



D2.4: Short Food Supply Chain (SFSC) Advisory Digital Database

- D2.4: Short Food Supply Chain (SFSC) Advisory Digital Database
(database of advisors providing services to SFSCs)
WP 2, T 2.3

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Abstract

Deliverable 2.4 takes the form of a 'dedicated web page listing SFSC advisors and advisory organisations identified for continuous updating' (COREnet Grant Agreement, Part B, p. 20). The webpage, developed by partner 6 (ICONS) is available [here](#) in the 'Knowledge Hub' section of the COREnet website.

This document presents a short overview of the processes used to develop the content for the dedicated web page, which lists SFSC advisors and advisory organisations.

The overarching principle for the identification of advisors is to be as inclusive in the first scouting phase of T2.4, to provide scope for engaging further with advisors to learn more about their activities; and to enable the mobilisation of a comprehensive COREnet network of advisors, over the course of the project, to develop their skills and competencies in advising SFSCs.

This deliverable presents an initial list of the advisors who have formally enlisted with the COREnet project to date, becoming part of its advisory network. It is important to note, however, as stated in the Grant Agreement, the formal enlisting of advisors with the COREnet project is an ongoing process and will continue throughout the project. A greater number of advisors and advisory organisations than is currently listed in D2.4 have been identified by COREnet, and their formal registration (adhering to data protection and data management protocols) is continuously in process. The D2.4 dedicated web page listing SFSC advisors and advisory organisations will be periodically updated as new advisors are identified by and formally join the COREnet network.



Technical references

Project Acronym	COREnet
Project Title	Connecting advisors toward a European NETWORK for consumer-producer chains COREnet)
Project Coordinator	Dr Fedele Colantuono UNIFG Fedele.colantuono@unifg.it
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*PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)

SEN – Sensitive, limited under the conditions of the Grant Agreement

Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444

Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444

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v	Date	Beneficiary	Author
1.0	08/09/2023	Teagasc	Áine Macken-Walsh, Jesko Zimmermann,
2.0	12/09/2023		Áine Macken-Walsh, Jesko Zimmermann, Jelena Lazic, Orazio di Maria, Fedele Colantuono
3.0	13/09/2023		Áine Macken-Walsh, Jesko Zimmermann, Jelena Lazic, Orazio di Maria, Fedele Colantuono

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Approach for the identification of SFSC advisors

- Approach for the identification of Short Food Supply Chain (SFSC) advisors

In this section we overview the approach we followed to identify SFSC advisors across the EU-27, a task we began at the beginning of the COREnet project and which will last until the end of the project.

T2.3 involves 'Identifying SFSC advisors and advisory organisations'. As stated in the COREnet Grant Agreement,

'The goal here is to identify advisors and advising organisations in the public, private and civil society sectors who are delivering advisory services or aspiring to do so. The purpose of identifying advisors is to build up a contact data-base of Advisors.. but also to inform and invite them to initiatives of the project, especially with respect to designing the EAN-SFSC (European Advisory Network for SFSCs)... The output of this task will be a page on the project website dedicated to listing the SFSC advisors and advisory organisations identified (subject to their agreement), along with information on skills, capabilities and competencies, as well as tools, practices and services they can make available to interested SFSCs' (p. 20).

1.1.2. Identifying SFSC advisors for inclusion in D2.4

A series of online workshops was held involving members of the COREnet multi-actor consortium (and also with the EU4Advice consortium) to discuss and agree a consistent approach for the identification of SFSC advisors. The exchange of different actors' viewpoints in relation to the question of 'who is a SFSC advisor?' emphasised that, in addition to advisors who are specialised in advising SFSCs, advisors can also operate informally in advising SFSCs; and advisors who advise SFSCs/in relation to SFSCs may do so as a minor part of their jobs/roles. Discussions with project partners in different EU states also revealed that SFSC advisory activity can be differently positioned within AKISs and vary greatly from state to state. Further discussions focused on definitions of SFSCs themselves, and how these definitions are implicated in identifying SFSC advisors. In the context of these discussions, a consistent approach was identified for members of the COREnet consortium to scout for and identify wide-ranging SFSC advisors. The approach was agreed to be as inclusive as possible in order to capture a wide diversity of actors and organisations providing advice to SFSCs across the EU-27.

