



Project No: SSPE-CT-2005-006541
Project Acronym: COFAMI
Project Title: Encouraging Collective Farmers Marketing Initiatives

Instrument: STREP
Thematic Priority: [8.1] Policy-oriented research (SSP)

Final Activity Report

Period covered: 1 September 2005 - 31 May 2008
Start date: 1 September 2005
Duration: 33 months
Project co-ordinators: Ir. Henk Renting (scientific co-ordinator)
Dr.ir. Hielke S. van der Meulen (administrative co-ordinator)
Rural Sociology Group
Wageningen University
The Netherlands

Date of preparation: 31 July 2008 (revised 18 December 2008)

Contents

1.	Introduction	2
2.	Contractors involved	2
3.	Project objectives	3
4.	Project activities and achievements	3
5.	Main outcomes and achievements	8
6.	Dissemination, consultation activities and publishable results	10

1. Introduction

New forms of collective action of farmers potentially provide an answer to the challenges set to European agriculture by changing market and policy conditions. By pooling ideas, experiences and capital Collective Farmers Marketing Initiatives (COFAMIs) enable farmers to strengthen their collective bargaining power towards other market parties, build up market knowledge and linkages, and create a favourable environment for the dissemination of skills and best practices. More generally, COFAMIs have the potential to reinforce rural incomes and employment, strengthen synergies with other economic activities, and bring agriculture more in line with the demands set by wider society.

Against this background the COFAMI project has studied the empirical range and diversity of different types of producer co-operation in marketing across Europe with the aim to identify limiting / enabling factors for their emergence, operation and performance and to formulate appropriate strategies and measures of support.

2. Contractors involved

The COFAMI consortium comprised of the following research institutes and universities, covering 10 countries and all relevant regions of Europe:

- Rural Sociology Group, Wageningen University (WU), The Netherlands
- Research Institute for Organic Agriculture (FiBL), Switzerland
- QAP Decision (QAP), France
- Institute for Rural Development Studies (IfLS), Germany
- Centre for Mountain Agriculture, Innsbruck University (IU), Austria
- Baltic Studies Centre (BSC), Latvia
- Research Centre on Animal Production (CRPA Spa), Italy
- Danish Institute of Agricultural Sciences, Aarhus University (AU), Denmark
- Institute for Political Sciences, Hungarian Academy of Sciences (IPS), Hungary
- Faculty of Economics and Management, Czech University of Agriculture in Prague (CUA), Czech Republic

Project coordination:

Henk Renting (scientific co-ordinator), henk.renting@wur.nl

Hielke van der Meulen (administrative co-ordinator), hielke.vandermeulen@wur.nl

3. Project objectives

The overall objective of the COFAMI project was to strengthen the role of COFAMIs by:

- Identifying the social, economic, cultural and political factors that limit/enable farmers to pool ideas, experiences and capital in the development of co-operative producer organisations and marketing initiatives that adequately respond to changing market and policy conditions.
- Formulating appropriate support strategies and measures that can positively influence the performance, dissemination, and continuity of COFAMIs.

To reach this overall objective the specific objectives of the project were defined as follows:

- 1) To develop an appropriate analytical framework, consisting of a theoretically and empirically grounded grid of potentially relevant limiting/enabling factors for COFAMIs.
- 2) To integrate the expertise from relevant previous European research projects and to assess its usefulness as a reference framework for the analysis of limiting/enabling factors of COFAMIs.
- 3) To obtain an overview of the range and diversity of different types of producer co-operation in marketing and differences in relevant contextual factors across Europe.
- 4) To establish a typology of different types of COFAMIs, which adequately addresses different types of producer co-operation and their relation with different contextual factors.
- 5) To select a representative set of 18 cases of COFAMIs.
- 6) To analyse the importance of different limiting/enabling factors for the performance of COFAMIs and their relative influence in different contexts and for different types of producer co-operation.
- 7) To examine the relative importance of common and (region or case) specific barriers and enabling factors for the development of COFAMIs and, where possible, to identify common patterns of limiting/enabling factors for COFAMIs according to specific (natural, socio-cultural, economic and political-institutional) contextual factors and/or types of producer co-operation.
- 8) To formulate appropriate support strategies and measures that can positively influence the performance, dissemination, and continuity of COFAMIs.
- 9) To integrate and summarise the overall research findings and recommendations of the project.
- 10) To ensure that the perceptions, knowledge and opinions of relevant stakeholder groups are optimally taken into account.
- 11) To widen the geographical coverage of research and mobilise outstanding external expertise in the research process.

