

Short food circuits with a social dimension, through the lens of social innovation

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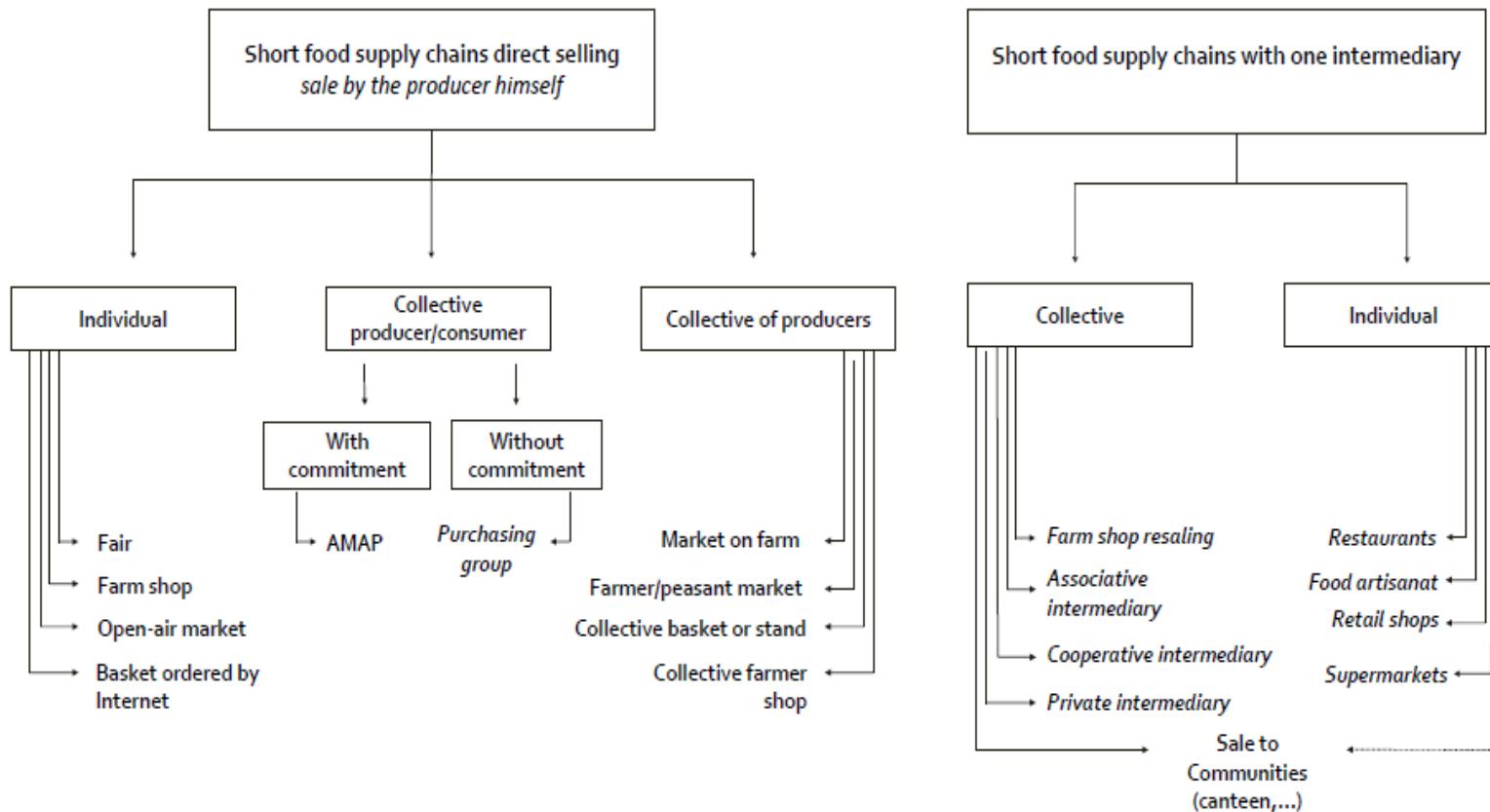
Avec la contribution financière
du compte d'affectation spéciale
«développement agricole et rural»

