



**Deliverable 8.7 Output-focused  
European multi-stakeholder  
workshop**

**Work Package No 8**

**COPA-COGECA**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773785

## Document Identification

<b>Project Acronym</b>	SMARTCHAIN
<b>Project Full Title</b>	Towards Innovation - driven and smart solutions in short food supply chains
<b>Project ID</b>	773785
<b>Starting Date</b>	01.09.2018
<b>Duration</b>	36 months
<b>H2020 Call ID &amp; Topic</b>	SFS-34-2017 - Innovative agri-food chains: unlocking the potential for competitiveness and sustainability
<b>Project Website</b>	<a href="http://www.smartchain-h2020.eu/">http://www.smartchain-h2020.eu/</a>
<b>Project Coordinator</b>	University of Hohenheim (UHOH)
<b>Work Package No. &amp; Title</b>	8. Dissemination, communication and exploitation
<b>Work Package Leader</b>	Copa-Cogeca (COPA)
<b>Deliverable No. &amp; Title</b>	8.7 Output-focused European multi-stakeholder workshop
<b>Responsible Partner</b>	COPA
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<b>Type</b>	Report
<b>Dissemination Level</b>	Public
<b>Date</b>	30.08.2021
<b>Version</b>	1
<b>Status</b>	Final

## Executive Summary

This document provides an overview of Task 8.5: the organisation of an open European multi-stakeholder workshop within Work Package 8 (Dissemination, Communication and Exploitation).

The purpose of the event was to bring together the main stakeholders within SFSCs at European level to exchange around the outcomes and impacts of the SMARTCHAIN Project, as well as to discuss the policy recommendations prepared as a part of the project.

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## 1. Introduction

On the 6<sup>th</sup> of July 2021, the SMARTCHAIN project held its European multi-stakeholder workshop. The purpose of the event was to bring together the main stakeholders within SFSCs at European level to exchange around the outcomes and impacts of the SMARTCHAIN Project, as well as to discuss the policy recommendations prepared as a part of the project.

Due to the constraints of the coronavirus pandemic, and the restrictions of the Belgian government during the planning of the conference, it was not possible to hold the event in-person. Instead, the event took place online using the platform, Zoom.

The agenda of the conference was divided into four parts, a copy of which can be found in Annex I. The first part included presentations by two invited speakers from the European Commission, whilst the parts 2-4 centred on the main results of the work packages, the impact and recommendations of the project. An overview of the presentations are as follows:

- EU policy and R&I on sustainable food value chains: Natalia Brzezina, DG AGRI
- Overall monitoring of SMARTCHAIN's implementation: Ivana Oceano, European Research Executive Agency
- Overview of SMARTCHAIN & Work Package 8
- Work Package 2: Technological and Non-Technological Innovations
- Work Package 3: Social Innovations
- Work Package 4: Food Related Consumer Perceptions
- Work Package 5: Integrative Sustainability Assessments
- Work Package 6: Innovation platform & Short Food Supply EU Community
- Work Package 7: Business and Policy Recommendations
- Work Package 9: Impact & Roadmap

Invitations were sent out to a number of interested stakeholder groups and promoted across the SMARTCHAIN and partners databases and social media channels. Over 100 transnational and multidisciplinary participants took part in the workshop representing several different stakeholder groups within SFSCs:

- SFSC practitioners
- Farmers
- Local organisations
- Industry & Businesses (including SME's)
- Consumer organisations
- Farmer organisations
- Scientific community
- Policy makers (European and Local)
- Media

A digital booklet entitled "*Insights & recommendations to support collaborative Short Food Supply Chains*" was produced by partners and made available to stakeholders at the end of the event. This document is based on the main results and findings of the project. In this booklet, farmers, food producers and other SFSC practitioners can find applicable solutions, recommendations and useful tips to improve business performance while increasing sustainability. The booklet is available in the 9 working languages of the project. All of them can be found on the SMARTCHAIN Innovation platform, [here](#).

In addition, the workshop was recorded and can be found on the project YouTube Channel [here](#).

## 2. European Multi-stakeholder Workshop

### 2.1 Welcome and Overview

The European Multi-stakeholder workshop was opened by the SMARTCHAIN coordinating team at University of Hohenheim (UHOH). Project coordinator Susanne Braun and project manager F<sup>o</sup> Javier Casado Hebrard welcomed all partners and participants to the workshop, and presented a condensed overview of the range of activities of the project. Over the last three years, the project has brought together a wide range of policymakers, practitioners and researchers interested in learning more on collaborative SFSCs and how to support their growth. This event brought them together, one last time prior to the end of the project to share the latest results and outcomes of the project.