4. Project activities and achievements

In order to realise the outlined project objectives the following research activities were effectuated in 4 consecutive Work packages:

- Development of an analytical framework and quick-scan of results from 8 relevant previous EU research projects (WP2).
- Analysis of the status-quo of COFAMIs in all 10 study countries and at EU level and establishment of typology of COFAMI strategies (WP3).

- In-depth case-studies of a representative set of 18 COFAMI experiences in the 10 study countries (WP4).
- Comparative analysis of case study results, identification and formulation of support strategies and measures, and synthesis of project results (WP5).

In addition to this 2 horizontal Work packages were effectuated in order to ensure an effective Project co-ordination and administration (WP1) and co-ordinate dissemination and consultation activities with stakeholders and experts (WP6, see section 6).

In the following the project activities and main achievements for different steps of the research process (WP2 to 5) are described.

➤ *Development of Analytical Framework (WP2)*

For the development of an adequate analytical framework for the study of COFAMIs a review was made of relevant scientific literature, which was structured according to four theoretical domains that refer to crucial aspects of collective marketing initiatives: 1) marketing, 2) policy, 3) relations with the territory, and 4) organisation & management. The results of the literature review were laid down in 4 thematic literature review reports.

Additionally, a quick-scan was made of the results of 8 relevant previous EU research projects (MAS, TRUC, IMPACT, SUS-CHAIN, PDO-PGI, DOLPHINS, OMIaRD and SUPPLIERS). This resulted in an assessment of the usefulness of results from previous project for the COFAMI research and the establishment of a data-set of 72 available COFAMI case studies (of which 40 in COFAMI study countries).

The literature review and quick-scans resulted in the elaboration of the main lines of a conceptual framework for the COFAMI research. Also, the reviewed literature and previous research projects were screened for relevant remarks on factors that impact on the development process of COFAMIs. These factors were synthesized and structured in a grid of limiting / enabling factors of COFAMIs, that will be further refined in later stages of the project.

The review of relevant scientific literature and outcomes of previous research projects made clear that there is not one suitable theoretical perspective and conceptual framework for the study of COFAMI and that rather an integration of different approaches is required. This is a reflection of the multidimensional nature of newly emerging collective marketing initiatives, which operate at the interface of various relevant (scientific, policy, societal) debates (collective action and innovation, food supply chain dynamics, multifunctionality, governance structures, etc.).

Achievements:

- Review of relevant literature according to 4 theoretical domains (market, policy, territory, organisation).
- Review of results from 8 previous EU research projects and their usefulness for the COFAMI research.
- Building of a data-set of 72 COFAMI cases from previous EU projects.
- Establishment of the main lines of the conceptual framework for the research.
- A grid of potentially relevant limiting / enabling factors for the development of COFAMIs.

➤ *Status-Quo Analysis (WP3)*

In order to obtain an overview of the range and diversity of different types of collective marketing and differences in relevant contextual factors across Europe, a national status-quo report was elaborated for each of the COFAMI study countries. The national status-quo reports for each country give an overview of the importance of collective marketing, different forms of COFAMIs, relevant contextual factors (political / institutional, economic / market-related,

knowledge and technology-related, social and cultural, and geographic / location factors), as well as propositions for relevant questions for further research.

The national status-quo reports were subsequently subjected to a comparative analysis with the aim to identify differences and similarities in relevant contextual factors and the occurrence of different types of collective marketing initiatives across Europe. The results of this analysis were summarized in a comparative European status-quo report.

