



Social Interaction and Collaboration in Organic Food System



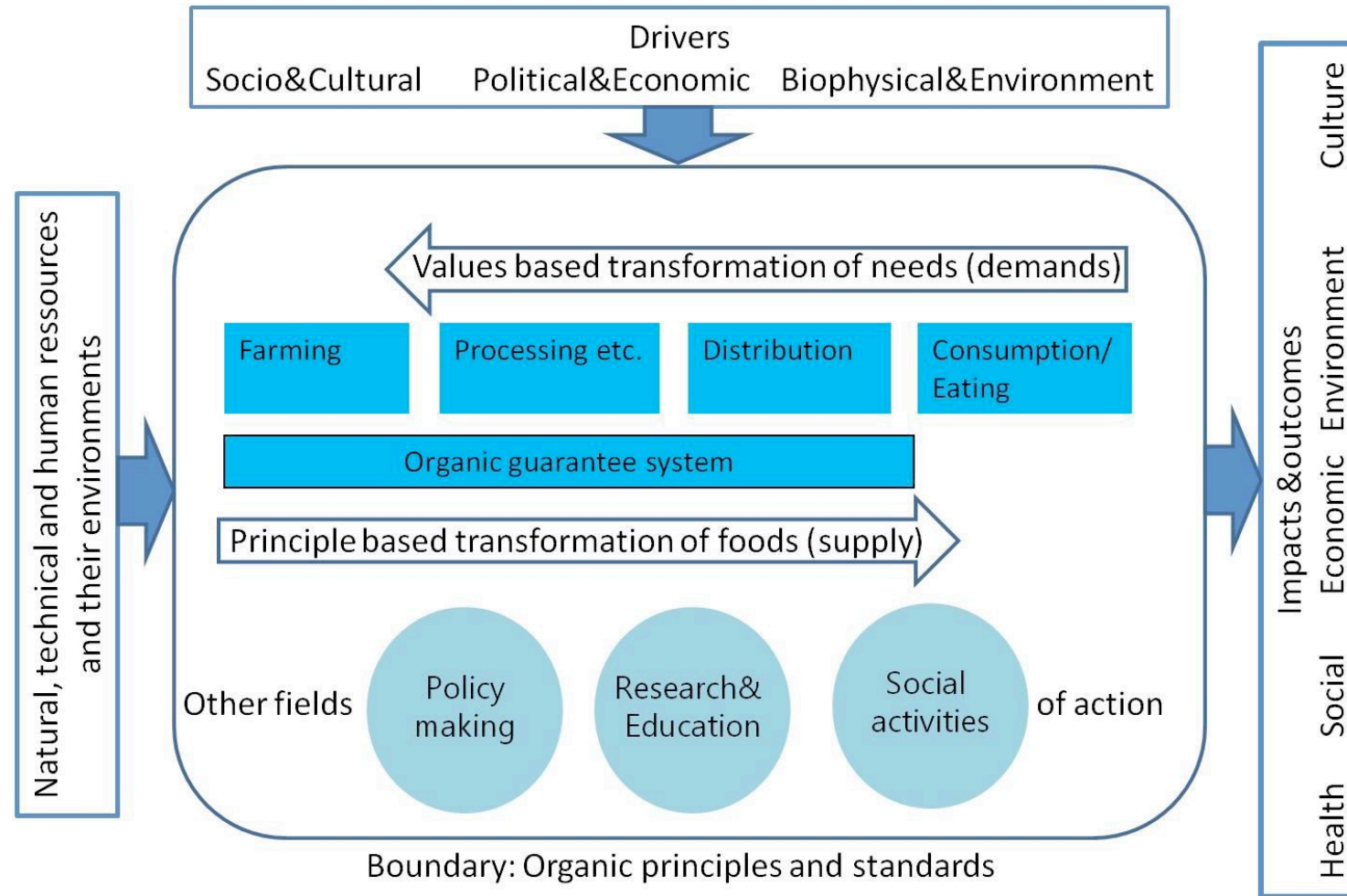
Goesan Conference
19.09.2019



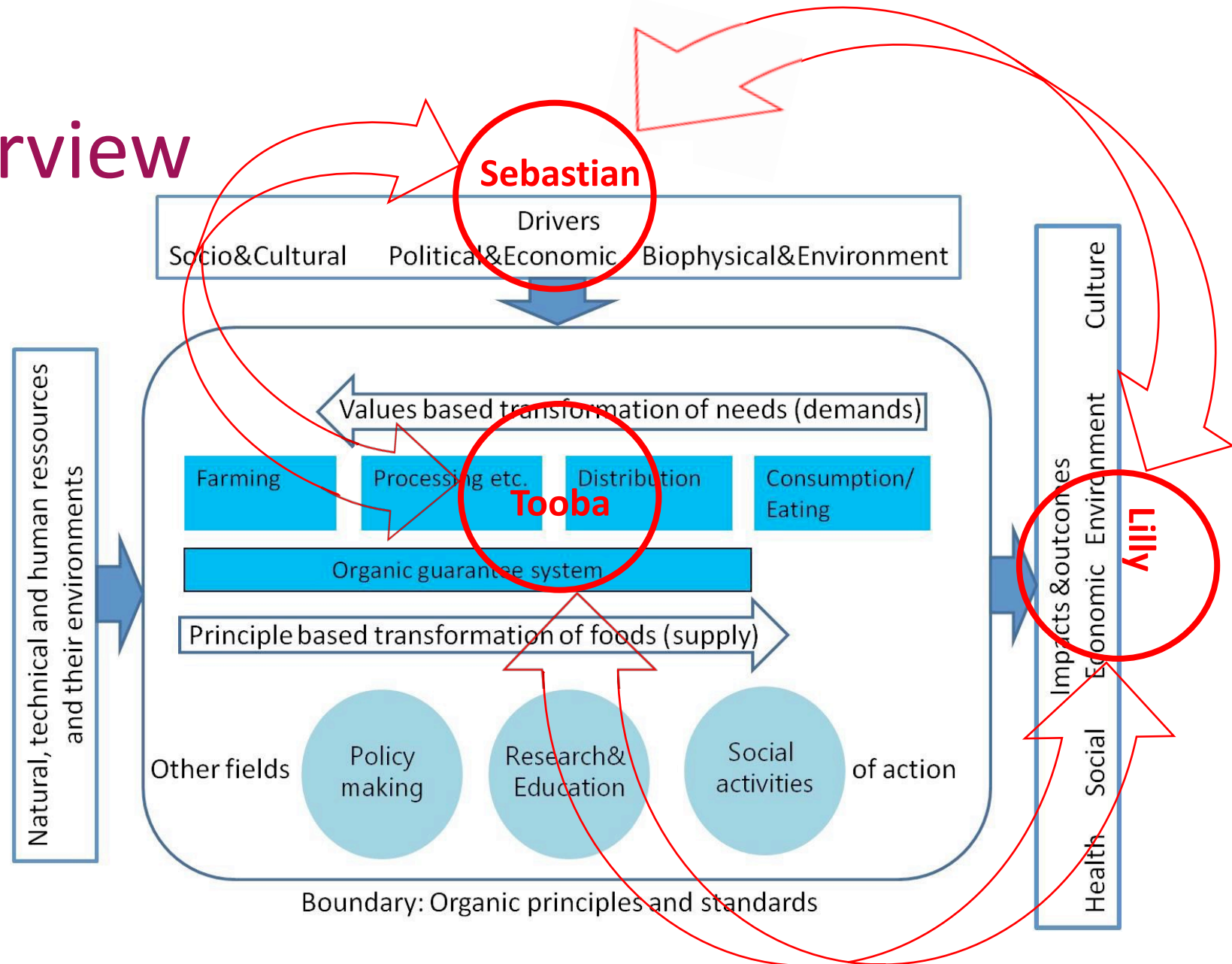
Outline

1. Overview
2. Aims and Objectives
3. Methodology: An Overview
4. Social Interaction and Collaboration
5. Preliminary Results
6. Outlook
7. References