The approach was centred on the following inclusion principles for the identification of SFSC advisors:

- A wide diversity of SFSC advisors is necessary to fulfil the objectives of the COREnet project overall, and to capture this diversity,
 - A **rigorous but inclusive definition of a SFSC** will underpin the identification of advisors of SFSCs, following the SKIN Horizon 2020 project – 'SFSCs are characterized by a maximum of one intermediary between producer and consumer. Altogether, SFSCs aim at reducing the distance between producers and society, connecting them through relationships in which mutual trust is crucial. From a citizen's point of view, SFSCs transfer more complete



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information about the origin of food and, for producers, SFSCs retain a higher share of added value’.

- o **‘Informal’ and ‘formal’** advisors are included, where both actors acting informally or in an ancillary way (secondary to their main occupation); and professional advisors acting formally are sought to be identified. Advisors working in the private, public and third sectors are sought to be identified.
- o Advisors offering **wide-ranging types of advice** are included. In addition to advisors providing advice to primary producers, advisors to other actors in SFSCs (e.g. to processors) are sought to be identified. Advisors providing advice in relation to diverse functions and roles within SFSCs are included, such as in relation to marketing; supply chains; processing; retailing; labelling; communications; collaboration across chains; policy supports etc.
- o An overarching principle is to be as **inclusive as possible** in identifying SFSC advisors in the first scouting phase of T2.4, to provide scope for engaging further with the advisors identified to **learn more about their activities** (and the diversity of SFSC advisory activities); and to **mobilise the COREnet network** of advisors, over the course of the project, to develop their skills and competencies in advising SFSCs.

1.1.3. Collecting and collating basic information in relation to SFSC advisors

Following the above core principles (1.1.2), COREnet partners identified SFSC advisors through their networks and using publicly available information sources, such as information in publicly available documents and websites.

For the initial phase, advisors were not individually contacted by COREnet partners. The aim was first to identify a broad swathe of advisors, and to collate basic information in relation to them that was already publicly available. Basic information (name, country/location, scale of operation (e.g. regional/national/international) organisation (if relevant), website (if relevant)) was collected and entered to a password protected google sheet by each of the COREnet partners. A shared google sheet – the updating of which could be viewed ‘live’ by partners - was used to avoid replication of effort and to encourage partners to explore and to reach further into diverse networks.

It is important to note that the COREnet and EU4Advice projects also created a separate google sheet, which was periodically updated, presenting an amalgamation of the two project’s records in identifying SFSC advisors. This record, also containing basic information in relation to SFSC advisors, was routinely shared with partners of both projects to ensure comprehensive exploration of advisory networks in each country and to avoid duplication of effort in this regard.

To provide support to COREnet partners, Teagasc (WP2 leader) held weekly clinics with all partners, where progress in identifying advisors from each country was reviewed and targeted efforts to address gaps were agreed. It is important to note again in this context that it was found that in some EU member states, SFSC advisory activity is more prolific than in others. Important learnings regarding the varying extent of concentration of SFSC advisory activity across EU member states were reached, which can help inform the strategy of the COREnet & EU4Advice advisory network. There is potential for transnational learning between countries with significant SFSC activity that is well integrated to the AKIS and countries with SFSC advisory activity that is by comparison in nascent stages of delivery.



1.1.4. A EU-wide approach

The COREnet multi-actor consortium includes partners in ten EU member states, many of which are well positioned through their national networks to identify diverse SFSC advisors. However, there are 16 member states in which COREnet has no partner organisation. Through the networks of COREnet partners, and through professional ties with organisations in non-partner countries, COREnet partners identified a diversity of SFSC advisors across the EU-27. While we do not report on the outcomes of collaborative efforts with EU4Advice in this deliverable, it is important to note that collaborative efforts between the two projects was supportive to the projects' objectives in covering the EU-27.



