A photograph of a man with dark hair, wearing a dark blue polo shirt and a bright orange apron, is focused on stirring a large, dark-colored pot. He is using a long-handled wooden spoon. The pot is filled with a thick, bubbling liquid, and a metal strainer is visible in the foreground. The background is dark and out of focus.

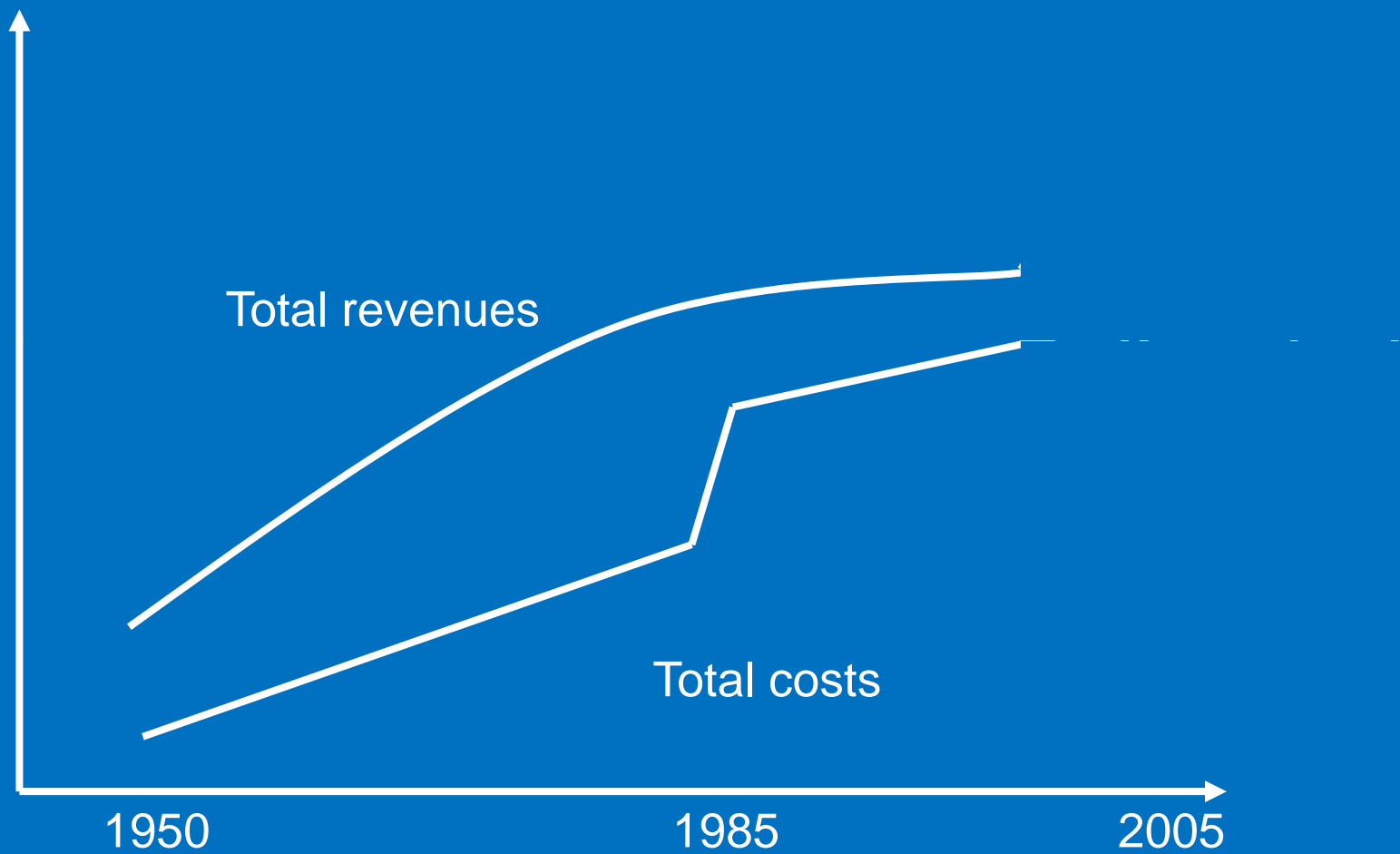
Canada-Europe
Dialogue,

Ottawa, March 3,
2011

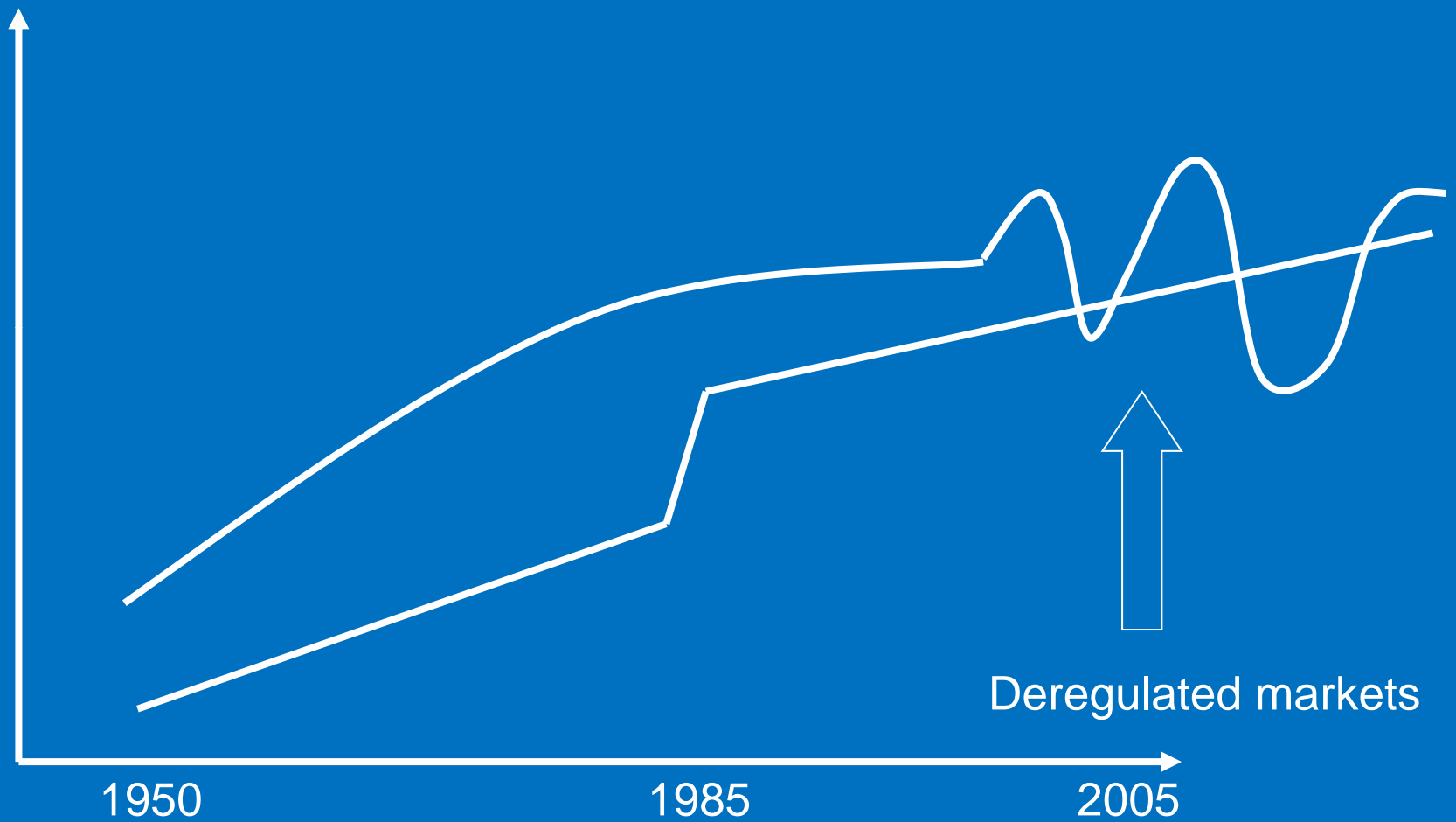
Rebuilding local food systems in an era of empire and globalization: lessons from the EU and beyond

Jan Douwe van der Ploeg

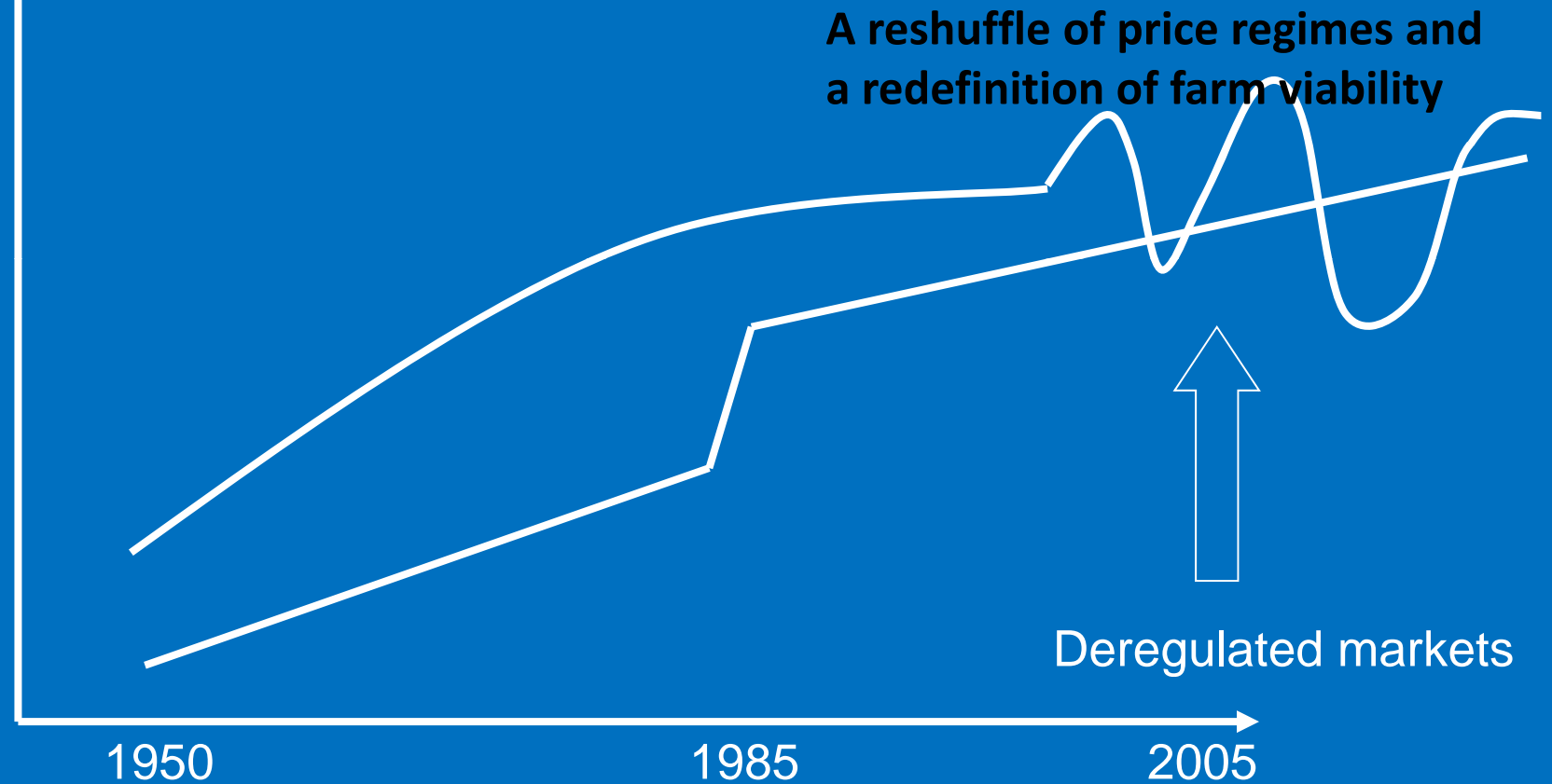
'the squeeze on agriculture'

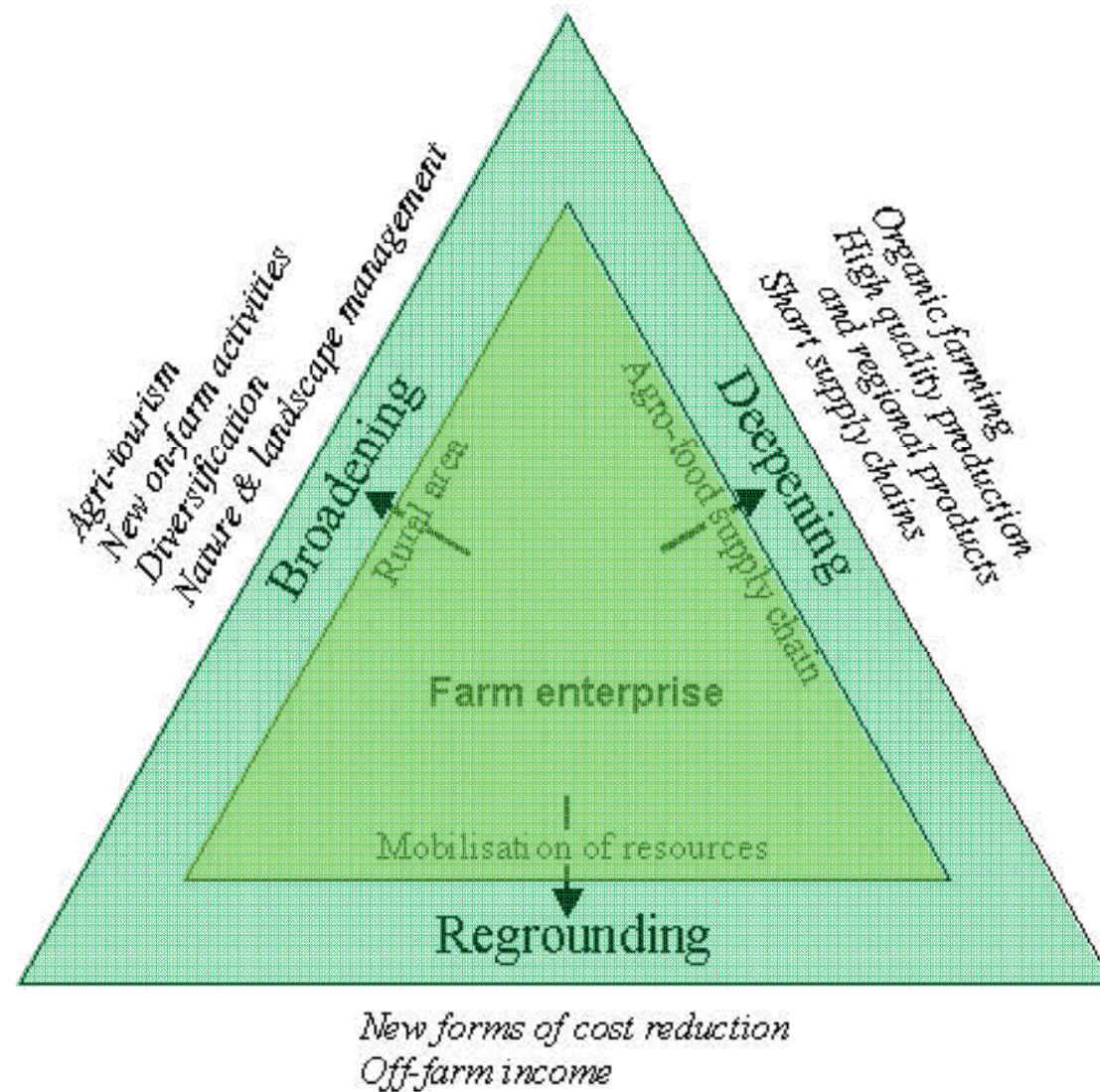


The current agrarian crisis



The current agrarian crisis, now interacting with the general economic and financial crisis