1 Overview



1 Overview



2 Aims and Objectives

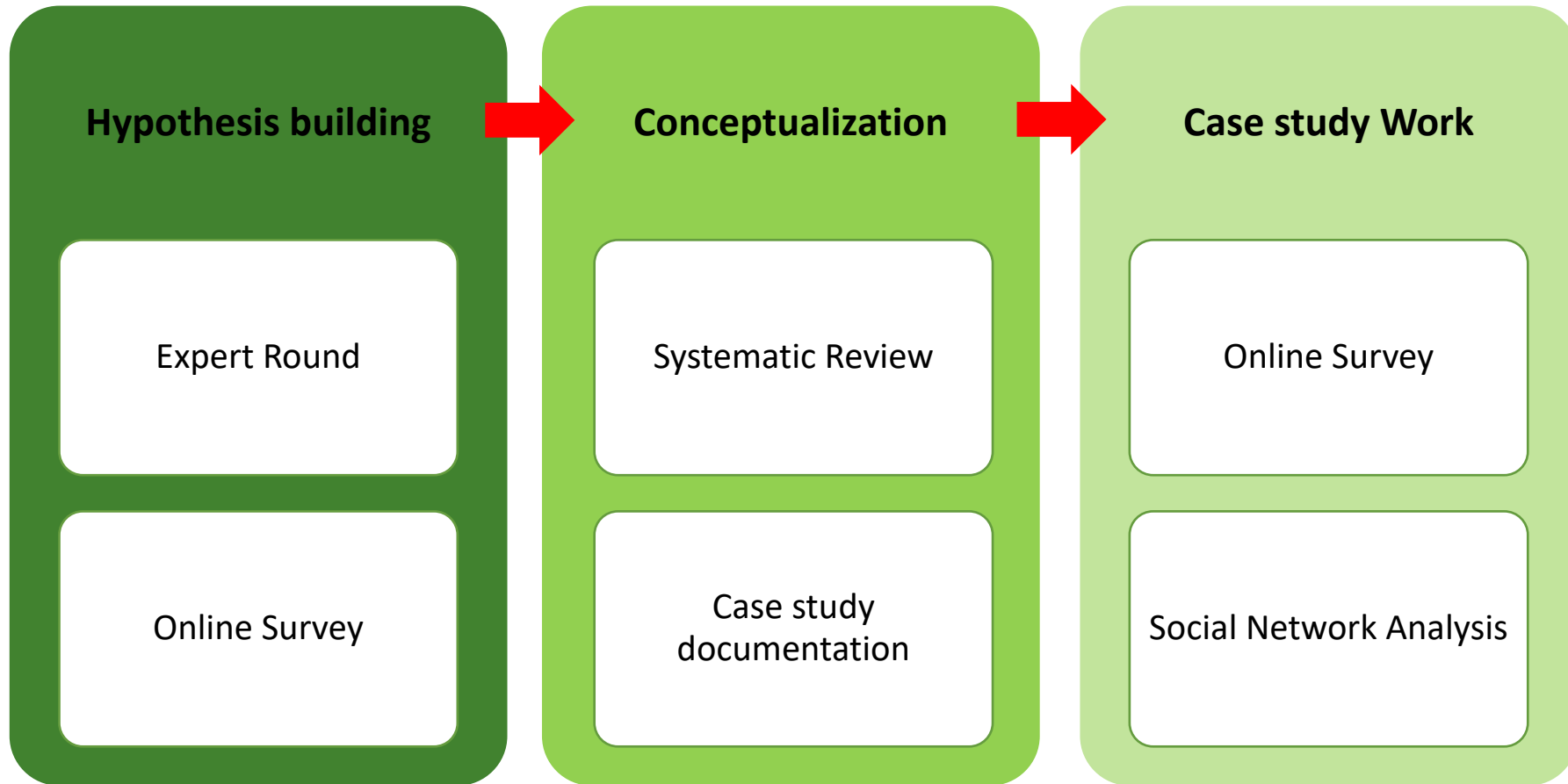
❖ Aim

- To visualize the key actors' interactions and to explore the degree of relationship and values OFS actors possess

❖ Objectives

- To map key actors according to their interaction within OFS with regard to food, management, knowledge and information exchange
- To identify the organic values that act as binding element
- To measure the quality of relationship between key actors

