

# Global Supply Chains and Regional networks : Lessons from Asia

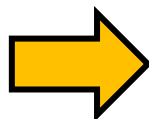
## *The case of the Fresh Fruits and Vegetables Supply Chain*



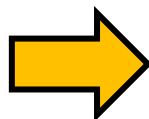
**November 2013**

## *Globalised demand*

A permanent availability of products (winter and summer) with enough supply in volume to meet the demand at a competitive price,



**TO MEET** all the needs of the consumer of fresh F&V, presence in the markets and on supermarkets shelves of a full range of commodities all year round in order to meet all (temperate, tropical, citrus)



**TO GIVE** a sufficient choice in every reference (size, colour, variety, packaging units).

# Concept of a modern F&V Supply chain

## *Globalised supply*

*The supply is provided by the most competitive production areas.*



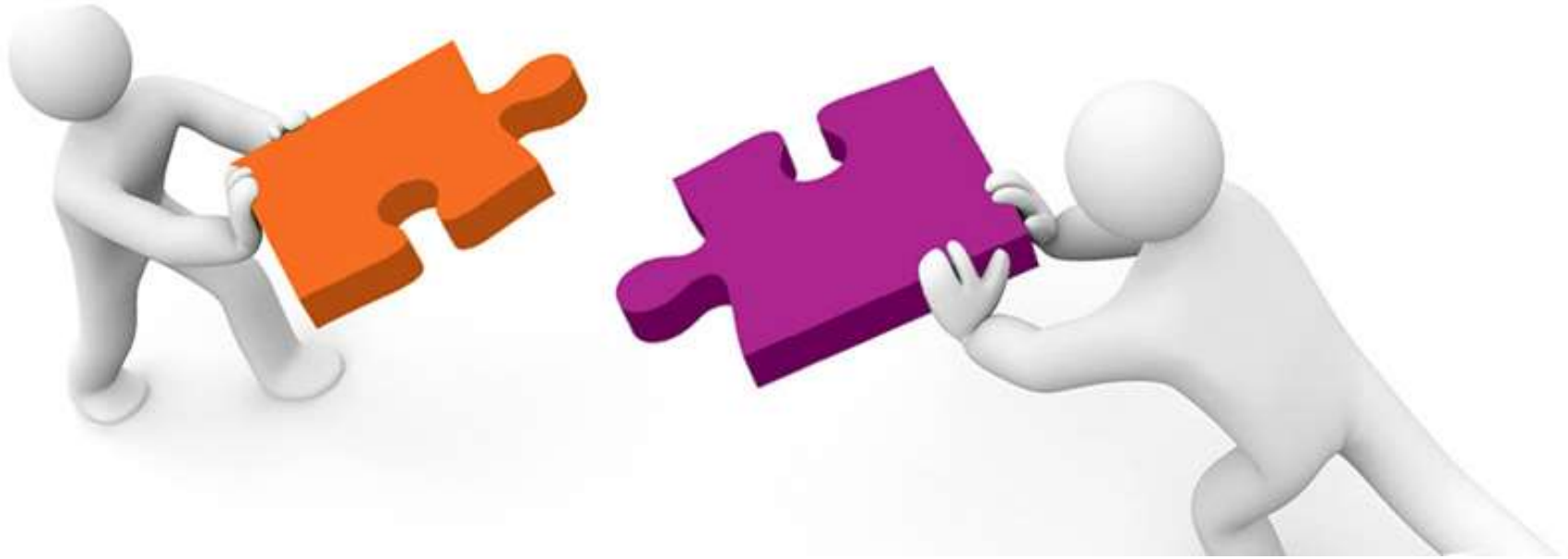
**Local production** : during the harvesting season, the consumption is in priority provided by local production for the range of products it can supply.



**Distant growing areas** provide the rest of the supply

- complementing the consumption volumes
- supplying counter season products
- supplying non-traditional products

# Concept of a modern F&V Supply chain



**CONNECTING GROWING AREAS AND CONSUMPTION AREAS**

## *An organized fresh F&V supply chain*

Collecting and preparing products for shipments

Transporting between growing and receiving areas

Distributing the food in the receiving areas

## *Collecting and preparing the products*



**Identifying: and retaining growers**



**Eliminating the rejects**



**Cleaning, grading and packing**



**Storing (for some selected products)**

## *Shipping*

Organising and implementing the transportation to the receiving areas

### **HUBS** for dispatching long flows

- ☞ To compose mixt loads originating from diverse growing areas
- ☞ Sometimes to give added value to the goods
- ☞ To avoid a very long trip to the trucks and truckers,
- ☞ To facilitate the research of return cargo

