



Dipartimento di
Economia e Statistica
"Cognetti de Martiis"



Dipartimento di
Culture, Politica e
Società



Dipartimento di Scienze
Agrarie, Forestali e
Alimentari



Dipartimento di Scienze
economico-sociali e
matematico-statistiche

Workshop

Alternative Food Networks: an interdisciplinary assessment

October 25, 2016

Dept. of Economics and Statistics "Cognetti de Martiis" Seminar Room (3D136)

The workshop presents the results of the research project "Alternative Food networks: an Interdisciplinary assessment" (AFNIA), funded by Progetti d'Ateneo – Fondazione San Paolo. AFNs are those forms of marketing chains for which consumer-producer relationship is not only mediated by purely commercial operators and/or for which the product has special symbolic values for consumers linked to its origin and/or the marketing chain develops in a short distance. AFNs are often viewed as desirable on social grounds, being based on direct connections between consumers and producers creating a local network based on trust and common definitions of quality and arguably cheaper for consumers, and as more environmental friendly for society. The project aimed at assessing these properties and to analyse the social, economic, and environmental sustainability of AFNs (more specifically, two specific AFNs, i.e., direct sales by farmers and Solidarity Purchasing Groups) from a comprehensive point of view, using economic, sociological, geographical and environmental approaches. The results of the research will be discussed in the workshop with invited experts.

Program:

9.00 – 11.00

- Alessandro CORSI: Introduction: the AFNIA research project

Session 1: AFNs from the consumers' viewpoint

- Filippo BARBERA, Joselle DAGNES, Roberto DI MONACO: Consumers' quality conventions in alternative, conventional and high-quality food chains
- Alessandro CORSI, Silvia NOVELLI: Non-monetary determinants of the participation to the AFNs and its value for consumers
- Cristiana PEANO, Nadia TECCO: The environmental quality factors sought by consumers in alternative and conventional market channels

11.00 – 11.15: Coffee break

11.15-12.45: Session 2: AFNs from the operators' viewpoint

- Alessandro CORSI, Silvia NOVELLI, Giacomo PETTENATI: Determinants of farmers' participation to direct sales
- Silvia NOVELLI, Alessandro CORSI: The economic sustainability of Solidarity Purchasing Groups (*Gruppi di Acquisto Solidale*)
- Paolo GIACCARIA: The making of quality for an AFN product from the producers' perspective

14.30 – 16.30

Session 3: Environment, territory, and AFNs

- Cristiana PEANO, Nadia TECCO, Vincenzo GIRGENTI: Environmental impact assessment of AFNs and conventional chains
- Egidio DANSERO, Giacomo PETTENATI: Geographical distribution of AFNs
- Egidio DANSERO, Giacomo PETTENATI: Organization of the AFNs at different geographical scales and their role in *reterritorializing* the food system

Discussants:

Tomaso Ferrando (University of Warwick), Maria Fonte (University of Naples), David Gibbs (University of Hull), Giovanni Orlando (Train2Move, University of Turin), Filippo Randelli (University of Florence), Cristina Salvioni (University of Chieti-Pescara), Francesco Sottile (University of Palermo)