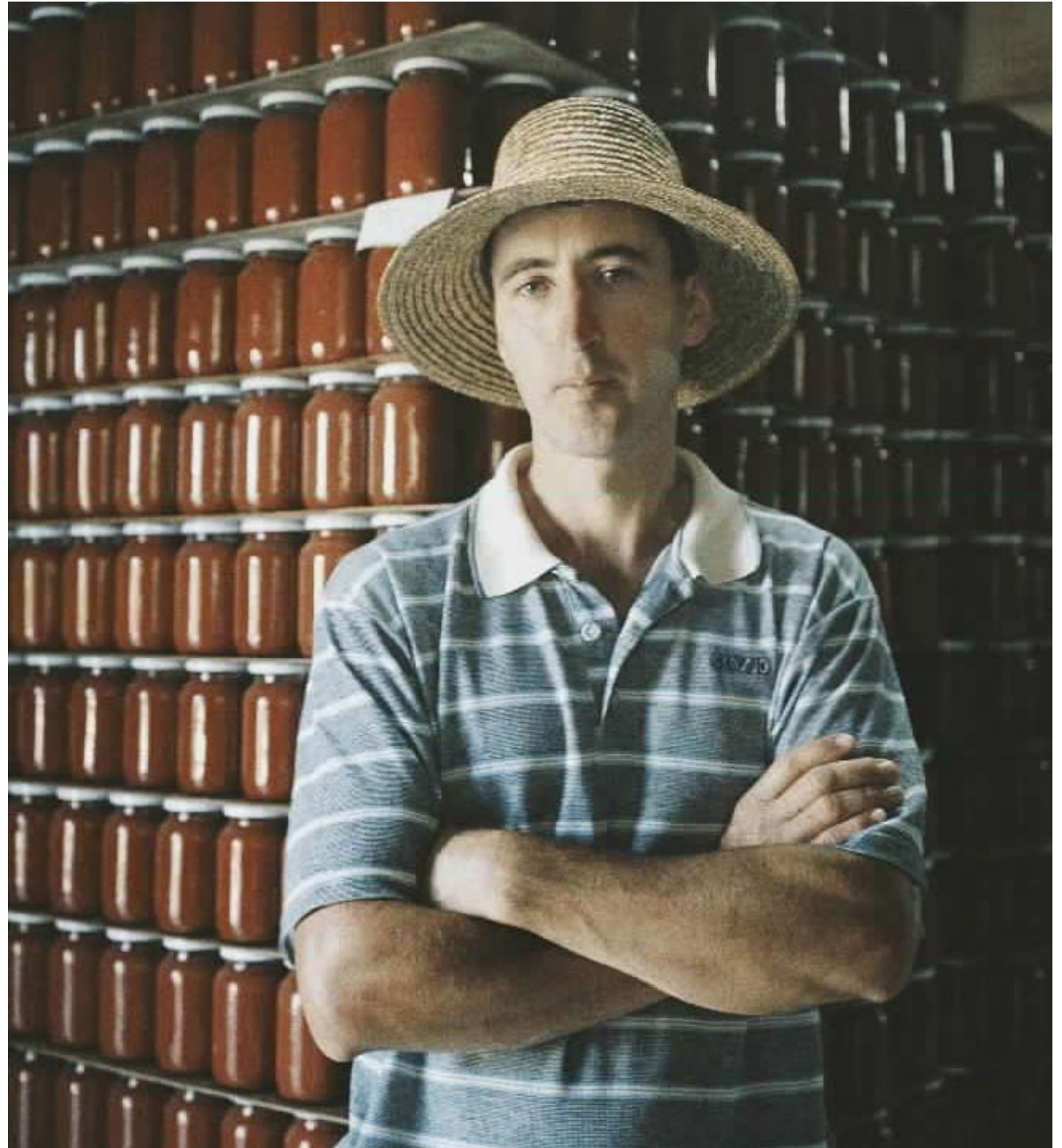
Netherlands (Friesland)

Fam. Hoekstra

Loënga



**multifunctionality in
Brazil**



An Italian Example

**vendita diretta
di latte crudo sfuso:
dal Produttore al Consumatore**

Una redditizia opportunità



**Rivenditore Esclusivo
per l'ITALIA**

DISTRIBUTORI AUTOMATICI



**SERVIZI
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Società Cooperativa a r.l.
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via Diaz, 5
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Telefax 031 / 61 11 38
P. iva 01279600132
e-mail cofazo@virgilio.it
<http://xoomer.virgilio.it/apacolc>

LATTE SFUSO

**vendita diretta
di latte crudo sfuso:
dal Produttore al Consumatore**

1° in ITALIA



al prezzo di

1 € il litro

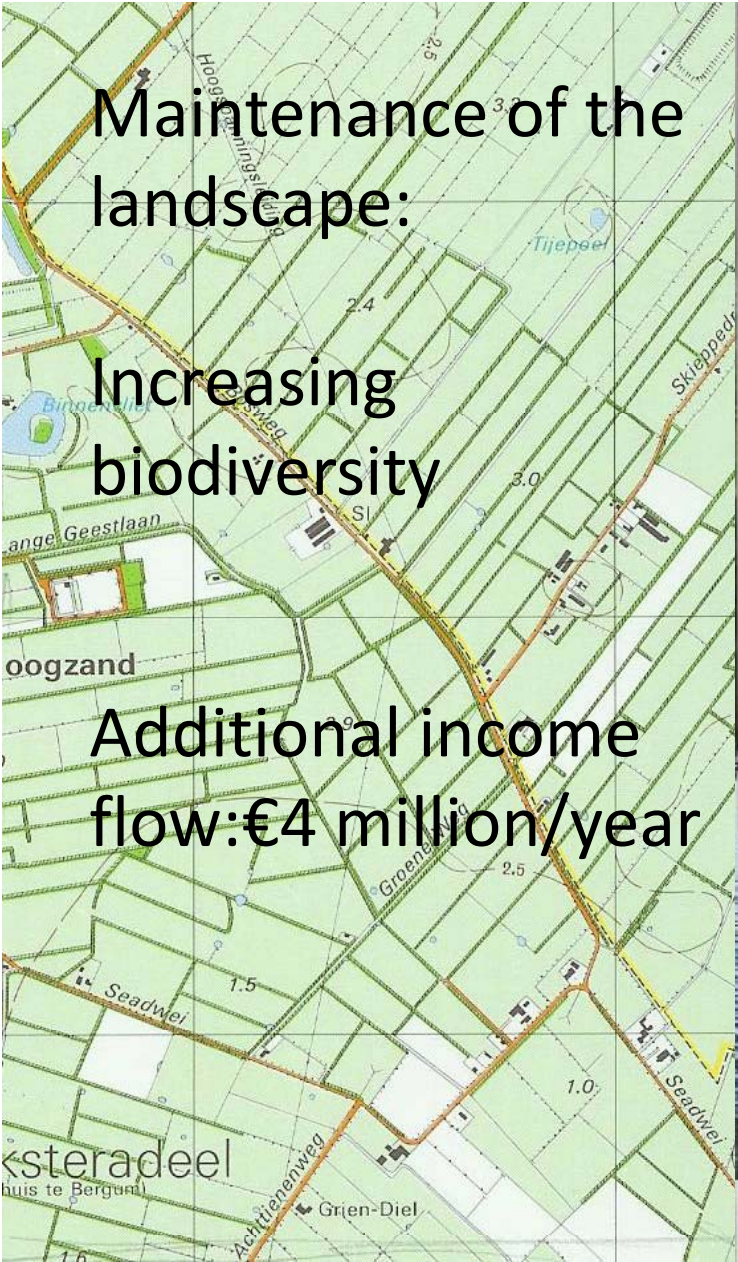
**Il consumatore risparmia
il 30%**

**l'allevatore moltiplica
x 10**

il guadagno di ogni litro di latte

Chi lo può fare?

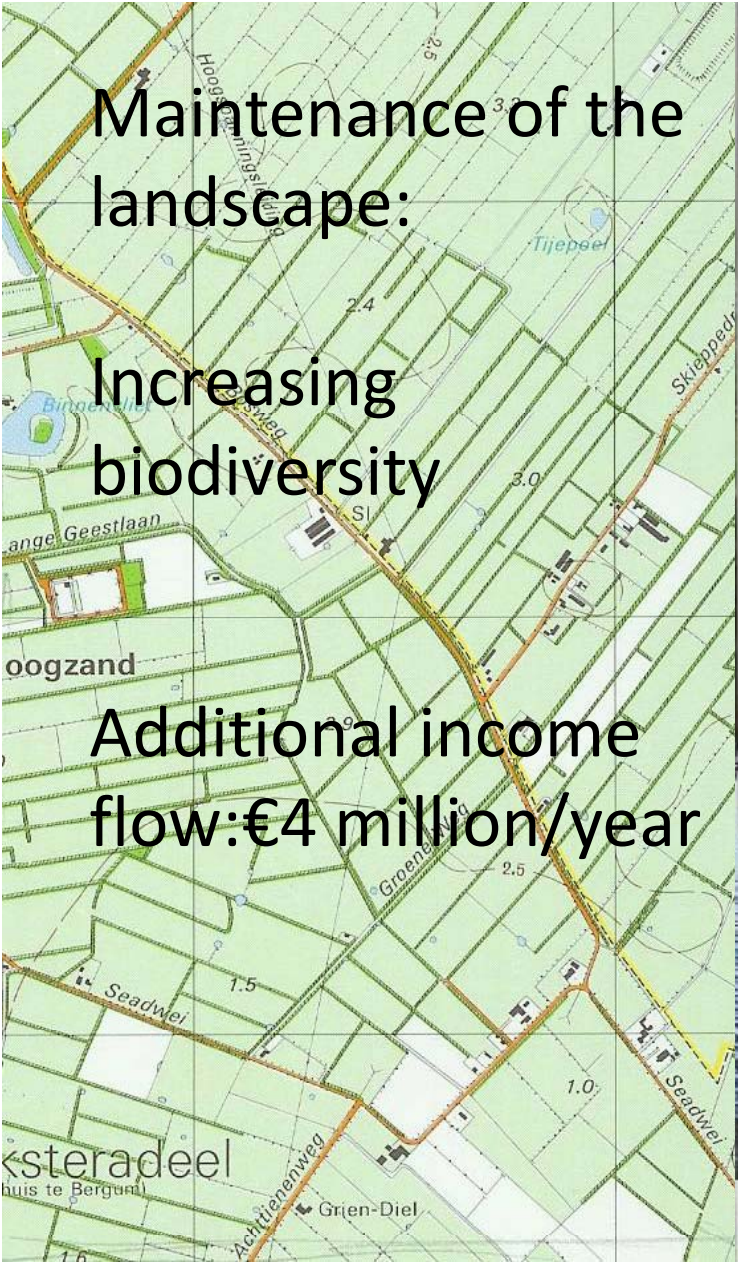
**Tutti gli allevatori produttori
di latte alimentare!**



Maintenance of the
landscape:

Increasing
biodiversity

Additional income
flow: €4 million/year



Maintenance of the
landscape:

Increasing
biodiversity

Additional income
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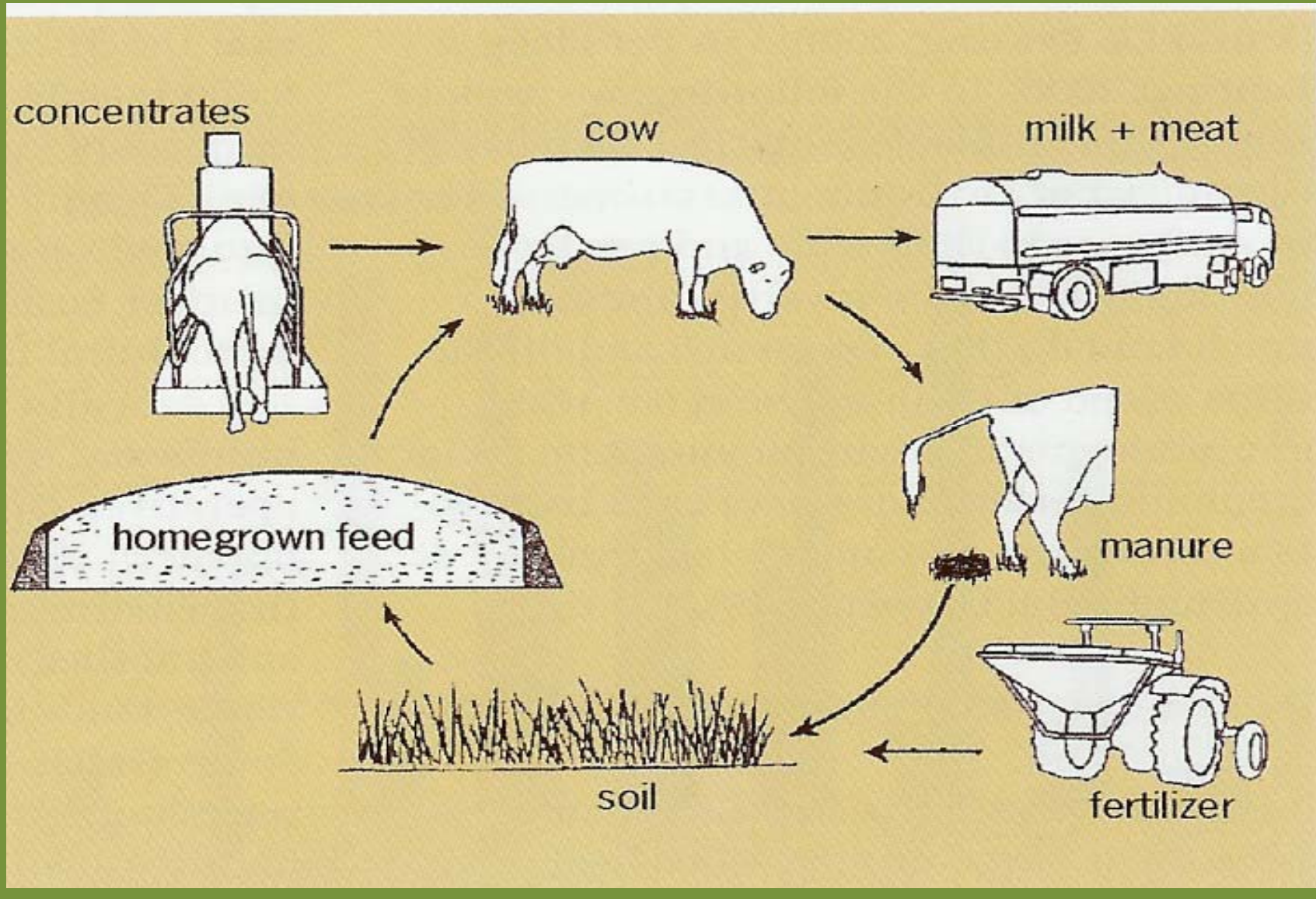
Maintenance of the landscape:

Increasing biodiversity

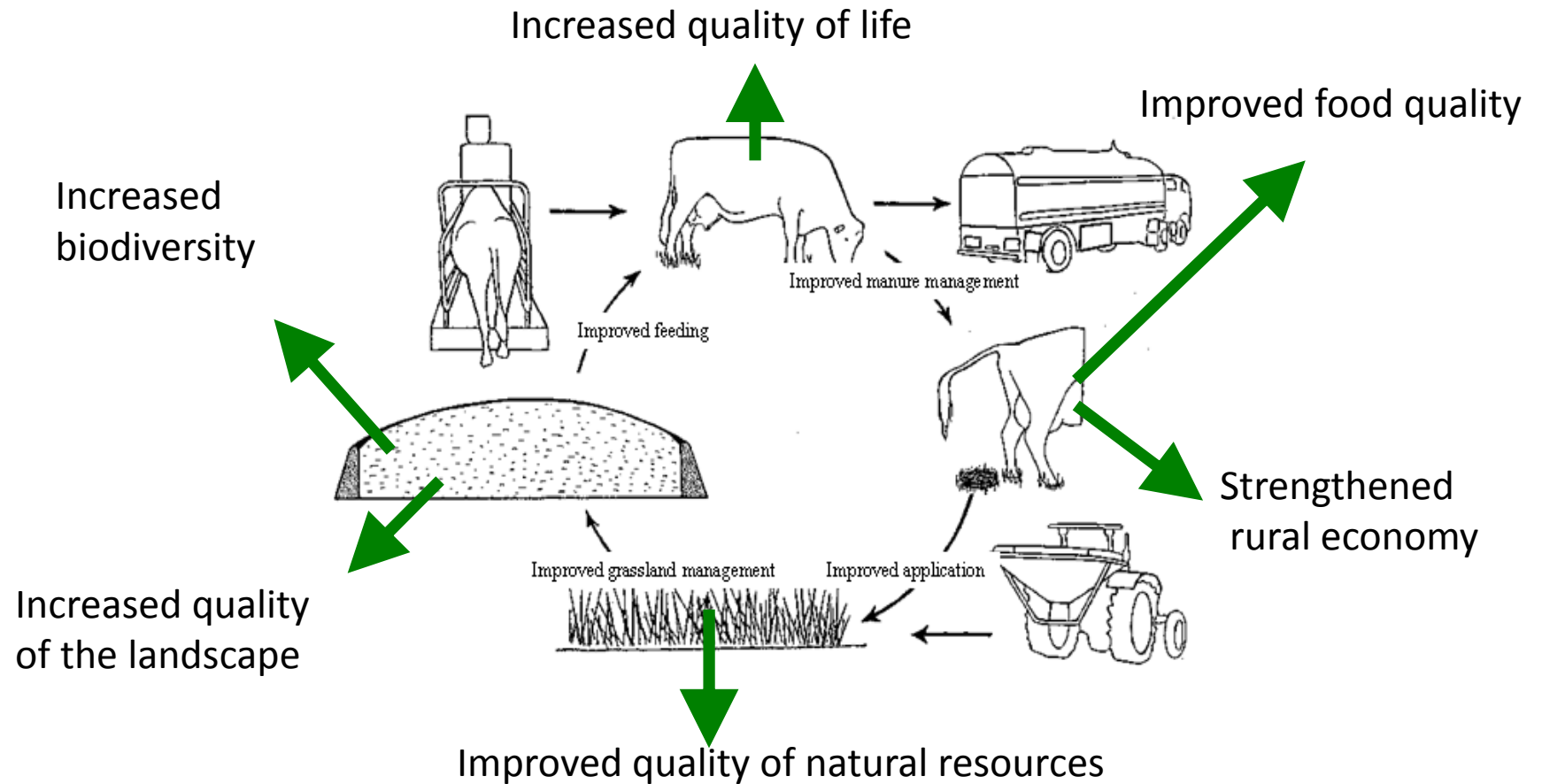
Additional income flow: €4 million/year



Finetuning of the processes of production: strong decrease of N-emissions



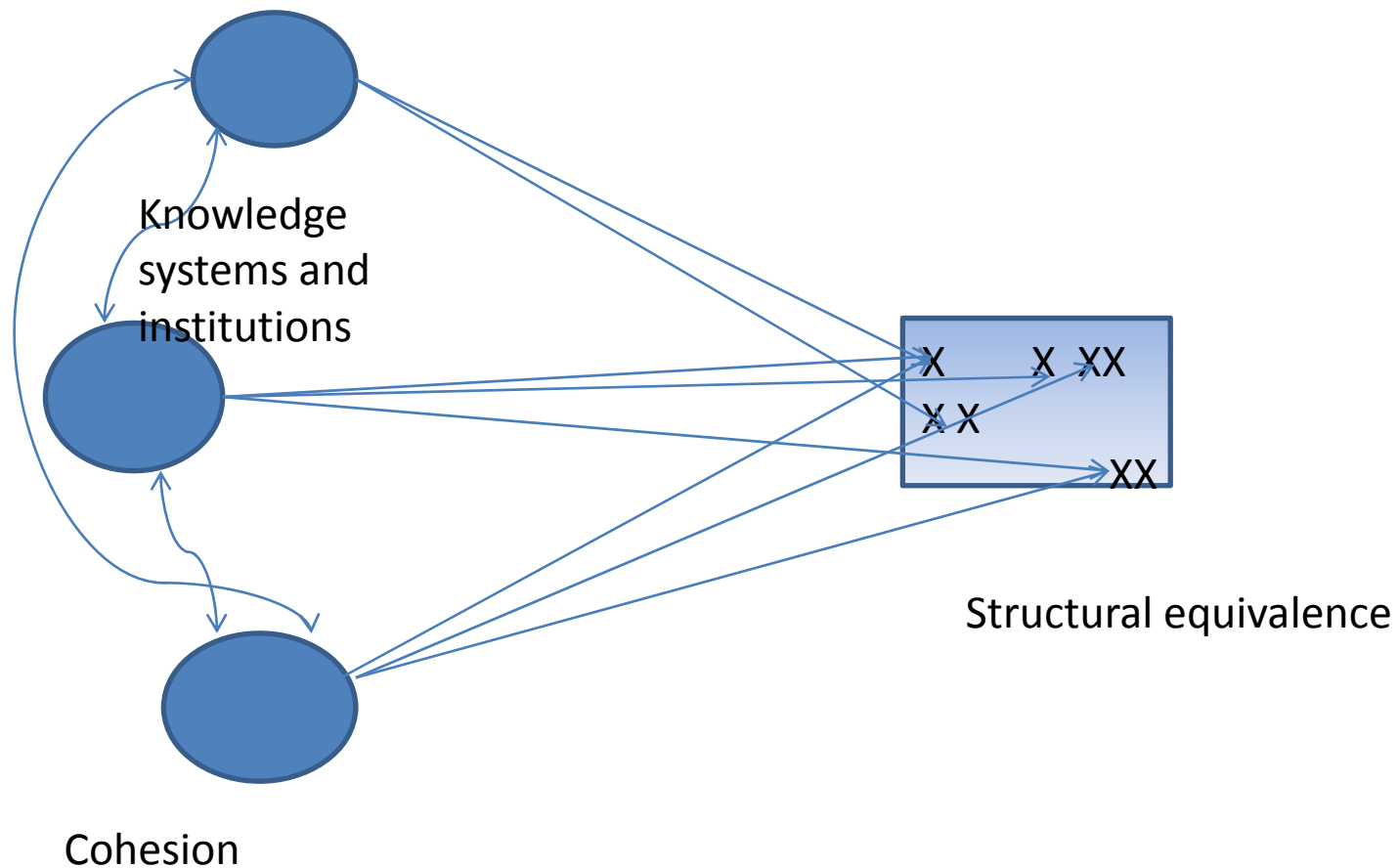
Introducing new qualities into the area & the construction of synergy





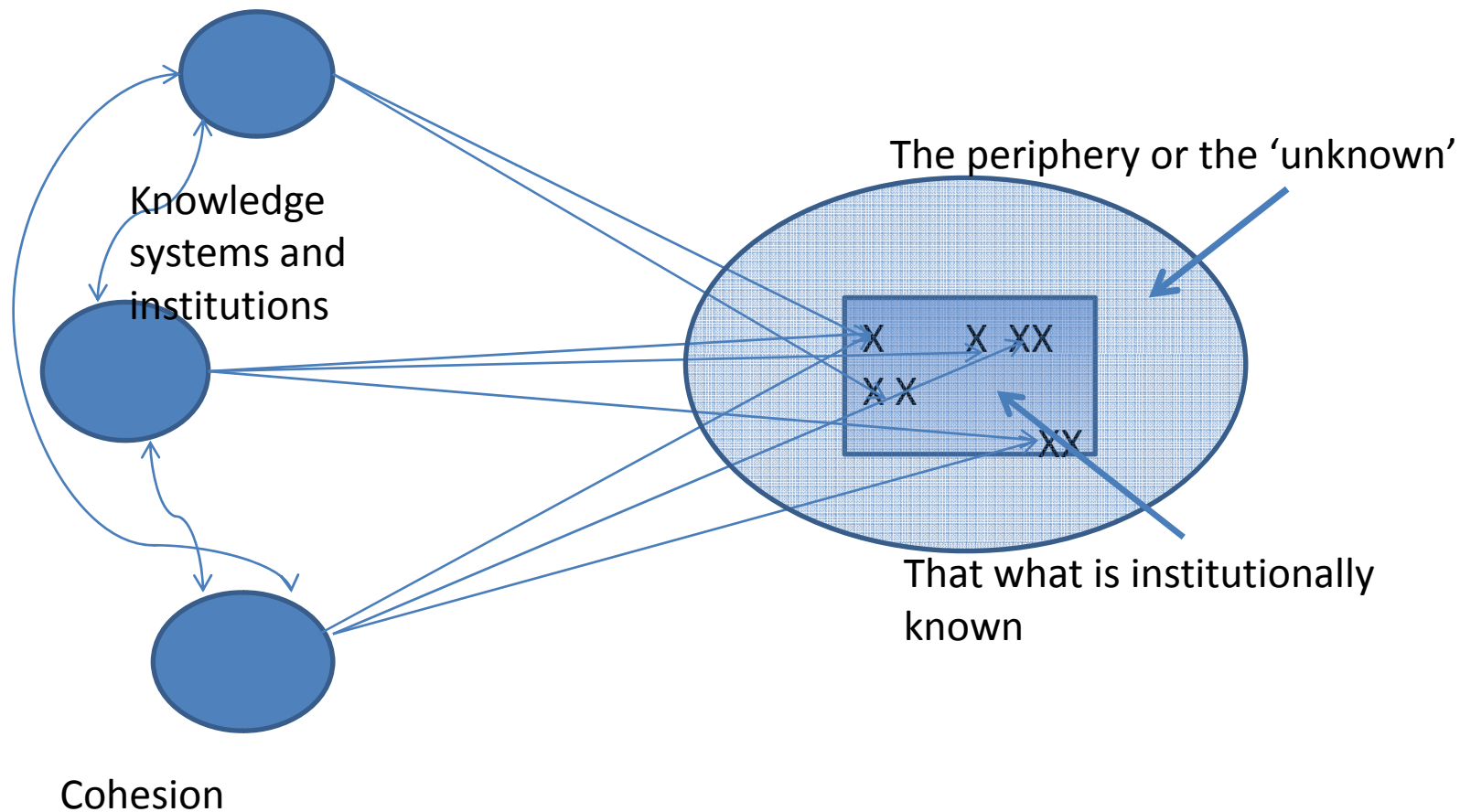
The myopia of the expert-systems

(or the making of 'black holes')



The myopia of the expert-systems

(or the making of 'black holes')



WIDE SPREAD INVOLVEMENT: LATE 1990s

New forms of
Diversification:

51 %

$\Delta \text{NVA } \text{€}5.9 \cdot 10^9$

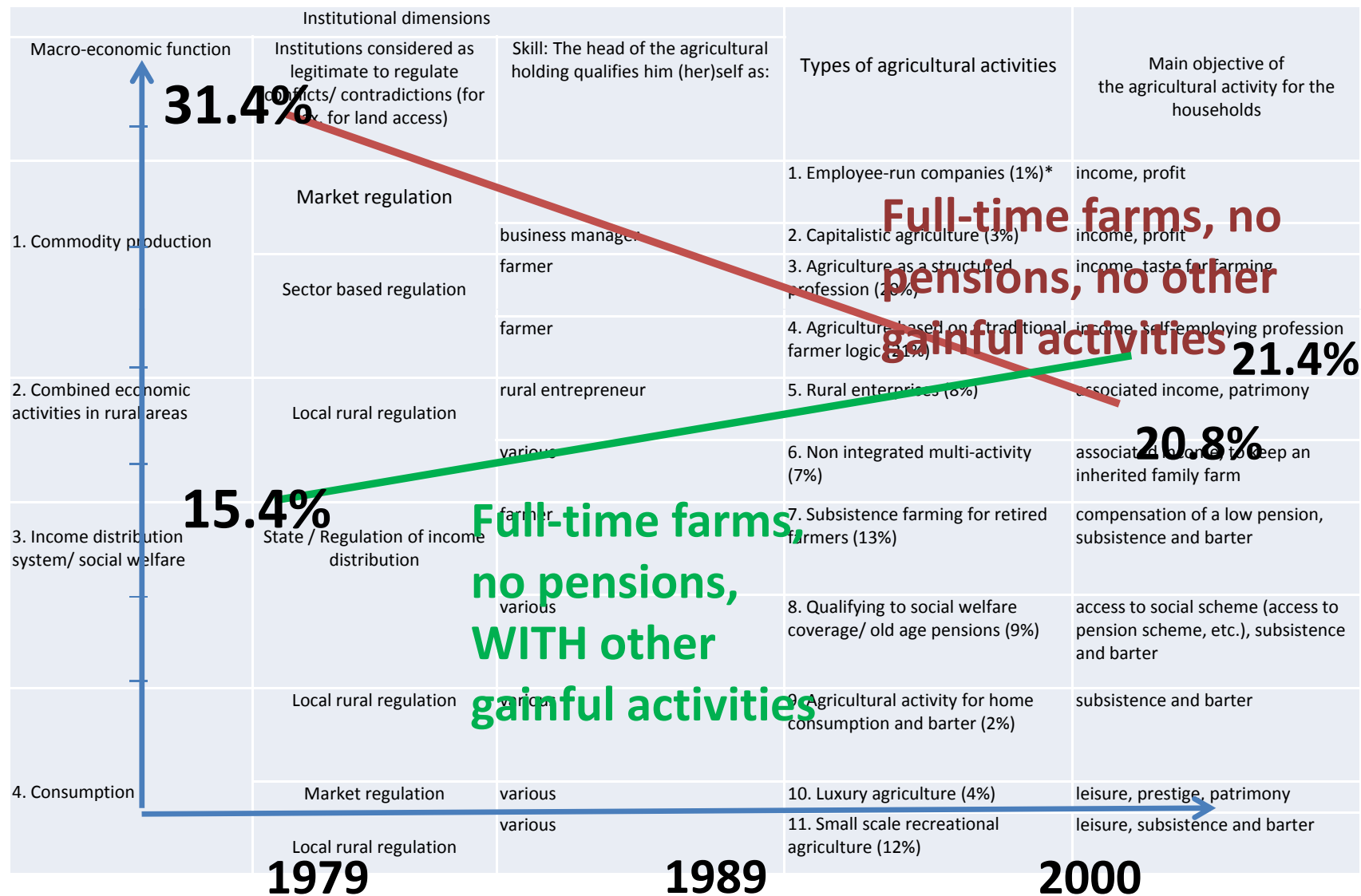


6 EU countries

France: 'land based activity systems' (Laurent *et al*, 1998)

Institutional dimensions			Types of agricultural activities	Main objective of the agricultural activity for the households
Macro-economic function	Institutions considered as legitimate to regulate conflicts/ contradictions (for ex. for land access)	Skill: The head of the agricultural holding qualifies him (her)self as:		
1. Commodity production	Market regulation		1. Employee-run companies (1%)*	income, profit
		business manager	2. Capitalistic agriculture (3%)	income, profit
	Sector based regulation	farmer	3. Agriculture as a structured profession (20%)	income, taste for farming
		farmer	4. Agriculture based on a traditional farmer logic (21%)	income, self-employing profession
2. Combined economic activities in rural areas	Local rural regulation	rural entrepreneur	5. Rural enterprises (8%)	associated income, patrimony
		various	6. Non integrated multi-activity (7%)	associated income, to keep an inherited family farm
3. Income distribution system/ social welfare	State / Regulation of income distribution	farmer	7. Subsistence farming for retired farmers (13%)	compensation of a low pension, subsistence and barter
		various	8. Qualifying to social welfare coverage/ old age pensions (9%)	access to social scheme (access to pension scheme, etc.), subsistence and barter
4. Consumption	Local rural regulation	various	9. Agricultural activity for home consumption and barter (2%)	subsistence and barter
	Market regulation	various	10. Luxury agriculture (4%)	leisure, prestige, patrimony
	Local rural regulation	various	11. Small scale recreational agriculture (12%)	leisure, subsistence and barter

France: 'land based activity systems' (Laurent *et al*, 1998)



Italy: large, professional farms, 2008

Current situation:

