

Embedding Values and Place in Food Supply Chains

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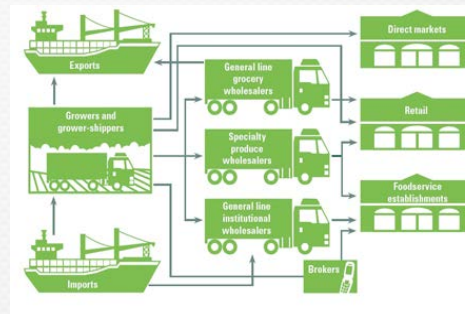
My “place” in the food system



Production



Distribution



Consumption



My “place” is also home of McCain Foods International



Potatoes are grown on McCain land (Valley Farms Ltd) enriched by McCain fertilizer (McCain Fertilizers Ltd) using McCain seed (Foreston Seed Co. Ltd). Harvesting is done with McCain machinery (Thomas Equipment Ltd) and the harvested potatoes are either stored in McCain facilities (Carleton Cold Storage Co. Ltd), sent to McCain's plant for processing (McCain Foods Ltd) or sold fresh. In the latter case, the potatoes are handled by McCain shippers (McCain Produce Co. Ltd) which use McCain trucks (Day and Ross Ltd) to move them to McCain storage facilities (Bayside Potato Port Ltd) at the point of shipping. The processed potatoes can similarly be moved in McCain trucks (M. & D. Transfer Ltd) for shipment abroad where one of McCain's sales distribution systems (McCain International Ltd) handles the marketing (Senopi, 1980: 34-35).