The range and diversity of COFAMIs documented in the status-quo reports also formed the basis for the elaboration of a typology of COFAMIs. The empirical diversity of organisational forms and strategies of COFAMIs across Europe was structured in 6 categories, corresponding to different mechanisms underlying marketing strategies, different product quality definitions, and different relevant networks with other supply chain and territorial actors:

- 1) Innovative classic co-operatives: this involves 'traditional' cooperative mechanisms of pooling volume, realizing scale economies, joint capital investments etc. with the aim to build market force as countervailing power to retailers / processors. The strategy may be applied to generic or specific products.
- 2) Quality food products: this mechanism involves adhering to (often externally defined) quality specification and control schemes, mostly with a distinctive certification and labelling (e.g. organics, animal welfare). The link with other supply chain actors is critical.
- 3) Regional food products: this mechanism seeks to create product specificity by strengthening the link with specific territorial resources and (social, ecological, cultural) assets, resulting in a differentiated taste, image etc. of the product. The link with the territory is critical.
- 4) Direct producer-consumer relations: this mechanism involves creating product specificity on the basis of an authentic relation with the producer and the intensity of communication with consumers. The link with the consumer is critical.
- 5) Non-food markets: this involves initiatives oriented at newly emerging non-food markets in rural areas, either for services and public goods (tourism, care, landscape, biodiversity, etc.) or for non-food uses of products (e.g. bio-energy).
- 6) Region branding: this involves wider territorial networks, in which farmers are one of the categories of actors, which jointly try to market the territory as a whole (region marketing) and create synergies between different types of economic activities and land-uses.

Achievements:

- National reports on the status-quo of collective marketing available for all study countries.
- Comparative European status-quo report of collective marketing available.
- Establishment of a typology of COFAMIs.

➤ *Case-study research (WP4)*

In order to select a representative set of case studies for an in-depth analysis of the operation, dynamics and performance of COFAMIs and limiting / enabling factors for these, criteria were established combining life-cycle stage characteristics (take-off, established, mature) with different strategies and organisational forms of COFAMIs. To ensure adequate representation of different COFAMI strategies the typology described above was applied. Table 1 (next page) gives an overview of the selected cases and their distribution according to the selection criteria life-cycle stage and strategy / organizational form. Figure 1 (next page) gives an overview of the geographical distribution of the set of selected case studies.

Table 1. Distribution of selected case studies according to criteria life-cycle stage and strategy

Strategy / organizational form	Life-cycle stage (dynamics)			No. cases
	Take-off	New, established	Mature	
Innovative classic co-operatives			Latraps (LV2) Asprocarne (IT1)	2 (11%)
Quality food products		Bio Weide Beef (CH1) Preili organics (LV1)	Thise dairy (DK1)	3 (17%)
Regional food products		AOC Beaufort (FR1) Arany Sarfeher (HU) Fejo Frugt (DK2) Walserstolz (AT2)		4 (22%)
Direct P2C relations	Van Eigen Erf (NL2) Bio Direct (CH2) AMAP (FR2)	Mangiacarnebio (IT2)		4 (22%)
Non-food markets			NAWARO (DE1) Urlaub am Bauernhof (AT1)	2 (11%)
Region branding	Groene Woud (NL1)	Regionalmarke Eifel (DE2) Tradice Bilych Karpat (CZ)		3 (17%)
No. cases	4 (22%)	9 (50%)	5 (28%)	18

Particularly important aspects in the case study methodology that was established for analysing the characteristics, dynamics and performance of the COFAMIs were the development of capacities and relevant networks over time, and the operationalisation of variables to measure different (social, economic, environmental, etc.) impacts and performance indicators.

Figure 1. Geographical distribution of selected case studies



The field work for the set of case studies was effectuated in two rounds of 3 months, a first one with 10 cases (1 in each country) and a second round of 8 cases (1 in each country, except HU and CZ), thereby allowing for intermediate adjustments and fine-tuning of case study methodologies. The case study field work consisted of a review of available literature and internal documents of the initiative and the effectuation of ca. 10-15 interviews with COFAMI members and representatives from relevant external (policy, market) networks. For each case the following aspects were analysed and documented: 1) characteristics, membership and activities of the initiative; 2) relevant contextual (market, policy, territorial) factors and their influence on the initiative; 3) internal organisation and relevant external network relations; 4) status of capital assets and their translation into collective capacities of the initiative; 5) dynamics and life-cycle stages in the development of the initiative; and 6) performance assessment for different (social, economic, environmental, etc.) impacts.