'classical'
agriculture

73%

27%

Multifunctional
agriculture



Expectations: 5 years

Stop
farming 8%

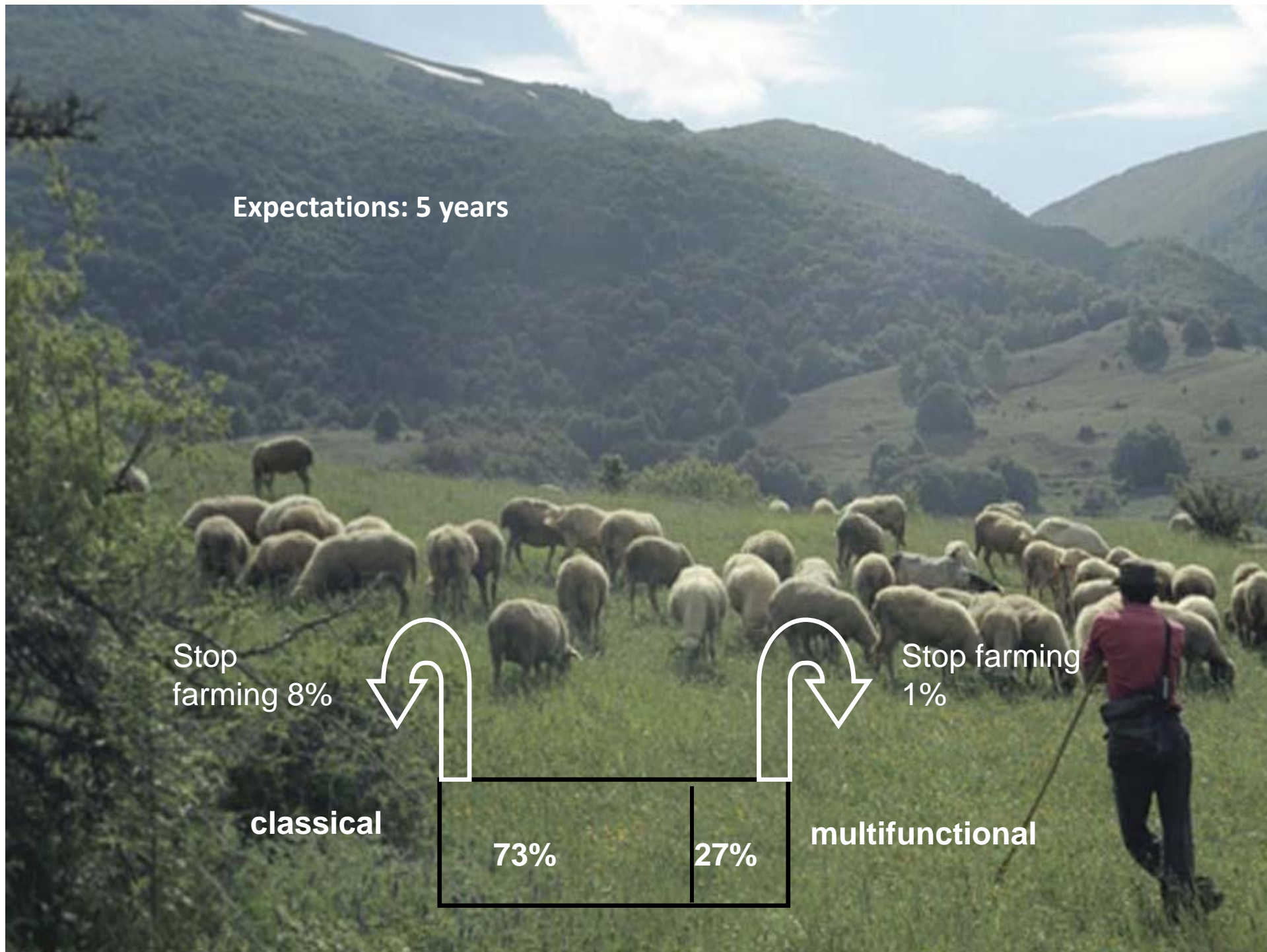
Stop farming
1%

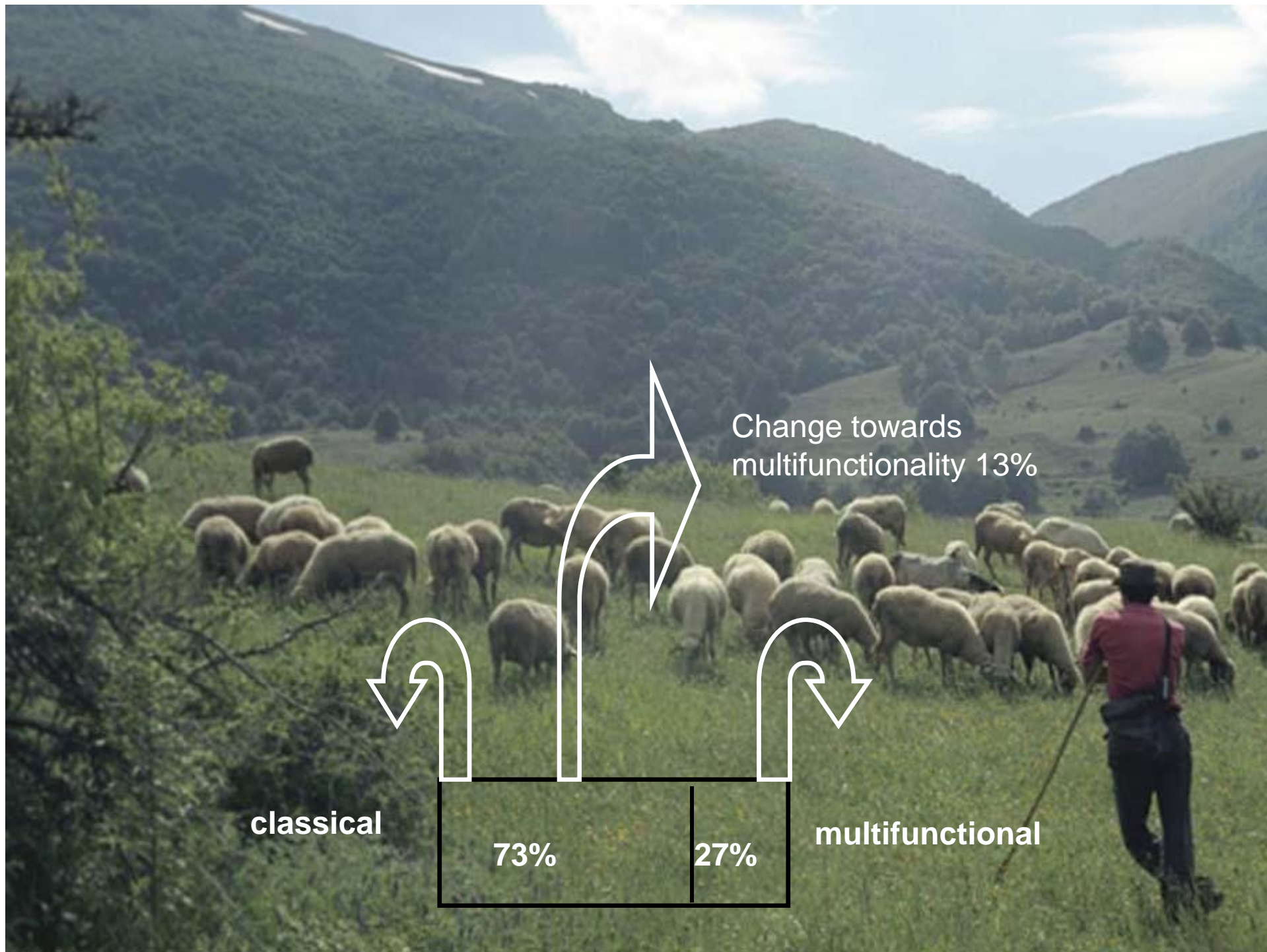
classical

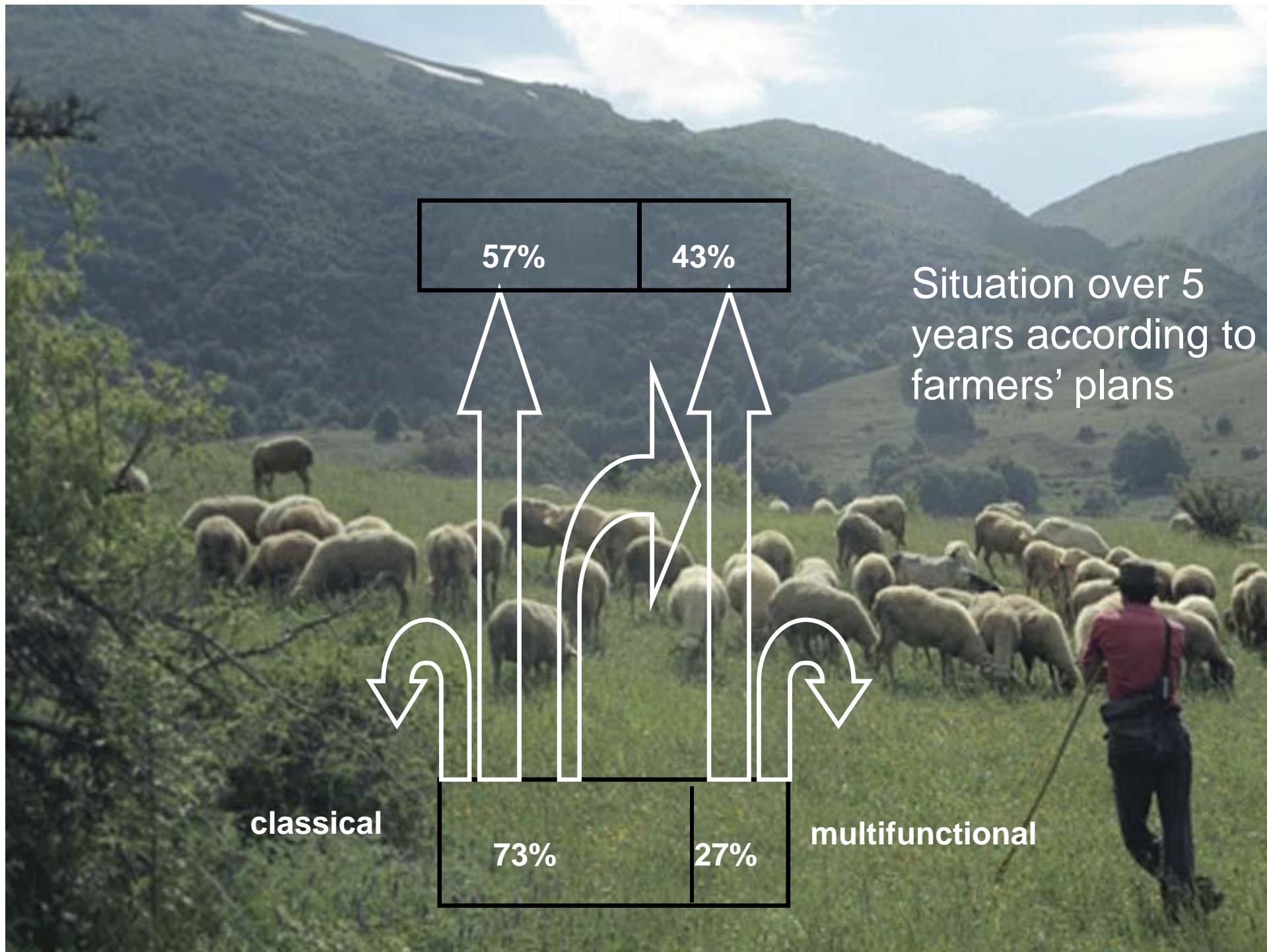
73%

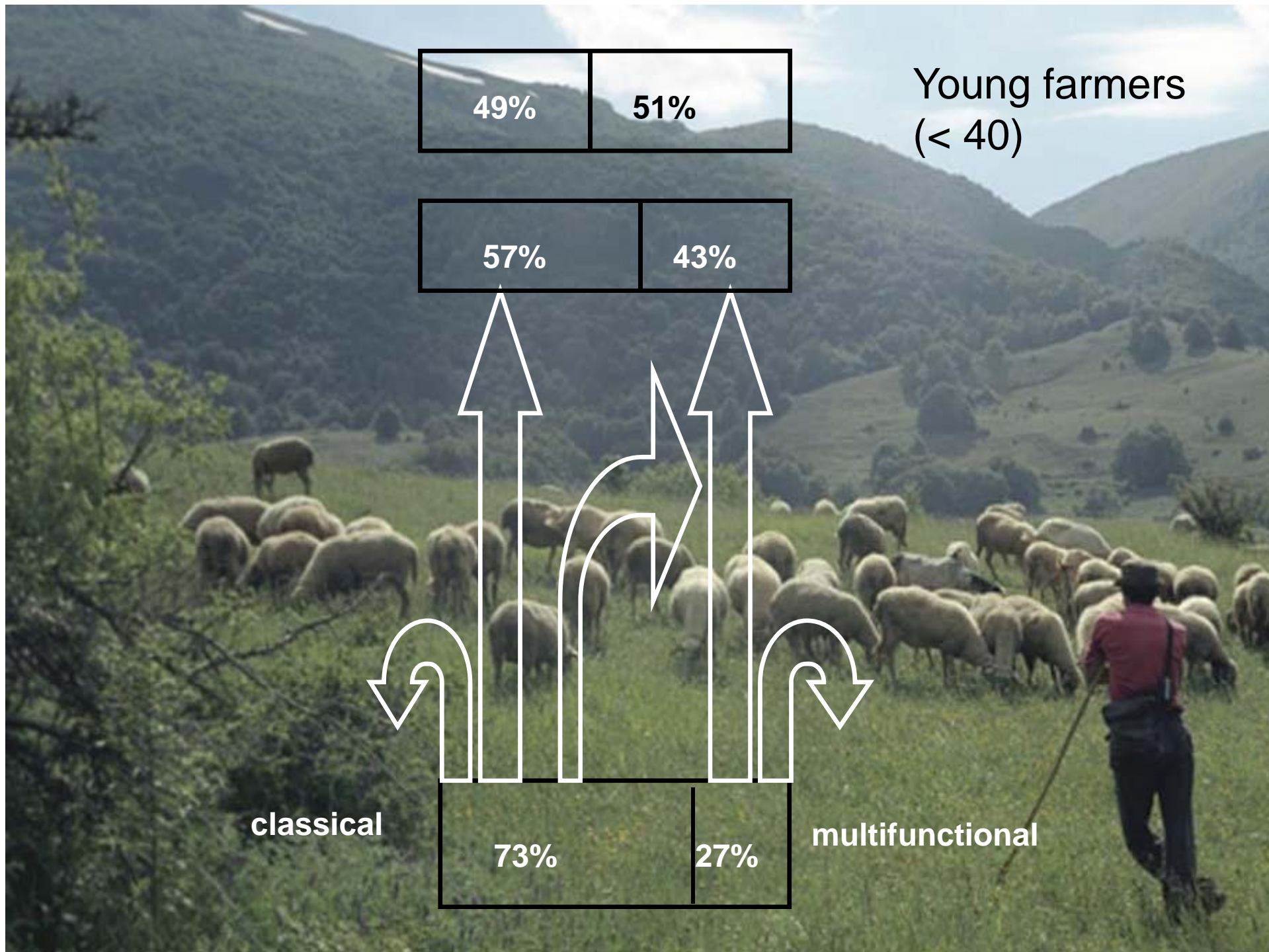
27%

multifunctional









Investments over last 5 years in food production strictly

16%

34%

50%

Increased

stable

decreased

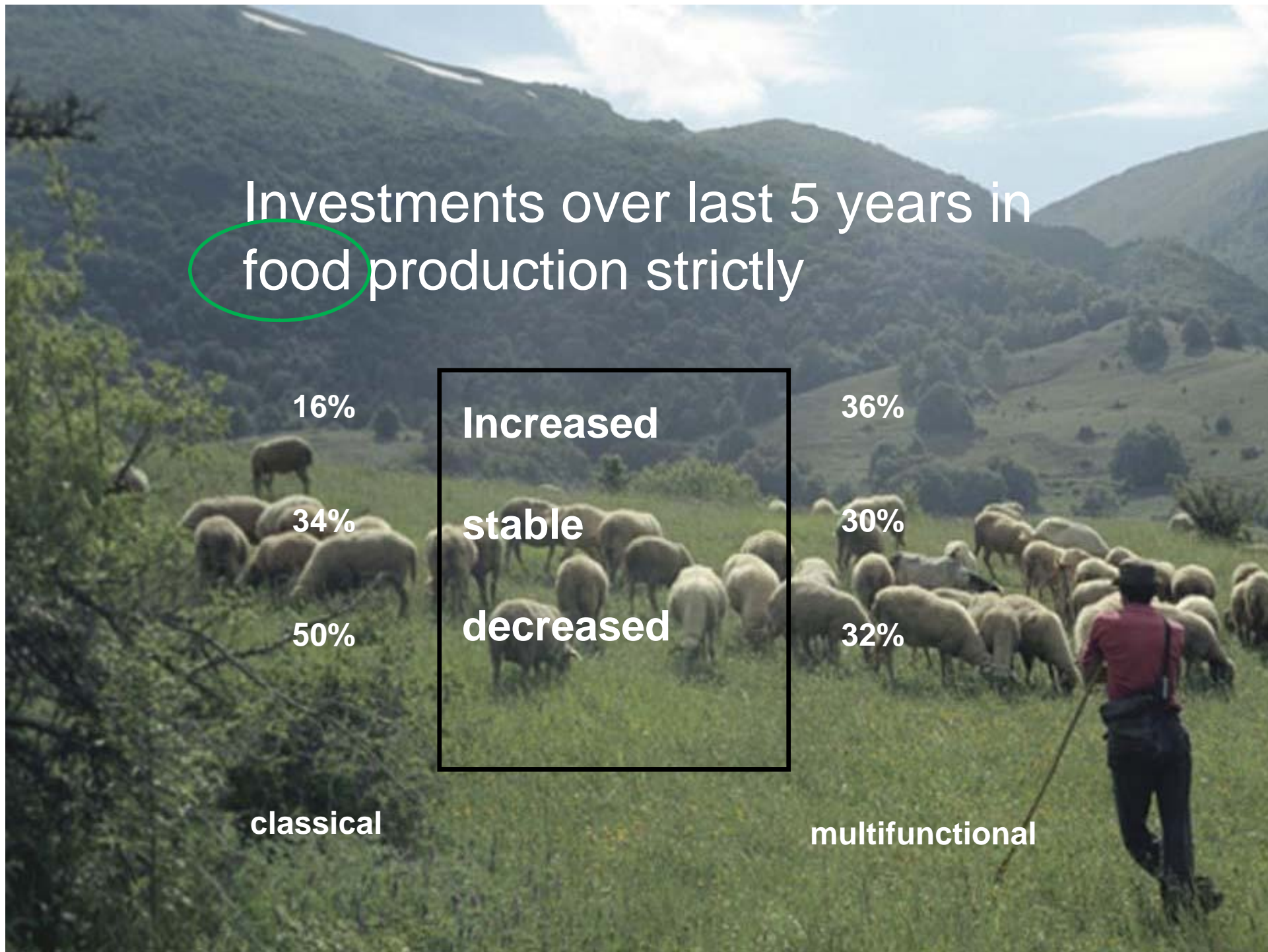
36%

30%

32%

classical

multifunctional



A photograph of a shepherd in a red shirt and dark pants, seen from behind, herding a large flock of sheep in a lush green valley. In the background, there are rolling hills and mountains under a blue sky with scattered clouds. The scene is peaceful and rural.

In the next 5 years: invest in food production?

