



Call for papers

International Food and Agribusiness Management Review

Special issue IFAMA Europe 2022

Opportunities and Challenges of EU Farm-to-Fork Strategy

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Foreword

IFAMA is actively working to coordinate opportunities for collaboration with its regional chapters, recognize and support their work, and offer all IFAMA members opportunities to benefit from these activities. At the same time, IFAMA intends to profile its journal - the IFAMR, and its annual World Congress with broad participation of fellow European researchers.

To pursue these objectives, IFAMA and IFAMA Europe boards have decided to publish an annual "IFAMA Europe Special Issue" of IFAMR focusing on currently discussed topics of

European agri-food systems (Sauvée, 2021). Thematic Guest Editors will edit the Special Issue. It follows the thematic frames described in a dedicated call for papers and IFAMR's review requirements.

General statement

The launch of the Farm-to-Fork (F2F) strategy by the European Commission on 20th May 2020 brings a new perspective for integrating agri-food systems. The strategy is a part of a worldwide project - European Green Deal - challenging to guide Europe towards building the climate-neutral continent.

Agriculture and food systems are key drivers of climate change and environmental pollution worldwide. This calls for the need to identify opportunities, challenges, and possible pitfalls of the F2F strategy for European agribusiness and food firms towards climate and natural resources neutralization. The new approach is systemic: it involves all agri-food value chain actors and shareholders – citizens, consumers and businesses. The challenges are based on understanding the complex interrelations between public health, ecosystems, value chains, consumption patterns, and planetary boundaries. The foreseen integration gives rise to theoretical and empirical issues.

In this context, several dimensions appear crucial from a business perspective:

- (i) The circularity - the move from line to circularity which brings challenges in terms of quality management standards, procurements arrangements, governance, and skills (both human and technological) for this circular turn,
- (ii) The inclusiveness - the renewed roles of farming systems as part of complete sustainable agri-food chains, with the core topic of inclusivity (community, social, ecological, biodiverse-oriented inclusivity) within either existing agri-food business or business models from scratch. The stakeholders' issues mean the participation of consumers, citizens, third parties, in the governance of innovative agri-food business models,
- (iii) The rhythm of change, path-dependency for conventional firms, knowledge, technological and/or organizational lock-in, roles for newcomers and startups in this business model transformation, place and role of existing innovation ecosystems.

This "IFAMA Europe Special Issue" of IFAMR welcomes contributions centred on one country, on inter-European comparisons, on comparisons between European and non-European research cases; as well as on insertion of European agri-food businesses within global value

chains linked to sustainability issues. The contributions can also be focused on original theories and methodologies of innovative business models in farm-to-fork approaches.

Topics

- Opportunities for new marketing arrangements with farm supply
- Innovative techno-marketing standards for circular/inclusive business models
- Traceability issues of farm-to-fork perspectives
- Biodiversity and ecology-inclusive business models: critical drivers of changes
- Open innovation systems and business model innovation in agri-food sectors
- Business models in developing and developed countries: inclusive business in agriculture and agri-food, integration of sustainable value chains at global levels
- The urban agri-food systems: forms of innovations and links with circularity
- The agri-food clusters, in particular, integration and expansion into non-European markets through transversal, cross-sectoral, across boundaries cooperation of strategic European agri-food clusters
- Digitalization processes: pros and cons of digitalization of agri-food business in the context of the sustainability and territorial development of the F2F strategy
- Resilience in the context of the F2F EU strategy
- Greening and greenwashing issues in agri-food business, and limits of the F2F strategy for business

Review process protocol

The review process of this Special Issue is two-step.

Step 1: an IFAMA Europe review committee will select extended abstracts through a double-blind process. Extended abstracts should include the following sections: problem description; methodology; results; managerial implications.

Step 2: the selected extended abstracts will enter the IFAMR reviewing process with a double-blind review process and will follow the guidelines of regular IFAMR issues.

<https://www.wageningenacademic.com/journals/ifamr/guidelines>

Special issue timeline

Extended abstract (approximately 1000 words excluding references) submission deadline: 15th June 2021, to be sent to loic.sauvee@unilasalle.fr

Feedback to authors on abstracts: 15th July 2021

Full paper submission deadline: October 1st 2021.

Feedback to authors on full papers: December 1th 2021.

Articles will be published ‘in press’ as soon as possible after acceptance. The complete issue is expected beginning 2022.

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