

Innovation in agricultural marketing: A cross-national analysis in France, Switzerland, Italy and The Netherlands

Anne-Charlotte Dockès, Christèle Couzy, Francesca Guidi, Adanella Rossi, Carljin Savelkoul,
Erik Thévenod-Mottet and Olivier Roque

Characteristics of direct marketing: the 4 case studies

The main new innovations in a traditional field

- ✓ Selling by Internet
- ✓ Collective shops
- ✓ New circuits and direct relations between producers and consumers in groups

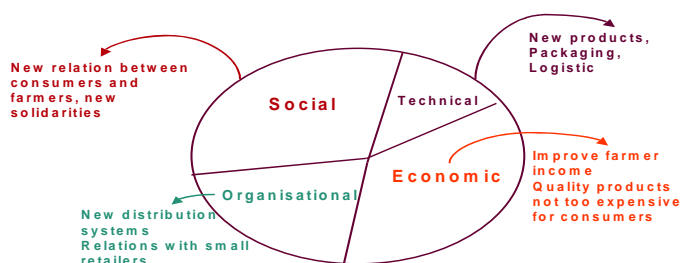
Table: Direct marketing is more or less developed

	N° farms	N° direct marketing	% direct marketing	Evolution
FR: France	660.000	102.000	15%	↘
IT: Italy	1.600.000	600.000	37,8%	↔
NL: The Netherlands	82.000	4.500	5,5%	↔
CH: Switzerland	63.000	13.000	20,8%	↗

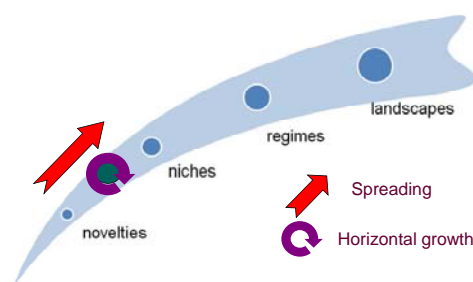
Case studies	Emergence		Up-scaling	
	context	initiators	characteristics	questions
Solidarity purchasing groups (IT)	Food relocalisation, food quality strategies	Citizens, consumers	Informal actors' network	Institutionalisation ? How involve more farmers ?
Community Supported Agriculture (CH)	Alternative way of life and improve income	Producers and / or consumers	Informal Formal (public policies)	Competitiveness ? Evolution ?
Collective shops (FR)	Improve income and make s.th. new	Producers	Informal (actors' network) Formal	Competitiveness ? Human aspects
Collaborative marketing initiatives (NL)	Protection of environment	NGO and some producers	no up-scaling	Logistic problems

Dimensions and dynamics of innovation in direct marketing

The main dimension of innovation



The dynamics of innovation in direct marketing: innovations remain at small scale, but have two ways of up-scaling



Conclusions and recommendations

The main explanatory factors in our case studies have been the innovation dynamics, the actor systems and the evolution of the consumption models in different European countries.

The development of innovations can be based on at least three diverse patterns:

- 1- Interaction between peers
- 2- Development supported by local policy makers
- 3- Development with the help of extension services

Synergies between local and rural development, and networking between innovative projects are essential to support innovation in agricultural direct marketing.

Recommendations to facilitate innovations: emergence and up-scaling are different