3 Methodology: An Overview



4 Social Interaction and Collaboration

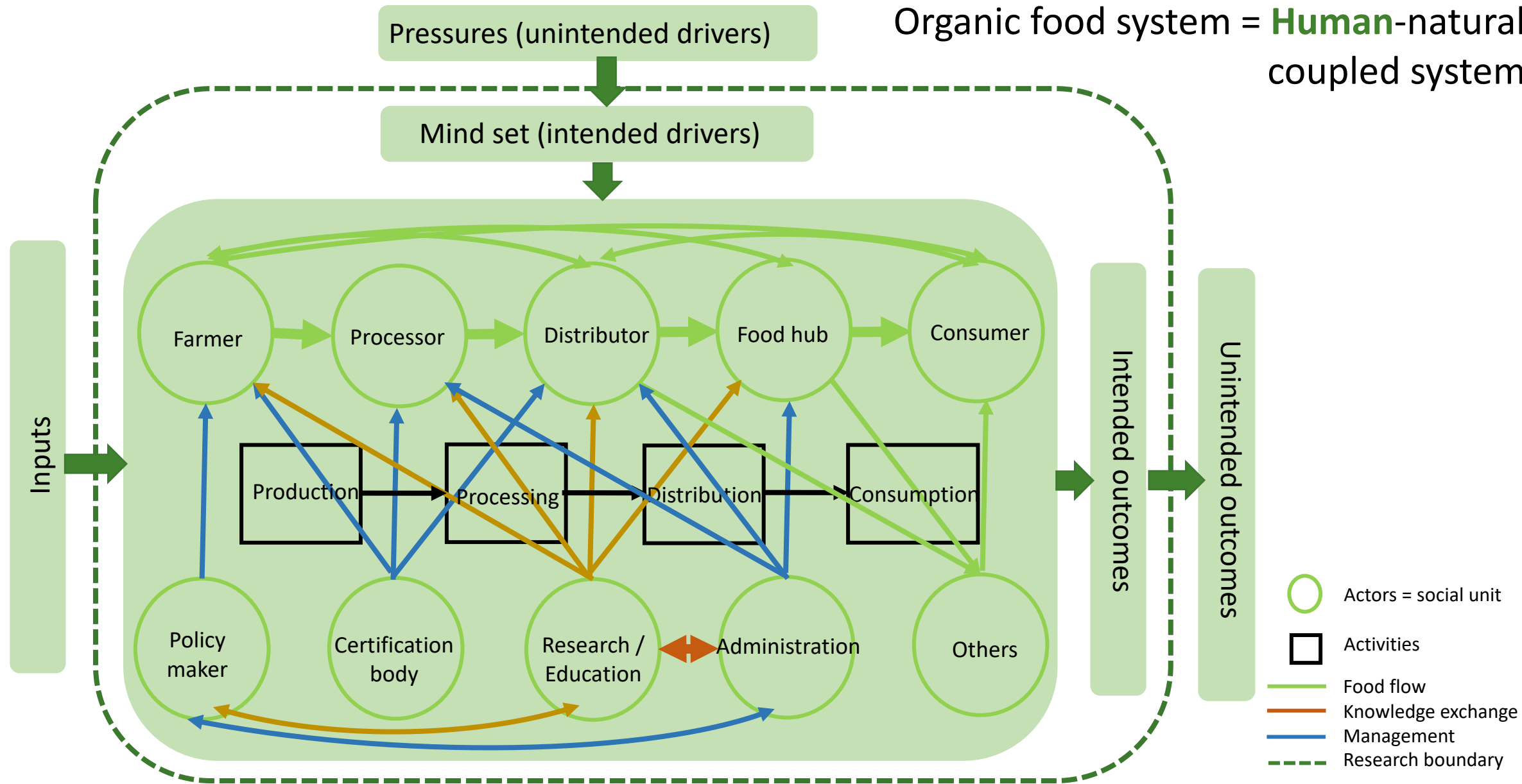
❖ Social Interaction

- A social exchange between two or more actors
- An important criterion contributing to social sustainability (Rogge et al., 2018)
- Focusing on relationships helps to see patterns of social life that are not always observable from the perspective of individual actors (Trivette, 2018)

❖ Collaboration

- Measure of degree of interaction between two or more actors
- Needs Coordination and integration across the different actors (Paulraj and Chen, 2007)
- Reduces transaction costs, facilitates cost avoidance, develops a shared vision (Raynolds, 2004)

Organic food system = **Human**-natural coupled system



5 Preliminary Results

❖ Expert Round

- Execution: 04.10.2018, Room 703, Nordbahnhofstraße 1a, Witzenhausen
- Participants: 6 Experts (South Korea, China, Philippines, India, USA, Norway)

❖ Approach

- Short presentation on actors interaction
- Discussion based on research questions using flip charts

❖ Summary of the Results

- Logistic companies, spiritual institutes, wild collectors are also OFS' actors
- Personal organic values of a person can vary from OFS values

