



# Foodshed: symptoms treatment vs system change







**OPEN FOOD**  
NETWORK  
SCANDINAVIA

ALTIFREM



**OPEN FOOD**  
NETWORK

FRANCE



**OUI SHARE**

- > Food
- > Governance & exchange tools
- > P2P interactions



**OPEN FOOD**  
NETWORK

# # agenda

- 1- The symptoms
- 2- The root causes
- 3- Vision of another food system
- 4- Platforms as enablers
- 5- The power of an OS project: OFN case



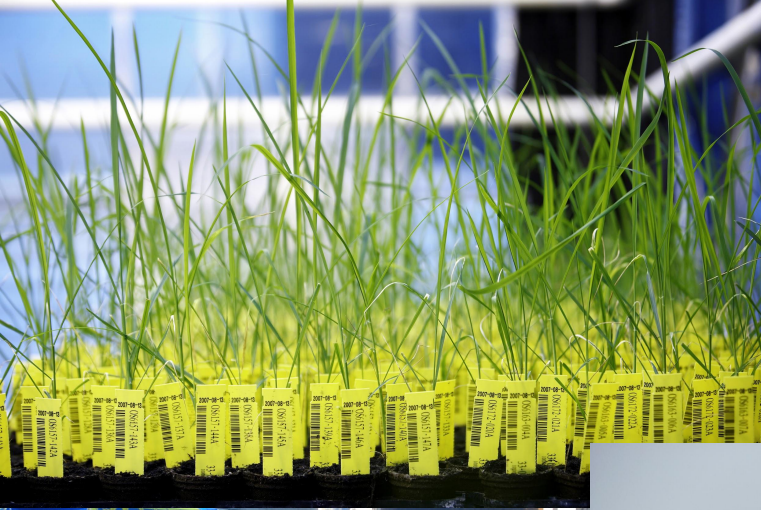


**1/3 of the food produced is wasted**



**842 million hungry people worldwide**





**GMO'S**

~~**GREEN REVOLUTION**~~

**GENE REVOLUTION**





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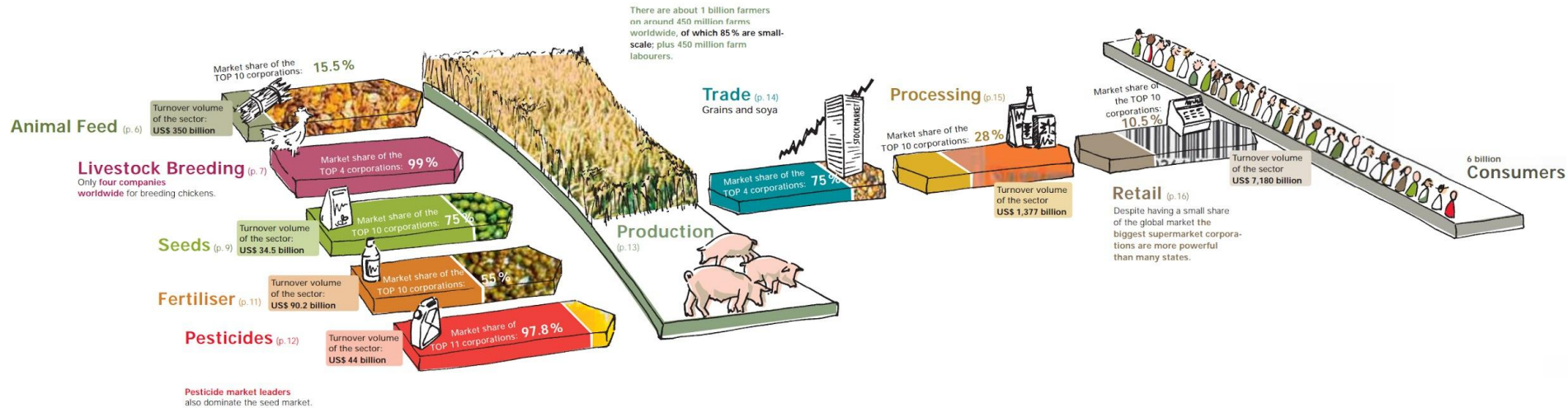


# Root cause #1: distanciation / physical > mental





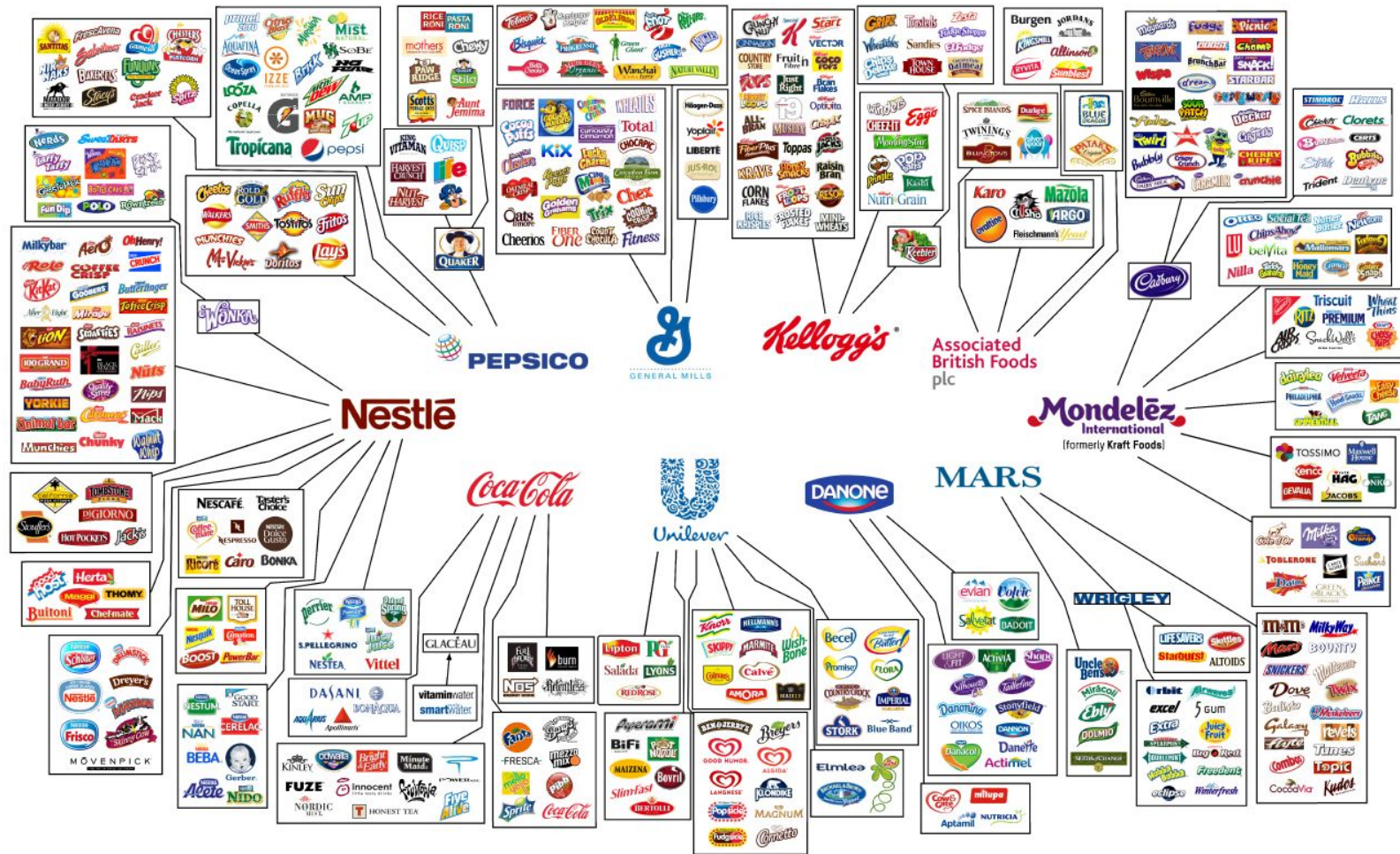
# Root cause #2: concentration / centralization / integration



