

The Way Forward

- Increased capacities of farmers and CAFs with higher production skills in less use of fertilisers/ pesticides/water, better processing/storage/packaging, and better understanding and performance on food safety, consistent verification system including farmers' self-check acknowledged by chain retailers;
- Exhibited excellence of the FVRPC system in economy (life cycle costs), environment (life cycle impacts) and logistics efficiency through usage guidelines development and demonstration cases analysis;
- Promoted and broadly acknowledged food safety consistent verification system for food safety leverage to link farmers and CAFs (MSMEs) with retailers and distributors;
- Promoted and broadly acknowledged and increased usage of the FVRPC system among retailers and distributors;
- Systematic standards, specifications, as well as policy proposals on guaranteeing the triggers, removing the barriers, and providing the supports to the system implementation;
- Less pollution and waste from agricultural production (fruits and vegetables) and logistics process, more resource efficient, and more food safety.

Major work in the project

- This project will organize trainings to CAFs and farmers on higher production skills in less use of fertilisers/ pesticides/water, better processing/storage/packaging, and better understanding and performance on food safety, consistent verification system including farmers' self-check acknowledged by chain retailers.
- The project will develop relevant standards and/or manuals for sustainable agricultural behavior, safety concern (chemical use) and reusable crates.
- The project will analyze the life cycle impact of reusable crates in comparison with other logistics approach, and also analyze the economic performance.
- The project will organize so that retailers will acknowledge the consistent chemical verification system and the standardized reusable crate system.
- The project will propose policies to support the two system.



农产品流通可持续发展项目 主要发起单位参与工作概览

为推动项目高效、顺利实施，促进行业共识，扩大行业影响力，作为项目主要发起单位，在项目实施过程中参与的工作包括：

一、共同发起行业倡议

作为主要发起方之一，参与农产品流通可持续发展行业倡议，联动供应链上下游，促进行业达成共识，并受邀参与项目启动会，共同发起倡议。

二、参与相关行业标准工具编写与应用

聚焦生鲜果蔬产品供应链优化推出系列标准、指南等工具，赋能零售行业运营及供应链中小微企业能力提升。包括一套食品安全验证体系相关标准及培训教材，果蔬周转筐应用指南、标准等。基于企业实践经验参与相关标准、指南等工具的编写或评审工作。

三、开展面向农业合作社/农民的赋能工作

通过系列专题培训，提升农民与农民合作社种植能力，减少种植端化肥农药的使用，提升果蔬农产品食品安全水平，推广生态农业模式，提高生鲜农产品的市场竞争力。企业推荐相关负责人或部门参与培训实施。在2025年完成对2000家农民合作社及农户的能力提升培训。

四、开展生鲜标准化行动

以生鲜果蔬周转筐标准化为切入点，推动零售生鲜供应链标准化、自动化水平整体提升，扩大标准化果蔬周转筐作为物流载具应用示范的规模，在2025年达成覆盖60%超市TOP100企业应用的目标。

五、参与行业示范与交流

发挥企业资源优势，支持项目在不同层面的宣传与传播，包括政府、公众、供应商、合作伙伴、媒体等。

作为项目示范案例，参与不定期交流会议，包括专题论坛、研讨会、沟通会等，分享企业实践经验与成果。



首批参与单位（排名不分先后）：

安徽生鲜传奇商业有限公司	贵州合力惠民超市股份有限公司	深圳百果园实业发展有限公司
北京超市发连锁股份有限公司	河北美食林商贸集团有限公司	深圳美团优选科技有限公司
北京九州兄弟联供应链管理股份有限公司	盒马（中国）有限公司	深圳美西西餐饮管理有限公司
北京首航国力商贸有限公司	湖南佳惠百货有限责任公司	天虹数科商业股份有限公司
长春欧亚超市连锁经营有限公司	家家悦集团股份有限公司	潍坊佳乐家农产品加工配送中心有限公司
成都伊藤洋华堂有限公司	山东全福元商业集团有限责任公司	永辉超市股份有限公司
广东嘉荣供应链管理有限公司	上海世伴供应链有限公司（SPAR中国）	中百仓储超市有限公司



