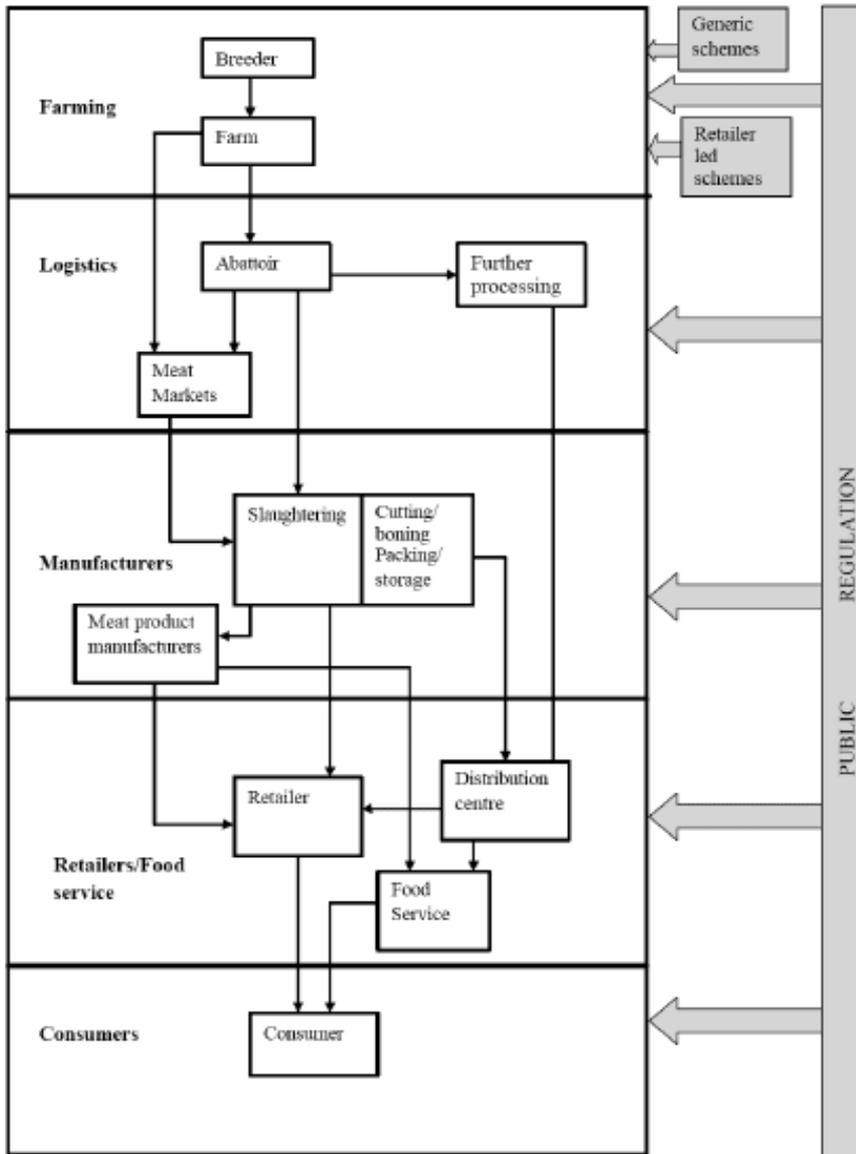


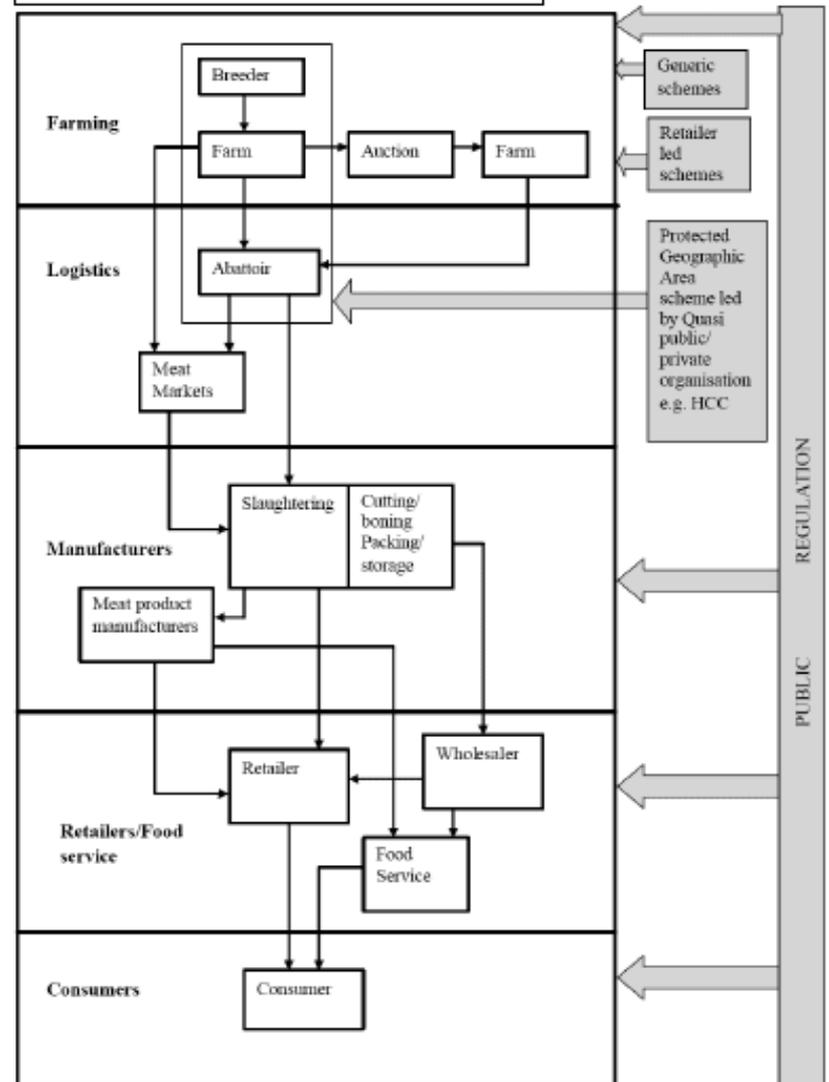
KNOWLEDGE FLOWS IN THE SUPPLY & VALUE CHAIN