Food supply chains: Linear Farm to Fork Model



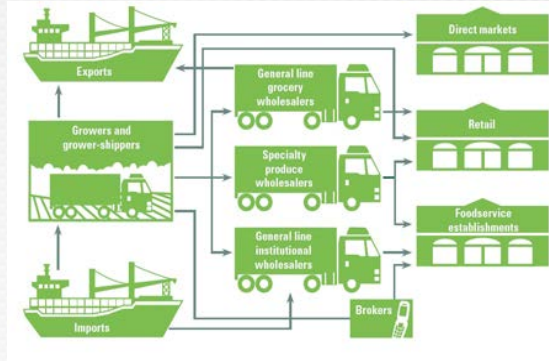
Production



Processing



Distribution



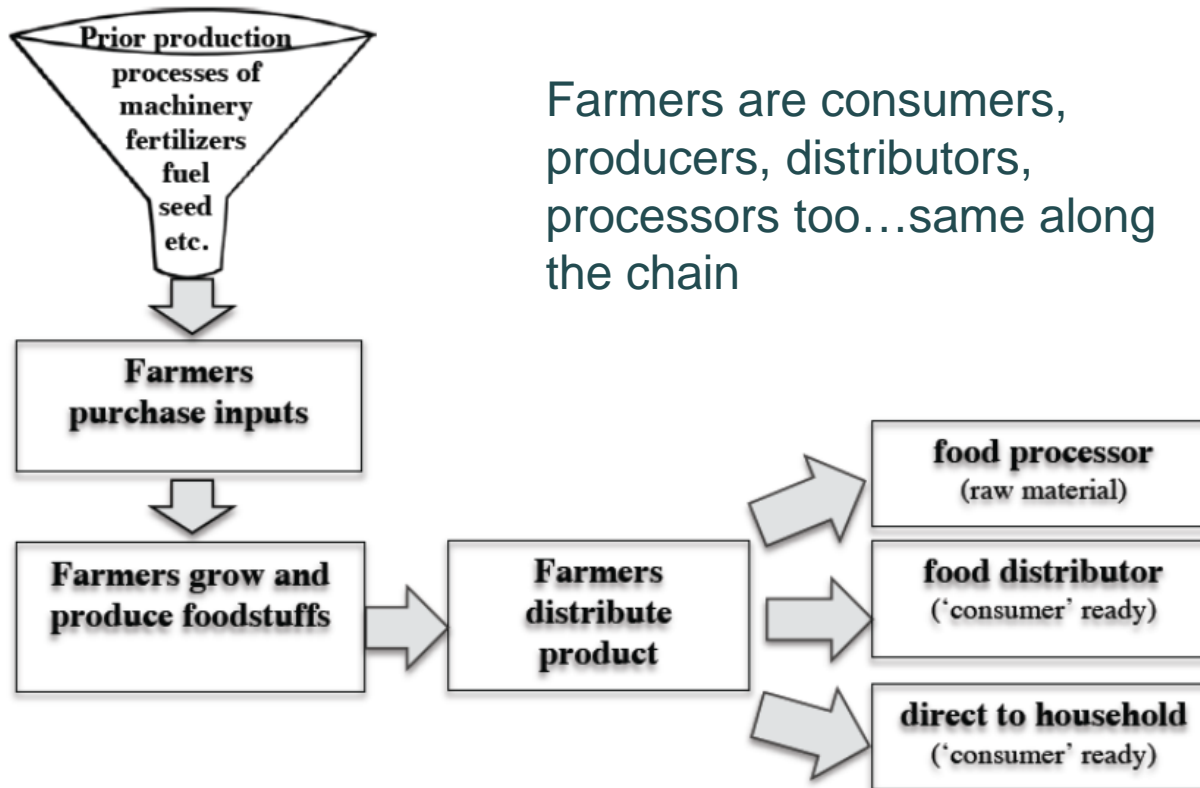
Consumption



Waste

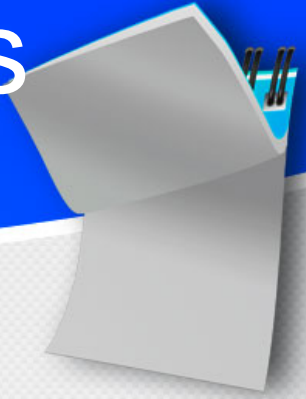


Food systems: Are Complex not linear



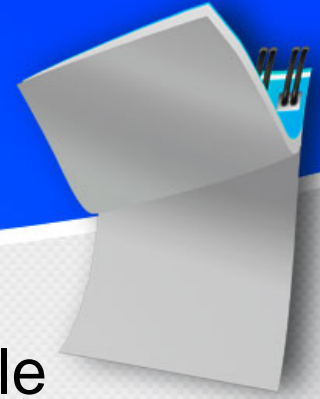
Farmers are consumers, producers, distributors, processors too...same along the chain

Supply chains ⇒ Value chains



- Economic values = \$\$, returns on investment, revenue streams
- Nutritional values = RDAs, fibre, whole, raw foods
- Cultural values = traditions, foodways, rituals
- Ethical values = fair, social justice
- Ecological values = nature, human-animal relations

Food value chain



- ? Were production practices ecologically sustainable (Renting et al., 2003; Marsden et al., 2000)?
- ? Are the foods free of pesticides, GMOs and other additives (Winson, 2014)?
- ? Were working conditions favourable and were employees fairly compensated for their contribution (Barrientos, 2001; Gereffi et al., 2008; Brown, 2013)?
- ? Is food preparation inside the family home and in particular women's reproductive labour recognized as an essential contribution to the food supply chain (Delphy and Leonard, 1992)?

Multiple Producer Models



Local Industrial



Global Industrial



Global Organic



Competing value systems = competing food systems



Alternative food movement	Industrial food model
<ul style="list-style-type: none">• Organic• Local (short supply chain)• ‘Human’-scale• Fair and just social production processes• Wholesome ‘raw’, slow food• ‘Know your farmer’	<ul style="list-style-type: none">• Chemical fertilizers, GMO• Global (long supply chain)• Industrial-scale• Exploitative relations an integral and accepted part of production• ‘Pseudo-food’, fast food• ‘Brand loyalty’ (‘no name is a brand)

Consumer 'value'



- product value
- process value
- location value
- emotional value

Dagevos and Van Ophem (2013)

Consumer actions depend on intersectionality axis

