

# Integrating Primary Producers into BioBased Value Chains

## Session #2: Value chains and markets: linking producers and stakeholders

### AGENDA SESSION #2

Tuesday 21 November 2023 from 9:00 am to 12:00 pm CEST

- 09:00 – 09:15**      **Main room – Presentations in English/French**  
Warm-up: Where are we located?  
Introduction to the SCALE-UP project, Zoritzza Kiresiewa
- 09:15 – 09:35**      **Successful project consultation for soil and water protection -  
knowledge transfer from theory to agricultural practice**  
Patrick Falkensteiner, Chamber of Agriculture Upper Austria
- 09:35 – 09:50**      **Involving producers in the setup of a new value chain**  
Guillaume Mesnildrey, Chamber of Agriculture of Normandy (France)
- 09:50 – 10:10**      **Sustainability and Circular Economy Potentials in terms of Food  
Waste**  
Prof. dr Jana Klopchevska , Faculty of Technology and Metalurgy  
(North Macedonia)
- 10:10 – 10:20**      **Short break**
- 10:20 – 11:20**      **Break-out rooms**  
Moderated in your language by a facilitator in your region.  
Collective discussions. See page 2
- 11:20 – 11:30**      **Short break**
- 11:30 – 12:00**      **Main room – Presentations in English**  
Feedback on the key outcomes and questions from the breakout rooms  
Conclusions and how to move forward.

**Short survey: give your feedback on the training**



**Break out room discussions:**

**1. What are the challenges in connecting upstream and downstream in a value chain ? How does the information from consumers or from businesses flow back to producers ?**

**2. How individual producers or groups of producers (cooperatives, informal collective) fit into a wider value chain ? How to better cluster producers when and where it is needed ?**

**3. What are the support structures for integrating producers: economical and regulatory framework, policies and local authorities, local facilitation ...**