农产品流通可持续发展项目启动会 会议文件

SUPPORTING SCHEME FOR MSMEs BY BUILDING SUSTAINABLE AGRICULTURAL FRESH FOOD PRODUCTION AND LOGISTICS IN CHINA
PROJECT KICK-OFF CONFERENCE

项目实施单位：  
项目支持单位： 

农产品流通可持续发展项目启动会 SAFE Project Kick-off Conference

会议时间：8月23日 23rd August 会议地点：5层宴会1 5th Floor Hall 1

15:00-15:10 致 辞 Opening Remarks

郁 夫 欧盟驻华代表团合作处主管

Pierre-Yves Lucas, Team Leader, Cooperation Section, Delegation of the European Union to China

15:10-15:20 致 辞 Opening Remarks

裴 亮 中国连锁经营协会会长

Dr. Liang PEI, President, China Chain Store & Franchise Association

15:20-15:30 发布“CCFA推动农产品流通可持续发展行动倡议书”

Announcement of the Initiative on Promoting Sustainable Production and Logistics System for Agricultural Products Circulation

15:30-15:45 转型亚洲项目整体情况介绍 Introduction of the Switch Asia Programme

冯 梅 欧盟驻华代表团合作处项目官员

Mei FENG, Programme Manager, Cooperation Section, Delegation of the European Union to China

15:45-16:00 农产品流通可持续发展项目整体实施方案介绍 Introduction on the SAFE Project Implementation Plan

李 翀 中国连锁经营协会项目协调人

Chong LI, Project Coordinator, China Chain Store & Franchise Association

16:00-16:15 打造高质量果蔬供应链 助力农业可持续发展

Create a High-quality Fruit and Vegetable Supply Chain to Help the Sustainable Development of Agriculture

袁 峰 深圳百果园实业（集团）股份有限公司 三个零蔬菜公司总经理

Feng YUAN, General Manager, Shenzhen Pagoda Industrial (Group) Corporation Limited, “Three Zeros”

Vegetable Brand Company

16:15-16:30 生鲜周转筐循环使用经验分享 Experience Sharing of Using Fresh Food Returnable Plastic Crates

王 卫 生鲜传奇董事长

Wei WANG, Chairman, Anhui Freshfood Legend Supermarket

16:30-16:45 推进农产品流通可持续发展的政策分析 Policy Analysis on Promoting Sustainable Development of Agricultural Products Circulation

胡向东 中国农业科学院农业经济与发展研究所副所长

Dr. Xiangdong HU, Deputy Director, Institute of Agricultural Economics and Development, Chinese Academy of Agricultural Sciences

16:45-17:00 可持续包装的经济环境影响 The Economic and Environmental Impact of Sustainable Packaging

高 思 瑞典环境科学研究院中国区代表

Si GAO, China Representative, IVL Swedish Environmental Research Institute

17:00-17:15 生鲜农产品提质增效助力供应链绿色发展 Improve the quality and efficiency of fresh agricultural products to promote the green development of the supply chain

陈立平 首都经济贸易大学教授

Dr. Liping CHEN, Professor, Capital University of Economics and Business

农产品流通可持续发展项目专题交流会（特邀） Expert meeting (exclusive)

会议时间：8月24日 23th August 会议地点：5层多功能厅 5th Floor Multi-function Room

9:00-9:15 《食用农产品供应商生产评价要求 植物类》团体标准介绍(CCFA)

Introduction on Standard for Food Safety Management of Primary Agricultural Products by CCFA

9:15-9:35 农产品生产与流通现状调研阶段性分享 (IAED)

Introduction on Agri-food production & distribution survey progresses

9:35-9:50 生鲜筐应用情况最新调研分享 (CCFA)

Introduction on FVRPC application progress

9:50-12:00 企业分享与讨论

Discussion

“农产品流通可持续发展”项目介绍

为助力连锁会员企业在后疫情时代的业务增长，进一步支持连锁零售等流通企业，从市场端更多赋能农产品供应链上

游中小企业，中国连锁经营协会(CCFA)联合中国农业科学院农业经济与发展研究所、瑞典环境科学研究院等共同实施

本项目。项目由欧盟“转型-亚洲”（Switch Asia）可持续生产与消费促进项目给予支持。本项目实施期约为3.5年（42个

月），从2022年3月至2025年9月。



项目主要工作包括：

一、对农民合作社及中小企业进行能力提升培训（约千家），以提升生鲜农食品安全管理水平及产品质量。将邀请农业领域专家、零售企业代表和农民合作社等经营主体参与团体标准及培训教材的编制，开展系列培训等活动。

