

Countries	Commodity	Description of chains
Latvia and Serbia	Berries	In Latvia, the local blueberry chain is represented by individuals picking and selling wild blueberries. The global chain is represented by a large, technologically advanced wild blueberry processing enterprise. In addition, an intermediary global grey chain is considered. The chains are differentiated by distance, governance and resource use. In Serbia, raspberry chains are differentiated by distance and governance. The local chain consists of small farms producing and selling raspberries, while the global chain is oriented mainly at the export of frozen raspberries.
Spain and France	Organic tomatoes	In Spain, differentiation is based on distance, governance and resource use, while all chains studied are organic. The local chain consists of a network of small size scale agro-ecological farmers, producing a diversity of seasonal vegetables that are sold directly to the consumer. In the global chain, tomatoes are grown in greenhouses in Almeria and commercialized through various channels. An intermediate chain is characterized by a medium size farmer, producing tomatoes outdoor in semi-diversified farms. Tomatoes are sold through an organic wholesale cooperative. In France, the local chain involves outdoor organic production and local sale channels, while the global chain is represented by the Spanish global chain.
France and Switzerland	Wine	Chains are differentiated primarily by distance, size and governance. In France, the local chain is represented by family domains that commercialize a relatively large share of their output through local markets. In the global bulk wine chain, growers sell their grapes to large cooperatives that produce the wine and sell it through a variety of channels. The intermediary case is a global bottled wine chain, in which wine is produced by domains or small cooperatives, but commercialized globally. In Switzerland, the local chain is represented by Valais-based domains that grow grapes, produce wine and sell the wine using local outlets. The global chain is represented by the French Global chain.
Italy and the Netherlands	Pork/ham	In Italy, differentiation is based on territoriality and resource use. The local chain is represented by the Cinta Senese ham chain using traditional local pig breeds with predominantly regional output markets, although increasingly oriented towards more global niche and tourism markets. The global chain is the generic cured ham, characterized by global sourcing of raw materials, but at the same time closely interwoven with the more territory specific features of pork processing infrastructure, competences and skills of the Parma territory. An intermediate chain is the "regional" Parma ham chain that builds upon a historically rooted territorial distinctiveness of pork quality but has nowadays a global reputation and operates in global market outlets. In the Netherlands, differentiation is mainly based on resource use and governance. The local chain is represented by the Lupine Pork chain that attempts to re-create distinctive pork qualities based on local feed sourcing, but turns out to be strongly inspired by global knowledge sourcing around how to sustain pork production and to embed it in more global food market oriented farming activities (NL). The global chain is represented by the Good Farming Global Pork chain that is owned by a regional farmer's organisation, but knows a strongly globally oriented corporate business strategy. The 'Keten Duurzame Varkenshouderij' chain is a farmers-led relocalisation of chain governance but remains largely interwoven with global input and output markets.
Italy and the UK	Wheat-to-bread	In Italy, chains are differentiated by distance and resource use. The local chain is represented by The Stone Mill, a farm that produces and processes its own wheat into bread and pasta using traditional technology. The global chain is represented by industrial bread produced using modern technology and global sources by Barilla. An intermediate case is the Tuscan Sourdough Bread using regionally sourced inputs and traditional technology. In the UK, chains are differentiated primarily by distance and resource use. The local chain is represented by family-owned craft bakeries that bake bread using traditional technology. The global chain is represented by an industrial bakery sourcing both locally and globally. An intermediate chain is the in-store bakery that uses modern technology but sources wheat regionally.
Switzerland and the UK	Cheese	In Switzerland, chains are differentiated primarily by area of production, volume of cheese produced and know-how and technology used. The local chain is represented by L'Etivaz, a Swiss ripened hard cheese that is produced on the farm using traditional technology and ripened in a cooperative. The global chain is represented by Le Gruyère cheese that is produced at the creamery and commercialized through retailers. In the UK, chains are differentiated according to volume of cheese produced, the proportion of cheese exported, and the degree of mechanisation or industrialisation. The local chain is represented by farmhouse

Belgium and Spain	Organic Apples	<p>producers of Single Gloucester and cheddar. The global case is represented by creamery producers of cheddar.</p> <p>For apples, differentiation is mainly based on distance and governance. In Belgium, the local chain produces apples organically and sells them to consumer groups. In the global chain, apples are produced using integrated production techniques and commercialized through the cooperative auction. In Spain, the local chain is represented by small agro-ecological farmers producing organic apples and selling them directly to consumer groups. In the global chain, organic apples are sold through wholesale channels.</p>
Belgium and Peru	Asparagus	<p>For asparagus, differentiation is mainly based on distance, area of production and volume produced. In Belgium (Limburg, Flanders), a local chain produces fresh white asparagus that is mostly sold by a large supermarket chain in the same region but is also sold directly to consumers through farm shops. In the global chain, mainly fresh green asparagus from Peru is exported to Europe and sold in Flemish supermarket stores.</p>
Denmark	Public procurement	<p>In Denmark, public procurement is the most important policy in determining public diet. The municipalities aim to achieve at least 75% organic food (measured in volume) by 2015. Also, a growing focus on local foods and how it may be included in the public procurement has subsequently occurred. This is important if growth is to be secured in the rural districts, where agriculture is a major employer. At present, a record of local food procurement in the public sector is fragmented and access to it is limited and restricted by EU public procurement regulations.</p>

Table 2 – The seven investigated product groups