

SALAMOUSAS AGRIFOOD

Lemnos | www.salamousas.gr | LEMNIAN REBORN SEEDS

Key Company Facts

Get to know the company:

- **Products:**
Lemnos flour, legumes, grains
- **Main activities:**
Local varieties, Contract farming (2008), Preserve biodiversity
- **No. Of Employees:** 2-10
- **Production Volume:**
(10 t/year (flour – Lemnos variety)
- **Type of Ownership:**
Private
- **Mission and Vision:**
Sustainable entrepreneurship in connection with the local environment. Preservation of local genetic material and reviving of the agricultural sector of Lemnos

Company's ecosystem

- **Agri-food chain key actors**

Farmer —> Processor —> Retailer

Company's competitive advantage

- Production based on local varieties of the area
- Marketing of the product is based on traditional species
- Integrated and regenerative agriculture
- Vertical production



Business Model(s) and Stakeholders

- **Stakeholders and Supply Chain Roles:**
- **Farmers:** Grow wheat and legumes for Salamousas under contract, receiving inputs and guaranteed market access to minimize price risks.
- **Salamousas Agrifood:** Integrates the supply chain, providing seeds, technical support, and guarantees crop purchase, managing from cultivation to milling.
- **Consumers and Retailers:** Enjoy high-quality, sustainably produced products with consistent supply, supporting demand for organic and local foods.
- **Regulatory Bodies:** Certify Salamousas' compliance with environmental and fair-trade standards, overseeing operations for sustainability and fairness.
- **Business Operations and Marketing:**
- **Operations:** Engages in contract farming, offering resources for high-quality grain production.
- **Marketing:** Promotes products based on local origin, sustainability, and traditional milling to attract health-conscious consumers.
- **Sourcing and Finance:** Sources inputs aligning with environmental standards, with financial strategies focused on community reinvestment and sustainable growth.
- **Relation to Fair Business Models (BM):**
- **Contract Farming:** Provides comprehensive support to farmers, ensuring economic stability and sustainability in traditional farming.
- **Fair-Trade Principles:** Implements fair pricing and supports local development, aligning with fair-trade principles despite lack of certification.
- **Cooperative-Like Collaboration:** Works closely with farmers in a mutually beneficial manner, similar to cooperative business models focused on community and sustainability.

Sustainability, health & Fairness

Fairness attributes

- **Fair Pricing and Fair Revenue Redistribution:** Salamousas ensures that farmers receive a fair price for their agricultural products that not only covers their costs of production but also provides a reasonable margin. This is crucial for sustaining the livelihoods of local farmers and maintaining the continuity of traditional farming practices. By optimizing contract prices, Salamousas reduces instances where stakeholders might feel short-changed, thus promoting fairness in revenue distribution among all parties involved, including farmers, processors, and retailers.
- **Environmental Sustainability and Responsible Cultivation Practices:** The pilot adheres to responsible usage of pesticides and fertilizers and employs traditional milling practices that minimize environmental impact. This commitment extends to the cultivation of organic, traditional, and sometimes intensive farming practices that are perceived as fairer and more sustainable by consumers. Higher contract prices support these sustainable practices, which are costlier but deemed fairer by the community and consumers, fostering long-term ecological balance and contributing to the conservation of local biodiversity.
- **Cooperation and Strong Relationships with Stakeholders:** Salamousas works in close cooperation with local farmers, providing them with seeds, technical help, and guaranteed market access. This approach is based on long-term cooperation agreements, which are fundamental to building trust and mutual benefits. By fostering strong, respectful relationships with farmers and other value chain actors, Salamousas enhances interactional fairness. The pilot's focus on collaboration and mutual support ensures that all stakeholders are aligned and benefit equitably from the business operations.

Food quality & Labelling

• Chemical profile

Nutritional Analysis Protein/Fat/Sugars	14.08/2.21/68.82 (%)
Polyphenol (total)	85.98 mg eq. gallic acid /100g
Antioxidant capacity DPPH/FRAP	0.68%/2.64 μ M Trolox/100g

• DNA traceability (Plant species, Tracing the raw material across the entire value chain)

Lemnos variety verified by genotyping but variations were observed within the crop fields

Environmental attributes

The environmental attributes identified are based on a life cycle assessment. Key attributes are as follows:

- Environmental profile per hectare shows lower emissions in most impact categories compared to the reference.
- Product related emissions are higher in most impact categories due to relatively low yields.
- Higher transport distances of the reference product do not have a decisive impact on the results.