Presentation of the database

1.1.5. Formal registration and consent of SFSC advisors

Following COREnet partners' identification of SFSC advisors (detailed in Section 4.1.2), phase two commenced involving the formal registration and consent of SFSC advisors. Advisors identified in the previous step were contacted by partners and invited to visit a [web-page](#) where they could formally provide their consent and register to become part of the joint COREnet /EU4Advice network of advisors. The webpage where advisors could register in the network was launched on 3rd August 2023. Due to the time of year when people are frequently on summer holidays, invitations to advisors were re-issued and advisors are continuing to register into the month of September. Advisors who had not been identified in stage 1 by COREnet partners, but who received news of the call for SFSC advisors to participate in the network through dissemination efforts of COREnet, also registered and are continuing to register.

It is important to note in this context that the initial list of advisors presented in this document (and D2.4) contains to advisors who have formally enlisted in and provided consent to become part of the advisory network currently. A wider diversity and number of advisors have been identified to date, and many are in the process of formally registering. Their data are iteratively added to the webpage created by D2.4 as the project progresses.

1.1.6. Web-page design & 'contact card' template

A map-based format (Figure 1) was used by partner 6 (ICONS) to develop the dedicated webpage for D2.4, which is contained in the Local Resources sub-section of the Knowledge Hub in the COREnet website and is linked [here](#).

The Knowledge Hub responds to the need to create a knowledge repository and a virtual space where the advisory SFSC database can be showcased. The Knowledge Hub also presents golden cases from WP3, lighthouse resources from WP4 and allows WP5 to couple advisors & advisory organizations identified in WP2 with a knowledge inventory of advisory practices and services for SFSCs. More generally, the Knowledge Hub of which D2.4 forms part, will play a pivotal role in bolstering the broader development of the SFSC peer-to-peer learning network by offering a wealth of both general and local resources. It will also provide access to information about existing knowledge networks and advisory practices, all made available through the listed advisors.

The dedicated web-page for D2.4 is presented in the Local Resources section of the Knowledge Hub (the General Resources section contains COREnet and other relevant reports, deliverables, communication materials and good practices). Using a map of the EU-27, the number of advisors per country is indicated. Summary information relating to SFSCs is shown country-by-country. It is possible to search for SFSC advisors and to filter results in relation to the sector that the advisor is working in and whether they are a formal or informal advisor. Furthermore, it is possible to cross check information between SFSC advisors, Golden Cases and Lighthouse Projects.

Once SFSC advisors have formally registered by entering their data on the web-page, they are asked to complete a more detailed 'contact card' template (Figure 2), containing key information so that potential clients can also view their skills and specialisms. End-users/potential clients requiring support from SFSC advisors will have the opportunity to view and download the 'contact cards', which also contains contact details.



