

WP 1.4 INNOVATIVE CONSUMER-DRIVEN FRUIT SUPPLY CHAINS

Leader	WUR-LEI (Wageningen UR-Agricultural Economic Research Institute)-Netherlands: Ruud van Uffelen
Other participants	WAU (Warsaw Agricultural University)-Poland, WUR-PPO (Wageningen UR-Plant Research International)-Netherlands, UPM (Universidad Politecnica de Madrid)-Spain, AUA (Agricultural University of Athens)-Greece.
<p>OBJECTIVES</p> <ol style="list-style-type: none"> 1. To investigate the rationales underlying consumer driven, innovative, and cost efficient fruitsupply chains. 2. To unveil critical success factors for chain performance. 3. To adopt an integrated perspective, including interrelationships between chain actors. 4. To embed relevant concepts, possibly chain structure and co-ordination, partnerships and other relationships, supply chain responsiveness and flexibility, and business environment. 5. Provide an overview of successful supply chain management practices and formulate recommendations and critical success factors. 	
<p>TASKS</p> <p>Task 1.4.1: Model for Chain management and organizational innovativeness</p> <p>Task 1.4.2: Case-study European Fruit Industries</p>	

WP 1.4 Innovative consumer-driven fruit supply chains (INNOCHAIN) Leader: 10. WUR-LEI: Ruud van Uffelen, MSc. Partners: 38 WAU; 8. WUR-PPO; 24. UPM; 29. AUA. (work period: 12-36 months).

The objectives are:

WP1.4 deploys research output of WP1.1 and WP1.2 and is strongly related to WP 1.3 and WP 1.5.

It will also provide valuable input to the formulation of research guidelines that will be used in other pillars (3, 4 and 5).

Task 1.4.1: Model for Chain management and organizational innovativeness. A theoretical

framework will be developed, based on major scientific publications in the fields of supply-chain management, product innovation, industrial organization, and organizational behaviour. The approach elaborates and extends existing work on organizational innovativeness, which focuses on determinants of individual organizations development, adoption of innovations but largely ignores innovativeness on supply chain-level. The theoretical framework provides insight into the factors that drive fruit-supply chain performance. Those factors include the role of chain structure, coordination, and relationships (objectives 1, 2, 3).

Task 1.4.2: Case-study European Fruit Industries. Based on theoretical findings and insights from the industry, key performance indicators are formulated that focus on consumer orientation with respect to product benefits such as quality, safety, availability, convenience, price, and health, chain innovativeness, and cost efficiency. The approach continues with multi-level benchmarking of several case-studies of significant and successful existing innovative and consumer driven supply chains in the European fruit industry. The fresh fruit industry, frozen fruit and the processed fruit industry are analyzed separately. Best practices and critical success factors will be identified based on performance assessment of cases in several countries (objective 4, 5).