### 2.2 Invited Speakers

The workshop was joined by two members of the European Commission who each provided a presentation to the event. Natalia Brzezina from DG AGRI, presented EU policy and R&I on sustainable food value chains, including the latest information in relation to the Common Agriculture Policy, Vision for Rural Areas and the support for European supply chains in the next Horizon Europe work programme. This was followed by Ivana Oceano, programme officer at European Research Executive Agency, on Overall monitoring of SMARTCHAIN's implementation. In her presentation Ivana Oceano gave an overview of the main highlights of the project, its achievements as well as the importance of the communication, dissemination, and exploitation of the project results.

### 2.3 SMARTCHAIN: main results & recommendations

In the next part, it was the turn of the work package leaders to present the outcome and results of their work, and to highlight the key factors towards successful SFSCs within Europe.

First to present was Andras Sebok from Campden BRI (CBHU) on the technological and non-technological innovations. Within Work Package 2, partners have identified the success factors and bottlenecks of SFSCs enabling practitioners to differentiate themselves from conventional supply chains. This led to applicable technological and non-technological innovations that were tested and trialled by the case studies in the SMARTCHAIN project. In total over 150 technological and non-technological innovations were collected and can be found on the SMARTCHAIN Innovation platform (<https://www.smartchain-platform.eu/en/innovation-inventory>). The end result of this has been a series of good practices for the cooperation between producers and other actors of the SFSCs as well as being translated into policy and business recommendations which will be explored in later presentations.

This was followed by Eugenia Petropoulou from the University of Crete (UOC) and Annarita Antonelli from CIHEAM Bari (IAMB), who presented the findings of work package 3 focused on social innovation. Throughout the work package, the concept of social innovation was explored through a number of world cafés and community of practices. Partners explored a working definition of Social Innovation in relation to SFSCs. The results from WP 3 paved the way for a series of best practices that can assist SFSCs to better communicate with their consumers and communities.

Results from Work Package 4 were presented by Verena Hüttl-Maack from the University of Hohenheim (UHOH). During the course of the projects, a series of questionnaires and interviews with consumers were conducted to gather insights into the buying behaviours of consumers and their perception of SFSCs. These results were then utilized across the project in order to help farmers and SFSC practitioners to improve the sales and appeal towards consumers. The presentation was concluded by a summary of the findings of the Work Package, along with some tips for SFSC practitioners on how to appeal to their consumers.

Jens Lansche and Laura Iten from Agroscope (WBF) along with Pauline Audoye of CTCPA, Ane Ugena Ispizua from AZTI, and Louise Mehauden representing Innogestiona Ambiental (IA) presented the work and results of Work Package 5. The main purpose of this work package was to provide an integrated sustainability assessment of selected case studies from an environmental, social and economic perspective in comparison to conventional long food chain practices. Partners looked at the contributors that impact the sustainability of SFSCs and ways in which they can be improved for their benefit. In addition, key elements that characterise the sustainability of SFSCs were identified and fed into the policy and business recommendations of the project. Participants were provided with an overview of environmental, social and economic recommendations to improve the overall sustainability impact of the SFSCs.

Next, Katherine Mary Flynn from ISEKI-Food Association (IFA) and Mark Frederiks of AMPED (AMP) presented the ongoing developments of the Innovation Platform (<https://www.smartchain-platform.eu/en>) and the LinkedIn's Short Food Supply EU Community (<https://www.linkedin.com/groups/8948135/>) as a part of WP 6. Katherine highlighted the important features of the Innovation Platform, which is a knowledge transfer hub collecting many types of SFSCs innovations and encourage the cooperation among all SFSCs actors and stakeholders. In addition, as part of WP 6 a series of e-learning materials have been created to assist SFSCs in improving their knowledge. Mark informed the participants of the Short Food Supply EU Community and the Gain Model as an integral tool to collect social network analysis of SFSCs and their collaboration at national and regional level across the EU.

Eduardo Puértolas from AZTI along with Marieke Laméris from NBC and Katia De Luca of LCP presented the business recommendations from the project. The results of Work Packages 7 will feed into generating a toolbox of business and policy recommendations to implement innovative solutions in SFSCs. A best practice guide based on examples compiled in the inventory of successful applications is already available ([https://www.smartchain-platform.eu/sites/default/files/publication-files/Smartchain\\_D7.3\\_final.pdf](https://www.smartchain-platform.eu/sites/default/files/publication-files/Smartchain_D7.3_final.pdf)).