- > animal feed
- > livestock breeding & genetics
- > seeds
- > fertilizers
- > pesticides

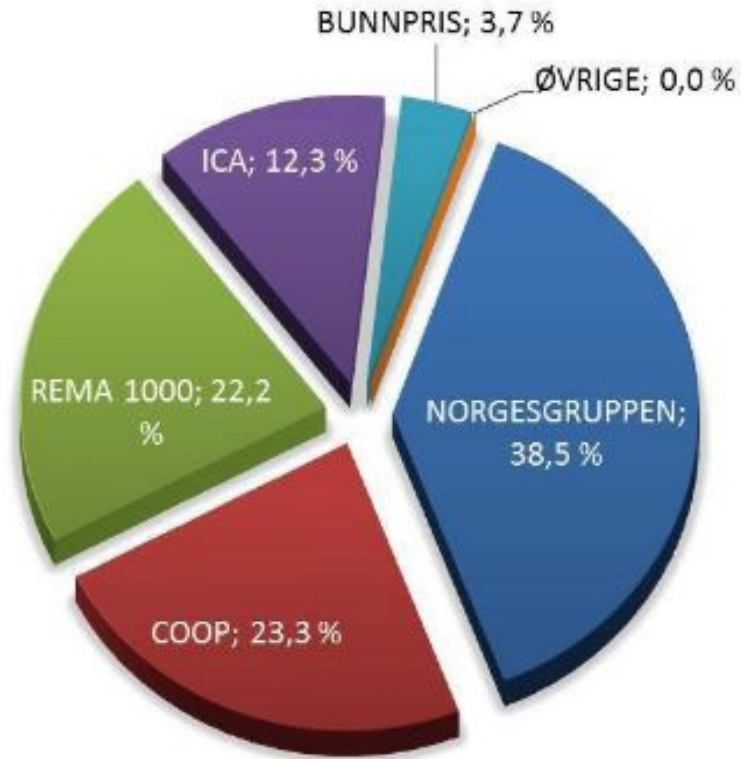
- > food production
- > trade in grains and cereals
- > food processing
- > food retail

# Root cause #2: concentration / centralization / integration





# Some Norwegian context



- 3 chains hold 96% market share
- -10% of organic farmers in 2014
- -34,1% (24 000 farms) between 2000 and 2010

Norway	2000	2010	Change (%)
Number of holdings	70 740	46 620	-34.1
Number of persons working on farms (Regular labour Force)	190 150	125 270	-34.1
Average area per holding (ha)	14.7	21.6	47.0

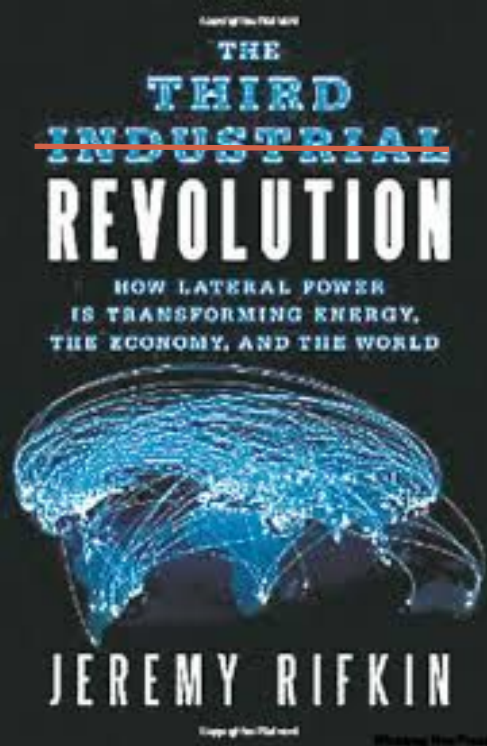
Source: Eurostat



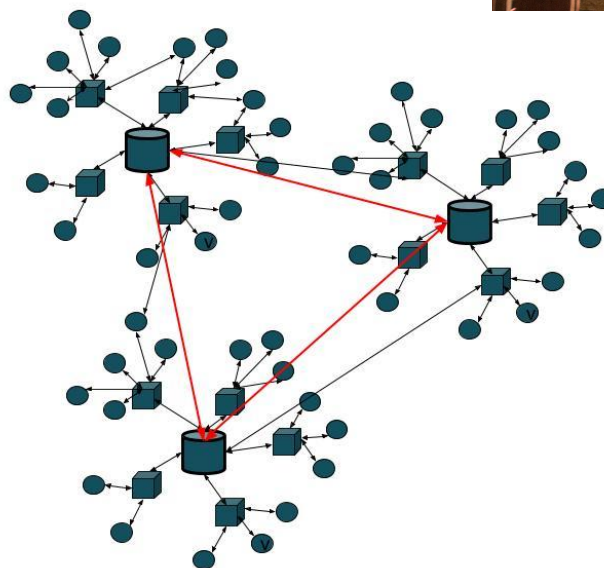
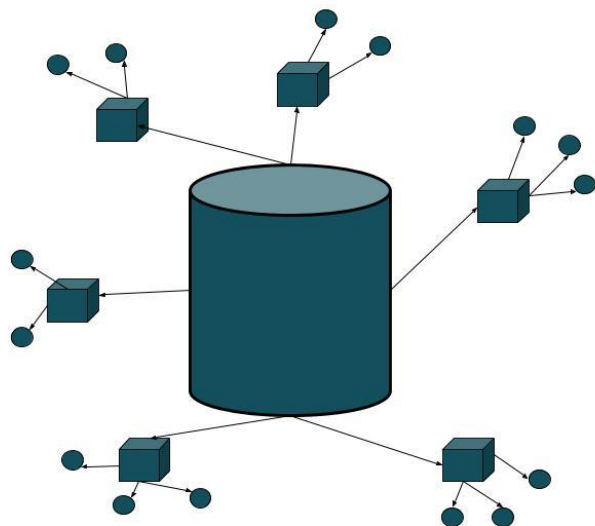
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# Food



 Producers: large scale / multinationals / centralized
  Wholesalers/ distributors
  Retailers

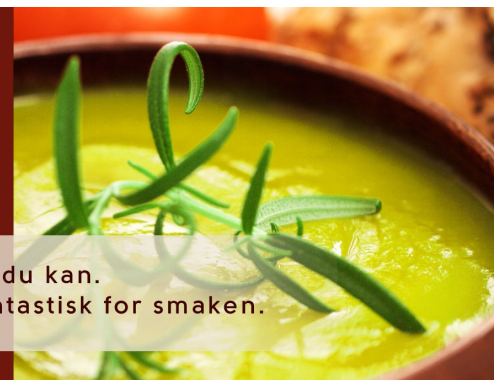
 Producers: small / middle scale
  Food hubs / on&offline markets
  Consumers/ "Prosumers"

# Rapid Growth Sector



Indicator	Timeframe	No. Years	%/year
Local food sales in USA	2008-2011	3	13.4%
Direct-to-consumer sales	97/98 - 2007	10	4.4%
No. farms selling some or all produce in local markets	2010 - 2012	2	9.1%

Source: United States Department of Agriculture

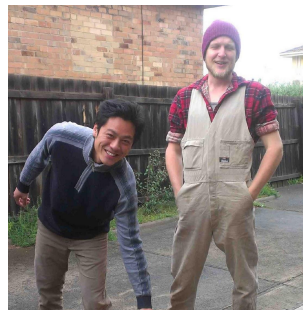




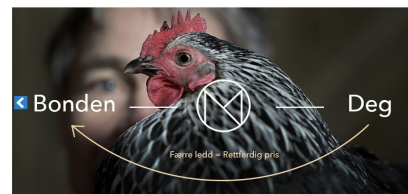
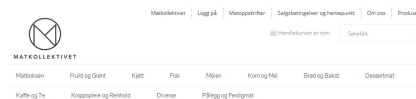
# Emerging alternatives



*Farmers are using the internet and social media to connect with eaters and with each other .*



*... But we need more – **trading and distribution** outside the supermarkets is still difficult and time-consuming for many*



Oslo Kooperativ  
byfolk, bønder & bra mat



# Toward an age of agro-communities





# What food system do we want?

syngenta

MONSANTO



OCCUPY THE FOOD SUPPLY!



