



## Reconnecting consumers and producers: dynamics, diversity and potentials of alternative food networks

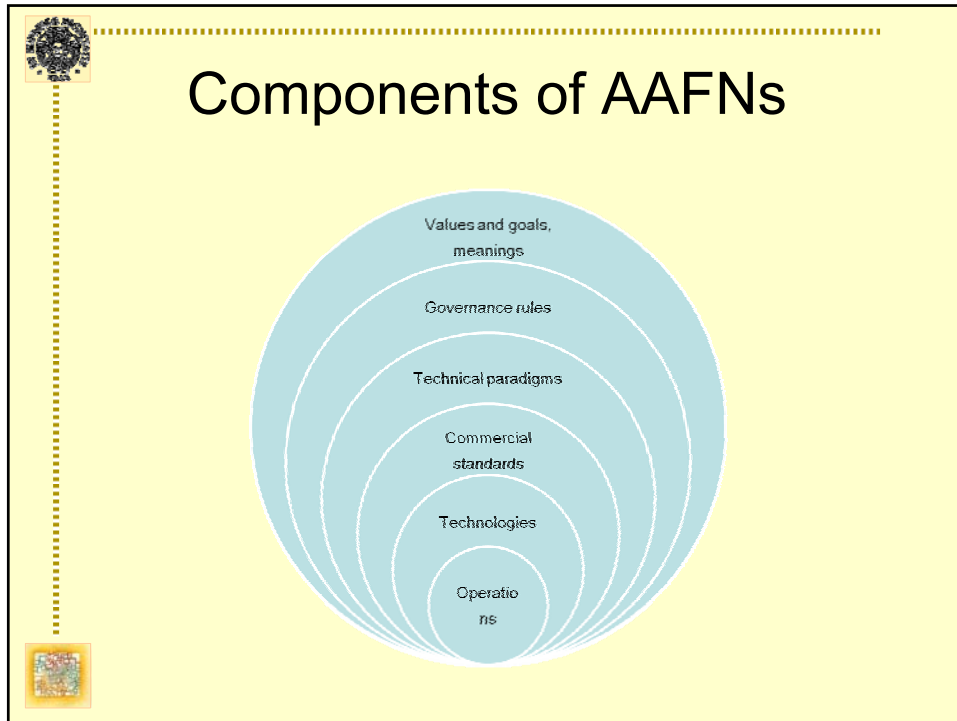
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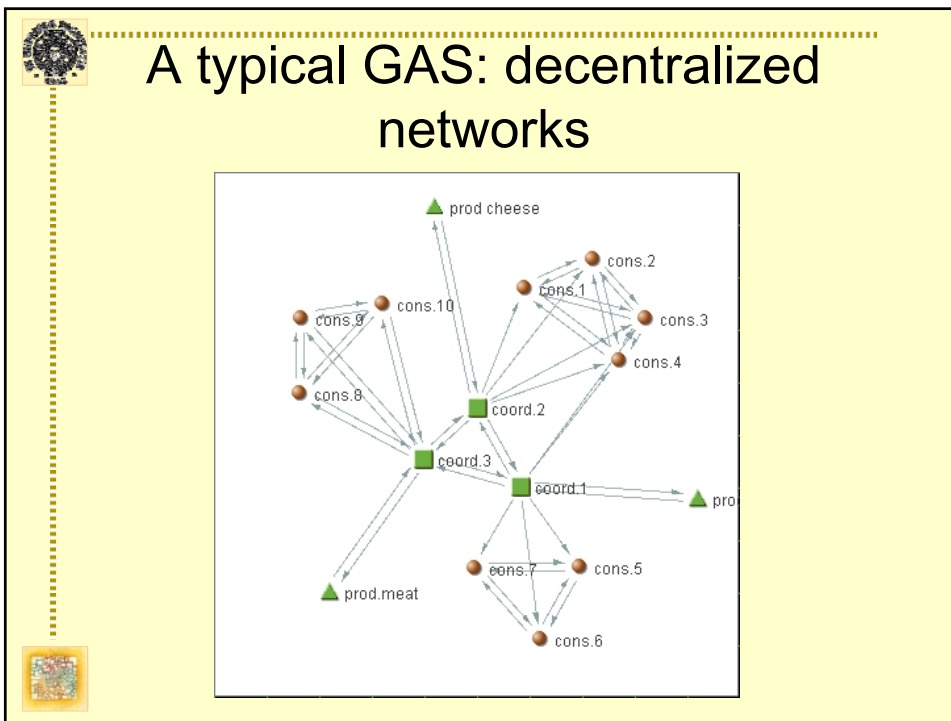
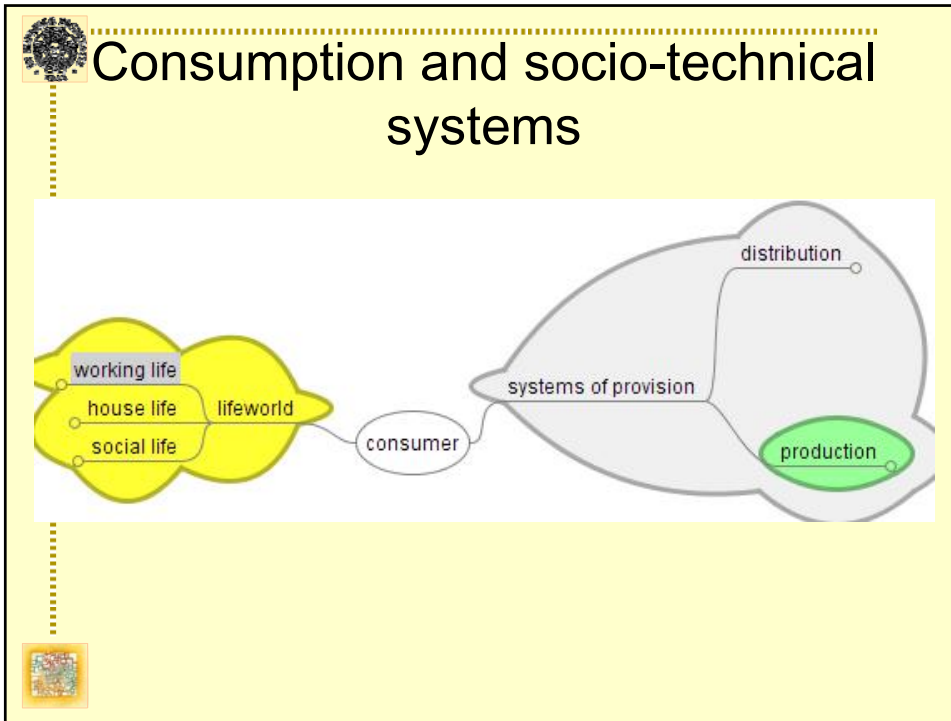