For the finalization of case studies, focus groups or feedback meetings with involved COFAMI stakeholders was organized to verify and validate case study results. Additionally each main case was compared to 1-2 'satellite cases' of comparable initiatives elsewhere to further strengthen the analysis. Results of the 2 main case studies, satellite case analysis, and focus groups were summarized in national case study synthesis reports for each study country, which identify relevant limiting/enabling factors for the development and performance of COFAMIs in the specific national contexts.

Achievements:

- Selection of a representative set of 18 case studies of COFAMIs
- Development of case study methodology for analysing the characteristics, dynamics and performance of COFAMIs.
- Effectuation of field work for 18 main case studies
- Analysis of 'satellite cases' and effectuation of focus group / feedback meetings to validate case study findings.
- National case study synthesis reports for all study countries.

➤ *Synthesis & Recommendations (WP5)*

The final step in the research process consisted of: 1) a comparative analysis of case study results, 2) the analysis and identification of viable support strategies and policy measures, 3) the overall synthesis and formulation of conclusions.

For the comparative analysis of case study results a research methodology was established that could adequately take into account differences in contextual settings and types of producer co-operations. The established methodological approaches aimed at multivariate analysis of the available data, since it could be expected that not one single set of limiting / enabling factors would determine the performance of COFAMIs but rather that different (context or strategy-related) factors in interaction would influence their success or failure.

A first methodological approach followed an 'inductive' method, by analyzing clusters of similar COFAMI cases in order to identify the underlying factors of their success or failure. A second, complementary approach followed a 'deductive' method, which rather started from differences in characteristics and performance levels in order to identify different discriminative sets of factors that have (partial) explanatory power for observed variations. Moreover, the comparative analysis combined quantitative, statistical techniques on the basis of standardized descriptive variables and performance indicators for all studied COFAMI cases, with qualitative techniques by using illustrative examples from (clusters of) case studies to further analyze factors underlying differences in performance levels that emerged from the statistical analysis.

The comparative analysis of case studies, along the methodological lines outlined above, provided insight in the relative importance of different limiting/enabling factors in conditioning the development, performance and continuity of COFAMIs. Broadly speaking, four relevant sets of limiting/enabling factors could be identified, related to: 1) the contextual setting in which COFAMIs operate, 2) the strategic orientations and relevant (market, territorial, public-private)

networks of COFAMIs, 3) the internal organisation, dynamics and life-cycle stages of COFAMIs, and 4) the translation mechanisms of COFAMI strategies into rural development impacts.

Thus, it was possible to identify distinct sets of limiting/enabling factors that influence performance levels of COFAMIs according to different contextual settings, different COFAMI strategies, and different life-cycle stages. However, neither of these categories of factors by itself appears to be decisive for the performance and successful development of COFAMIs. Rather, the degree in which COFAMIs succeed in combining different element – i.e. to tune their strategy and networks to specific contextual opportunities/constraints, adjust their organisation flexibly to changing conditions, and effectively translate their strategy into impacts – appears to be an important explaining factor for the success and performance of COFAMIs. In addition to these specific sets of factors, also a number of general limiting/enabling factors for COFAMIs could be identified.

Also for the identification and formulation of support strategies and measures different methodological approaches were combined. First, for each case study a comprehensive overview of relevant policy and support measures was elaborated that had enabled / inhibited their development, as well as of future policy and support measures that could improve their performance. Additionally, focus groups / feedback meetings and national stakeholder meetings were used to identify additional suggestions for viable support strategies and policy measures that could enhance the performance and dissemination of collective marketing approaches. Insights in the effectiveness of existing policy measures and support strategies and recommendations for future improvements of these were summarized in a report on support strategies for collective action in marketing in Europe. Also a 10-point summary was elaborated as input for discussions with policy makers and stakeholder organisations.