END CORPORATE EXPLOITATION OF OUR FOOD SYSTEMS. OCCUPY



Cargill™

coop

Vs.



FOOD JUSTICE



Slow Food®



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[Open an Assembly](#)

[How does it work?](#)

[Supply Assemblies](#)



English ▾

LOG IN

Let's get together to buy the best food available, directly from local farmers and foodmakers.



*farmdrop*

# Really good food from really local producers

Buy the freshest food direct from small local farmers and food makers  
- and join a revolution that's making food local again.

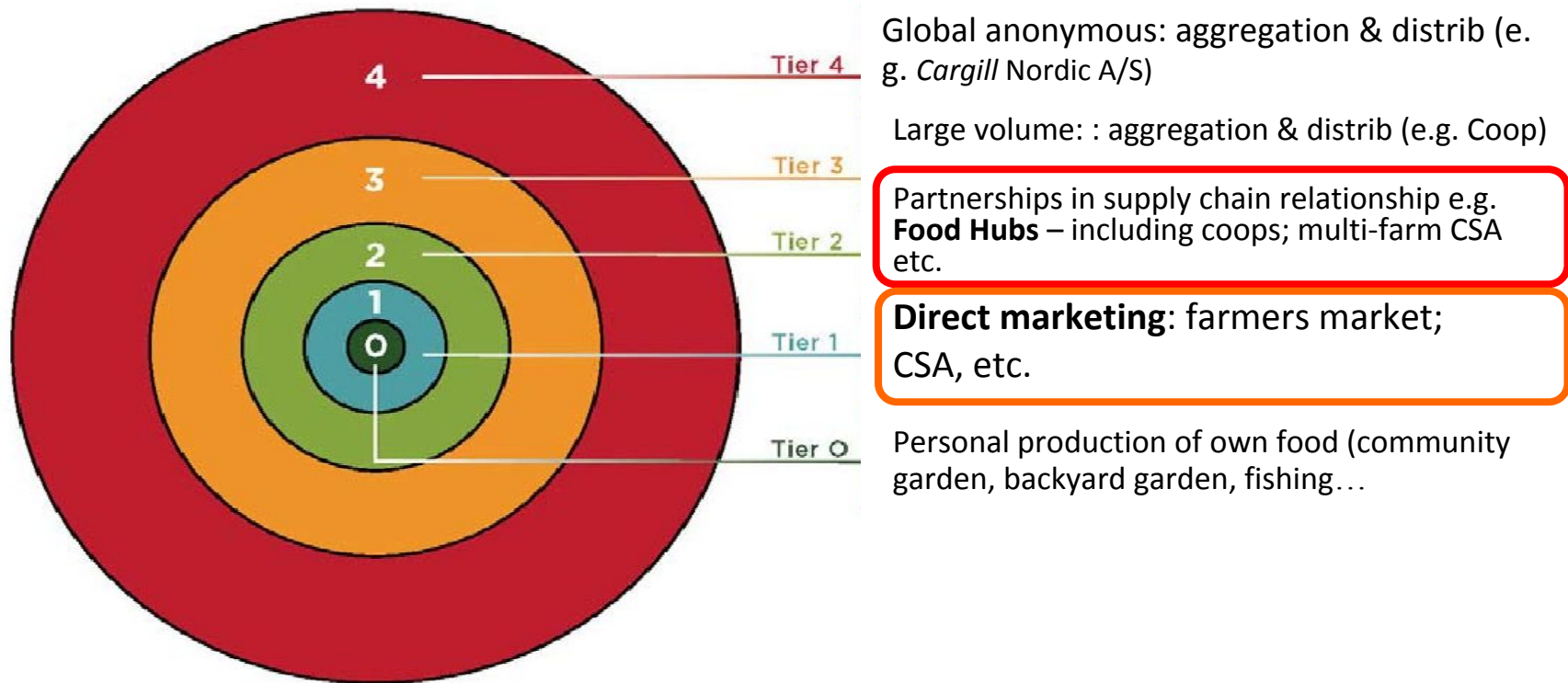
 Aide



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# Scales of food distribution



## Food Hubs make it easier to buy and sell local food

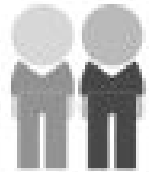


Image adapted from Wisconsin-Madison Center for Integrated Agricultural Systems (USA)

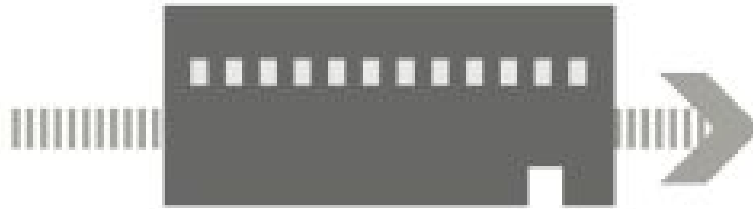


# What we want: lots of local food enterprise

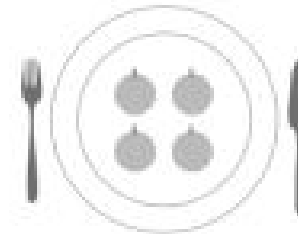
## *Diverse. Independent. Connected.*



A FEW LARGE GROWERS



SELL TO SUPERMARKETS IN MASSIVE VOLUMES



REDUCED QUALITY AND FRESHNESS  
WHERE DID IT COME FROM?



