INNOVATION IN FOOD SYSTEMS TO DEAL WITH MEDITERRANEAN CHALLENGES

IoT Vertical and Topical Summit for Agriculture
08-09 May 2018 – Tuscany, Italy

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Mediterranean societies face environmental and social issues

- Water scarcity and climate change
- Changes in dietary choices
- Unbalanced growth of population
- Nexus Water Energy Food
Mediterranean societies face lack of integration issues

Within the supply chain
- Low collaboration
- High bargaining power of distribution, compared to upstream

Within the sector
- Lack of cooperation among producers
- Lack of information

Within the food system
- Among regional actors
- Among farmers and investors
- Lack of logistic support
Mediterranean agriculture to sustain its peoples and the planet is now threatened by several issues:

- Unsustainable agriculture production and limited agricultural diversification
- Decline in food culture and food sovereignty, highlighting the struggle between modernity and tradition
- Limited agricultural diversification
- Water scarcity and poor water management
- Overexploitation of natural resources, including loss of soil fertility and agricultural biodiversity
- Food loss and waste
- Increasingly poor nutritional value of food products and diets
Features to deal with existing challenges

1. Issues do not know borders - People need to work together
2. Technological and social Innovation are fundamental
3. We need to have better distribution of profitability along the food value chains
4. Education is important
1. Issues do not know borders – People need to work together

A world without borders means Trust, Understanding, Freedom, Brotherhood, Cooperation, Proof of Humanity

Cross-border contract farming as an important agriculture sector strategy for poverty reduction.

Cross-border provide higher levels of access to services

Cross-border allows high levels of overall satisfaction for all members involved
2. Technological and social Innovation are fundamental

<table>
<thead>
<tr>
<th>Lack of entrepreneurship</th>
<th>Low investments in R&amp;D</th>
<th>New products opportunities</th>
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<tbody>
<tr>
<td>• Operational and cultural difficulties to plan, also due to limited generational handover</td>
<td>• Difficulties in connections with research centers</td>
<td>• Greater attention to Health and Sustainability</td>
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<tr>
<td>• Strategies mainly based on price rather than on quality</td>
<td>• Lack of green investments</td>
<td>• Dietary shifts</td>
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<td>• Integrated thinking &amp; integrated reporting</td>
<td>• Large availability of data</td>
<td>• MED Biodiversity</td>
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<td>• Traceability</td>
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3. We need to have better distribution of profitability along the food value chains

- It is FAIR (farmers livelihood, natural resources, food security)
- It is CONVENIENT (economical convenience)
- Rules to be respected
- It is encouraged by SMART FOOD VALUE CHAIN LEADERS - bigger companies give greater attention to SDGs (from Purpose to action)
4. Education is important

- Enhance collaboration and communication among farms and firms
- Change mind-set
- Provide education and extension services
- Introduce Innovation brokers
- Implement Supply chain contracts
- Adopt Innovation in Business model
MOOC - Sustainable Food Systems: A Mediterranean Perspective

This course discusses the challenges and opportunities of the agricultural sector in the Mediterranean basin, such as:

1- Global-to-local challenges related to achievement of the Sustainable Development Goals (SDG);
2- Outlines the history and culture of agriculture and its main characteristics with a focus on the "Mediterranean diet";
3- Explains agricultural data with a focus on rural development models and value creation;
4- Explores EU policy frameworks and international agreements related to food and agriculture in the Mediterranean;
5- Highlights emerging opportunities linked to innovation and sustainability in the sector.
https://courses.sdgacademy.org/learn/sustainable-food-systems-a-mediterranean-perspective-on-demand