Research activities were concluded with the integration and synthesis of overall research findings from different stages of the project in a final synthesis report.

Achievements:

- Comparative analysis of case study results, giving insight in the relative importance of different sets of limiting / enabling factors and their influence on the success and failure of COFAMIs.
- Evaluation of existing policy measures and identification of viable support strategies to enhance the performance, dissemination and continuity of COFAMIs.
- Integration and synthesis of overall research findings and recommendations of the project.

5. Main outcomes

The main outcomes of the research activities for the COFAMI project are summarized below:

- 1) Across Europe new forms of dynamism can be observed in collective action of farmers that go beyond traditional co-operative mechanisms of pooling volume and building counter-vailing power.
- 2) New forms of collective farmers marketing can be understood as a response to ongoing changes in market, policy and wider societal contexts, including:
 - a) A gradual loss of control over food supply chains due to globalisation processes and growing power of downstream supply chain actors.
 - b) A growing differentiation of rural areas, evolving urban-rural relations, changes in EU rural policy frameworks (Pillar 1 & 2) and increased importance of multi-sectoral, territorial approaches.
 - c) The emergence of new markets for distinctive food qualities, services & public goods arising from changing perception of consumers / citizens of food and rural qualities.
- 3) New collective marketing initiatives apply a diversity of strategies - sometimes in combination - that are crucial to take into account to understand their functioning and (potential) impacts. In terms of empirical expressions new collective marketing initiatives

can be distinguished in: a) Quality food products, b) Regional food products, c) P2C co-operations, d) Non-food products, services & public goods, e) Region branding initiatives. In terms of underlying strategic orientations they can be distinguished in: a) Quality differentiation through chain networks, b) Quality differentiation through territorial networks & dedicated markets, c) Development of markets for new goods & services.

- 4) COFAMIs are mainly driven by the collective entrepreneurship and initiative of member farmers, but have in common that they build and capitalize on new networks beyond the agricultural sector. However, the nature of relevant (chain, territorial, community, private-public) networks is highly differentiated amongst COFAMI strategies.
- 5) COFAMIs build upon farm diversification and quality differentiation activities that were initiated by individual farms in recent decades. They contribute to the development of learning networks & new policy arrangements, that are potentially crucial to the further professionalisation, dissemination & mainstreaming of these activities. In addition to strengthening collective entrepreneurship in these fields, COFAMIs may have important benefits for the EU in implementing and monitoring CAP and other policy measures.
- 6) Performance evidence suggests that COFAMIs – in spite of their sometimes young development stage and incomplete fulfilment of potentials – do make a difference and are instrumental to improved impacts in the field of social, economic, and environmental rural development aims. Positive impacts can be observed in all fields, but positive social performances often appear to be a prerequisite for delivering impact in other (market, environmental, educational) fields.
- 7) COFAMIs have the potential to develop adequate responses to challenges and opportunities in a variety of regional contexts – ranging from marginalised, profound rural areas to peri-urban settings. Potential impacts that they may deliver essentially depend on the specific regional context. While some COFAMI strategies are particularly relevant and promising for certain types of rural areas, no simple one-to-one relation can be made between regional context and strategy.
- 8) COFAMIs develop their activities, capacities and impacts over longer periods of time, and in this process go through different life cycle stages. Additionally, COFAMI may develop from very different initial and pre-existing organisations and social networks – including totally new initiatives, innovations within existing producer associations, and spin-off from territorial (e.g. LEADER) policy schemes. Differences in life-cycle stages, transitions amongst these, and path dependencies due to their particular background are crucial to understand their functioning, (potential) impacts and design appropriate support strategies.
- 9) Support strategies and policy measures for COFAMIs need to be attuned to their integrative characteristics and capacities – and therefore should be of a multi-sectoral, multi-level and public-private nature. It is important that support strategies take into account the dynamics and life-cycle stages of initiatives and guarantee stability in policy and regulatory frameworks from a long and medium term perspective. Co-ordination and integration of support measures and regulatory frameworks from different policy domains will be instrumental for delivering (potential) impacts of COFAMIs.
- 10) A crucial support strategy for valorising potentials of COFAMIs is to facilitate their social performances and strengthening of relevant networks - not only in initial lifecycle stages but also in more advanced development stages. Such support measures should be tailored to relevant networks for the particular COFAMI strategies, and depending on this may aim at the brokerage of chain, territorial or public-private networks.