## 2.4 SMARTCHAIN: policy recommendations

For the presentation on Policy Recommendations Silvana Nicola from University of Turin (UNITO) presented the ongoing work of the Work Package 7 in creating a set of policy recommendations for SFSCs. A number of focus groups are ongoing in order to collect feedback from various experts across the Short Food Value chain, covering topics such as SFSC definition, environment, agriculture and rural development, health and food safety, training and knowledge transfer, taxes and public procurement. The focus groups have provided insight into some of the challenges and barriers of SFSCs that can be alleviated by improved policy implementation.

## 2.5 SMARTCHAIN: impact & roadmap

Finally, to conclude the presentations, Louise Mehauden from Innogestiona Ambiental (IA) gave an overview of the long-term impact roadmap of the project. In the first half of the project, a short-term impact assessment was produced to establish a picture of the project progresses, and to provide feedback on the progress of the project. In collaboration with other partners and work packages, the information collected through focus groups, questionnaires, interviews and literature review have fed into the long-term impact roadmap, which has been produced in the last month of the project.

## 3. Media and Impact

The multi-stakeholder workshop was promoted through the project and partners dissemination channels. This included newsletters, email campaigns, and social media.

Following the event, a dedicated press release in the 9 working languages of the project was published along with the Insights & recommendations to support collaborative Short Food Supply Chains booklet. A copy of the press release can be found in Annex III.

In the week following the event, 20 articles in specialised food, trade and health magazines mentioned SMARTCHAIN project and its results. The main countries of these publications were Spain, United Kingdom, Hungary and Italy. All the articles following the event had a combined total estimated reach of 2.6 million. Examples of the articles, along with the full list can be found in Annex V.

## 4. Conclusions

To conclude the event, Susanne Braun thanked all participants for their attention and participation to the event. An evaluation questionnaire was shared to those who participated, and the results will be put together in Deliverable 9.4 Long-term impact roadmap.

The European multi-stakeholder workshop concluded the last part of the workshops conducted by Work Package 8. It provided a useful tool in disseminating and exploiting the outcomes of the project to a wide European audience. Despite the lack of in-person networking, much of the information shared was nonetheless applicable and practical, as well as providing insightful solutions and recommendations for not only the practitioners of SFSCs but also researchers working in the field and policy makers. In addition, links were made with ongoing H2020 and future Horizon Europe projects which will carry on the legacy of the project.



## Annex I – Agenda



### Final Event

July 6 2021, online

- 9:00 **Welcome** (Susanne Braun, University of Hohenheim)
- 9:05 **EU policy and R&I on sustainable food value chains** (Natalia Brzezina, DG AGRI)
- 9:15 **Overall monitoring of SMARTCHAIN's implementation** (Ivana Oceano, European Research Executive Agency (REA))
- 9:25 **SMARTCHAIN: an overview** (F<sup>o</sup> Javier Casado, University of Hohenheim)
- 9:40 **SMARTCHAIN: main results & recommendations (Part I)**
1. Tech & non-tech. innovations (András Sebök, CAMPDEN)
  2. Social innovations (Eugenia Petropoulou, University of Crete)
  3. Food-related consumer behaviors (Verena Hüttl-Maack, University of Hohenheim)
- 10:30 Break
- 10:45 **SMARTCHAIN: main results & recommendations (Part II)**
1. Integrative sustainability assessment (Jens Lansche, Agroscope)
  2. Innovation Platform (Katherine Flynn, IFA) & Short Food Supply EU Community (Mark Frederiks, AMPED)
  3. Business recommendations (Eduardo Puertolas, AZTI)
- 11:35 **SMARTCHAIN: policy recommendations** (Silvana Nicola, University of Torino)
- 12:20 **SMARTCHAIN: impact & roadmap** (Patricia Mora, Innogestiona Ambiental)
- 12:35 **Closing remarks** (Susanne Braun, University of Hohenheim)



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## Annex II – Registration



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JUL 06

**Open European Multi-stakeholder workshop**

by H2020 SMARTCHAIN Project  
([www.smartchain-h2020.eu](http://www.smartchain-h2020.eu))

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Details

The SMARTCHAIN consortium is proud to present the main results and findings from this multi-actor project funded by the European Union.