27%

classical

44%

multifunctional

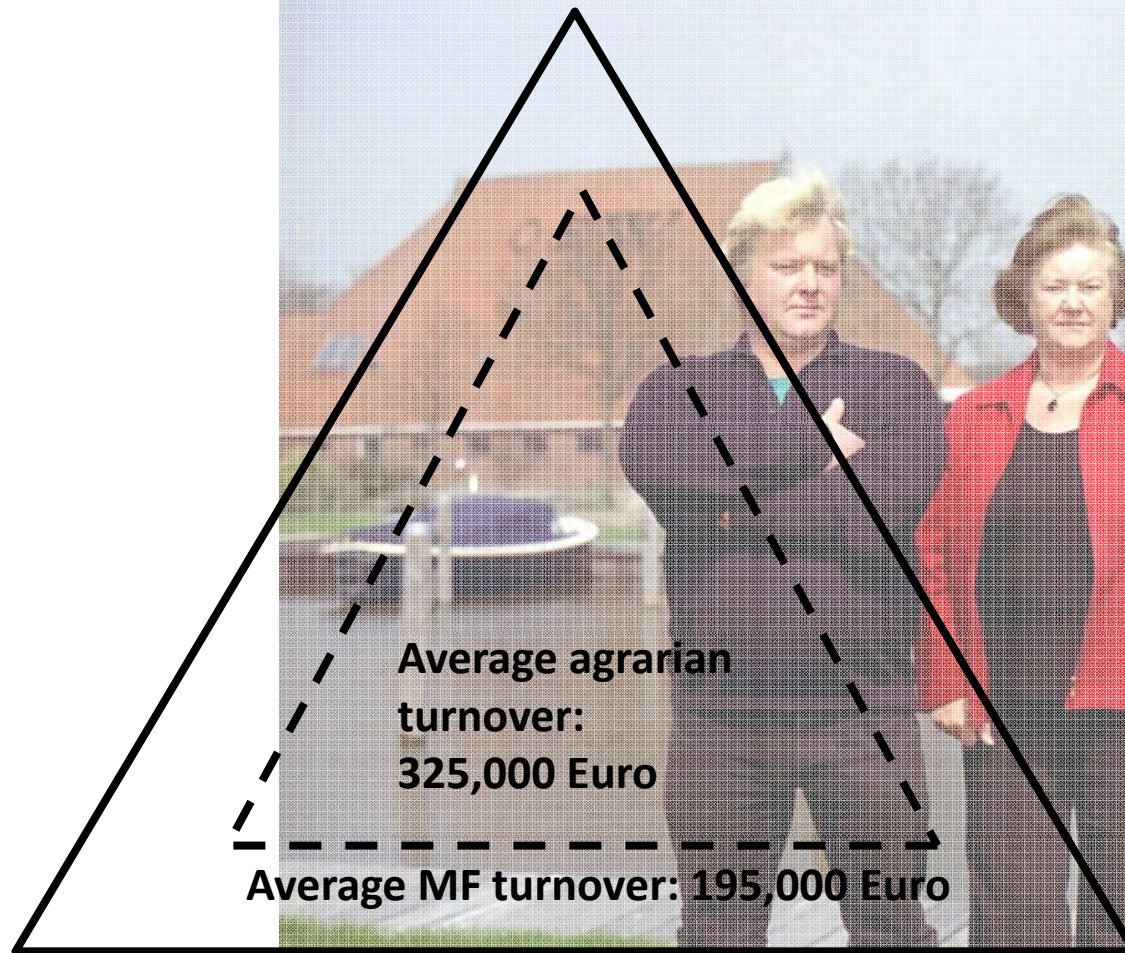
Netherlands, 2010

Average turnover (per farm per year):

- **Nature and landscape: 9,000 Euro**
- **Care activities: 100,000 Euro**
- **Direct selling: 123,000 Euro**
- **Regional specialties: 440,000 Euro**
- **Education 5,000 Euro**
- **Agro-tourism 37,000 Euro**



Netherlands, 2010



Contribution of MF to farming family income: 40%

Netherlands, 2010

Agr. production and MF strongly intertwined?

85% yes

Further development of MF needs agr. production?

81% yes



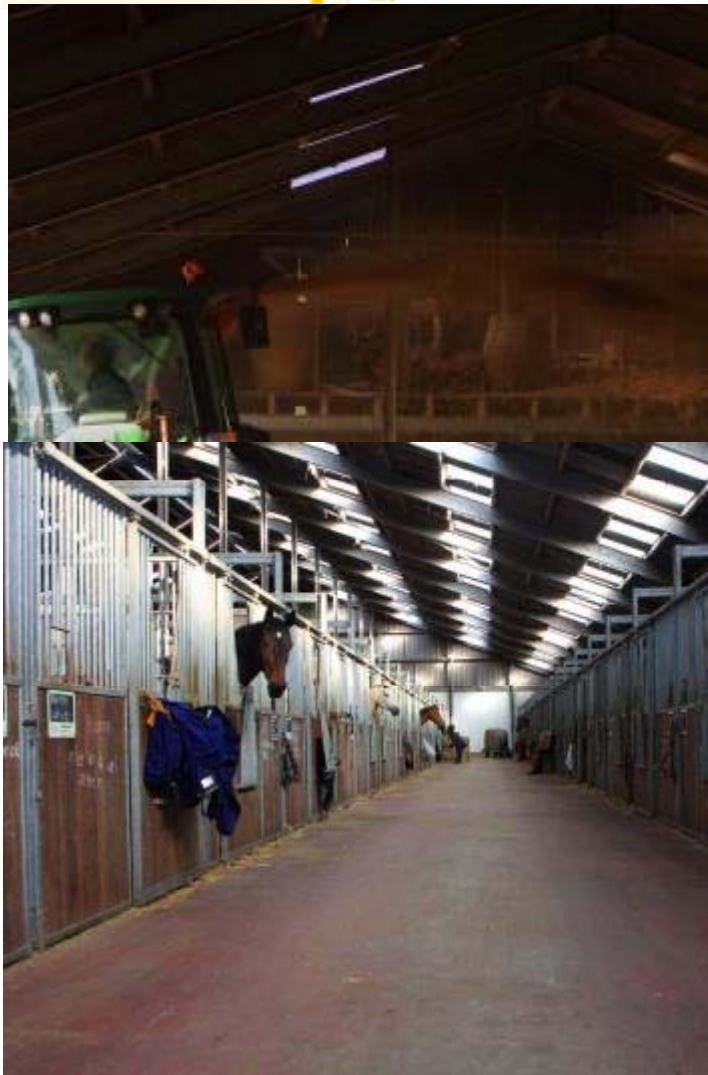


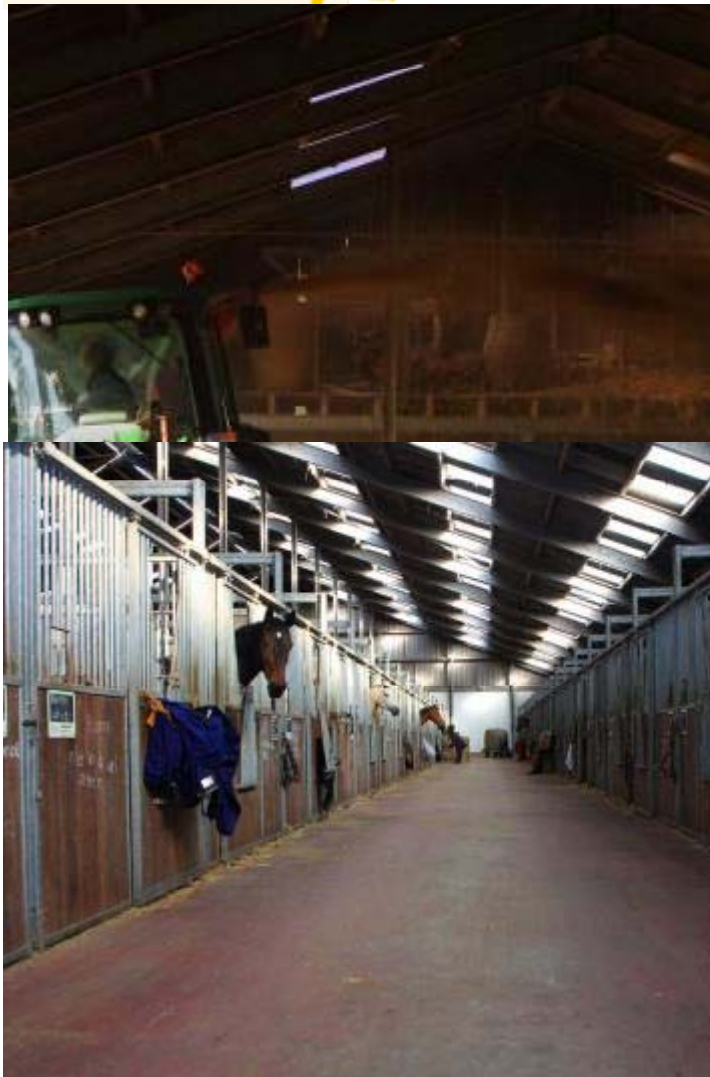














biologisch én dynamisch
zonnehoeve



biologisch én dynamisch
zonnehoeve



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PROEF, BELEEF & ERVAAR!

Lees hier over succesvol winkelen in onze nieuwe Hofwebwinkel

Producten

- @Grondingen deze week!
- Aardappelen, Oorlogs & Fruit
- Zuivel, Kaas & Eieren
- Vlees, Vis & Vegetarisch
- Orbit & Lunch
- Warme Maaltijd
- Voormiddag
- Dranken
- Versnaperingen
- Huishoud & Dienoeding
- Persoonlijke Verzorging
- Producten Fryslân

Hofwebwinkel Seizoen recepten

Recepten van het seizoen

Arbeitsen van Suzanne: heerlijk zoet en sappig!

[Bestel ze hier!](#)

Arbeitsen van Suzanne

€ 3,99

Arbeitsen van Suzanne: heerlijk zoet en sappig!

Bekijk en bestel onze recepten van het seizoen!

KID: hier en meld je aan!

Arbeitsen van Suzanne: heerlijk zoet en sappig!

Bekijk en bestel onze recepten van het seizoen!

Arbeitsen van Suzanne: heerlijk zoet en sappig!

€ 1,99

Winkelwagen

Producten:	0
Totaal:	€ 0,00
Winkelwagen	



biologisch én dynamisch
zonnehoeve



PROEF, BELEEF & ERVAAR!

Lees hier over succesvol winkelen in onze nieuwe Hofwebwinkel

<p>Hals, geknipt</p> <p>Aardbeien van Suzanne € 3,99</p>	<p>Aardappel</p> <p>KIB, hier en nu € 1,99</p>	<p>Bleek</p> <p>Aardbeien ca. 500 gram (prijs/kg) - 1kg bleek € 1,99</p>
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zonnehoeve



HOF WEB
 Producten

- @Grondingen deze week!
- Aardappelen, Oorsten & Fruit
- Zuivel, Kaas & Eieren
- Vlees, Vis & Vegetarisch
- Ontbijt & Lunch
- Warme Maaltijd
- Voormiddag
- Dranken
- Versnaperingen
- Huishoud & Dienoeding
- Persoonlijke Verzorging
- Producten Fryslân

Hofwebwinkel Bezorgingsregio's
 Regio's van het Gedeelte

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PROEF, BELEEF & ER

Aardbeien van Suzanne: heerlijk zoet en sappig!
[Bestel ze hier!](#)

Lees hier over succesvol winkelen in onze nieuwe Hofwebwinkel

<p>Malva, gekookt</p> <p>Aardbeien van Suzanne € 3,99</p>	<p>Arbeids Hoesen leuke en praktische artikelen</p> <p>Bekijk en bestel onze recepten van het seizoen!</p> <p>KID: hier en nu te koop</p>	<p>Biologisch verkrijgbaar!</p> <p>Aardbeien ca. 500 gram (prijs/kg) - in de winkel € 1,99</p>
---	--	--



biologisch én dynamisch
zonnehoeve



Producten

- @Grasvelden deze week!
- Aardappelen, Oorlogers & Fruit
- Zuivel, Kaas & Eieren
- Vlees, Vis & Vegetarisch
- Ontbijt & Lunch
- Warme Maaltijd
- Voormiddag
- Dranken
- Versnaperingen
- Huishoud & Dienoeding
- Persoonlijke Verzorging
- Producten Fryslân

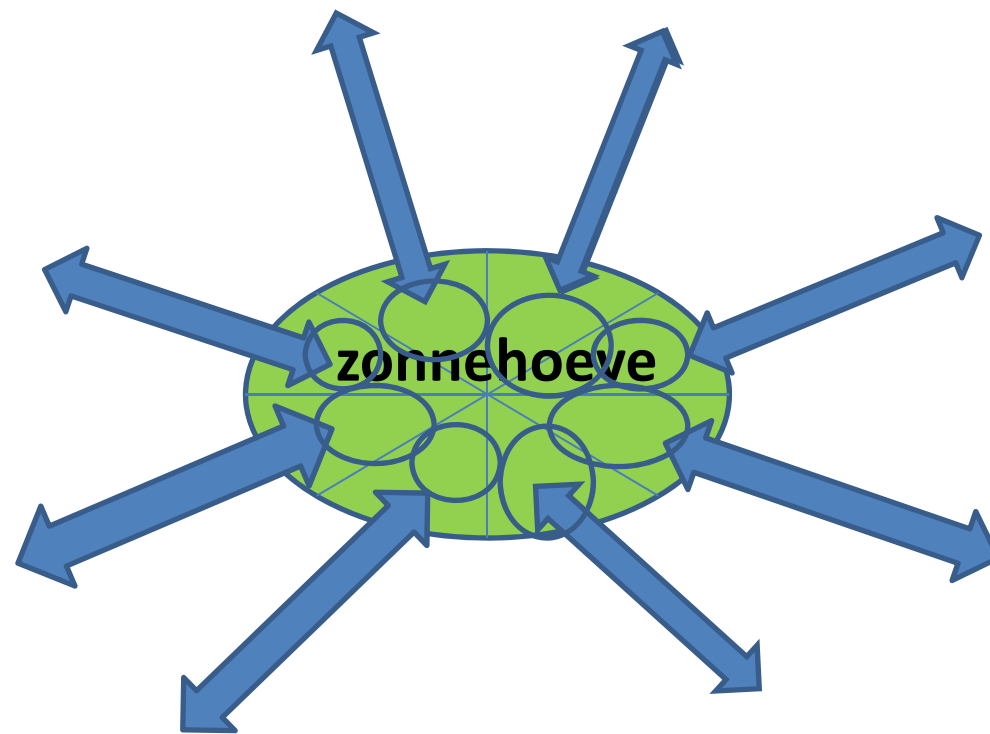
Hofwebwinkel Bezorging recepten
 Recepten van het seizoen