6. Dissemination, consultation activities and publishable results

Dissemination is all too often seen as an ‘end-of-pipe’ activity, with the knowledge generated during projects packaged into distinct messages that are then somehow communicated to target groups. However, the COFAMI project envisaged a more sophisticated understanding of the

exploitation of project results by structuring the research process so that it provides a space for collective learning and network-building. Thus, one of the key ideas behind the project has been that dissemination is coupled with the involvement and consultation of stakeholders throughout all research phases of the project. Involvement of such actors throughout the project ensured that outcomes are optimally grounded in the field experiences and contributed to policy measures and recommendation that have the support of stakeholder groups.

➤ *Consultation activities*

The main platforms for stakeholder consultation throughout the project have been the National Stakeholder Forums (NSFs), which were established in all study countries (except Czech republic). Two rounds of NSF meetings were organized at critical points in the research process when validation of provisional research results and suggestions for further research steps were required (end of Year 1: validation of status-quo reports, suggestions for case-study selection; end of Year 2: validation of case study results, suggestions for support strategies and measures). The exact form of NSF meetings has been attuned to national contexts and requirements. Altogether, a total of 23 NSF events with a total of 320 participants were organized.

Also the case study research has been based on participatory research approaches and at the end of each of the 18 case studies a focus group / feedback meeting was organized to validate research results with involved COFAMI members and relevant stakeholder groups.

Consultation of scientific and policy experts was effectuated by means of a European Expert Group (EEG), with the aim to mobilise outstanding external expertise within the project and to extend geographical coverage beyond countries directly represented in the consortium. Two EEG meetings were organised: the first in Amsterdam (October 2006), mainly addressing scientific experts, policy makers and EU level stakeholder groups, while the second EEG meeting was organised in the framework of the XXII Congress of the European Society for Rural Sociology (ESRS) from 20 to 24 August 2007 in Wageningen (the Netherlands). Together both EEG meetings counted with the participation of 46 scientists and experts from within and outside the project.

➤ *Dissemination activities*

A key dissemination activity was the organization of a final EU Conference on ‘Encouraging Collective Farmers Marketing Initiatives in Europe’ in Brussels on 8 May 2008 to present the main research results and recommendation of the project and discuss these with stakeholders, policy makers and experts at the European level. The conference was attended by ca. 65 persons from 14 countries and counted with representations from farmers, environmental and consumer NGOs, LEADER groups, collective farmers’ marketing initiatives, national and EU policy makers and researchers.

Other dissemination activities that were organized for the project include:

- Project leaflet in 8 national languages.
- Working Group on ‘Collective action of farmers in the marketing of food products, services and public goods’ at the XXII Congress of the European Society of Rural Sociology in Wageningen (The Netherlands), 20-24 August 2007.
- Workshop on ‘Collective Farmers Marketing Initiatives in organic supply chains – relevance, barriers and support strategies’ at 2nd Conference of the International Society of Organic Agriculture Research (ISO FAR), Modena (Italy), 17-18 June 2008.
- Preparation of a Special issue for the scientific journal *Sociologia Ruralis* on ‘Collective action of farmers in the marketing of food products, services and public goods’, to be published in Winter 2009 or Spring 2010.
- Various presentations at scientific conferences, policy briefings and meetings of relevant stakeholder groups.
- Use of project outcomes for scientific educational activities (courses and theses at MSc and BSc level).

➤ *Publishable results*

All public project reports and documents were published and made available for download at the project website www.cofami.org.