## AFN numbers in Italy

- 200 + farmers' markets
- 500 + GAS
- 5300 + direct selling
- 791 + organic school procurement
- 190 + organic restaurants
- 114 + organic specialized outlets









## Solidarity purchasing groups: organizational principles

- Self organization and co-production of logistics;
- Agreements with producers;
- Social control of quality through a dialogue with producers;
- Attention to food miles and reduction of packaging;
- Seasonal and organic;
- Promoting trust and discussion within the network;
- Not only food!



## Self organized farmers' markets





## Coldiretti Farmers' markets



## EffeCorta





## Fierucola



## What can David AAFNs against Goliath retailing?

- Against conventionalization
- Against appropriation
- Against niche confinement





## Consumers as drivers of change

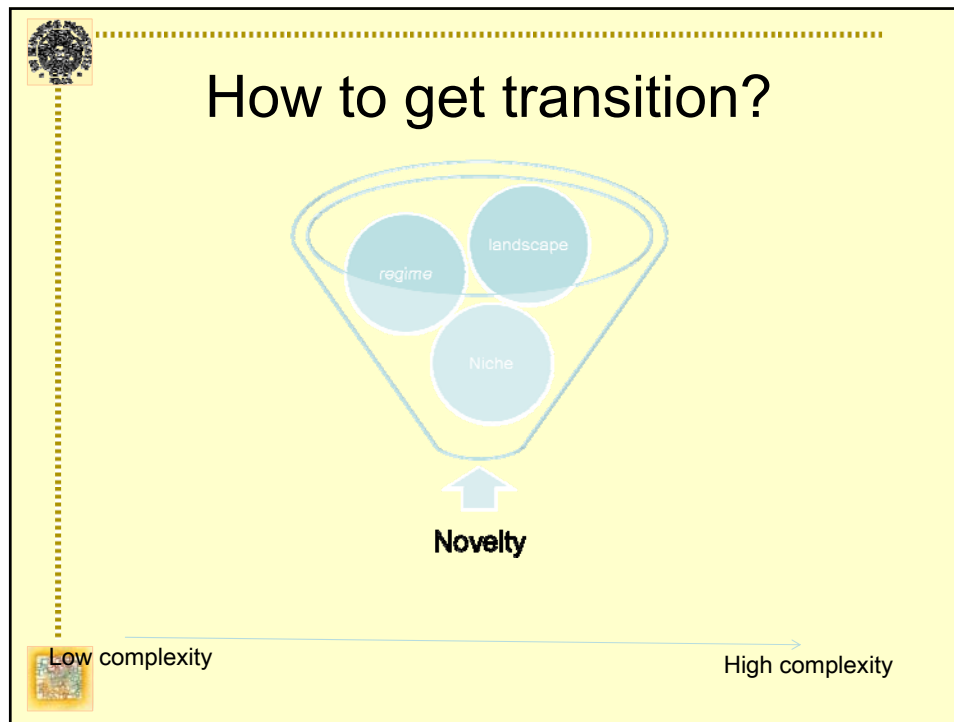
- Perform freedom of choice in a radical way
- Participate to food movements aimed at changing rules of the food system
- Co-producing new systems of food provision
- Reconfigure the way food is embodied into socio-technical practices





## How does innovation take place?

	Actors		Rules		Artifacts	
<i>Problem</i>	<i>Innovation</i>	<i>Critical points</i>	<i>Innovation</i>	<i>Critical points</i>	<i>Innovation</i>	<i>Critical points</i>
Getting coherence between personal values and consumption behavior	Peer-to-peer vs. individual interaction with retailers	Political or ethical differences between members	GAS values and criteria vs. commercial standards	Rules not well defined and conflicting concerns	New sets of available goods, tools, infrastructures	Coherence among them, existing built environment







- ## From niches to regimes
- From food to other goods
  - Synergies social farming / organic / GAS at farm level
  - Regional, national, international networking
  - Local links GAS / farmers' markets / direct selling
  - Link up to food movements and consumers' organization
  - 'Solidarity districts'
  - Adoption of principles and technologies by the conventional chains (?)
  - Obtaining changes in existing rules



## Conclusions

- We need dreamers
- Communication key of transition
- Acting on more levels
- Consolidate hybrid networks
- Go beyond!



## Thank you!