Conference innovation, European Parliament, Brussels, 8 of November, 2018

The reviving of short food circuits in France

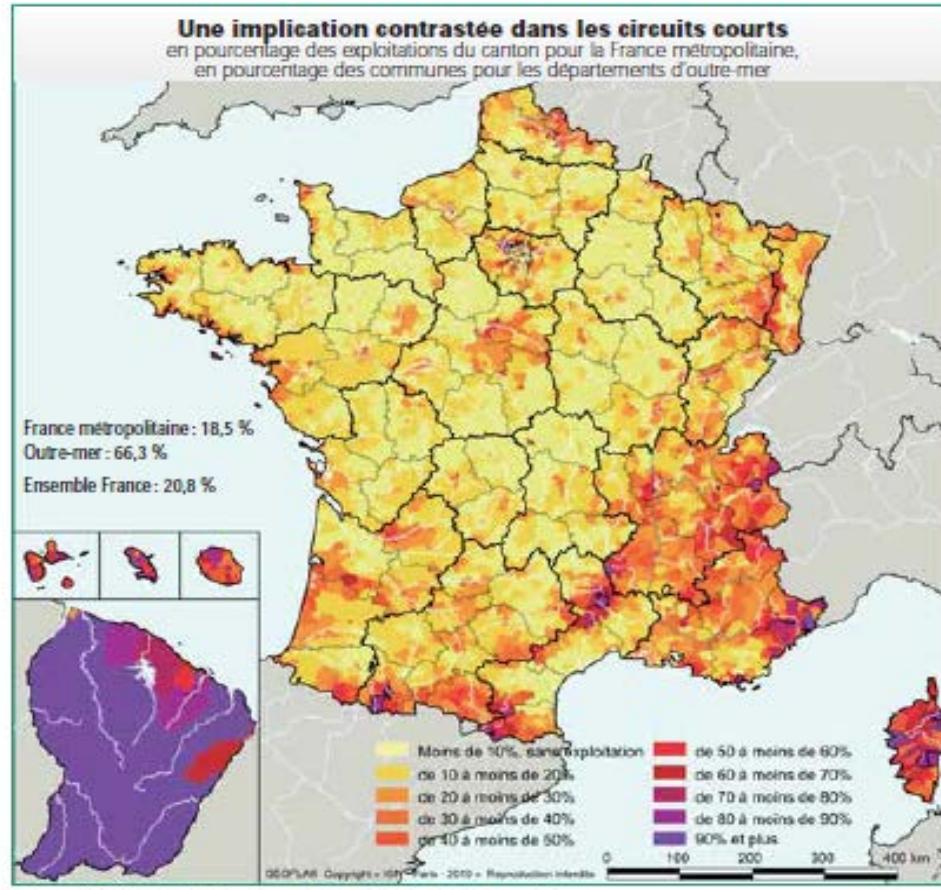
- Direct selling is part of the history of agriculture and territories in France (and Southern Europe), but reduced to a diversification activity until recently
- Renewed interest for 'short food circuits' from the end of the 1990s (mad cow crisis, emergence of AMAP equivalent to CSA, agricultural crisis...) and put on the political agenda : official definition in 2009 and programme of development (« Plan Barnier »)
- A profusion of innovative initiatives in territories, with a growing support of local authorities (esp. cities), and included, since the Agricultural Law of 2014, in the « Projets Alimentaires Territoriaux »