LOTS OF LOCAL GROWERS



SELL TO FOOD HUBS IN SUSTAINABLE VOLUMES



ETHICAL LOCALLY GROWN FOOD  
FROM PEOPLE YOU KNOW



## Open

*contribute to the commons & empower distributed innovation*

## Transparent

*supporting well-functioning markets (fair, informed and diverse)*

## Systemic

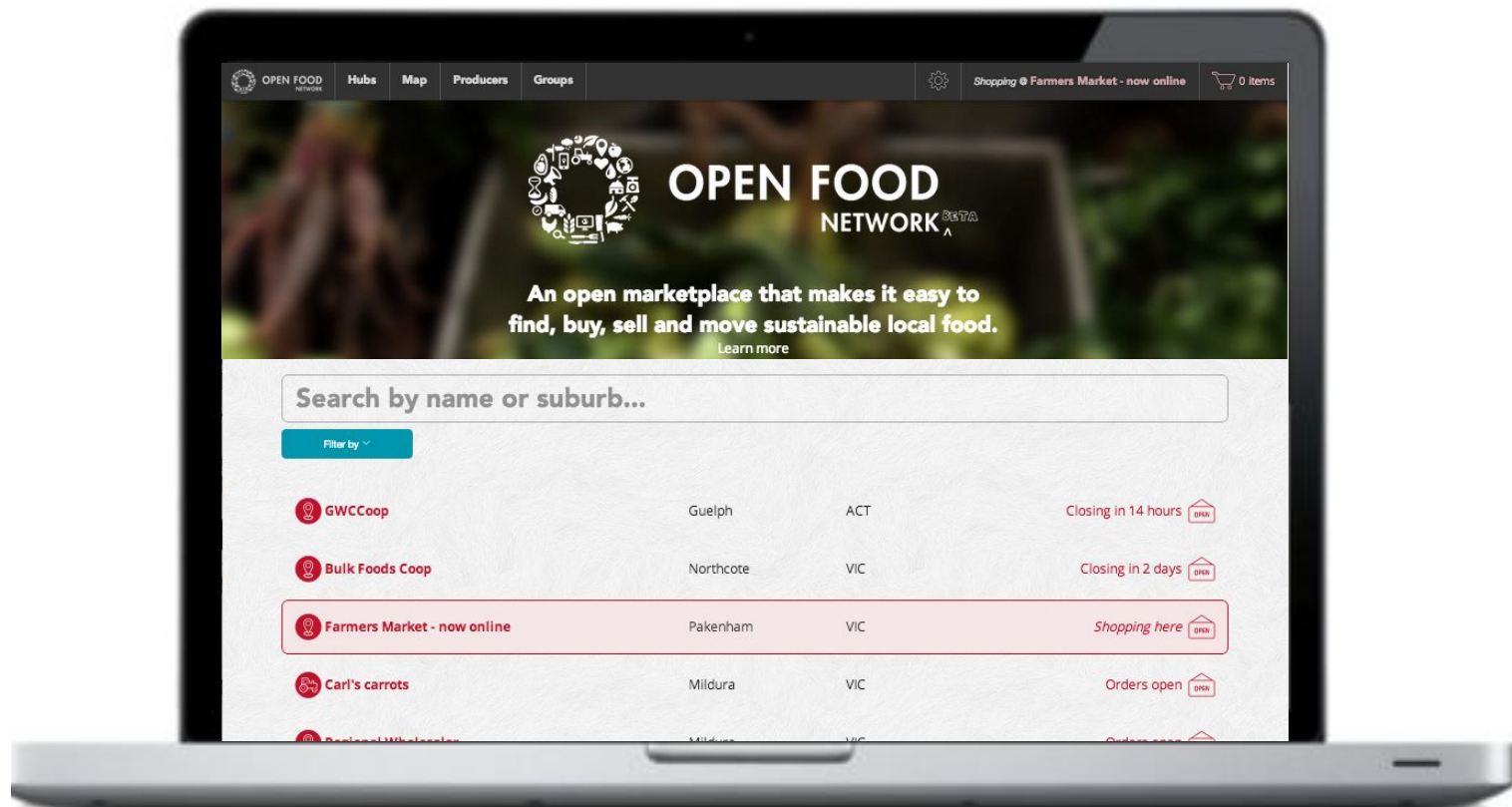
*addressing root causes & create a network effect*

## Diverse & flexible

*support different business models and size*



The Open Food Network makes it easier to find, buy, sell and move sustainable, local food





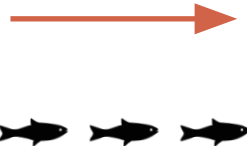
# Producers

# Buyers

Farm sales via direct “producer stores”



OR via a “hub store”



Creative, diverse,  
independent food distribution  
enterprises...

Food Hubs; Wholesale or retail; Producer coop  
Retailer grocery store; Buying Groups etc





# Building Blocks: “enterprises”

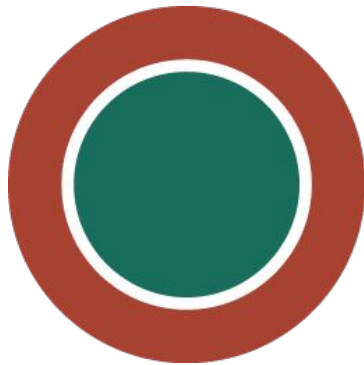


Producers



Hubs

+ “order cycles”



Producer & Hub

OPEN FOOD NETWORK Hubs Map Producers Groups Shopping @ Farmers Market - now online 0 items

**Farmers Market - now online**  
Pakenham

Next order closing in 6 days  
Ready for Saturday 26 September, from 9am -

ABOUT FARMERS MARKET - NOW ONLINE PRODUCERS GROUPS CONTACT

Search by product or producer Your shopping cart

Filter by


**Pork - Mixed Boxes**  
From Mostly Meat

Sm. Mixed Box	0	2kg	x	\$35.70	\$0.00
Med. Mixed	0	3kg	x	\$47.25	\$0.00
Lge. Mixed	0	5kg	x	\$84.00	\$0.00

**Apples**  
From Farm W Shon




# As a Producer, I can have a Profile so people can find me



**Green Gully Organics** Macclesfield, Vic

**ABOUT**







Green Gully Organics is situated on an 80 acre certified organic farm in Macclesfield, situated between the magnificent Dandenong Ranges and the beautiful Yarra Valley, just an hour south east of Melbourne. The farm produces an amazing diversity of vegetables and herbs all year-round, thanks to rolling hills and spring fed flats.

We are family owned and fun and have been using organic practices since 1990 (certified by Australian

**CONTACT**


[greengullyorganics@hotmail.com](mailto:greengullyorganics@hotmail.com)

**SHOP FOR GREEN GULLY ORGANICS PRODUCTS AT:**

-  South East Food Hub - SAMPLE *DANDENONG, VIC*
-  **Salmon Street Fresh Food**
-  **Outlook Community Centre** *PAKENHAM, VIC*
-  **South East Food Hub** *DANDENONG*

OPEN FOOD NETWORK Hubs Map Producers Groups

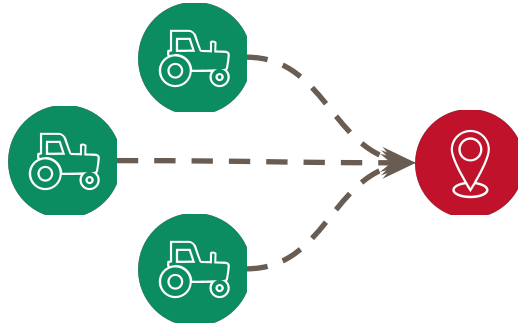
**Pakenham, Victoria, Australia**







# As a Producer, I can connect with and sell through Hubs



Hubs can have many different business models

The screenshot shows the 'Farmers Market - now online' website for Pakenham. The page features a search bar, a navigation menu, and a list of products. A shopping cart summary is visible on the right side.

Product	Quantity	Unit	Price	Total
Pork - Mixed Boxes	0	2kg	\$35.70	
Med. Mixed	0	3kg	\$47.25	
Lge. Mixed	0	5kg	\$84.00	\$0.00
Apples	0	1kg	\$5.25	\$0.00
Apples - Fuji	0	1kg	\$5.25	\$0.00

Shopping Cart Summary:

Item cost	\$34.00
Admin fee	\$1.70
<b>Total</b>	<b>-\$35.70</b>



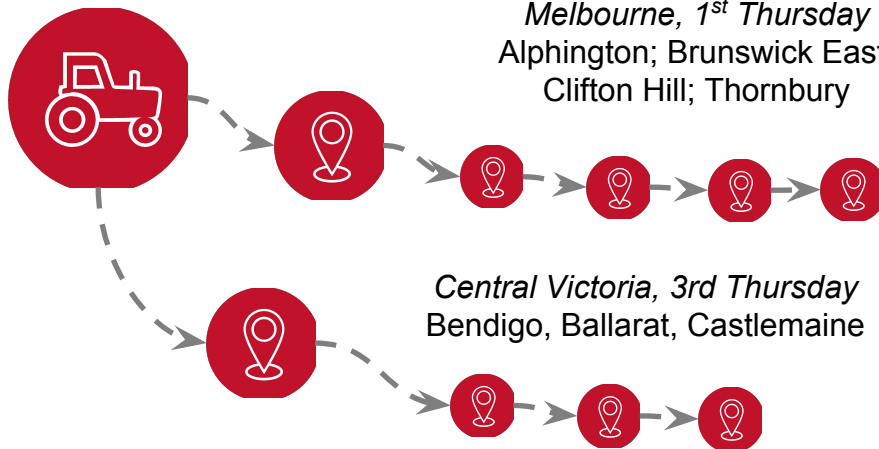
# As a Producer, I can have a Shopfront and sell directly