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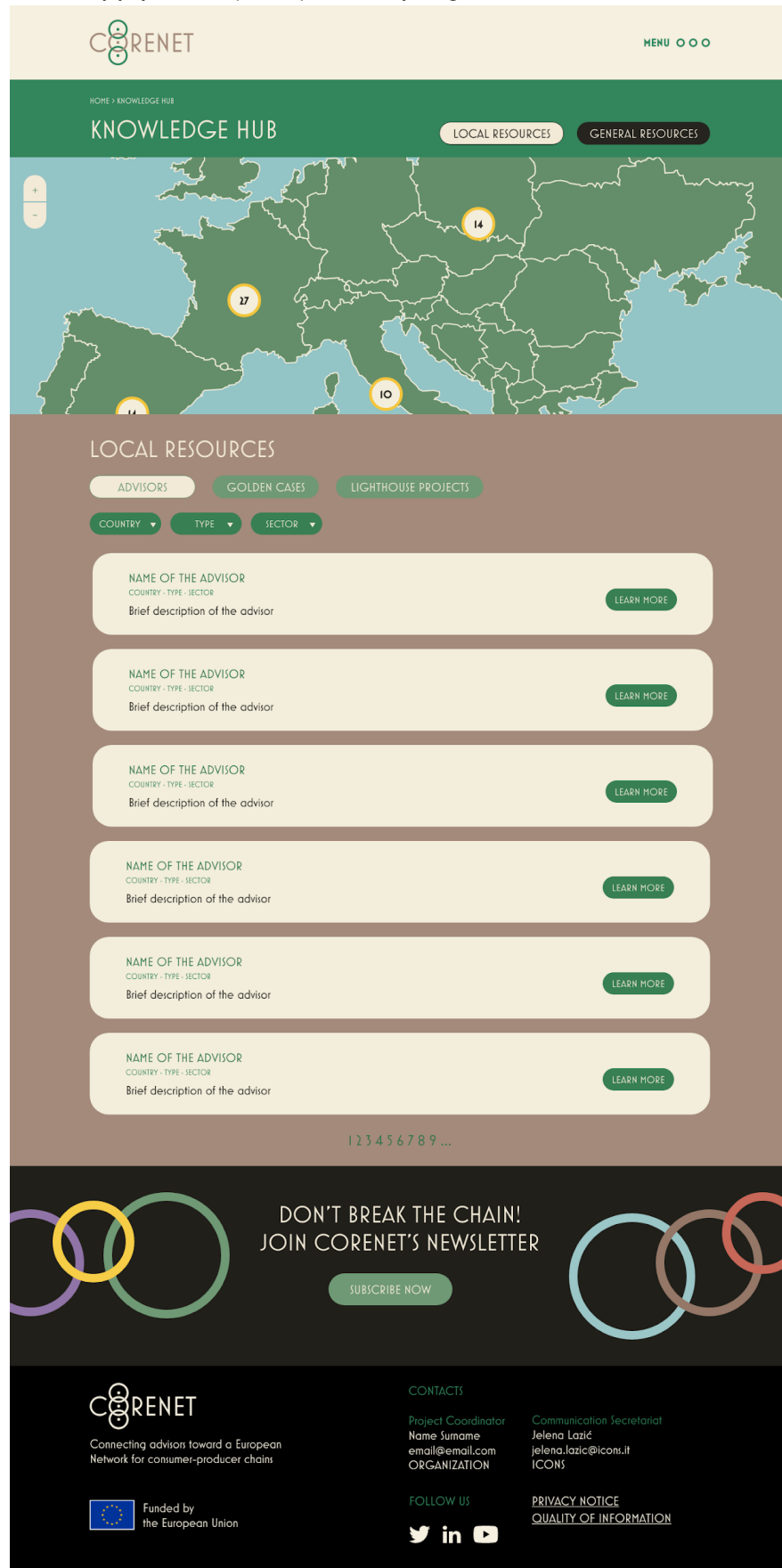


Figure 1: Map format for D2.4: presentation of SFSC advisory network and its members



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<p>Photo</p>	<p>Name Surname</p> <p>Specialisation <small>(If applicable. Product category (e.g. farmhouse cheeses); or Service category e.g. website sales)</small></p> <hr/>
	<p>Additional information</p> <p>I have these skills/competencies:</p> <p>I provide these tools/services:</p>
<p>CONTACT</p>	
<p>advisor@email.com</p> <p>(353) 1111 2222</p> <p>www.advisory.com</p> <p>Address</p>	

Figure 2: Contact Card presenting key information for potential clients of SFSC advisors



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Conclusions

This document overviews the approach followed to produce D2.4 (dedicated webpage listing the SFSC advisors and advisory organisations identified for continuous updating) developed by partner 6 (ICONS) and available [here](#).

Task 2.3, led by partner 2 (Teagasc) is ongoing until month 48, and over that period of time, advisors will be iteratively added to the network and data will be provided to partner 6 (CONS) for the dedicated web-page.

Advisors who have to date (up until 11th September 2023) formally joined the network and provided consent are listed in Table 1.



