

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 41

Food value chain canvas to identify the potential for sustainable innovation in value chains

The food value chain canvas is a coaching tool to analyze the potential for sustainable innovation in an organization's value chain or product. It can be used in coaching settings with single clients or in a workshop with multiple clients. Before using the method, the coach/expert should have gained a basic understanding of the organization's value chain and why it needs to be changed. This can be achieved through a short interview.

How?

The method begins with visualizing the target value chain from cradle to cradle, for example on a whiteboard or a flip chart. The food value chain canvas then utilizes the value proposition and unique selling proposition as an entry point to depict the innovation potentials. The coach/expert guides their clients through this process by asking questions and helping them to better understand the need for change. Leading questions can be:

- What is the state of the value chain?
- What is the Unique Selling Proposition (USP) of the product, and is there a demand to change it?
- What values are created along the value chain, and are these values reflected in the qualities of the product?
- How can the value creation be altered towards sustainability goals?

Relevance:

The food value chain canvas focuses on both the organizational perspective, based on the business model blocks, and the value chain perspective. It can be extended through strategic stakeholder mapping, hotspot analysis, and creative approaches such as design thinking.

Authors

Eva Arhar
Simon Berner

Affiliation

FH JOANNEUM

Contact

eva.arhar@fh-joanneum.at

simon.berner@fh-joanneum.at

End Users

Farmer & Cooperative,
Industry & Retail,
Technology provider

Country

Worldwide



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 41

Links for additional information

[HTTPS://WWW.FH-JOANNEUM.AT/EN/PROJEKT/FAIRCHAIN/](https://www.fh-joanneum.at/en/projekt/fairchain/)



[FairchainEU](#)



[FAIRCHAIN EU](#)



www.fairchain-h2020.eu

All Practice Abstracts prepared by FAIRCHAIN can be found [here!](#)

ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



DISCLAIMER

This Practice abstract reflects only the author's view. The FAIRCHAIN project is not responsible for any use that might be made of the information it contains.

LICENCE

This Practice abstract is licensed under a [Creative Commons Attribution 4.0 International Licence](#)



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.