## Local Delivery

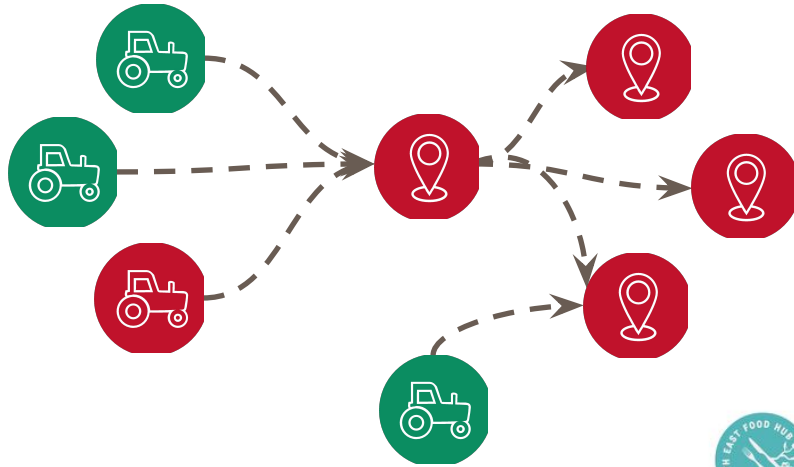
Collect from farm

## Pick-Up Locations





# As a Hub, I can coordinate a network of 'Hubs' – Community Access Points



## Cooperation



### South East Food Hub

Join the feast from Melbourne's South East! ORDERS OPEN between Tuesdays - Fridays 12pm with DELIVERIES the following Tuesday. Browse for your nearest Food Club under "Our Hubs" and start eating fresh, local produce today!

## Flexible & Independent

Map About Us Our Producers Our Hubs

Plan Satellite

#### CONTACT

0497 902 008

Email us

Visit our website

#### FOLLOW



#### ADDRESS

10 Lea Rd

Koo Wee Rup Victoria 3981

# As a Buyer, I can find Producers and Hubs that suit me – and buy from them

The screenshot shows the Open Food Network interface with a search bar containing "Search by name or suburb...". Below the search bar, a list of hubs is displayed. The "Bulk Foods Coop" hub is highlighted in red. The hub details for Bulk Foods Coop are as follows:

Hub Name	Location	State	Status
GWCCoop	Guelph	ACT	Closing in 15 hours
<b>Bulk Foods Coop</b>	Northcote	VIC	Shopping here
Farmers Market - now online	Pakenham	VIC	Orders open
Carl's carrots	Mildura	VIC	Orders open
Regional Wholesaler	Mildura	VIC	Orders open
School Buying Group	Mildura	VIC	Orders open

The Bulk Foods Coop hub details include a "SHOP FOR" section with categories like Pickles & Preserves, Bakery, Vegetables, Fruit, Pulses & Grains, Oils & Spreads, Nuts & Dried Fruit, Prepared Meals, and Boxes. It also lists "OUR PRODUCERS" such as Grains Goodies, Stoney Creek, AA Orphans, Olivia's Olives, Urban Farm, Bulk biodynamic, and Supurb Olives. Delivery options for Pickup and Delivery are also shown.


The screenshot shows the Open Food Network interface with a search bar containing "Search by Producer or Suburb...". Below the search bar, a list of producers is displayed. The "Mirboo Pastured Poultry" producer is highlighted in green. The producer details for Mirboo Pastured Poultry are as follows:

Producer Name	Location	State
Mirboo Pastured Poultry	Mirboo North	VIC
New Directions	Sydney	NSW
Honest to Goodness	Sydney	NSW
Bonnie Beef Growers	Imbil	QLD
Near River Produce	Hollisdale	NSW
Amber Creek Farm and Sawmill	Fish Creek	VIC

The Mirboo Pastured Poultry producer details include an "ABOUT US" section describing their farming practices, a "CONTACT" section with phone number 0438 950 982 or (03) 9092 0694, email ilan@mirboopasturedpoultry.com.au, and website http://www.mirboopasturedpoultry.com.au/. There is also a "FOLLOW" section with a Facebook icon.



# Transparency while you shop (Hub)

OPEN FOOD NETWORK™ Hubs Map Producers Groups Shopping @ Baw Baw Fresh Organics 0 items



**1**  **Baw Baw Fresh Organics**  
Warragul Next order closing in 2 days  
Ready for

ABOUT BAW BAW FRESH ORGANICS PRODUCERS GROUPS CONTACT

**3** Fruit Vegetables Dairy Drinks Boxes + 7 More  
Certified Organic Organic Practices (not certified) + 2 More

**2**  **Large Vegetable Box** [↗](#)  
from  Baw Baw Organics



Signed-up Only	<input type="text" value="0"/>	Box	×	\$45.00	\$0.00
Trial Box	<input type="text" value="0"/>	Trial	×	\$48.00	\$0.00
Flexible	<input type="text" value="0"/>	Box	×	\$48.00	\$0.00

**5**  **Boysenberries (frozen)** [↗](#)  
from  Sunny Creek Organic Berry Farm



Boysenberries (frozen)	<input type="text" value="0"/>		×	\$0.00	\$0.00
------------------------	--------------------------------	--	---	--------	--------

Item cost \$12.00  
Admin fee \$2.40  
= \$14.40



Price graph ^

**4**  **Cocktail Mix (frozen)** [↗](#)  
from  Sunny Creek Organic Berry Farm


Cocktail Mix (frozen)	<input type="text" value="0"/>	500g	×	\$18.00	\$0.00
-----------------------	--------------------------------	------	---	---------	--------

 **Raspberries (frozen)** [↗](#)  
from  Sunny Creek Organic Berry Farm

Raspberries (frozen)	<input type="text" value="0"/>	500g	×	\$18.00	\$0.00
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 **Pasture-fed Authentic Free Range Eggs** [↗](#)  
from  WillowZen

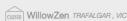
800g Dozen	<input type="text" value="0"/>	800g Dozen	×	\$8.50	\$0.00
------------	--------------------------------	------------	---	--------	--------

**4**  **WillowZen** Trafalgar, Vic

ABOUT  
Our hens enjoy fresh pasture every day and roam from mobile trailers, which provide shelter and water. They eat grass while scratching for bugs and enjoy natural grain feed. Protected by Maremma dogs and spaces they are free to live, lay and roost as hens should. At WillowZen, we live ethical farming. At WillowZen with around 3,500 hens we will average one hen every 65 square metres.

