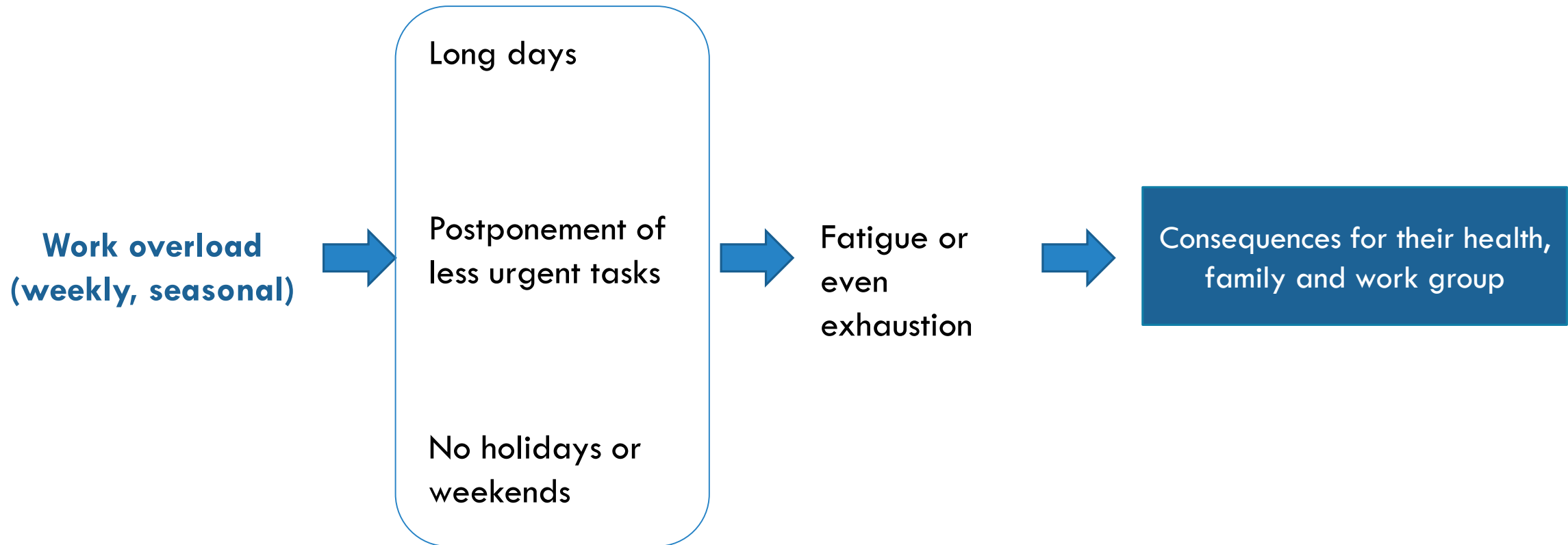


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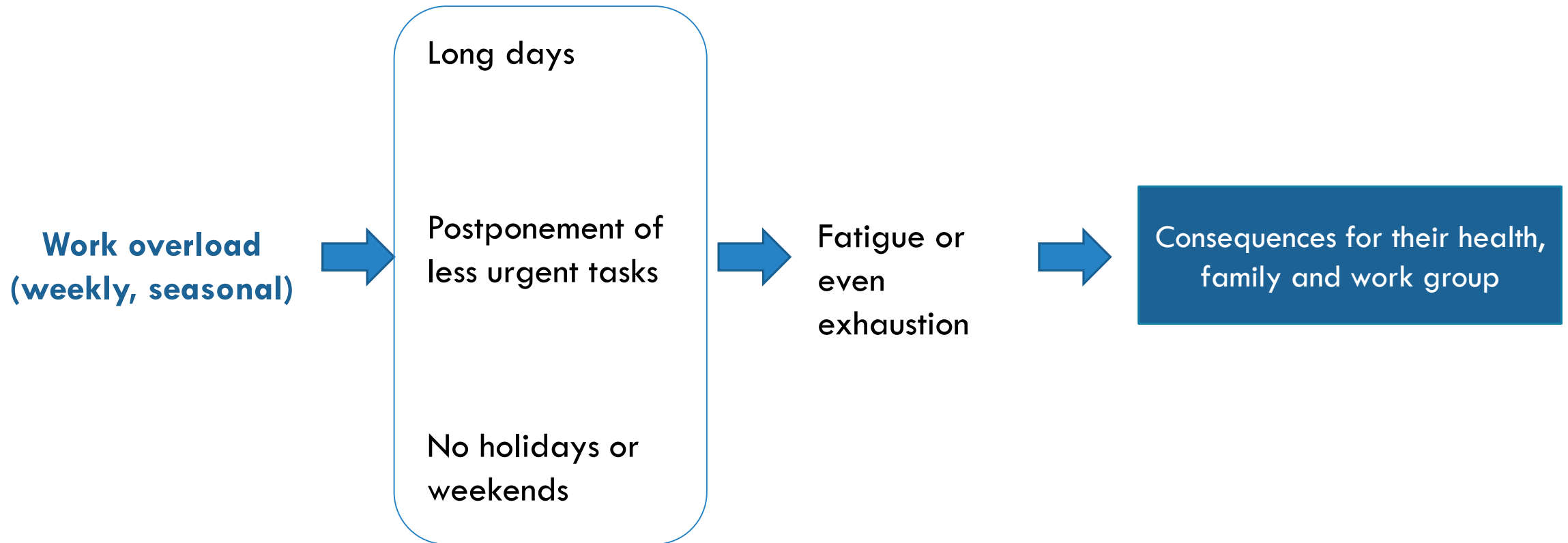
... Which adds with workload linked to the set up on the farm for new entrants



EXPLORATION PHASE: ... SOMETIMES LEADING TO DIFFICULT WORK SITUATIONS



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FROM EXPLORATION TO STABILISATION PHASE : DIFFICULTIES THAT FORCE LIVESTOCK FARMERS TO ADAPT THEIR SYSTEM...

Exploration



Work difficulties



Experience

Stabilisation



Of marketing channels, of intermediaries involved and of work organisation



STABILISATION PHASE: A SELECTION OF THE MOST INTERESTING MARKETING TOOLS AND A MOMENT WHERE WORK SOLUTIONS ARE FINDING

Selection of the most relevant marketing systems notably according to :



Objective of rationalising the time spent on sales



Human relations with customers and colleagues

Essentially based on work dimensions

Faced with work difficulties, solutions developed over time



Reduce workload



Call in extra manpower



Find moral support in proximity network

Possible only when farmers have found a secure place in marketing channels

CONCLUSION AND RESEARCH PERSPECTIVE

When setting up in short food supply chain, new entrants in livestock farming...
 A complex and evolving work organisation
 Adjusting marketing channels
 Sometimes difficult working conditions



Probably approximately the same process for other categories of livestock farmers

An issue of exploring factors behind the trajectories diversity



Raised on a farm

Not raised on a farm

Partner raised on a farm

Complete new entrant



(Adapted from Creaney et al. 2023)

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