### About this event

Practitioners, researchers, policy makers and other stakeholders will have the chance to learn about the project's outcomes and its impacts. The final event conference presents a great opportunity to find out more on how to improve current policies and practices on Short Food Supply Chains (SFSCs).

SMARTCHAIN performed a thorough analysis of different types of SFSCs (on-farm direct sales, farmers' markets, community supported agriculture, cooperatives, etc.), identifying the key parameters that influence sustainable food production and rural development in the different EU regions. This analysis of 18 representative case studies from 9 countries helped us to understand the different factors (technological, regulatory, social, economic, and environmental) that play a role in the success of SFSCs. Based on these results, concrete policy and business recommendations have been developed. Additionally, consumer perceptions and attitudes to SFSCs have been examined to promote greater acceptance of this type of supply chain.

Please find below the **link to join the ZOOM event**:

<https://uni-hohenheim.zoom.us/j/87428537940?pwd=WFJlUWtHpcjVYl3ZEbzAzUVMxRDlRUT09>

ID: 874 2853 7940

Access password: 6Zys6n

### Date and time

Tue, 6 July 2021  
09:00 – 12:45 CEST  
[Add to calendar](#)

### Location

**Online event**

## Annex III – Press Release



### EU-funded SMARTCHAIN reveals key steps to improve sustainability of short food supply chains



Brussels, 6 July 2021 - The EU-funded project SMARTCHAIN hosts today its closing event, showcasing its main findings and recommendations to support collaborative Short Food Supply Chains (SFSCs) in Europe. The 3-year long project brought together a wide range of policymakers, practitioners and researchers interested in learning more on collaborative SFSCs and how to support their growth. SFSCs are food systems with a potential to create a shift in the way we grow, distribute and consume food, responding to the needs of farmers, food producers and consumers.

SMARTCHAIN's new booklet "[Insights & recommendations to support collaborative Short Food Supply Chains](#)" will spur further initiatives aimed at changing the European food supply chain model.

A thorough analysis of different types of SFSCs across Europe, such as on-farm direct sales, farmers' markets, community supported agriculture and cooperatives, and their regulatory frameworks, led to the formulation of **policy and business recommendations** in the agri-food sector.

Dr. F. Javier Casado Hebrard from the University of Hohenheim, SMARTCHAIN project manager, said:

*"During 3 years of intense work, SMARTCHAIN analysed 18 Short Food Supply Chains from 9 different countries to understand the factors that play a role in their success, but also to identify their main needs, barriers and bottlenecks, with a focus on the consumer's perspective. In the SMARTCHAIN booklet, farmers, food producers and other SFSCs practitioners can find applicable solutions, recommendations and useful tips to improve business performance while increasing sustainability. We also developed a series of actionable policy recommendations for decision-makers to support SFSCs and their competitiveness".*

Thanks to the identification of the key parameters that influence sustainable food production and rural development in the different European regions, SMARTCHAIN laid out the crucial factors that play an essential role for SFSCs businesses, leading to the identification of the **main success factors and also bottlenecks** for their development and exploitation. These solutions can enhance

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competitiveness in the form of economic growth, logistic improvements and the creation of new sales channels.

### Social innovation at the core of the SFSCs' shift

The SMARTCHAIN guide also features a focus on **social innovations** for SFSCs and an **assessment of their sustainability** from an [economic, environmental and social perspective](#). Additionally, it presents the results from an analysis on the **value perception** and [attitudes](#) of consumers towards SFSCs and provides suggestions on how to reach greater acceptance of this type of supply chain.

SMARTCHAIN partners **launched an Innovation Platform** to facilitate knowledge, innovative solutions and know-how transfer among leading actors with the common goal of making a difference in the SFSCs' game. The SMARTCHAIN booklet will also be soon available on the Platform in nine languages: Dutch, French, English, German, Greek, Hungarian, Italian, Serbian and Spanish.

**ENDS**

### About SMARTCHAIN

SFSCs are food systems with a potential to respond to some of the main needs and opportunities of farmers, food producers and consumers. They can bring many advantages compared to conventional longer food chains, for example the short distance between production and consumption, the access to locally produced food of known origin, and the support of the local economy.

