

WORKSHOP 1 REPORT



**20TH OF
MAY 2019**



ABOUT THE WORKSHOP

The first workshop was held on the 20th of May at Ekskäret Klustret in Stockholm city between 9am and 4pm. All partners were invited to the event. The focus of this first workshop was to (1) get to know the partners better, and (2) start the work of identifying the sub-problems by examining the data streams and barriers/obstacles.

The following organizations attended the workshop:

- Stockholm University
- Swedish Agricultural University
- RISE
- Department of Agriculture
- Stockholm Environmental institute

- Goda Gotland
- Grönt Centrum
- IBM
- N-Core
- Swedish Consumer Agency
- Fläckerud Production
- DeMing

Examining the gender distribution we had 10 women and 8 men and the workshop methodology and leaders ensured that all participants were allowed to express their ideas and views in a positive and accepting atmosphere.

The workshop was divided into three different parts each moving deeper into the problems at hand and designed to help the project identify the interesting aspects and sub-problems that should form the basis for the continued work.



RESULTS: SUB-CHALLENGES

The result of the workshop is presented as a list of possible problems or sub-challenges that we identified during the workshop. As part of the analysis various topics have been grouped together when dealing with the same issue but from different stakeholder perspectives. The raw material has been attached as appendix to this summarizing report.

1

Information availability, exchange, and transparency

A central problem in the food industry and the food chain is that there is a predominant view that information about food (in any form or shape) is a competitive advantage and very often seen as proprietary. This leads to a lack of information throughout the food-chain leading to sub-optimization and non-sustainable behavior. Each step of the food-chain withholds some information and by the time it gets to the consumer the information about the food essentially boils down to where it is from and when it was produced. Another issue is that of how data is shared, there is a lack of standards and agreements.

2

Identification

In order for any system to function properly whether it is a crowd sourced reporting system or government mandated a clear way of identifying the various stakeholders and food items is needed. Today there is no plausible way to readily identify a plot of land, a farmer, or a specific food item such as an apple or tomato. This creates a vacuum where innovation and new types of ideas and solutions are lagging behind. The notion of identification is central to all forms of tracing and the ability to follow a crop or a food item.

3

Forecasting

Farmers today have little or no good models and methods for forecasting for example weather, price development etc. This leaves them in a situation where they are forced to base their sometimes large investment decisions on gut feeling or in some cases dumb luck. The development of forecasting models that also incorporate sustainability as a variable are crucial to a living and successful agricultural landscape and Swedish production.



4

Data quality and trust

The overall problem here is that of trust, can we trust the data that is given to us? The lack of information makes it nearly impossible to check labeling like KRAV, Msc, Fairtrade etc. How do we know they actually live up the standards they say they are. The problem of data-quality as in any industry is apparent. The data that is available is it correct, does it convey the right message, time sensitivity and so on. There is also the fact that we have conflicting data leading to contested truths.



5

Simplistic view of a complicated problem

Examining the issue of sustainability is also problematic since we today deal with a quite simplistic view of a complicated issue. There is a lot of talk about the carbon footprint of food but that does not tell the whole story. What about bio diversity, water, worker safety and well-being.... The problem is how to create an understandable holistic view of a very complicated issue that people actually understand and can use and benefit from.



6

Behavior and the need of reliable information

Consumers and other stakeholder in the food-chain want to act sustainable but at the moment it is hard to understand and to get access to the needed information. How do I as a consumer act more responsibly with regards to waste, what can I do with my waste, what are good and bad products etc. These are all serious issues that the consumer and other stakeholders face on a daily basis. At the moment available information is abstract and incomplete and in many cases hard to understand.



7

Footprints and understanding

Stakeholders in the food-chain are having problems understanding their footprint, their impact on the environment. For example how can a farmer understand the full life-cycle of his/her activities, this entails energy, packaging, transport, fuel etc. This is of course key for all stakeholders since understanding your own impact is the start to change and improve.



8

Smart and efficient transports

The transport industry has a long tradition and has in many respects found a working model that optimizes transportation. With that said it is not necessarily from a sustainability standpoint rather an economical one. Transportation has issues with time dependencies and synchronization among other things. The question then is how can transportation solve the last mile issue allowing for Farmers market 2.0, how do we efficiently use existing transportations to maximize utilization etc..