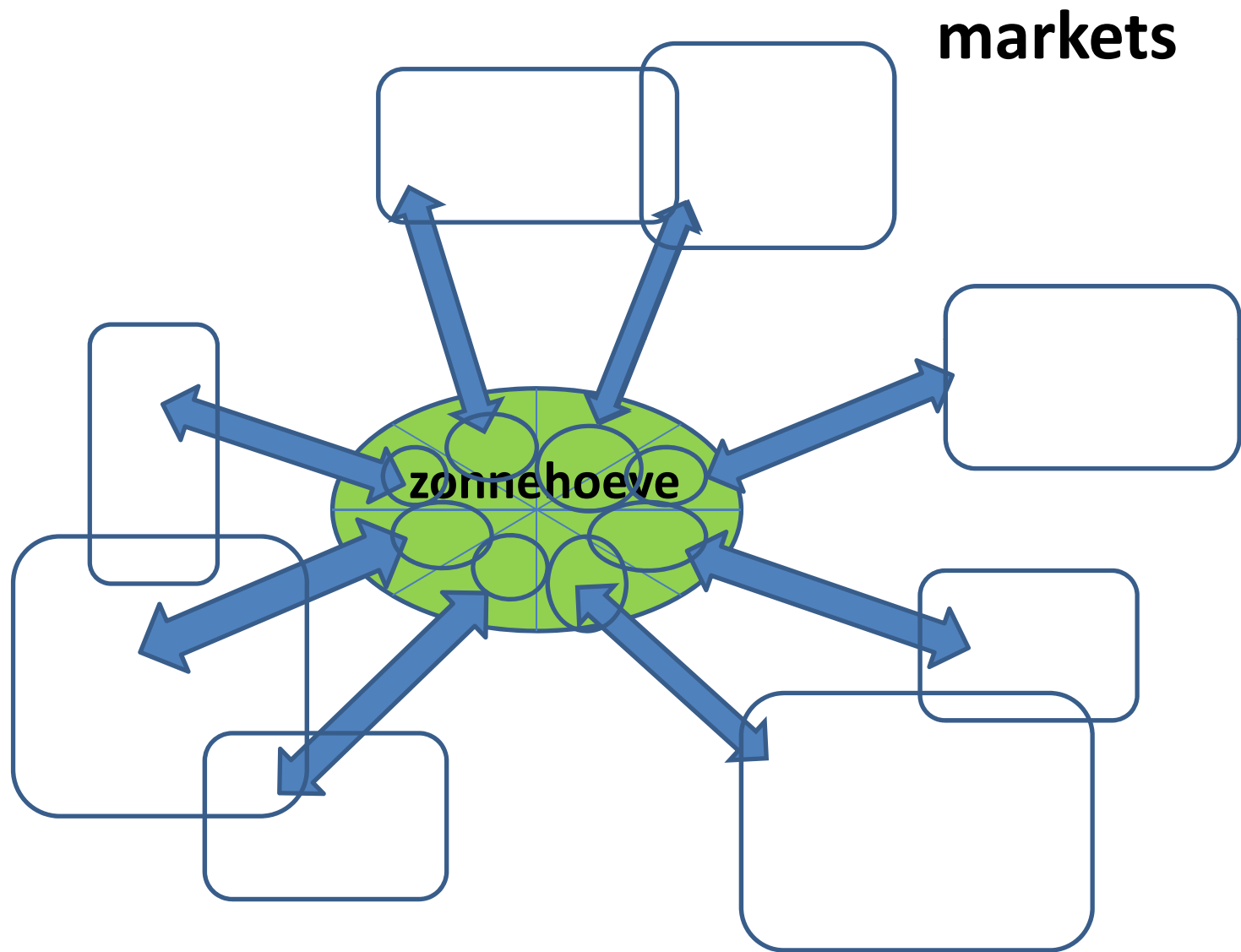
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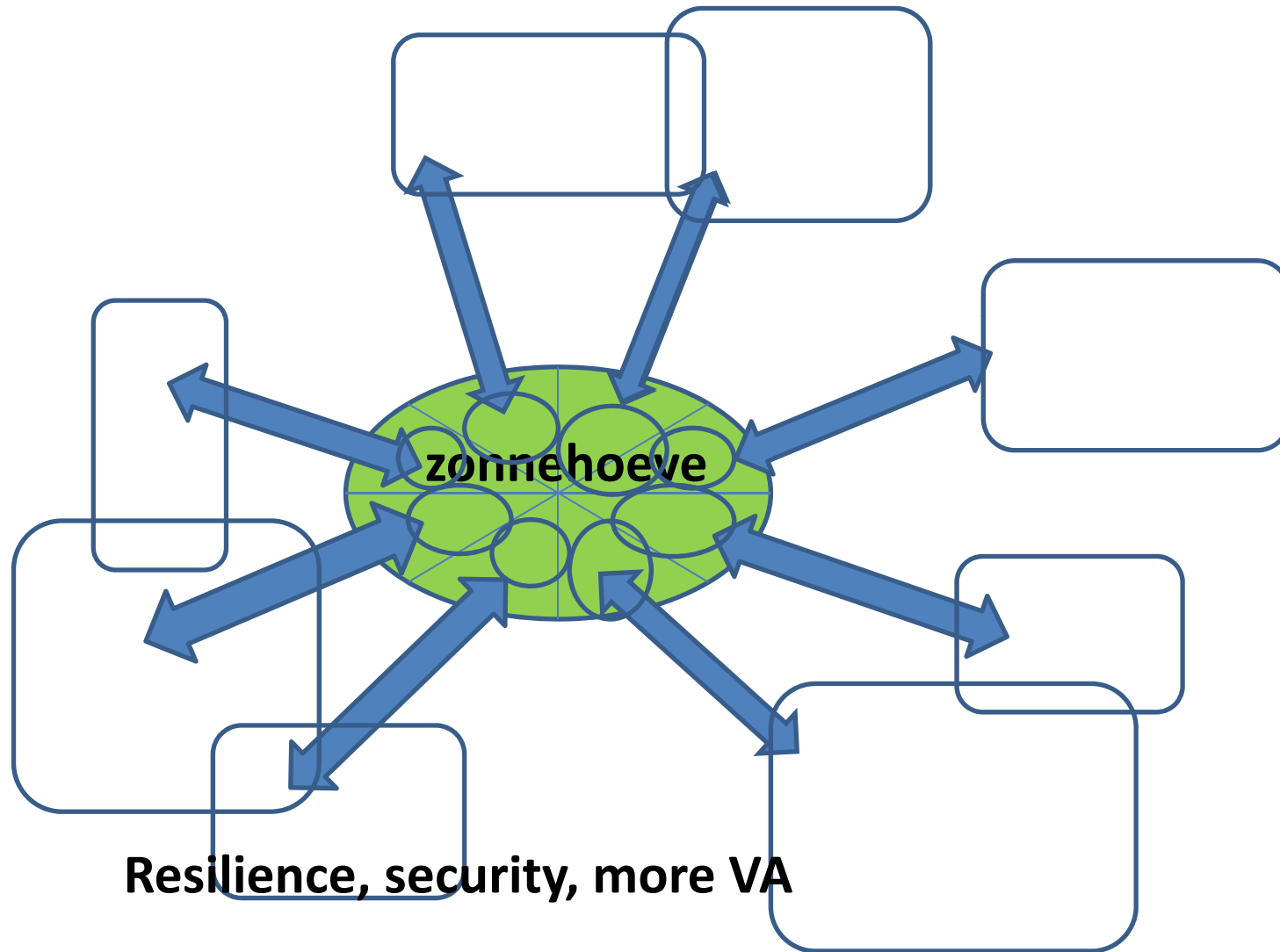
<p>Hakka, gemalen!</p> <p>Aardbeien van Suzanne € 3,99</p>	<p>Arbeid Houten nieuwe leven en omgevings</p> <p>Bekijk en bestel onze recepten van het seizoen!</p> <p>KID, hier en meld u aan!</p>	<p>Biologisch verkrijgbaar!</p> <p>Aardbeien ca. 500 gram (prijs/kg) - 1kg bestel € 1,99</p>
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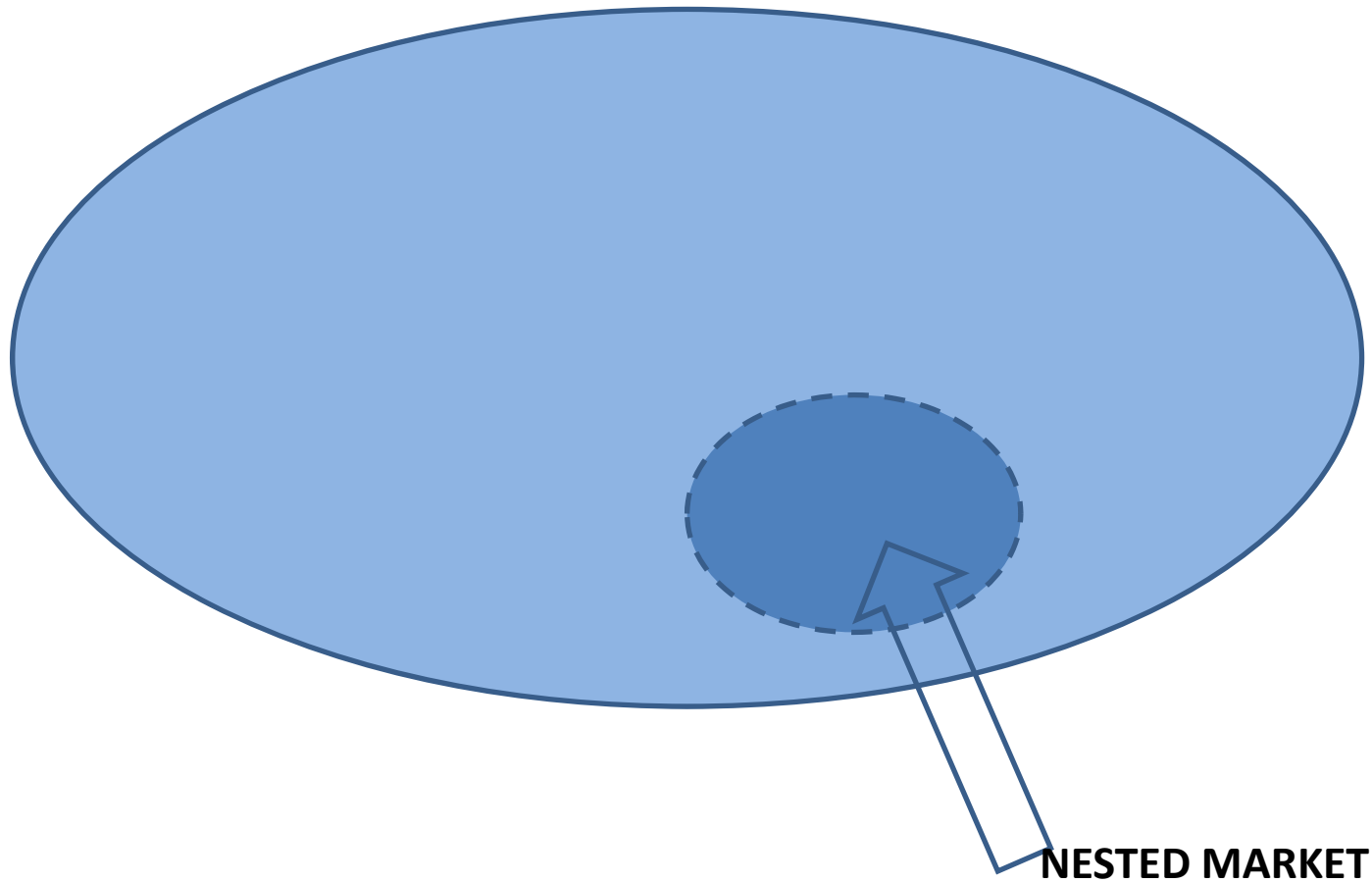




Synergy (lower costs, lower risks)



THE HIDDEN KEY



Key features of newly emerging nested markets

- the special quality of the product (or service) is widely recognized by consumers and translates into a premium price and a long lasting reputation
- the definition of quality is commonly shared by producers, processors, distributors and consumers and based upon flows of communication that go back- and forwards
- production and processing are based on artisanal techniques and a highly skilled labour force
- production is characterized by low external input levels
- production, processing and consumption are linked through short and decentralized circuits (that might considerably extend in space)
- the Value Added per unit of product is high (especially at the level of primary production) (this strongly links to 1, 4 and 5)
- the links between producers, processors, distributors and consumers are patterned in a horizontal, web-like way that strongly contrast with hierarchical patterns
- the pattern as a whole allows for flexibility and further internal differentiation
- from a socio-economic point of view the patterns as a whole represents a coalition of interests and prospects; from a cultural point of view both product and pattern strongly contribute to individual and regional identities
- product and pattern are institutionally defended (through consortiums, joint service units, protocols that specify the production and processing techniques, labels, etc).
- product and pattern can hardly be 'taken over' by outside interest groups (especially due to 3 and 7)
- both product and pattern are grounded on a common pool resource, i.e. the capacity to elaborate and distribute a distinctive product
- the different elements that compose a nested market cannot be industrialized; the artisanal techniques and the specific nature of the involved resources resists scale-enlargement and standardization
- the processes of production and processing (see 3, 8 and 13) are built on open source technologies that allow for collective learning processes
- concentration ratios are low
- nested markets tend to interact and intertwine with other nested markets, thus creating synergy and contributing to their robustness; this occurs at farm enterprise level as well as on the level of the territory.

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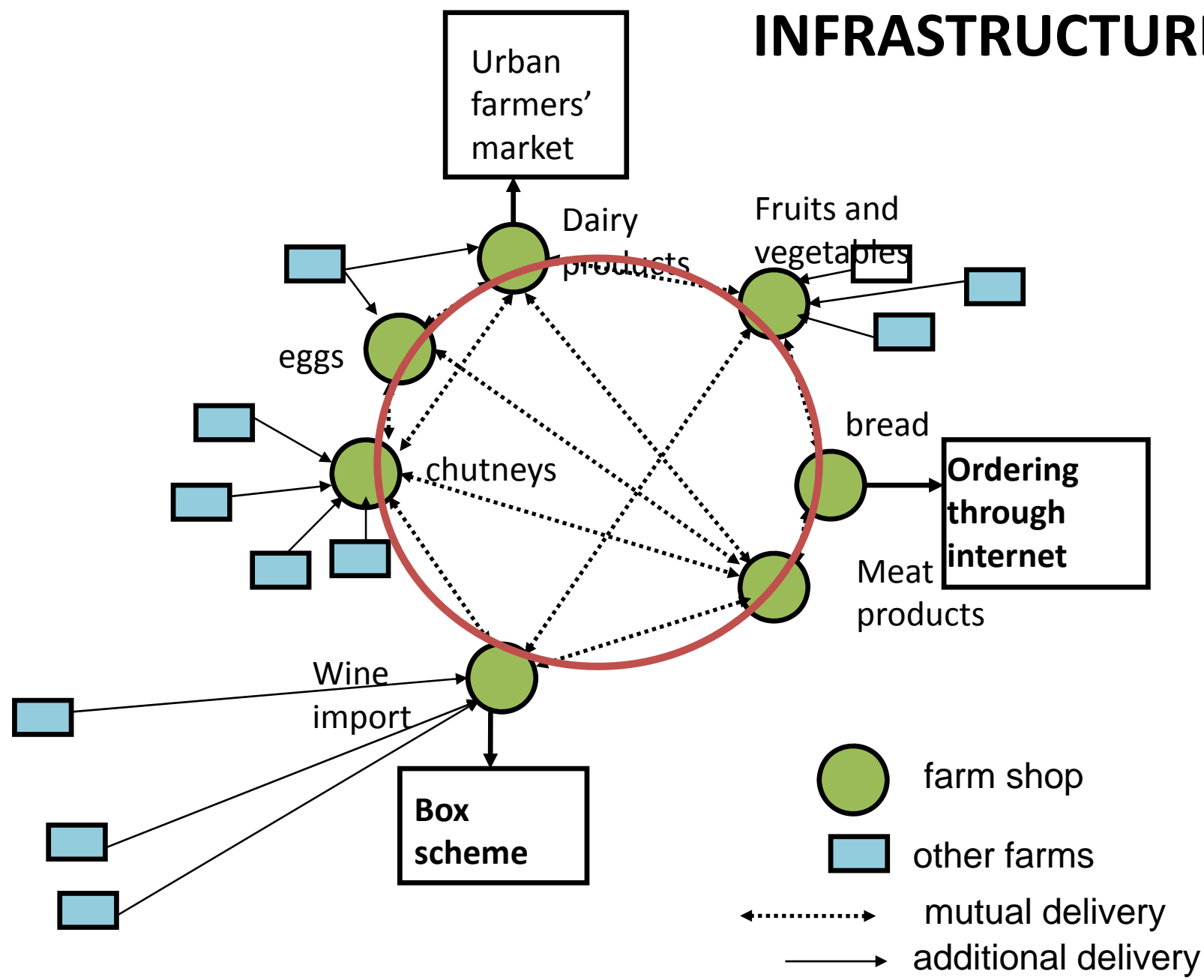
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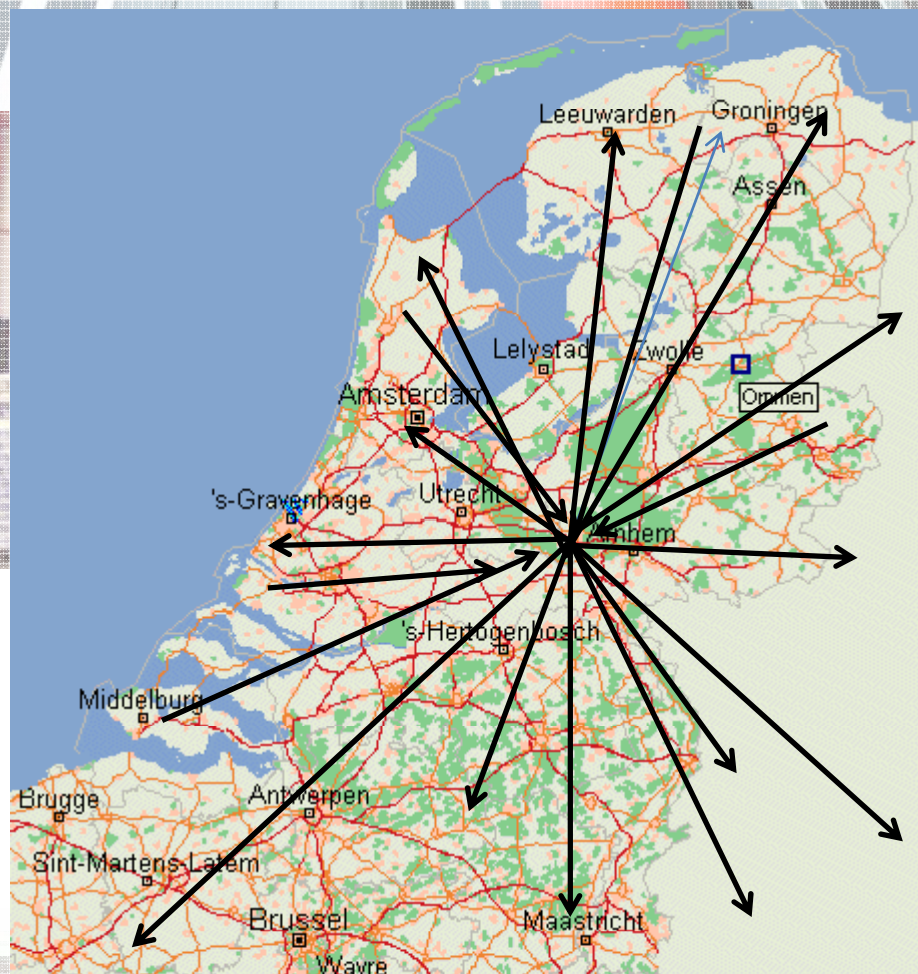
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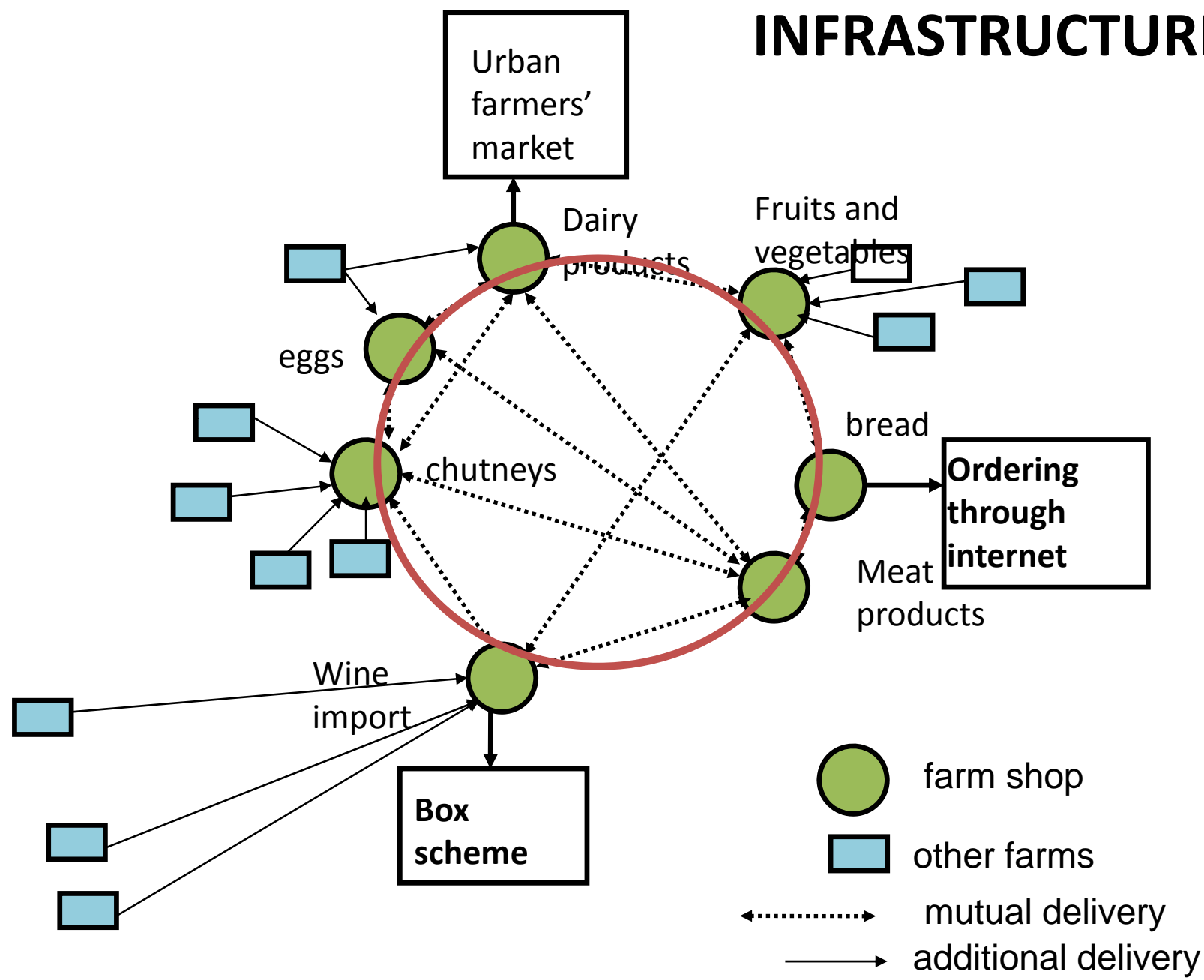
INFRASTRUCTURE