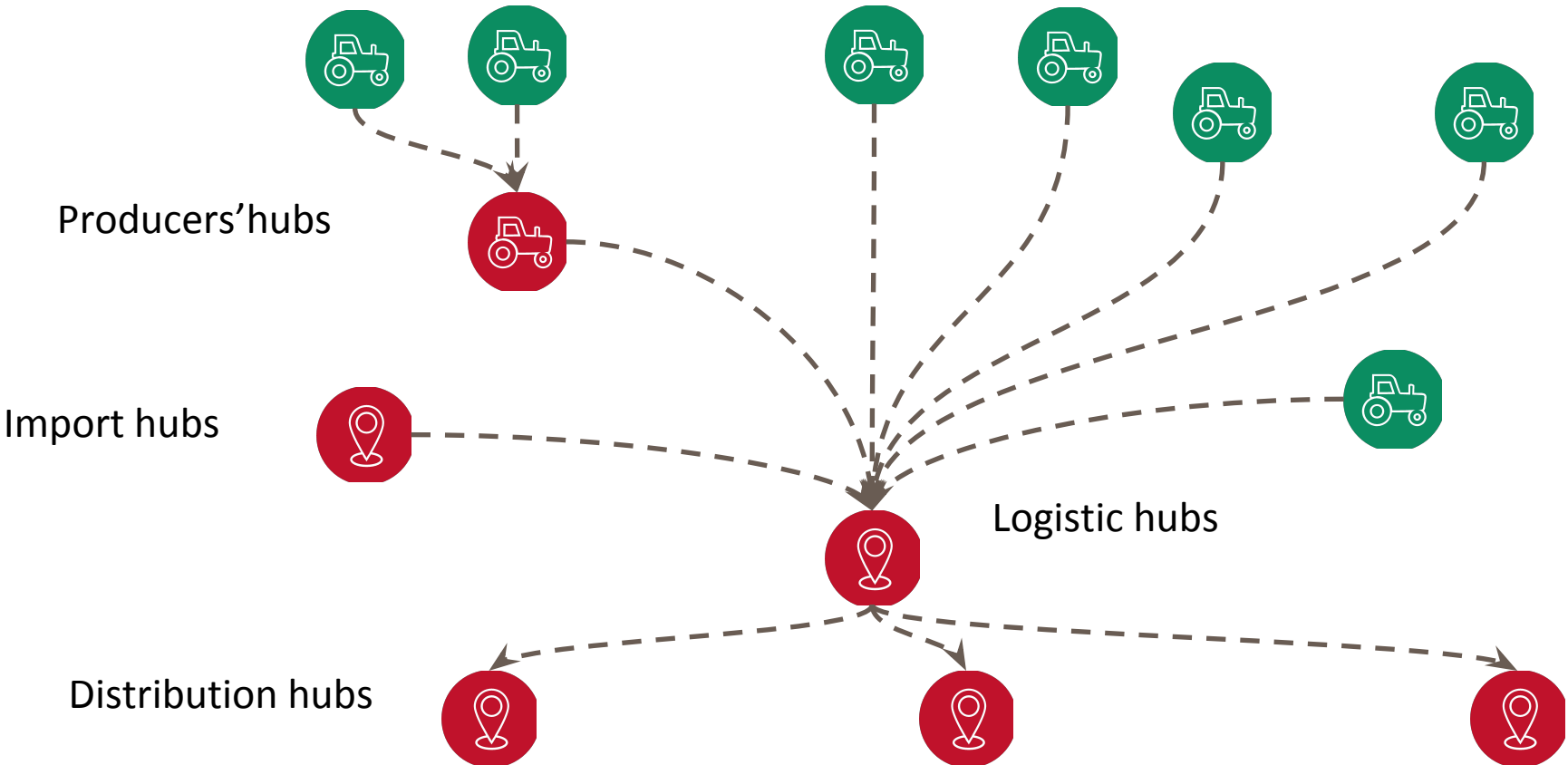
CONTACT  
0428 513 883  
kelvin@willowzen.com.au  
www.willowzen.com.au

FOLLOW  


CHANGE SHOP TO:  




# Disrupting the distribution system



<b>Orders close</b>	Every Monday	Every Mon/Wed/Fri	Every Mon/Wed/Fri
<b>Delivery</b>	Every Thursday	Every Tue/Thurs/Sat	Every Tue/Thurs/Sat
<b>Buyers</b>	1000 individual buyers	25 hotels 3 catering companies 10 schools	40 restaurants 12 stores



**A forest that grows doesn't make noise...**







**SOUTH EAST FOOD HUB** BRINGS FRESH FOOD  
FROM THE FARMERS OF MELBOURNE'S SOUTH EAST  
**DIRECT TO CAFES, RESTAURANTS, RETAIL & MORE...**

## FOR BUSINESSES

SE Food Hub works with the farmers of Melbourne's South East to bring their fresh, seasonal produce direct to **local cafes, restaurants, retail outlets** and **hospitality venues**.

## FOR HOUSEHOLDS

If you're not part of a business but still want to enjoy fresh local food from the South East Food Hub, **Buying Groups** are your answer.



Join a Buying Group and enjoy affordable,  
fresh and local produce every week



### **Choose a Buying Group**

Browse for a Buying Group near you and see what produce is on offer via their online shop page.



### **Harvest**

Pick exactly what you want from the week's freshest and tastiest local produce (and see exactly who the farmers are) and process your order safely online.



### **Collect**

Collect your food from your Buying Group's local collection point!

## **SHOP VIA BUYING GROUPS HERE**

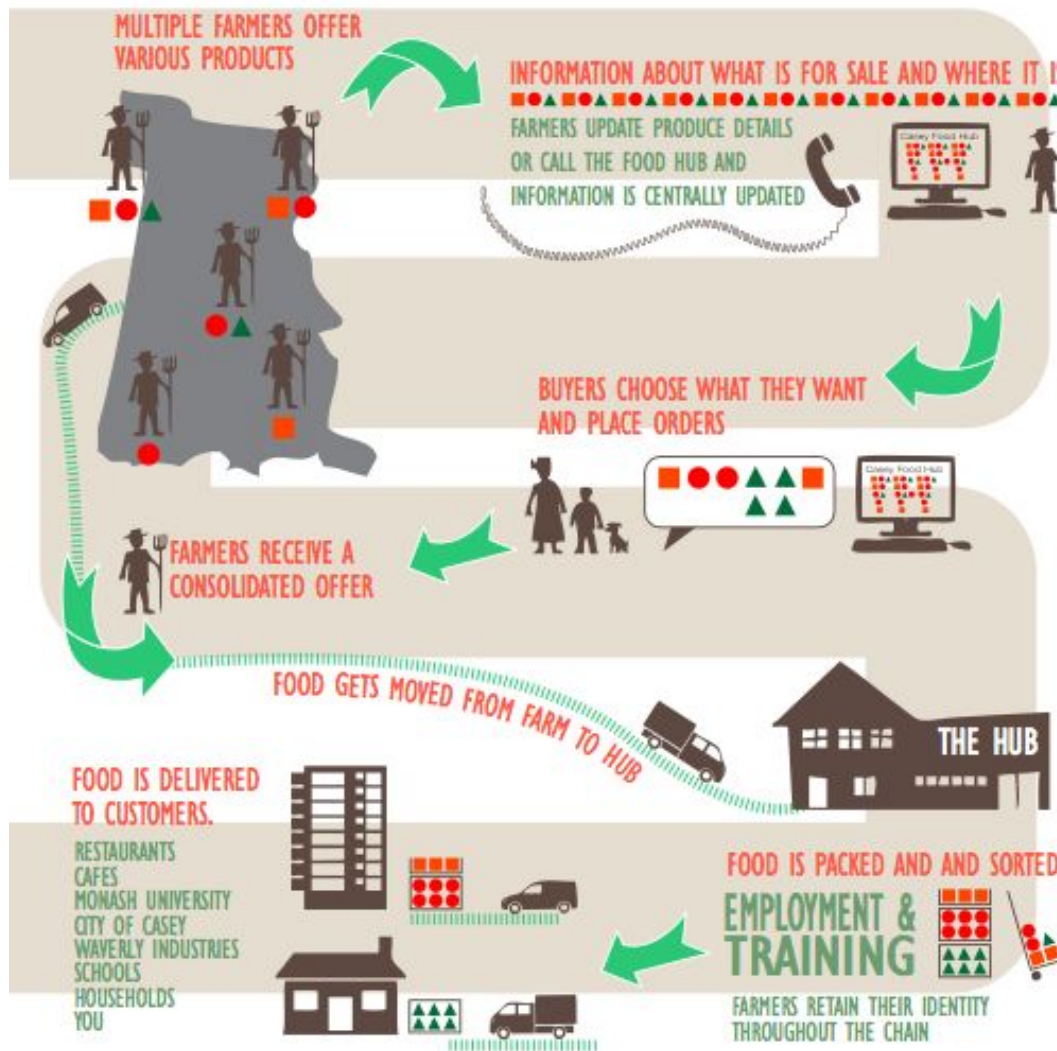
Please note order cycles open Wednesdays and close at 10am on Fridays

