



# BEATLES

BEHAVIOURAL CHANGE TOWARDS

Climate-Smart Agriculture

3rd EU Multi-actor working group  
Portfolio of fair value propositions  
Michiel van Galen & Katja Logatcheva

**Wageningen Research**



Visit our website

[www.beatles-project.eu](http://www.beatles-project.eu)



Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



Funded by  
the European Union

# Outline



1

Fairness drives success of  
climate-smart agriculture

---

2

Fair business practices

---

3

Fair climate-smart value propositions

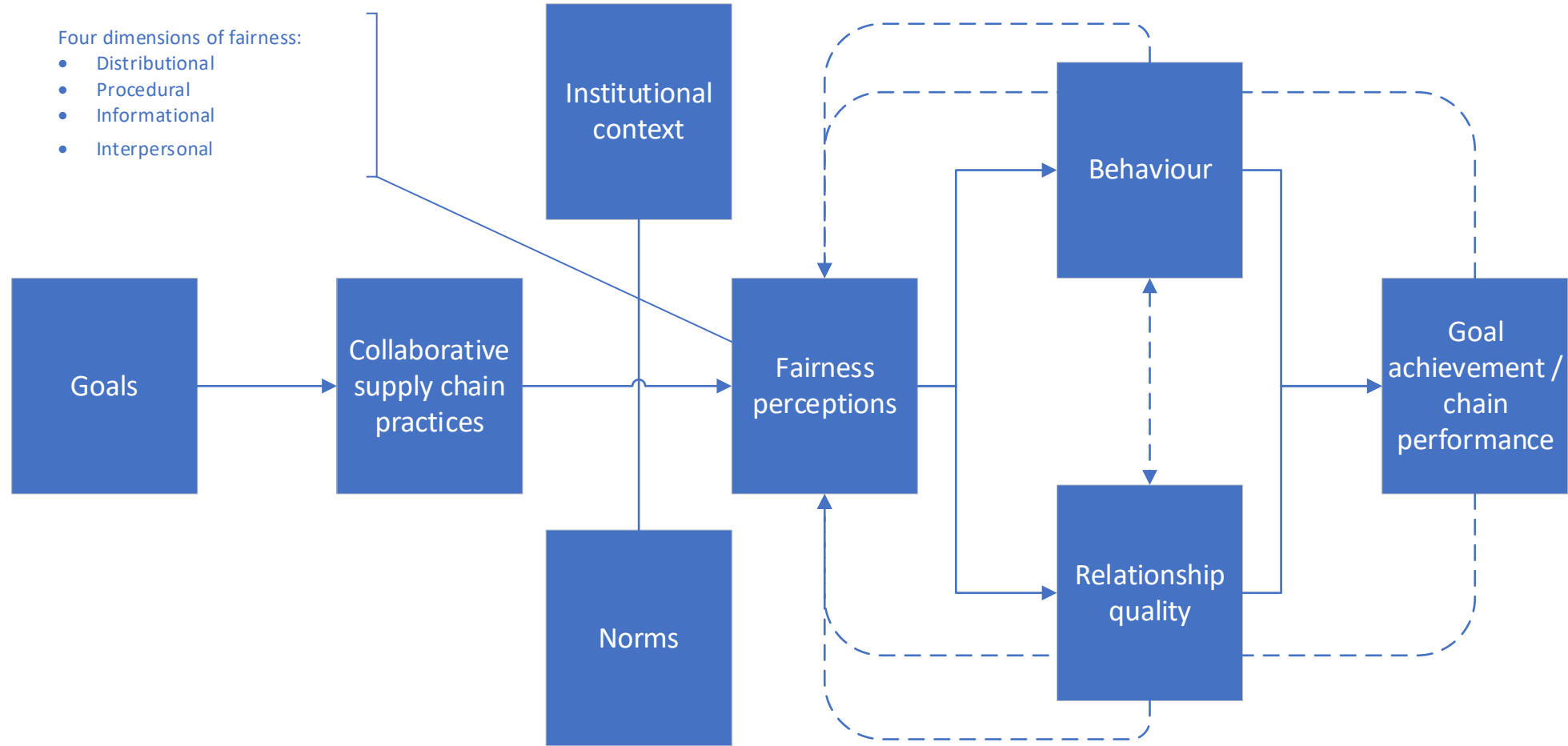
---

# What is Climate-Smart Agriculture?

- CSA is an integrated approach to agriculture that addresses the interrelated challenges of economic viability, food security, and mitigating climate change, with the objective of increasing agricultural productivity in a sustainable way, enhancing climate change resilience and reducing greenhouse gas (GHG) emissions (Matteoli et al., 2020).
- The outcomes of climate-smart agriculture are sustainable productivity, resilience and greenhouse gas mitigation (Christensen et al. 2023).
- CSA practices like soil management, fertilization, crop protection, irrigation, and livestock systems promote sustainable and resilient agriculture.
- These approaches align with climate change mitigation goals and EU targets, reducing environmental impacts while ensuring productivity and long-term sustainability.
- ❖ CSA typically results in higher private costs of production and marketing; to make it successful we need good business models that emphasize the gain in social benefits.