## *Receiving and distributing*



Reception and formal acceptance of the goods by wholesalers in wholesale markets



Delivering wholesalers or supermarkets chains facilities



Selling to retailers or semi wholesalers



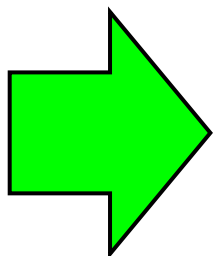
Delivering to the retail shops



Retailing to the consumers



## Concept of a modern F&V Supply chain

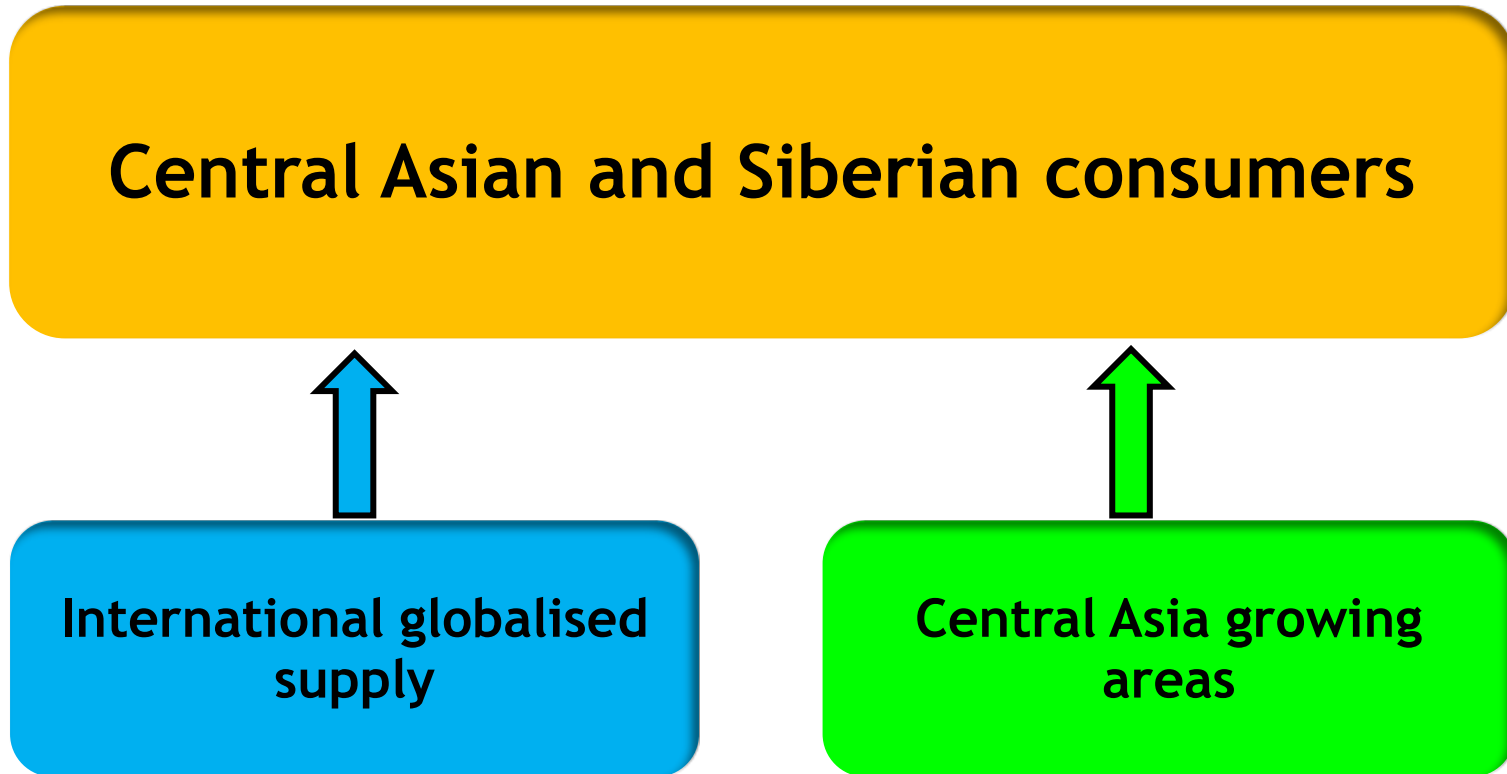


**Post-harvest management cost, is estimated 2 to 4 times higher than the average production cost.**

**the competitiveness of the final product is largely depending on post-harvest management efficiency.**

# F&V SUPPLY CHAIN MANAGEMENT IN CENTRAL ASIA





## Implementing a modern supply chain management



### Preparation before shipment

- ✓ Collected from very small growers in the southern growing areas
- ✓ gather in packing houses or collecting centres to be developed



### Transportation to the distant receiving markets in Central Asian countries and Siberia



### Reception mainly by traditional wholesalers and some supermarkets facilities before distribution to retail shops

**Tashkent, Chimkent, Bishkek, Almaty are naturel hubs**

## PUBLIC POLICIES PRINCIPLES

**The existence of an efficient F&V supply chain is a strong driver for development of agriculture**

**Public policies in Central Asia should aim to facilitate**

**A better fluidity in the transfer of goods**

**Investment in high value agriculture and post-harvest management**

**The implementation of professional training programs at a large scale**

**Standardisation of products and a better market transparency**



Tel. : +33 (4) 37 85 11 82 Fax : +33 (4) 37 85 11 88

65/67, cours de la liberté F-69003 Lyon / France

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