Additional publishable results include the following articles and papers:

- S. Peter, C. Strauch & K. Knickel (2006) – ‘Nachhaltige Lebensmittelwirtschaft: Ergebnisse aus zwei Fallstudien in Deutschland’. *Ländlicher Raum, Agrarsoziale Gesellschaft*, 56 (5), 31-34.
- E. Kelemen, I. Kovách & B. Megyesi (2007) – ‘A general overview of collective farmers marketing initiatives in Hungary’, *IPS-HAS Working Papers* (11) 2007/1.
- E. Kelemen & B. Megyesi (2007) – ‘The role of collective marketing initiatives in Hungarian Agriculture’, *Eastern European Countryside*, 2007 (13), pp. 97-110.
- M. Lostak & E. Kucerova (2007) – ‘Dopady iniciativ zemedelcu prodavajich spolecne: pripad Tradice Bilych Karpat’ [Effects of endogenous collective farmers marketing initiatives: the case of Tradice Bilych Karpat - in Czech]. *Proceedings of the conference Agrarian Perspectives XVI on ‘European Trends in the Development of Agriculture and Rural Areas’*. Prague, Czech University of Life Sciences, September 18-19, 2007. CD-ROM
- L. Zagata (2007) – ‘Ekologické zemědělství očima zemědělců’ [Organic farming through the eyes of farmers – in Czech]. MSc thesis, Faculty of Social Sciences.
- K. Knickel & M. Mikk (2007) – ‘Local marketing strategies: A case study based analysis of the role of local food chains in Europe’. In: N. Sorensen (ed.) *Marketing of organic and regional values*. IFOAM International Conference, Schwäbisch-Hall, pp. 101-107
- M. Schermer (2007) – ‘Das Ende der Direktvermarktung?’. In: *BIO Austria, Fachzeitschrift für Landwirtschaft und Ökologie*, 6/07, pp. 32-3
- E. Noe (2007) - ‘Erkennung der Rolle’. In: *Momentum*, nr. 4, s. 7-10.
- M. Lostak & E. Kucerova (2007) – ‘The public impacts of local endogenous initiatives: the case of Tradice Bílých Karpat’. *Zemědělská ekonomika (Agricultural economic – in Czech)*, Vol 53, No 11
- K. De Roest & C. Montanari (2007) - ‘Piu’ *Strategia Di Gruppo Per Rafforzare L'agricoltura*. In: *Agricoltura*, Vol. 36, No. 6, pp. 48-50
- K. Knickel, C. Zerger, G. Jahn, & H. Renting (2008) – ‘Limiting and enabling factors of collective farmers’ marketing initiatives: Results of a comparative analysis of the situation and trends in 10 European countries’. *Journal of Hunger & Environmental Nutrition, Special Issue: Sustainable Food Systems: A Global Perspective*. Ed.: Editors: A. Tagtow & A. Harmon) Vol.3, Issues 2 & 3.
- M. Schermer (2008) – ‘Direktvermarktung, Quo vadis?’. In: *Schafe und Ziegen aktuell, Fachzeitschrift für Schaf- und Ziegenbauern*, 18.Jg. Heft1, pp. 12-13
- H. Alroe & E.Noë (2008) – ‘What makes organic agriculture move: protest, meaning or market? : A polyocular approach to the dynamics and governance of organic agriculture.’ In: *International Journal of Agricultural Resources, Governance and Ecology*. 2008 ; Vol. 7, No. 1/2, p. 5-22
- M. Lošťák, J. Peterová, E. Kučerová, L. Zagata (2008) – ‘The types and results of farmers’ collective marketing in the Czech Republic’. Book chapter in ‘*Agricultural markets and trade: evidence and perspective of V4 region and its neighbour – Ukraine*’, Visegrad Fund.
- R. Bartel-Kratochvíl & M. Schermer (2008) – ‘Regionale Vermarktung in Österreich.’ In: *Ökologie & Landbau*, 147, 3/2008, p.30-31
- K. De Roest & C. Montanari (2008) - ‘Le Forme Vincenti Dell’ Aggregazione Agricola’. In: *L'Informatore Agrario*, Vol. 64, No. 39, pp. 25-27