# How does it work?

1. What's fresh on the farm this week?

3. Farmers get one consolidated order

5. Delivery and Collection



OPEN FOOD NETWORK

2. Customers place orders



4. Training & Employment:  
Packing at Avocare in Dandenong







# Where we're at . .



Closed Beta sites LIVE at: [www.openfoodnetwork.org.au](http://www.openfoodnetwork.org.au)  
[www.openfoodnetwork.org.uk](http://www.openfoodnetwork.org.uk)  
[www.openfoodnetwork.no](http://www.openfoodnetwork.no)



Crowd-funding

August 2014



Open Beta - Australia

October 2014



Public Launch – Australia

June 2015

# The current global network

## Launched

- 📍 Australia (June 2015)
- 📍 South Africa (Sept. 2015)

## Pre-launched

- 📍 UK

## Testing and adaptation

- 📍 Norway
- 📍 France

## Deployment and team constitution

- 📍 Canada
- 📍 USA

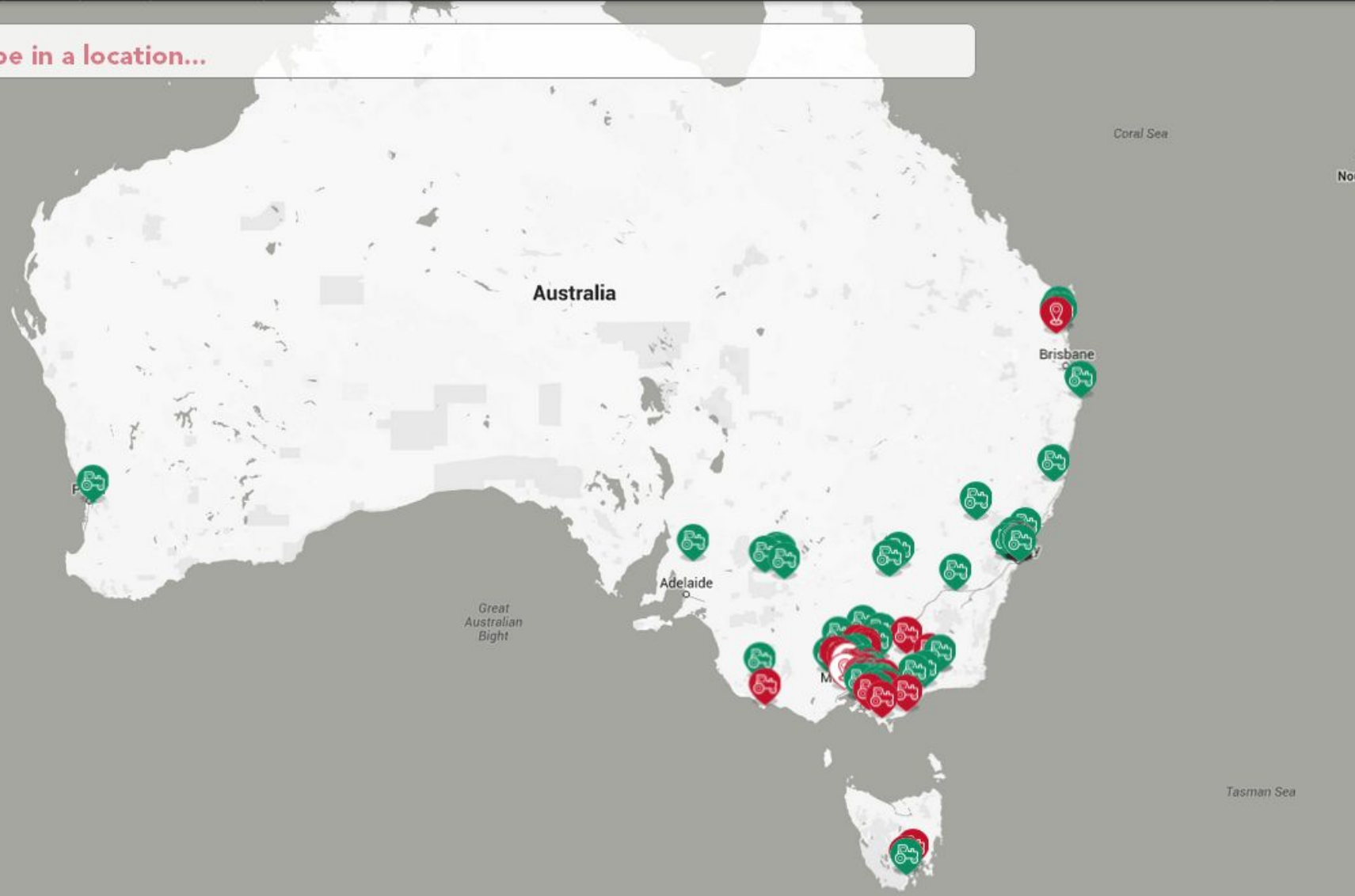
## Pre-deployment

- 📍 Brasil
- 📍 Chile
- 📍 Spain
- 📍 Italy





Type in a location...







Plan Satellite

Type in a location...

The map displays South Africa and its neighboring countries: Botswana to the north, Lesotho to the east, and Swaziland to the southeast. Major cities are labeled, including Swakopmund, Windhoek, Rehoboth, Gaborone, Sun City, Johannesburg (with a red location pin), Nelspruit, Maputo, Mbabane, Durban (with a red location pin), St Lucia, Richards Bay, Kimberley, Bloemfontein, Botshabelo, Mthatha, East London, Port Elizabeth, Oudtshoorn, Knysna, Plettenberg Bay, Jeffreys Bay, Hermanus, Cape Town, Langebaan, Springbok, Upington, Mier, Keetmanshoop, Ais-Ais, and Lüderitz. National parks like Kruger National Park and the Tsammasmak Community Conservancy are also shown. A search bar at the top left contains the text 'Type in a location...'. Navigation controls for 'Plan' and 'Satellite' are on the left, and a person icon, zoom in (+), and zoom out (-) buttons are on the right. The Google logo is in the bottom left corner.