Table 1: Advisors who have formally joined the SFSC advisory network (to date: 11th September , 2023).

Advisor number	Surname	First name	Email address	Country	Type of service	Organisation
1	Serrano Tropa Franco	Maria José	mariajosetropa@gmail.com	Angola	Formal	CESO Consultores
2	Juen	Wendelin	wendelin.juen@lk-tirol.at	Austria	Informal	Landwirtschaftskammer Tirol
3	Kopeinig	Stefan	stefan.kopeinig@bio-austria.at	Austria	Formal	LK-Kärnten/BIO AUSTRIA Kärnten
4	Kronberger	Günther	guenther.kronberger@salzburgschmeckt.at	Austria	Formal	Salzburger Agrar Marketing
5	Ortner	Martina	m.ortner@lk-oe.at	Austria	Informal	LK Österreich
6	Plösch	Roswitha	direktvermarkter@lk-kaernten.at	Austria	Not Provided	LK Kärnten
7	Reinegger	Marianne	marianne.reinegger@lk-stmk.at	Austria	Formal	Landwirtschaftskammer Steiermark
8	Rotschopf	Rosemarie	rosemarie.rotschopf@lk-salzburg.at	Austria	Formal	Landwirtschaftskammer Salzburg
9	Sprenger	Lena	lena.sprenger@lk-tirol.at	Austria	Formal	Landwirtschaftskammer Tirol
10	Stachel	Peter	peter.stachel@lk-stmk.at	Austria	Formal	Landwirtschaftskammer Steiermark
11	Weber	Felix	felix.weber@lk-tirol.at	Austria	Formal	Landwirtschaftskammer Tirol
12	Aernouts	Greet	greet.aernouts@rurant.be	Belgium	Formal	Sole trader
13	Cardinael	Anneleen	anneleen.cardinael@sbb.be	Belgium	Formal	SBB
14	Cobbaert	Charlotte	charlotte.cobbaert@boerenbond.be	Belgium	Formal	VZW Boerenbond
15	De Braeckelee	Carl	cdb@dlv.be	Belgium	Formal	United Experts NV - DLV
16	De Bruyn	Alain	info@agri-innovaton.be	Belgium	Both	Accueil Champêtre en Wallonie
17	Detelder	Ann	adetelder@samferm.be	Belgium	Formal	Steunpunt Korte Keten
18	Duquenne	Barbara	Barbara.Duquenne@ilvo.vlaanderen.be	Belgium	Formal	ILVO
19	Fobelets	Wim	wim.fobelets@vlaamsbrabant.be	Belgium	Formal	Praktijkpunt Landbouw Vlaams-Brabant
20	Grauwet	Katrien	katrien.grauwet@inagro.be	Belgium	Formal	Inagro
21	Jamart	Filip	filip.jamart@skynet.be	Belgium	Formal	Agro Consulting & Services