The reviving of short food circuits in France



The reviving of short food circuits in France

□ Producers



Honey
Fruits and vegetables
Goat cheese



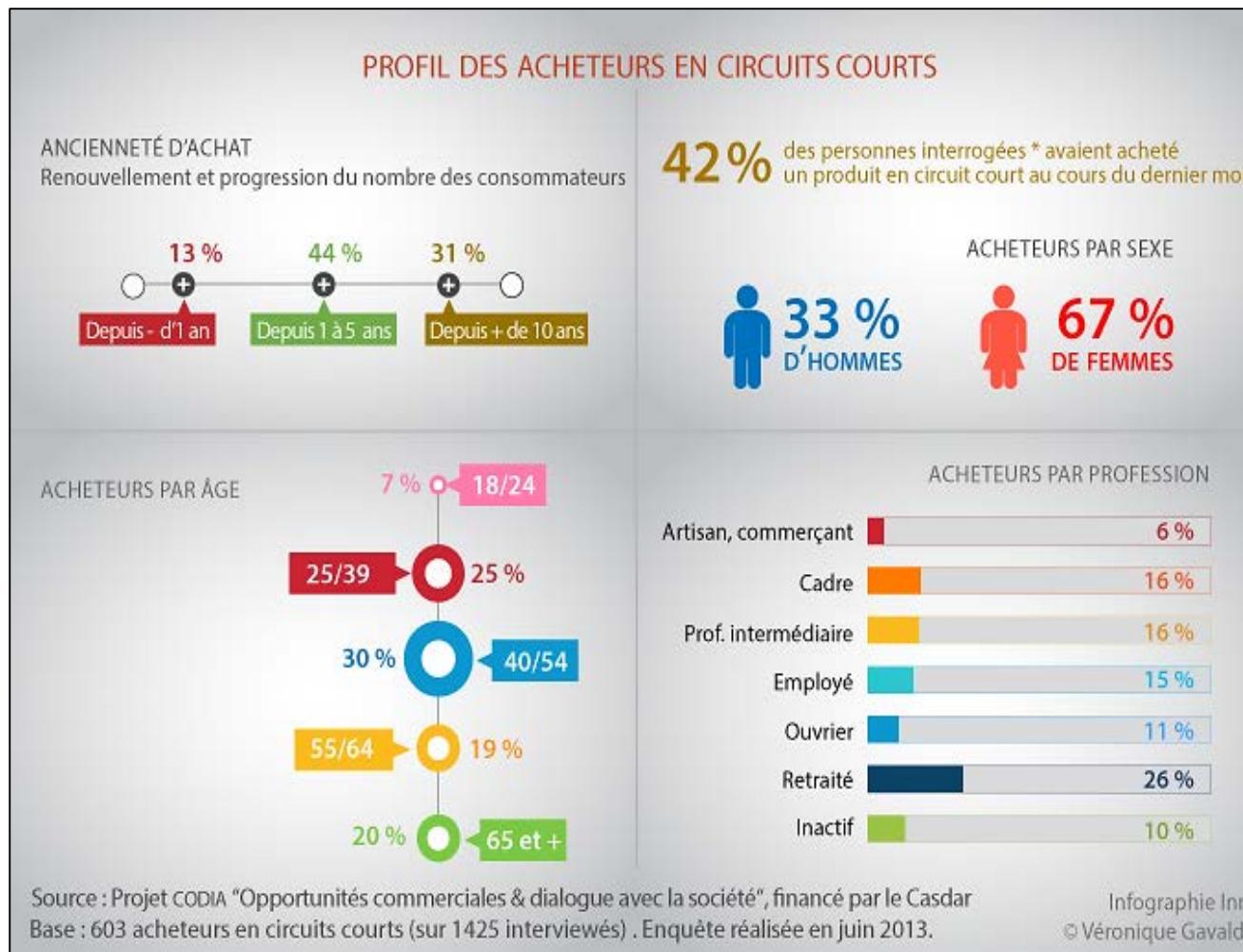
Beef meat
Dairy products
Cereals



2018 : Food processing in expansion

The reviving of short food circuits in France

□ Consumers



2013 :

- 10% of total food expenditure in France
- Democratization

(national survey, GRET-INRA-INC)

An analysis through the lens of social innovation

- Innovation still often reduced to technological innovation and endowed actors
 - Social innovation (a notion emerged in the 1970s) as a new perspective to consider other processes, actors and finalities, but not limited to social finalities in relation with poor people
 - An institutional definition in Europe (BEPA, 2011): initiatives aiming at responding to ***social needs*** which are not satisfied by markets nor public policies, and contributing to the welfare of communities and individuals, through participatory processes
 - **More largely, three main conceptions, illustrated by short food circuits ‘with a social dimension’:**
 - modernisation of public policies by implication of citizens: ex. Projets Alimentaires Territoriaux,
 - social enterprises, social business : ex. Ruche-qui-dit-Oui, mixing an online platform and a ‘farmer market’,
 - local bottom-up citizen-driven action, ex. AMAP (CSA)
 - Strong vs. weak innovations: analysis of their transformative capacities, in relation with their trajectory
- A specific interest for short food circuits which evolve from weak to strong social innovations = paths of transition of the food systems

Two examples, for and by the people

- 1) Local procurement of food aid in France: experimentation in 2010 with the Restos du cœur; diffusion in other solidarity organisations (France, Europe)
- 2) New device to signal 'local' and 'sustainable' food, coming from direct selling (green) or 1 intermediary (orange), in open-air markets; collective definition of 'local' and 'sustainable' by a local committee (sellers, consumers, local authority), and participatory control



A free collective trademark, **Ici.C.Local**, co-owned by INRA and a local authority; diffusion in France and Europe

No exclusion but limitation of long circuits (purple)

Two examples, for and with the people

- Reappropriation of food by consumers and social beneficiaries
- New statutes for them (from passive consumers, beneficiaries to actors, skilled, enacting solidarity...)
- Social and economic revalorization of middle-agriculture and local food processors
- Ecologization of practices of producers, consumers, food processors
- Contribution to institutional change (social policies and food policies, INRA's strategy...)

→ virtuous pathes of transition, from weak to strong social innovations, **but conditioned** by the activation of horizontal, learning relations

→ a condition **not always satisfied** in short food circuits, even 'with a social dimension'

→ implementation of a **participatory observatory of transition from short food circuits** (*from participatory plant breeding and through local food processing*) in France (and Europe?)

→ contribution to social innovation literature

Resources, contact

- **RMT Alimentation Locale** : <http://www.rmt-alimentationlocale.org>
- **Website Ici.C.Local** : <http://www.sad.inra.fr/Partenariat-innovation/Ici.C.Local>
- Philippon P., Chiffolleau Y., Wallet F., 2017. *Et si on mangeait local ? Ce que les circuits courts vont changer dans mon quotidien.* Quae
- Chiffolleau Y., Loconto A. (eds), 2018. Social innovation in food and agriculture: old wine in new bottles? Special issue of the *International Journal of Sociology of Agriculture and Food*, forthcoming (last issue 2018).
- Chiffolleau Y., 2019. *Les circuits courts alimentaires, entre marché et innovation sociale.* Erès.



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