SMARTCHAIN's 43 partners coming from 11 European countries worked for 3 years to support the shift towards collaborative SFSCs by linking scientists with practitioners and different actors in the sector. SMARTCHAIN project "Towards Innovation - driven and smart solutions in short food supply chains" was coordinated by the University of Hohenheim and received funding from the European Union's Horizon 2020 research and Innovation programme under grant agreement No. 773785.

### What's next?

The [SMARTCHAIN Innovation Platform](#), one of the main outcomes of the project, will remain accessible thanks to the decision of 5 new Horizon 2020 projects to keep using and updating it in the coming years. An overview of the content and materials SMARTCHAIN partners shared on the platform is also available in the booklet.

Website: [www.smartchain-h2020.eu](http://www.smartchain-h2020.eu)

SMARTCHAIN Innovation Platform: <https://www.smartchain-platform.eu/>

Twitter: [twitter.com/Smartchain\\_EU](https://twitter.com/Smartchain_EU)

### Media contacts

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## Annex IV – Photos and Screenshots



### Innovation Platform

**WP 6:**  
IFA IPB AMP  
UU NBC CBHU

Katherine Flynn, IFA  
Foteini Chrysanthopoulou, IFA  
Ana Ramalho, IFA

06/07/2021

Horizon 2020  
European Union Funding  
for Research & Innovation

The SMARTCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773785





## Open European Multi-stakeholder workshop July 6th, 2021

**WP3**  
Social Innovation in Short Food Supply Chains

Leader UoC – other partners: IAMB, UNIBO, CIT, LCP, KIS, AMPED

**Critical aspects of SI in SFSCs – Best practices**

**Network routines that get SFSC members closer to each other**

- ✓ Share spaces and resources (even with the wider community)
- ✓ Activate social links with other SFSC members (e.g. go for a trip)
- ✓ Keep the chain open and sell directly (e.g. use a moving grocery)
- ✓ Use formal agreements but also informal rules (trust)
- ✓ Co-creation and co-responsibility will engage your SFSC members
- ✓ Co-operation among your SFSC members will get your SFSC going
- ✓ Collective leadership eventually makes the difference for your SFSC
- ✓ Co-materialize your own future and communicate it to others
- ⚠ Critical Issue: to have a group of dedicated stakeholders that have realized their role as leaders in co-shaping their own future.

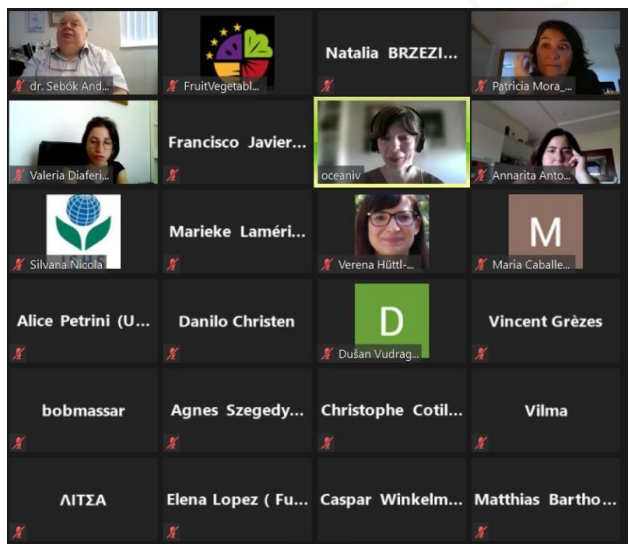
**Deliverable 3.4 and 3.5**

**Social Innovation Assessment Template**

SIAT structure

- Profile
- Prioritization
- 3 dimensions

Application to 16 case studies (out of 18)



## Annex V - Media and Impact

Overview of SMARTCHAIN media coverage following the European multi-stakeholder Conference, from the 6<sup>th</sup> of July to the 14<sup>th</sup> of July 2021.

Examples

8th July	<a href="#">Interempresas</a>	Spain	Reach: 1.1 MLN
9th July	<a href="#">Food Navigator</a>	United Kingdom	Reach: 213 k



*La plataforma de innovación de SMARTCHAIN es uno de los principales resultados del proyecto*

### SMARTCHAIN identifica los factores esenciales para mejorar la sostenibilidad de las cadenas cortas de suministro de alimentos

Redacción Interempresas 08/07/2021



El proyecto SMARTCHAIN, financiado por la Unión Europea, ha celebrado su conferencia final en la que se han presentado sus principales conclusiones y recomendaciones para el apoyo de las cadenas cortas de suministro de alimentos colaborativas (CCSA) en Europa. El proyecto, de tres años de duración, ha reunido a un amplio número de legisladores, profesionales e investigadores interesados en saber más sobre las CCSA y cómo apoyar su crecimiento. Las CCSA son sistemas alimentarios con gran potencial para modificar la forma en que producimos, distribuimos y consumimos alimentos, cubriendo las necesidades de los agricultores, productores y consumidores.

