Regoverning Markets
A Place for Small-Scale Producers in Modern Agrifood Chains?
Edited by Bill Vorley, Andrew Fearne and Derek Ray

This is the first in a series of books exploring the theme of sustainable food chains, from food safety and corporate social responsibility to supermarket loyalty cards and supply chain partnerships. The Sustainable Food Chain series is edited by Andrew Fearne.

Contents:
* Examines the correlations between the increasing modernization of food supply chains and the global rural community
* Offers an in-depth look at the practices and aims of the ‘Regoverning Markets’ program, drawn from 18 participatory countries
* Recommended text for practitioners in developing countries, civil servants, policy-makers and NGOs

The internationalisation of food retailing and manufacturing that has swept through the agri-food system in industrialised countries is now moving into middle- and low-income countries with large rural populations, causing significant institutional changes that affect small producer agriculture and the livelihoods of rural communities the world over.

Farmers and policy-makers are struggling to keep up with the wave of new demands being made on their supply chains by food manufacturers and retailers. In the process, new questions and challenges are arising: Can small-scale farmers organise to meet the demands of corporate giants? Should governments liberalise FDI, or nationalize key agri-food businesses? How does this new investment in the retail sector and expose numerous small shops to competition from multinationals? Can distribution systems be adapted to make markets work better for the poor?

This book offers a contemporary look at what happens when the modernisation of food supply chains comes face to face with the livelihoods of rural and poor people. The authors are drawn from eighteen countries participating in the ‘Regoverning Markets’ programme, which aims to not only improve our understanding of the way modernisation and re-structuring of food supply chains is affecting food production and distribution systems, but also identify best-practice in involving small-scale producers in supermarket supply chains, and ascertain the barriers to inclusion which need to be removed.

The book is aimed primarily at academics but will also appeal to practitioners in developing countries, civil servants, policy-makers and NGOs.

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See overleaf for more information
About the Editors:

Dr Bill Vorley has a background in ecology, and trained in the farm fields of southern England and SE Asia. After eight years working in agribusiness, he continued his research interest in the ‘greening’ of industry, spending three years at the Leopold Centre for Sustainable Agriculture in Iowa, after which he joined the Institute for Agriculture Trade and Policy in Minneapolis, Minnesota as director of the Environment and Agriculture Programme. He moved to London in 1999 to join the International Institute for Environment and Development, with a focus on policy and market research for sustainable agriculture and rural development. He has coordinated the Re-Governing Markets programme, the findings of which form the basis of this book, since 2003.

Dr Andrew Fearne is Principal Research Fellow in Supply Chain Management at the Kent Business School (KBS), University of Kent. The son of a pig farmer in the South East of England, Andrew graduated in French and Economics from Kingston University in 1983, after which he studied for his PhD at Newcastle University, where he subsequently spent six years as a lecturer in food marketing. In 1994 he moved to Imperial College London where he established the Centre for Food Chain Research. He joined KBS in February 2005. He has two specific research interests: supply chain management; and consumer behaviour, with particular expertise in the creation and management of value-added for sustainable competitive advantage in the food industry. He is the founding editor of the International Journal of Supply Chain Management, which addresses both practical and research issues concerned with the efficient and effective co-ordination of supply chains, from raw material supply to final consumption.

Derek Ray was a senior lecturer in agricultural economics in higher education before becoming a freelance writer and editor, specialising in distance learning for business. He has lived and worked in Edinburgh and Wye in the UK, and abroad in Malawi and the Sudan and on projects in countries such as Kenya, Uzbekistan, Russia and India.

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