For example

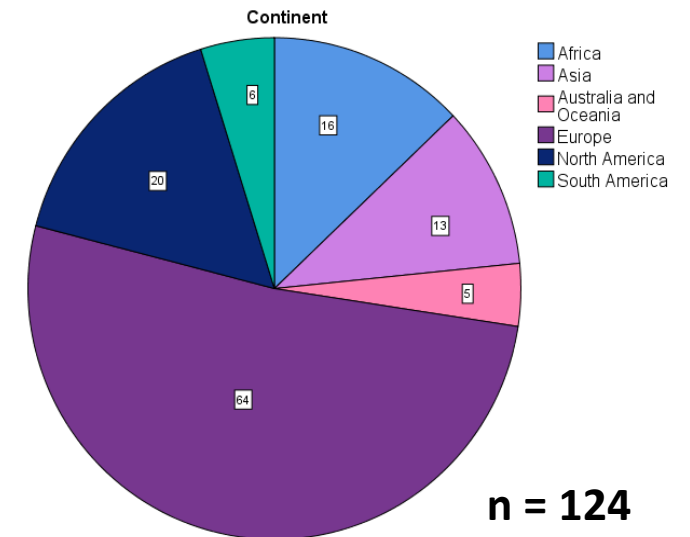
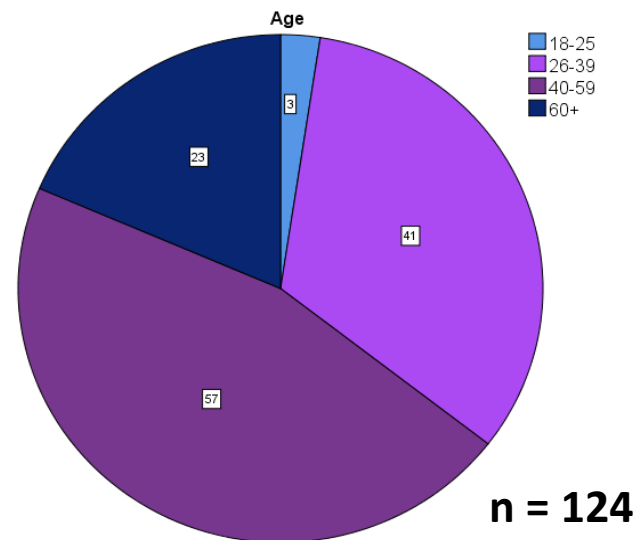
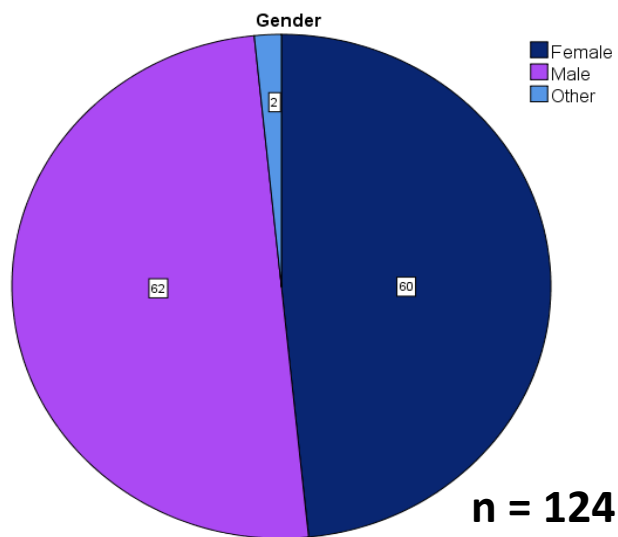
- Personal organic value: Health, transparency, ecology
- OFS values: Responsibility, ecology, trust