7th July	<a href="#">Infoagro.com</a>	Spain	Reach: 466 k
6th July	<a href="#">Agriland</a>	Ireland	Reach: 200 k



Full list of articles

Date	Headline	Source	Country	Language	Reach
13-Jul-21	<a href="#">SHORT FOOD SUPPLY CHAINS OFFER 'SOCIO-ECONOMIC BENEFITS' FOR FARMERS AND CONSUMERS</a>	NICETRIP	United States	English	0
09-Jul-21	<a href="#">Short food supply chains offer 'socio-economic benefits' for farmers and consumers</a>	Food Navigator	United Kingdom	English	213209
09-Jul-21	<a href="#">Short food supply chains offer 'socio-economic benefits' for farmers and consumers</a>	dearJulius.com	United States	English	11858
09-Jul-21	<a href="#">Le filiere corte forniscono "benefici sociali ed economici" ad agricoltori e consumatori</a>	BuzzNews	Italy	Italian	29651
09-Jul-21	<a href="#">Entregan recomendaciones para optimizar la competitividad de las cadenas cortas de suministro de alimentos</a>	Red Agrícola	Chile	Spanish Castilian /	90170
08-Jul-21	<a href="#">SMARTCHAIN</a>	Unknown	Spain	German	122
08-Jul-21	<a href="#">SMARTCHAIN identifica los factores esenciales para mejorar la sostenibilidad de las cadenas cortas de suministro de alimentos</a>	Interempresas	Spain	Spanish Castilian /	1130089



07-Jul-21	<a href="#">Smartchain: ecco i risultati del progetto Ue</a>	Myfruit	Italy	Italian	20596
07-Jul-21	<a href="#">El proyecto europeo SMARTCHAIN identifica los factores esenciales para mejorar la sostenibilidad de las cadenas cortas de suministro de alim</a>	Asociaciones Fundaciones Andaluzas	Spain	Spanish Castilian /	1994
07-Jul-21	<a href="#">Hacia una mayor sostenibilidad de las cadenas cortas de suministro de alimentos</a>	Diario de Gastronomía	Spain	Spanish Castilian /	119213
07-Jul-21	<a href="#">Smartchain identifica los factores esenciales para mejorar la sostenibilidad de las cadenas cortas de suministro de alimentos</a>	Infoagro.com	Spain	Spanish Castilian /	466431
07-Jul-21	<a href="#">Növekszik a hazai termékek aránya a köztételezésben</a>	Agro Napló	Hungary	Hungarian	3981
07-Jul-21	<a href="#">Növekszik a hazai termékek aránya a köztételezésben</a>	Agro Napló	Hungary	Hungarian	57749
06-Jul-21	<a href="#">El proyecto europeo SMARTCHAIN identifica los factores esenciales para mejorar la sostenibilidad de las cadenas cortas de suministro de alimentos</a>	Murcia.com	Spain	Spanish Castilian /	115635
06-Jul-21	<a href="#">EU-funded Smartchain reveals key steps to improve sustainability of short food supply chains</a>	INDUSTRIAL NEWS	United Kingdom	English	943

06-Jul-21	<a href="#">EU-funded SmartchainT   Food and Drink Technology</a>	Food and Drink Technology	United Kingdom	English	8153
06-Jul-21	<a href="#">Smartchain, la sostenibilità nelle filiere corte</a>	ITALIAFRUIT	Italy	Italian	89355
06-Jul-21	<a href="#">Short Food Supply Chains in focus as COVID-19 accelerates potential shift in how food is grown, distributed and consumed</a>	The World of Food Ingredients	Netherlands	English	47472
06-Jul-21	<a href="#">El proyecto europeo SMARTCHAIN identifica los factores esenciales para mejorar la sostenibilidad de las cadenas cortas de suministro de alimentos</a>	Murcia.com	Spain	Spanish / Castilian	7018
06-Jul-21	<a href="#">Short food supply chain – creating a shift in the way we grow, distribute and consume</a>	Agriland	Ireland	English	200806
					TOT:2614445