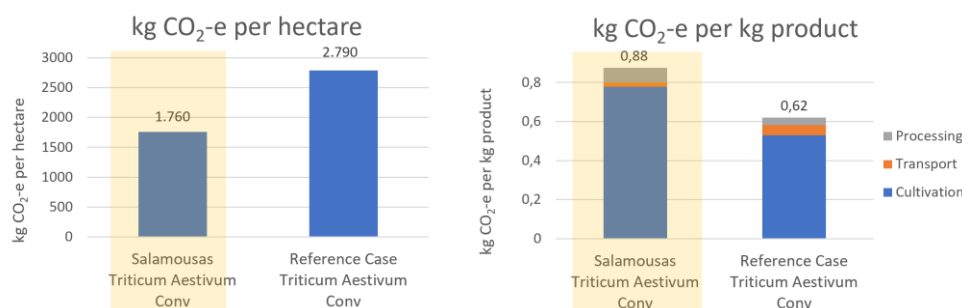


Figure: Climate Change in CO₂-Equivalents for Salamousas Agrifood products and industrial scale reference products. The figure on the left shows cultivation emissions per area. The figure on the right shows emissions per kg product. Salamousas products are highlighted in orange

Socio-Economic attributes

Success factors of Salamousas Agrifood separated in the time periods past and future based on a socio-economic assessment

	Past		Future	
	Internal	External	Internal	External
Success Factors	<ul style="list-style-type: none"> • Recultivate ancient varieties • Strive for high standards on food quality • Foster a trustful and long-term relationship with suppliers 	<ul style="list-style-type: none"> • Use a unified brand for Aegean products as well as their marketing capacities • Identified touristic shops on the island and fair shops as sale points 	<ul style="list-style-type: none"> • Efforts to receive funding for the implementation of blockchain technology • Investment in a processing facility to be able to produce flour in-house 	<ul style="list-style-type: none"> • Efforts of scientist and policymakers to identify ancient varieties better suitable for the changing climate conditions • Customer awareness on importance of in healthy and sustainable food

Value proposition

Fairness

Ensuring Fair and Equitable Compensation:

- Benefit: Guarantees fair prices for farmers, ensuring they receive a sustainable margin.
- Delivery: Prices are set through optimized contracts that consider both cost coverage and sustainability.

Promoting Sustainable Agricultural Practices:

- Benefit: Enhances land fertility and ecosystem health.
- Delivery: Adheres to environmental standards and employs traditional milling to preserve quality.

Building Strong and Trusting Relationships:

- Benefit: Establishes lasting partnerships with key stakeholders.
- Delivery: Utilizes stable contracts and continuous engagement to foster trust and cooperation.

Supporting Community Development and Social Equity:

- Benefit: Boosts local economy and community well-being.
- Delivery: Reinvests profits into local infrastructure, education, and sustainable development initiatives.

Enhancing Market Access and Economic Opportunities:

- Benefit: Expands market presence for local products, increasing farmer income.
- Delivery: Leverages marketing and distribution networks to promote and sell locally produced grains.

Environmental aspects

- **low input agriculture**
no or low use of fertilizer and/or pesticides
- **promotion of agrobiodiversity**
cultivation of old varieties
- **protection of biodiversity**
small field size combined with high structural diversity in landscape as well as the existence of rare species
- **soil conservation**
cultivation of marginal land

Food quality

- Higher free polyphenol content

Socio-Economic aspects

- **strengthening of rural community**
Engage in the development of the local community on the island of Lemnos.
Invest in expansion of business creates jobs and increases economic stability
- **cultural heritage**
Conservation and recultivation of ancient (wheat) varieties

Improvement Strategy and Suggestions

Food quality

- Development of relationships with local suppliers to ensure high-quality production
- Handle grains carefully during harvesting to prevent contamination with other varieties

Fairness & Sustainability

- Engagement with the local community to understand their needs and preferences
- Choice of suppliers that follow sustainable practices