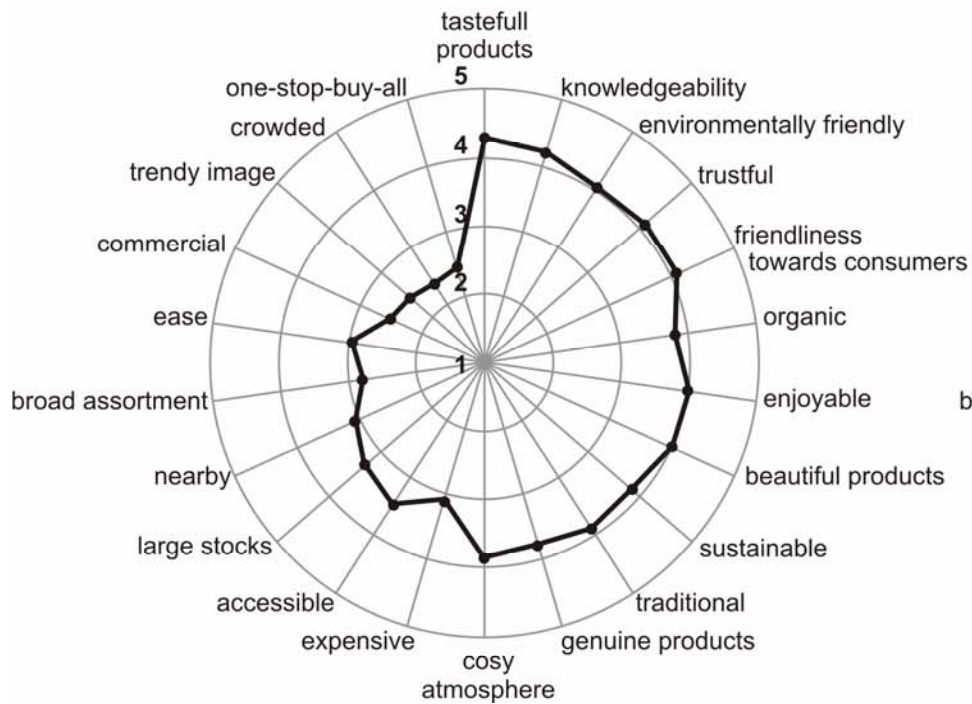


INFRASTRUCTURE

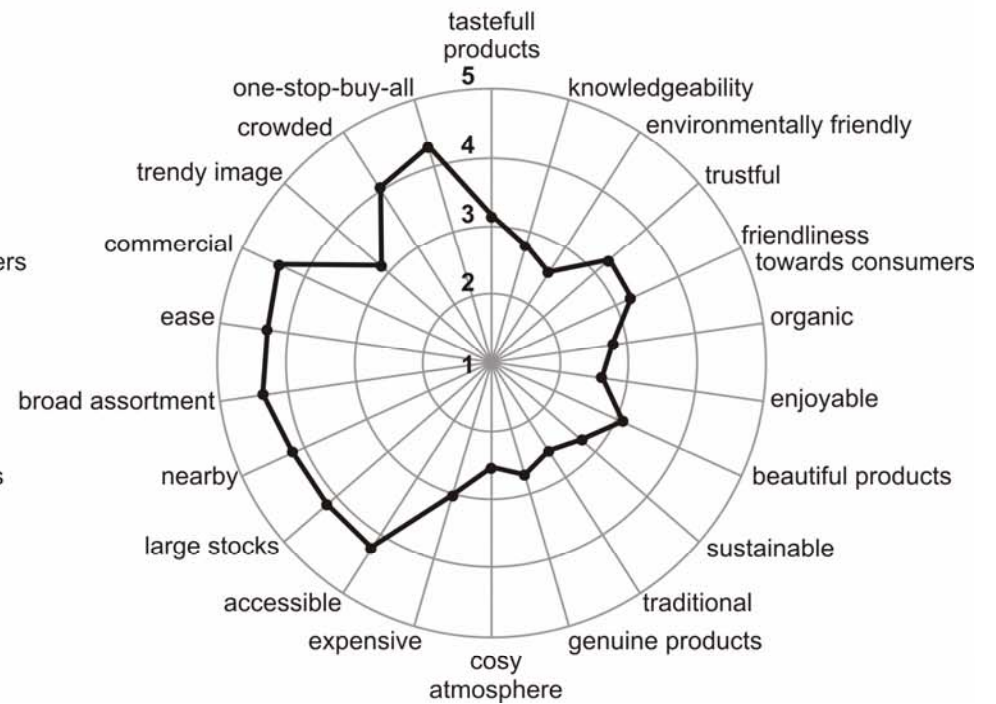


INFRASTRUCTURE

Farm shops

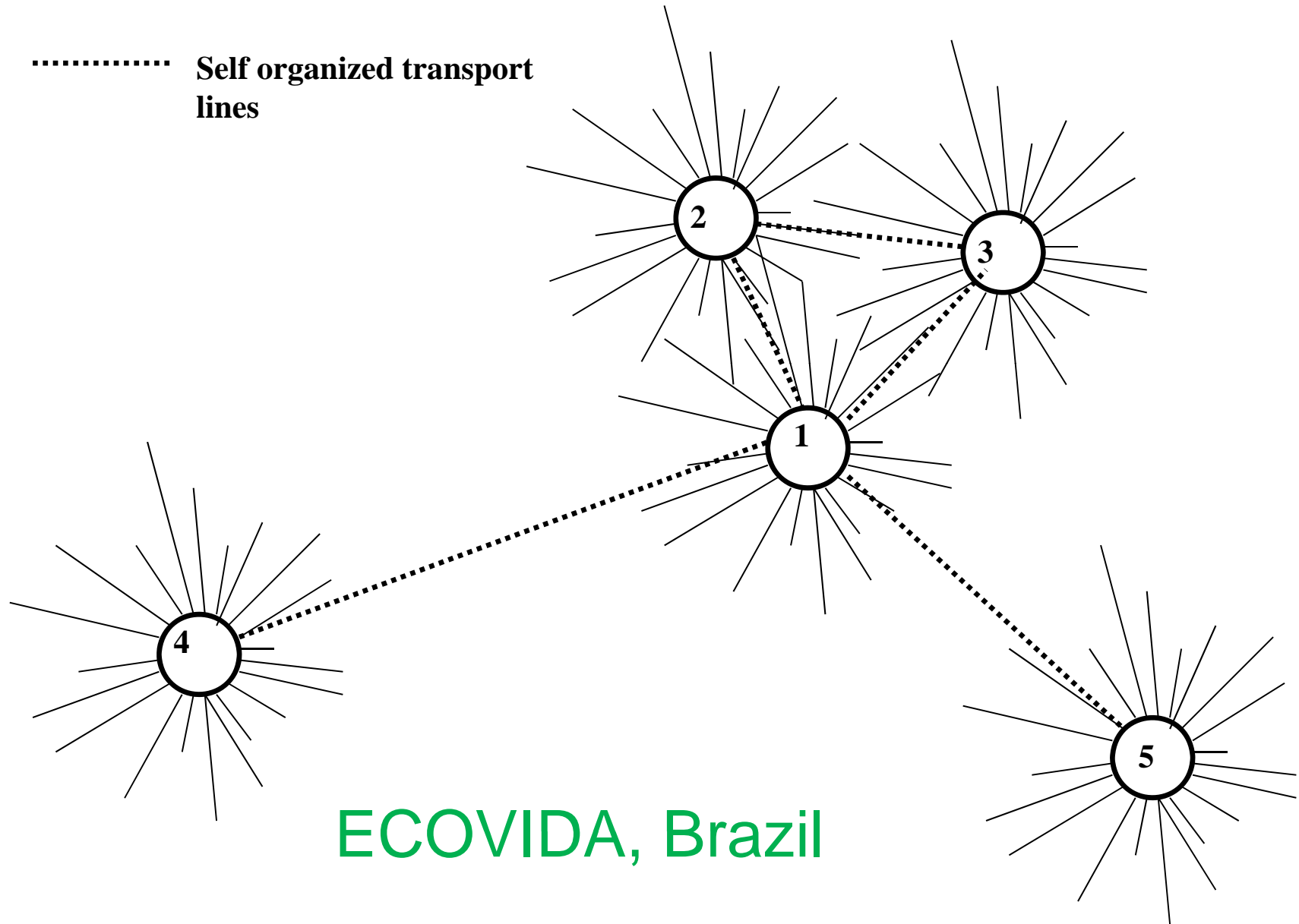


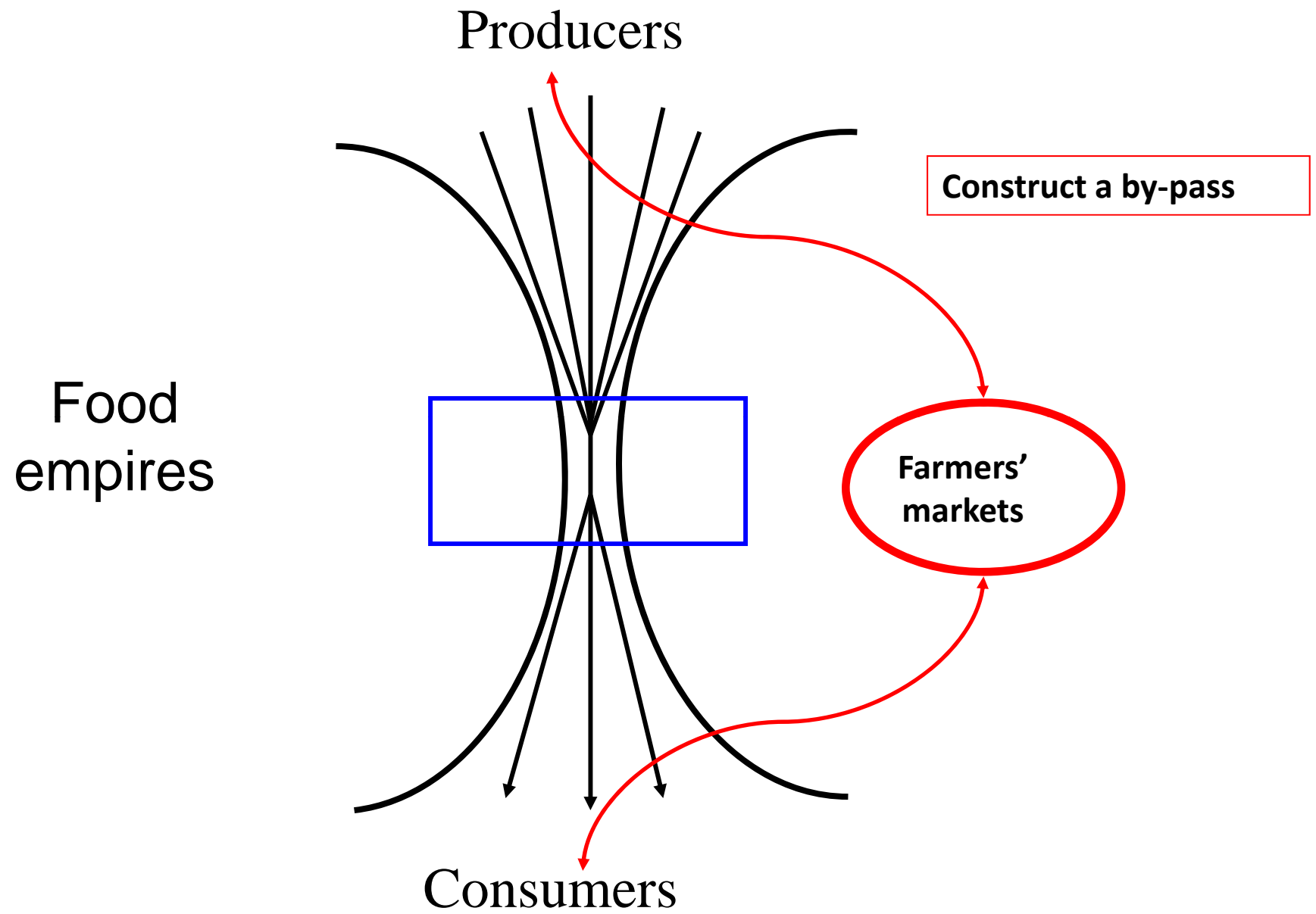
Supermarkets



INFRASTRUCTURE

..... Self organized transport
lines





a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What is done with the surpluses?		

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?	Most linkages between production, processing, distribution and consumption of food are controlled by food empires	Short circuits are interlinking the production and consumption of food. These short circuits are owned or co-owned by farmers
Who does what?		
Who gets what?		
What is done with the surpluses?		

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?	The role of farmers is limited to the delivery of raw materials for the food industry	The role of farmers is extended to embrace on-farm processing, direct selling and the redesign of production processes that better meet consumer expectations
Who gets what?		
What is done with the surpluses?		

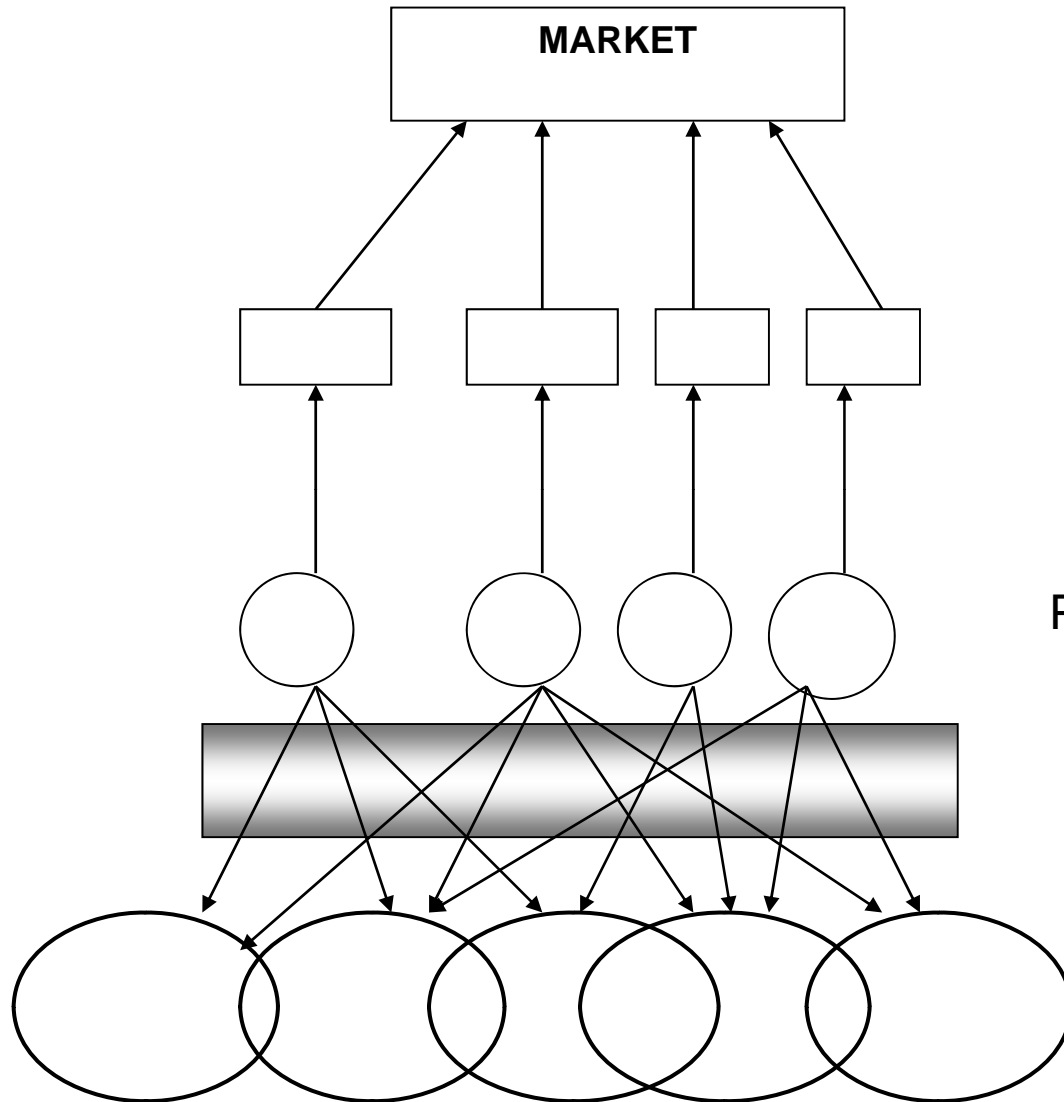
a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?	The distribution of Value Added is highly skewed; most wealth is accumulated in food empires	Farmers get a far higher share of the total Value Added
What is done with the surpluses?		