A farmer's perspective

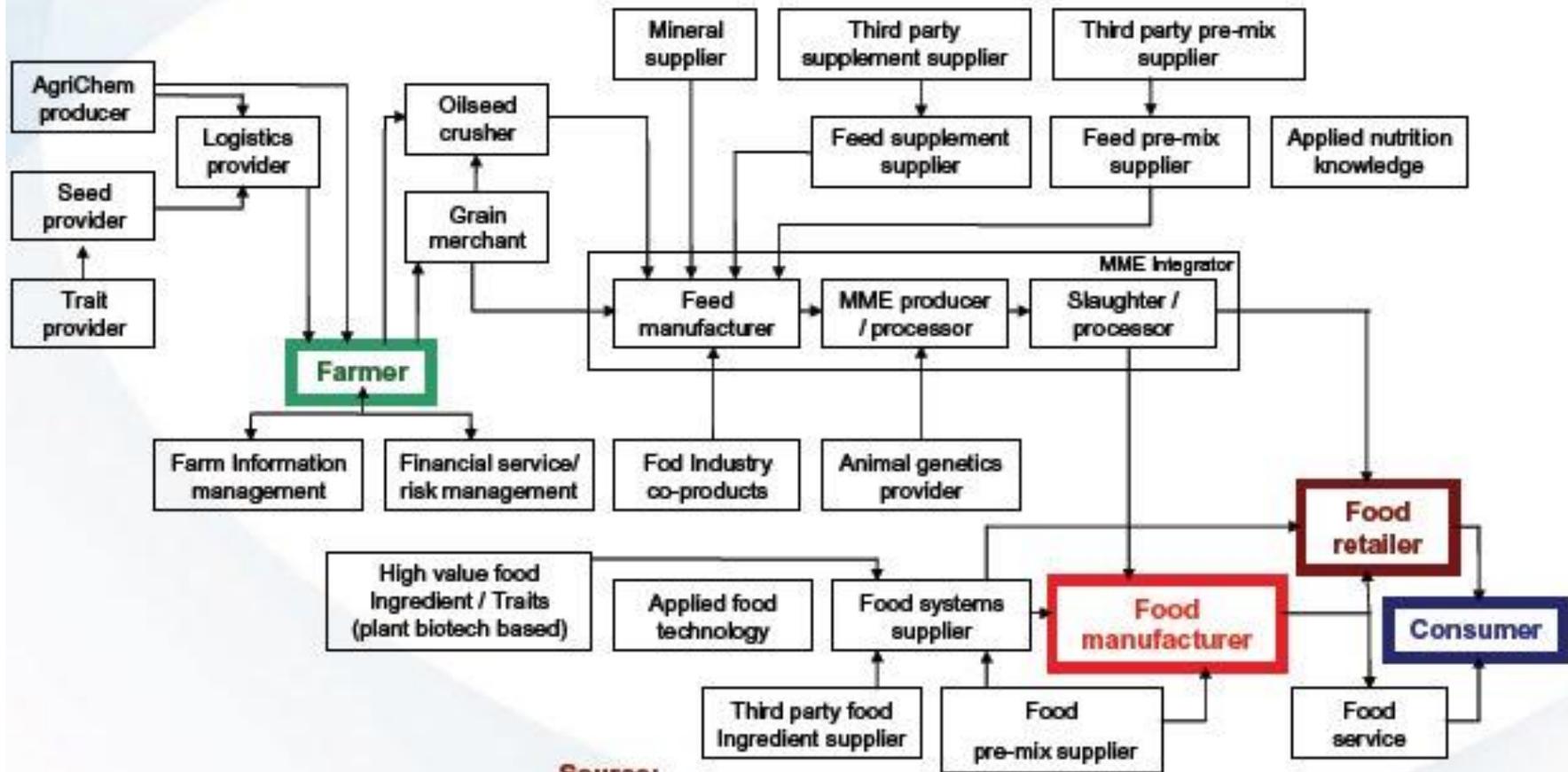
Pork supply chain



Beef supply chain



Total Food Supply Chain



Source:
European Technology Platform on Food for Life

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