5 Preliminary Results

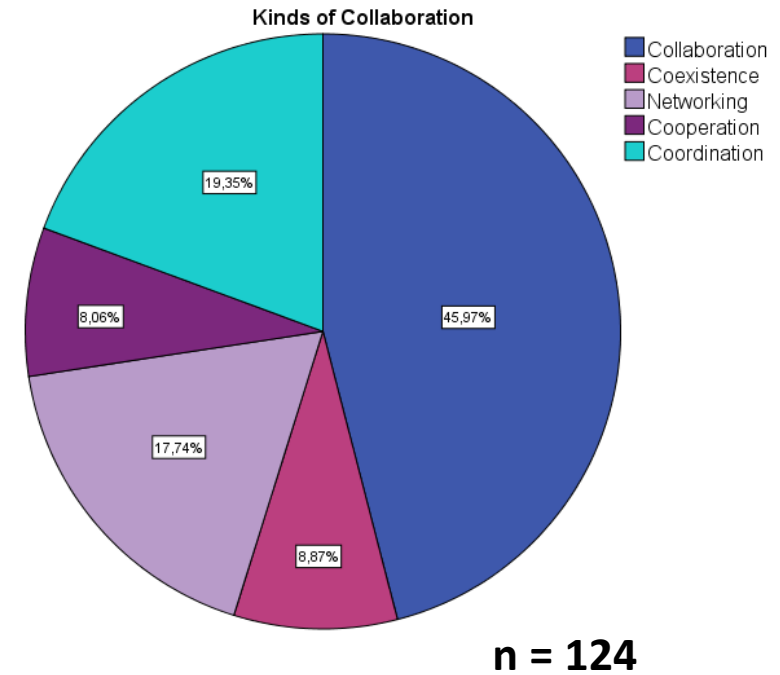
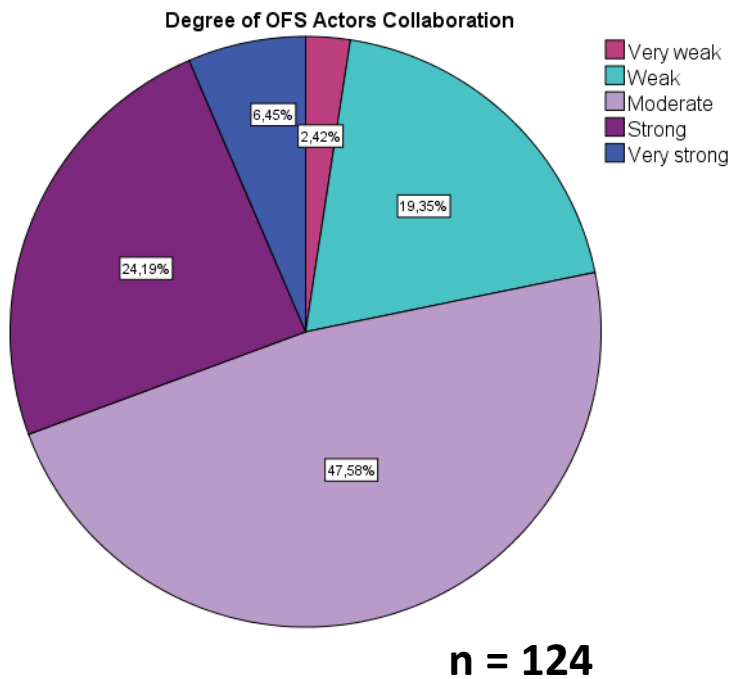
❖ Online Survey

- Execution: two months (26.02.2019 - 23.04.2019), Survey money
- Target Group: OFS Experts who are involved in organic sector (agriculture, processing, academia, etc.) worldwide

❖ Summary of the Results



5 Preliminary Results





6 Outlook: Further Steps



❖ Systematic Review

- Submission for Publication  December 2019

❖ Case Study Work

- Step 1: Online survey with key actors of 3 OFS cases  February – April 2020
- Step 2: Visualization of results with SNA  May – July 2020
- Step 3: In-depth interviews with case related key actors (optional)

❖ Bringing OFS Case Study Works together

- Case studies  October 2020
- Emerging Properties (3 PhDs)  November 2020

Thank you for your attention!!! 😊



References

- Raynolds, L.T. (2004): The Globalization of Organic Agro-Food Networks. *World Dev.* Vol. 32, p. 725–743.
- Rogge, N., Theesfeld, I., and Strassner, C. (2018): Social Sustainability through Social Interaction - A National Survey on Community Gardens in Germany. *Sustainability.* Vol. 10, No. 4, p. 1-18.
- Trivette, S.A. (2018): The importance of food retailers: applying network analysis techniques to the study of local food systems. Vol. 36, p. 77- 90.
- Paulraj, A., Chen, I.J. (2007): Environmental uncertainty and strategic supply management: a resource dependence perspective and performance implications. *J. Supply Chain Management.* Vol. 43, p. 29 - 42.

Internet source

- <https://www.birmingham.ac.uk/research/activity/ias/workshops/2014/computational-models-social.aspx>