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What is done with the surpluses?	Accumulated wealth is used to finance the ongoing imperial conquest (take-over of other enterprises, etc)	Extra income is used to increase the resilience of food production, to strengthen multifunctional farming and to improve livelihoods

Elinor Ostrom



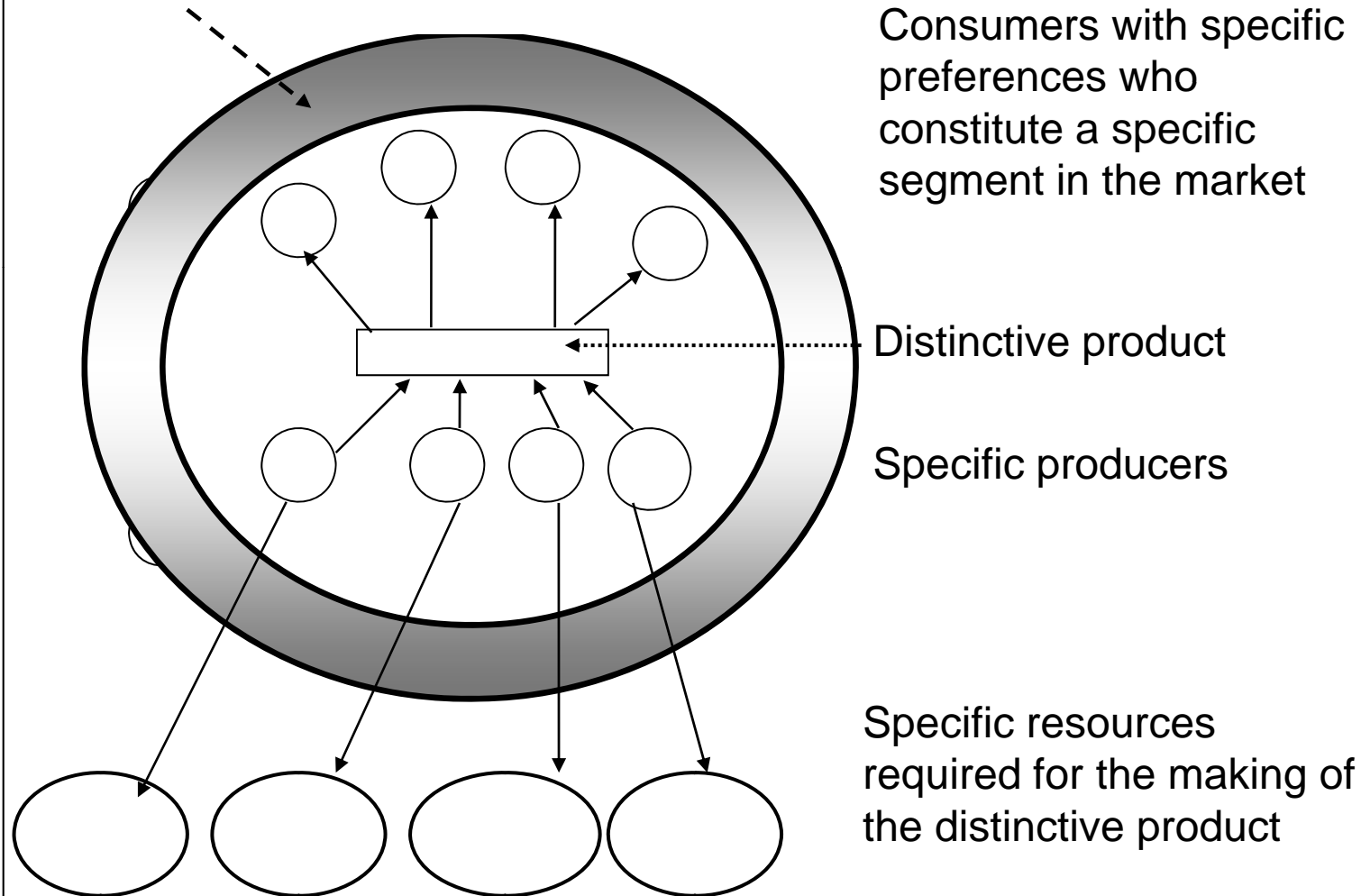
Resource-units
(products/services)

Producers (‘Appropriators’)

Set of rules that governs the
use of the ‘resource system’

Common-pool resources
(CPRs) that together
constitute a ‘resource
system’

Shared normative framework (more or less institutionalized) that defines, coordinates and sustains a nested market



Consumers with specific preferences who constitute a specific segment in the market

Distinctive product

Specific producers

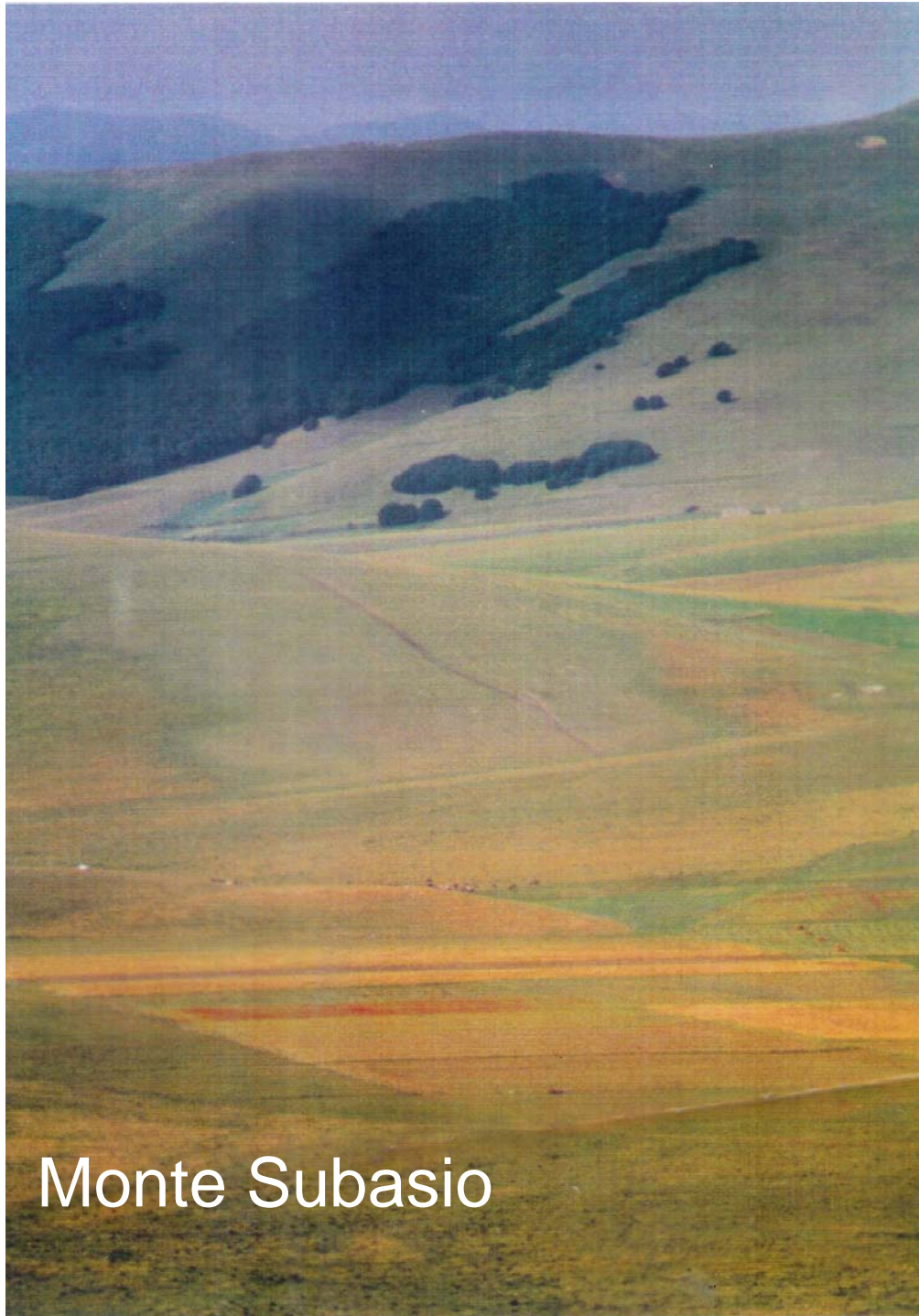
Specific resources required for the making of the distinctive product

*synergy at level
of constellation.*

Umbria, the green heart of Italy

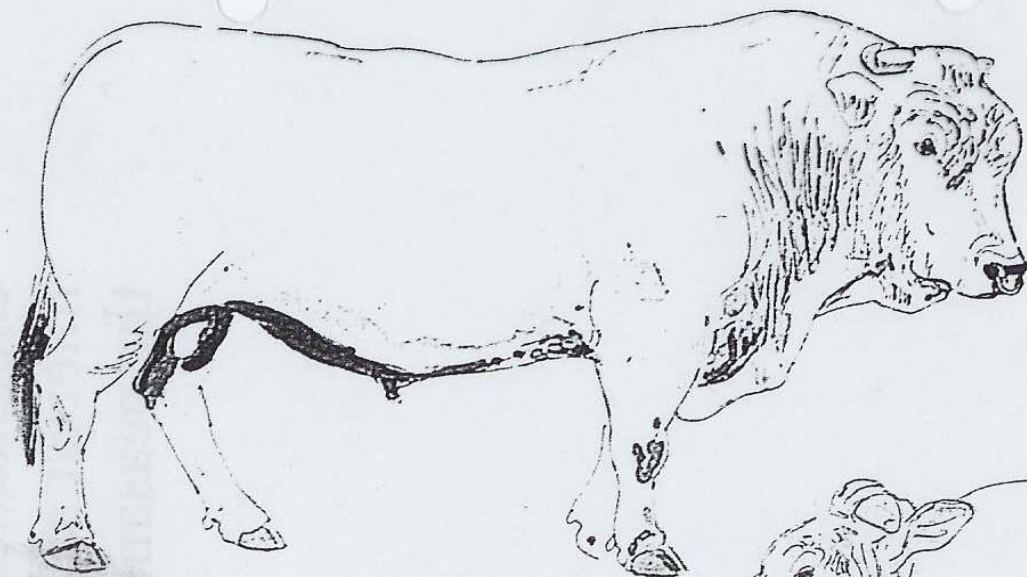






Grazing herd of Chianina cattle

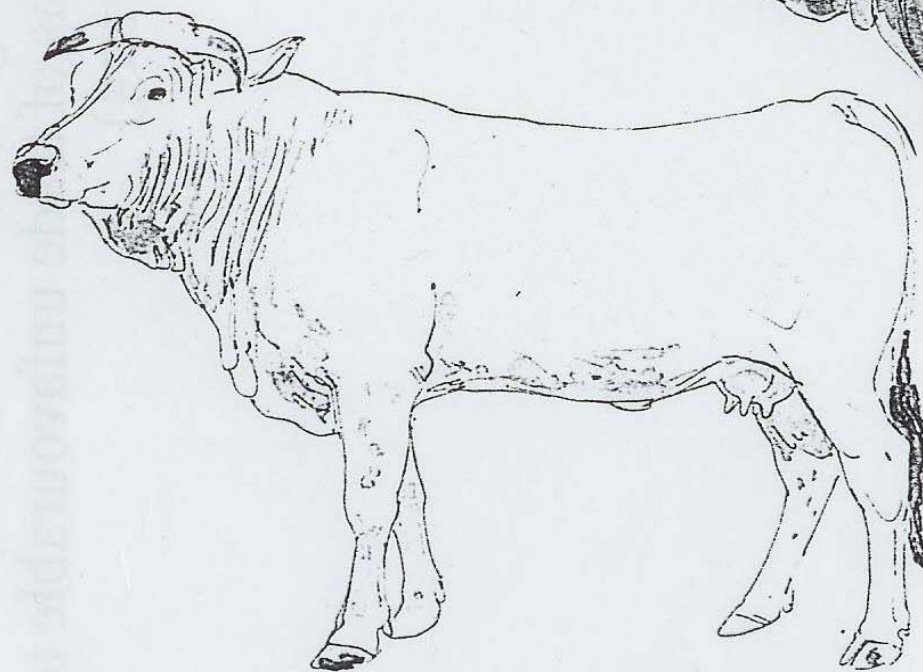




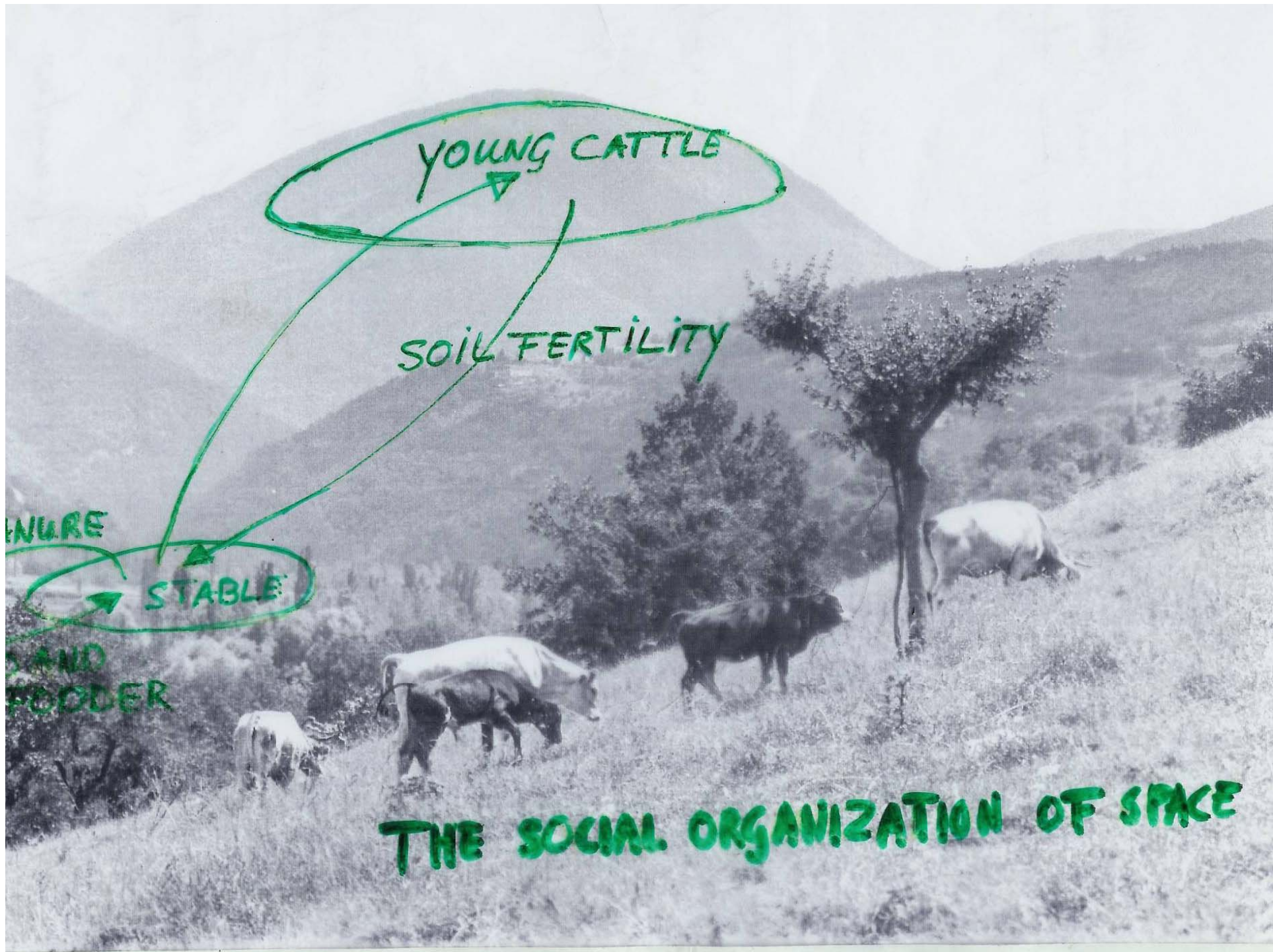
MODENESE



CHIANINA



CHIANINA



YOUNG CATTLE

SOIL FERTILITY

MANURE

STABLE

SAND
AND
FOOD

THE SOCIAL ORGANIZATION OF SPACE