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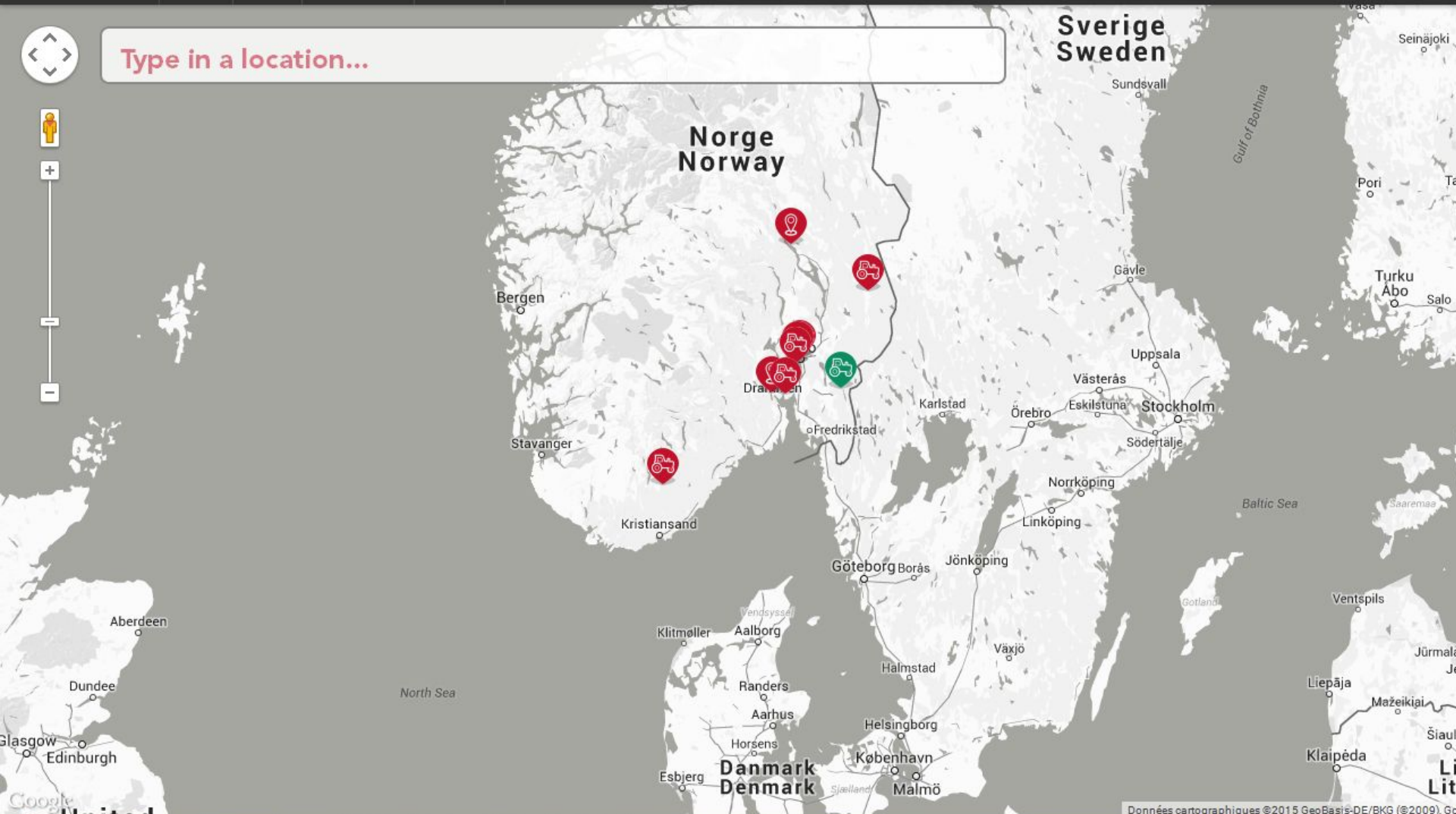


Type in a location...





Type in a location...



Données cartographiques ©2015 GeoBasis-DE/BKG (©2009), G



# Governance of the Commons

- Resilience
- Values shared by OFN partners
- Code cooperation (no fork so far)
- Agile governance design process
  - Discourse discussion
  - Global community HO
  - Tensions based reshaping process
  - Contributive accounting?
  - Inspirations: Enspiral, LiquidO, Backfeed...

# We're creating a new food system.

**315**

FOOD PRODUCERS

**59**

FOOD SHOPS

**1,274**

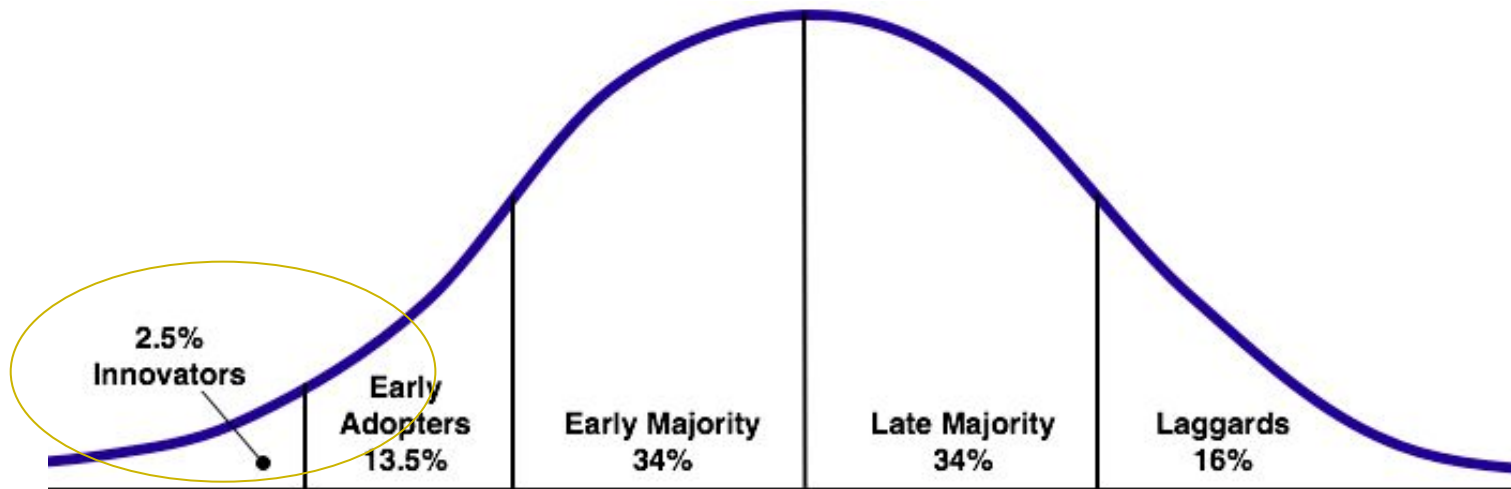
FOOD SHOPPERS

**7,510**

FOOD ORDERS



[SEND FEEDBACK](#)



Source: Everett Rogers, Diffusion of innovations model



**OPEN FOOD  
NETWORK**

# Challenges



## Open source community

## International Governance and Collaboration

- Local ownership and control
- Interoperability

## Money

- Free as in speech . . . but who's paying for the beer?
- Building viable social enterprise, while ensuring access



# A collaborative economy project

**OUI SHARE**  
**AWARDS 2015**

**REWARDING  
CHANGE-  
MAKING  
INITIATIVES**

of the Collaborative Economy | #OSFest2015

**VOTE NOW!**

Discover our 14 nominees, and vote online  
for your favorite projects until May 21st!

Open Food Network - Ouishare Awards 2015 Nominee



**Open Food Network**

*Collaborative Consumption Award*

Open Food Network is an open source platform that empowers interconnected communities of food producers, distributors and buyers to co-create decentralized, transparent and sustainable food systems.

[www.openfoodnetwork.org](http://www.openfoodnetwork.org) • 466 Votes

**OUI SHARE**

**FEST 2015**

**LOST IN TRANSITION?**

A three-day festival about the collaborative economy

Paris, May 20-22 at Cabaret Sauvage

CONSUMPTION

redistribution



product-service



on-demand services



local food systems



LEARNING

p2p learning



open courses & moocs



PRODUCTION

digital peer production



distributed fabrication (makers)



co-design / co-innovation



FINANCE

p2p funding



p2p payments



p2p insurance



compl. currencies



GOVERNANCE

participatory organizations



participatory government



blockchain / DAO



COLLABORATIVE ECONOMY FRAMEWORK V0.1



# Get Involved, yeahhh!!!

GitHub

This repository Search

Explore Features Enterprise Blog



openfoodfoundation / openfoodnetwork

Connect suppliers, distributors and consumers for the sale and purchase of local produce

- Ruby on Rails, Spree Commerce
- PostgreSQL
- AngularJS, Coffeescript



Email: [myriam@altifrem.org](mailto:myriam@altifrem.org)

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+47 98 48 27 57

[www.altifrem.org](http://www.altifrem.org)

[www.openfoodnetwork.no](http://www.openfoodnetwork.no)



OPEN FOOD  
NETWORK





[startsomegood.com/openfoodnetwork](http://startsomegood.com/openfoodnetwork) **OPEN FOOD NETWORK**



@OpenFoodNet