# What is Fairness?

- Inter-organizational fairness is a subjective perception of farmers and their buyers that the business relationship
  - produces a fair **distribution** of outcomes,
  - applying fair **procedures** to reach the outcome,
  - based on fair **information** exchange, and
  - with fair **interpersonal** treatment.
- Environmental fairness, intergenerational fairness



Source: authors ©

# Fair practices

Distributive	Procedural	Informational	Interpersonal
<ul style="list-style-type: none"> <li>• Compensating costs/effort</li> <li>• Product quality/delivery performance</li> <li>• Risk sharing</li> <li>• Giving operational support</li> <li>• Sharing investments/co-ownership</li> </ul>	<ul style="list-style-type: none"> <li>• Fair negotiating procedures</li> <li>• Adequate contract duration</li> <li>• No unfair trading practices</li> <li>• Explicit/normative contracting</li> <li>• Formal/informal monitoring and control</li> </ul>	<ul style="list-style-type: none"> <li>• Information sharing</li> <li>• Contact channel</li> <li>• Information quality</li> <li>• Operational transparency</li> <li>• Collaborative/frank communication</li> <li>• Joint resource creation</li> </ul>	<ul style="list-style-type: none"> <li>• Responsiveness</li> <li>• Supply chain socialization</li> <li>• Politeness, respect and dignity in interpersonal contact</li> <li>• Cultural adaptation</li> </ul>

Source: authors ©

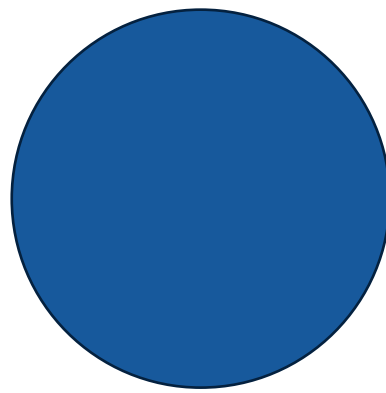
# Fair CSA value propositions: purpose

- Value propositions describe the fundamental aspects that make products valuable to consumers
- Without a clear value proposition, a business model will likely underperform
- Fair CSA value propositions emphasize both the benefits to climate and the environment and fair business practices

# Fair CSA value propositions: method

- To identify currently used fair value propositions for CSA in supermarkets in EU
- Data from Innova Market Insights New Products Database: 6,450 new product in 24 EU countries between 2023/01-2024/05 with both environmental and social claims
- Classification of the claims based on keywords
- Principle Component Analysis to extract commonly used value propositions

Environmental values	Social values	Governance
Organic	Good for animals	Local (from a region, nearby)
Soil management	Grazing	Partnerships, direct trade, local smallholders
Biodiversity, regenerative	Without antibiotics	Co-ownership
Protect forest, reforestation	Palm oil free or certified	Chain transparency
Rainforest Alliance, Utz	Soy free or certified	Artisanal
Climate, greenhouse gas emissions, circular, waste	GMO free	Visibility , Family Farm
Good farming practices	Good for environment	
Pesticides	Good for farmer income	
Fertilizers	Fairtrade, Fair for Life	
Water	Good for worker	
	Slave free, no child labour	
	Farmer education/training	
	For future generations	
	Support local communities	
	Gender equality	
	Good for consumer, for a better life	
	Donations to charity	
	Good for people	



Good for biodiversity, soil and water

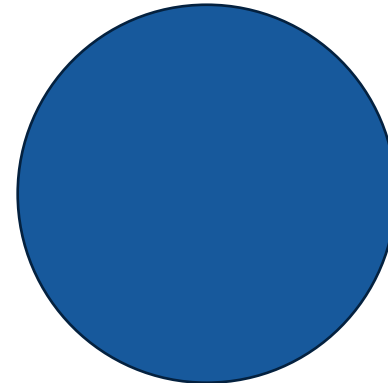
Transparent farming practices for nature and worker

Rainforest and People (+ organic)

Fair trade, climate neutral, donate to the planet

Local dairy and meat, animal and nature friendly

Family farms for future generations



Good for nature, farmer and animal

Natural is good for you (+organic)

Local quality, short chains

Fair trade supporting local communities (+organic)

Farmer education and local communities

Grazing + Fairtrade

Slave-free direct trade, climate neutral

# Fair CSA value propositions: conclusions

- “Climate-smart” was not (yet) used in value propositions for food in supermarkets
- Many value propositions
  - Focus on easy communication; good for nature, good for people, good for workers
  - Certification labels: Fair trade, Rainforest Alliance, Organic
  - Do not specify CSA practices like precision agriculture, or soil management
- Local, collective (farmers – local government) business models misalign with large supermarket chains
- Premiums to farmers for specific practices are rarely mentioned
- Transparency (other than part of tracking and tracing) is rarely used
- Some value proposition show farmers, but rarely used in combination with explanation of CSA practices and costs/benefits
- Some value seems difficult to sell to consumers > role for government but it would be good to include that in the value proposition as well, or “Funded by the EU”

# Questions & Answers

## Contact Details

Michiel van Galen



 [michiel.vangalen@wur.nl](mailto:michiel.vangalen@wur.nl)





Follow Us on  
**SOCIAL MEDIA**



Event  
DD/MM/YYYY  
City, Country



# Thank you!



Funded by the European Union under GA no. 101060645. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.



Funded by  
the European Union