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22	Labeeuw	Tijl	tijl.labeeuw@inagro.be	Belgium	Formal	Inagro vzw
23	Lauwers	Nele	Nele.Lauwers@Boerenbond.be	Belgium	Formal	Boerenbond
24	Muijtjens	Stefan	stefan@landbouwadviseur.be	Belgium	Formal	landbouwadviseur.be bvba
25	Pasgang	Patrick	patrick.pasgang@boerenbond.be	Belgium	Formal	Boerenbond / Innovatiesteunpunt
26	Renoy	Sarah	sarah.renoy@accueilchampetre.be	Belgium	Formal	Accueil Champêtre en Wallonie
27	Roelens	Carlos	cr@dlv.be	Belgium	Formal	United Experts Group
28	Schaeken	Tom	tom.schaeken@boerenbond.be	Belgium	Formal	Boerenbond
29	Slenter	Elis	elis@landbouwadviseur.be	Belgium	Formal	Landbouwadviseur.be
30	Thoelen	Bart	bart.thoelen@boerenbond.be	Belgium	Formal	Boerenbond
31	van Hunsel	Elien	elien.vanhunsel@rlzh.be	Belgium	Formal	Regionaal Landschap Zuid-Hageland vzw
32	Van Steenweghe	Emma	emma.van.steenweghe@boerenbond.be	Belgium	Formal	Boerenbond
33	Vandelannoote	Laurens	laurens.vandelannoote@boerenbond.be	Belgium	Formal	Boerenbond
34	Vandeweyer	Tuur	Tuurvandeweyer@gmail.com	Belgium	Formal	LATitude
35	Vangeenberghe	Anne-Marie	anne-marie.vangeenberghe@boerenbond.be	Belgium	Formal	Boerenbond
36	Vanhoutte	Katrien	kvanhoutte@samenferm.be	Belgium	Formal	Steunpunt Korte Keten van Ferm
37	Verbeke	Katrien	katrien@letus.be	Belgium	Formal	Let us
38	Verbeke	Paul	paul.verbeke@bioforum.be	Belgium	Formal	BioForum
39	Verhofstede	Marc	verhofstede.marc@skynet.be	Belgium	Formal	Humus
40	Verté	Els	els@boerenopeenkruispunt.be	Belgium	Formal	vzw Boeren op een Kruispunt
41	Degaspari	Giovana	gdegaspari@usp.br	Brazil	Informal	Rede Guandu
42	Apostolov	Stoilko	s.apostolov@bioselena.com	Bulgaria	Formal	Foundation for Organic Agriculture BIOSELENA
43	De Francesco	Giuseppe	defrancesco@globgroup.net	Bulgaria	Informal	Global Business Group Ltd
44	Hristov	Tencho	officegabrovo@bioselena.com	Bulgaria	Formal	FOA BIOSELENA
45	Antreou	Nikos	antreou.nicos@gmail.com	Cyprus	Not Provided	VHP LTD
46	Kasinides	Evagoras	e.kasinides@anaglyfo.com	Cyprus	Formal	Anaglyfo Consulting



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47	Broström	Rosita	rosita.brostrom@fiskodlarna.ax	Finland	Formal	Ålands fiskodlarförening r.f.
48	Enbär	Jenny	jenny.enbar@landsbygd.ax	Finland	Informal	Ålands Hushållningssällskap
49	Gabrielsson	Pernilla	pernilla.gabrielsson@landsbygd.ax	Finland	Formal	Ålands Hushållningssällskap
50	Högbacka	Mathias	mathias@aktion.fi	Finland	Not Provided	Aktion Österbotten, landsbygdsutvecklingsorganisation
51	Segerström-Wester	Ida	ida@skordefest.ax	Finland	Informal	Skordefestens Vänner rf
52	Sevelius	Nina	nina.sevelius@slf.fi	Finland	Formal	Svenska lantbrukssällskapens förbund
53	Strandvik	Harriet	harrietstrandvik@gmail.com	Finland	Informal	Mathantverkarna på Åland r.f
54	Suontausta	Marita	marita.suontausta@maaajakotitalousnaiset.fi	Finland	Not Provided	Maa-ja kotitalousnaiset, Rural Women's Advisory Organization
55	Akermann	Grégori	gregori.akermann@inrae.fr	France	Informal	INRAE
56	Bardet	Florent	florent.bardet@cabi-group.fr	France	Informal	CABI GROUP
57	Beaugé	Thomas	reseaugaleizon@orange.fr	France	Informal	Centre Socioculturel Lucie Aubrac
58	Begue	Carole	carolebegue@yahoo.fr	France	Informal	Sole trader
59	Brit	Anne-Cécile	anne-cecile.brit@inrae.fr	France	Formal	INRAE
60	Delefortrie	Agnès	agnes@solanae.fr	France	Formal	Sole trader
61	Demonceau x	Anne	anne.demonceaux@normandie.chambagri.fr	France	Formal	Chambre agriculture de Normandie
62	Feller	Samuel	Samuel.feller@openfoodfrance.org	France	Formal	Open food network
63	Guinamard	Christine	christine.guinamard@idele.fr	France	Informal	IDELE
64	Jamier Videcoq	Mathilde	mjamier@madynco.fr	France	Informal	Mady & Co, PTCE au service des circuits alimentaires de proximité
65	Leduc	Caroline	caroline.leduc@protonmail.com	France	Informal	Sole trader
66	Mamdy	Ludovic	ludovicmamdy@free.fr	France	Formal	Coopaname Le Mans
67	Morizot-Braud	Françoise	cerd@wanadoo.fr	France	Formal	CERD
68	Oudiane	Eloise	oudiane.eloise@gmail.com	France	Informal	Sole trader
69	Peres	Juliette	juliette@fablim.org	France	Informal	FAB'LIM
70	Rouleau	Juliette	Juliette.rouleau@outlook.fr	France	Informal	Communauté d'agglomération
71	Triboi	Roxana	Roxana.triboi@gmail.com	France	Formal	Sole trader



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72	Baum	Doris	dbaum@lksh.de	Germany	Formal	Landwirtschaftskammer SH
73	Biberger	Sabine	sabine.biberger@aelf-ip.bayern.de	Germany	Not Provided	Amt für Ernährung, Landwirtschaft und Forsten Ingolstadt
74	Distler	Birgit	Birgit.distler@aelf-ck.bayern.de	Germany	Formal	Amt für Ernährung, Landwirtschaft und Forsten Coburg-Kulmbach
75	Gehle	Christine	christine.gehle@lwk-niedersachsen.de	Germany	Formal	Landwirtschaftskammer Niedersachsen
76	Gossner	Sophia	sophia.gossner@lfl.bayern.de	Germany	Informal	IFL Bayern
77	Gyllenstig	Anders-Maximilian	a.gyllenstig@bauernverband.net	Germany	Not Provided	Deutscher Bauernverband e.V.
78	Hensel-Lieberth	Anja	anja.hensel-lieberth@stmelf.bayern.de	Germany	Informal	Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten
79	Hoppe	Sabine	sabine.hoppe@lwk-niedersachsen.de	Germany	Formal	Landwirtschaftskammer Niedersachsen
80	Langenhorst	Beate	beate.langenhorst@lwk-niedersachsen.de	Germany	Not Provided	Landwirtschaftskammer Niedersachsen, AST
81	Maier	Carmen	carmen.maier@bioland.de	Germany	Informal	Bioland e.V.
82	Meyer	Wiebke	wmeyer@lksh.de	Germany	Formal	Landwirtschaftskammer Schleswig-Holstein
83	Ostler	Wolf	wolf.ostler@lwk-rlp.de	Germany	Informal	Landwirtschaftskammer Rheinland-Pfalz
84	Raupers-Greune	Sandra	sandra.raupers-greune@lwk-niedersachsen.de	Germany	Formal	Landwirtschaftskammer Niedersachsen
85	Wissmann	Anna	wissmann.anna@gmail.com	Germany	Informal	Research Institute for Regional and Urban Development (ILS)
86	Zeller	Heike	zeller@aheu.bayern	Germany	Formal	aHEU - Regionale Vermarktungsstrategien
87	Kujáni	Katalin	kujanikatalin@gmail.com	Hungary	Informal	Kujáni Advisory Service
88	Matus	Dóra	matus.dora01@gmail.com	Hungary	Informal	MyFarm Kft. / Paksi Spájz
89	Szegedyné dr. Fricz	Ágnes	szfriczagnes@gmail.com	Hungary	Informal	Kislépték Egyesület
90	Sztanev	Bertalan	sztanev@yahoo.com	Hungary	Informal	Borért Egyesület
91	Zdenkó-Károly	Ildikó	ildiko.karolyne.zdenko@am.gov.hu	Hungary	Informal	Agrárminisztérium
92	Buiani	Aldo	aldobuiani@gmail.com	Italy	Formal	Distretto Sardegna BIO; Consorzio di Tutela Malvasia di Bosa; Consorzio di tutela Vernaccia di Oristano;
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