二、提升零售商应用标准化物流载具（如，果蔬周转筐）的覆盖率与应用率（覆盖60家连锁零售企业），从而有效降低运输造成的生鲜农产品损耗与浪费，提高农产品物流运输能效。将邀请物流领域专家、农产品专家、零售企业代表、物流服务企业等参与相关标准及操作规范的开发与编写，并与其他工作成果一同进行推广和应用。

三、研究生鲜农产品低碳生产运营对环境效益影响，对生鲜农产品供应链中运输环节的环境效益、低碳减排成果等进行研究分析，并推广示范案例。

四、成果展示与行业推广。将举办一系列行业推广与传播活动，推动项目研究成果、示范案例的复制和持续落地。

CCFA希望通过项目合作，更好集合各方资源、技术与力量，支持连锁零售企业的生鲜供应链赋能建设，进一步推动蔬果等生鲜农产品标准化生产与质量管理，引入农业绿色技术应用培训，赋能农民合作社等经营主体，并通过打造高效绿色物流示范项目进一步探讨减少在生产与储运过程中可能造成的环境影响，从而带动生鲜农产品从生产、加工、储运到零售环节各个端点的绿色低碳转型发展，倡导产业链上的各方积极响应国家政府部门对农业和服务业提出的推进清洁生产、循环低碳创新发展的要求，为国家实现“双碳”目标做出应有的贡献。

为推动项目高质量实施，目前协会已邀请来自于农产品种植端、流通端，以及环境影响研究等领域的专家、学者、企业高层代表组成项目智库，在对项目实施进行监督与评估的同时，给予可资借鉴的指导和建议。包括，中国农业科学院、中国农业大学、中国人民大学、生态环境部环境规划院、国家市场监督管理总局认证认可技术研究中心、首都经济贸易大学等。

Supporting Scheme for MSMEs by Building Sustainable Agricultural Fresh Food Production and Logistics in China (SAFE)

SAFE project is a EU Switch-Asia project Building Sustainable Agricultural Fresh Food Production and Logistics in China. There are 3 main partners- China Chain Store & Franchise Association (CCFA), IVL Swedish Environmental Research Institute (IVL), Institute of Agricultural Economics and Development, Chinese Academy of Agricultural Sciences (IAED) working towards the project's goal to contribute towards Sustainable Development Goal 6,7,8 12 and 13.

Object

The 3.5 year project will increase the overall fresh food supply chain resource utilization & efficiency and food safety from production to distribution in the context of circular economy, guaranteeing sustainable agriculture production/logistics along the supply chain and to contribute to economic prosperity and poverty reduction in Asia.

The specific objectives include:

- Raise the capacities of farmers and Cooperative Agency of Farmers (CAFs) via “train the trainers” in more eco-efficient agricultural production, improved processing and packaging, better food safety concern with consistent verification system including the relevant guidelines, standards;
- Verify and exhibit the excellence as well as to promote the utilisation of innovative logistics solutions – Fruits and vegetable Returnable Plastic Crate (FVRPC);
- Provide relevant policy recommendations to guarantee the triggers, remove the barriers, and provide the supports for transformation to sustainable agriculture production/logistics.

The Challenge

• Agriculture is very important in China, with an annual production of 2.2 billion tons agricultural product, among which 70% is circulated along the food supply chain. Around half of the production is for fruits and vegetables. However, agricultural product supply system cannot meet the fast development of consumption and industrialisation. Due to the low capacities of farmers, un-standardized and un-regulated cultivating, harvesting, processing and distribution system, high costs for distribution, lack of complete standards and short of innovative logistics solutions/technologies, the agricultural supply in China is still not very well organised, hindering Chinese agricultural urbanisation. The inefficient and un-standardized development also creates risks for food safety, food loss and waste, increases various environmental pollution (such as through overuse of pesticides and fertilisers) and climate change influence, and poses pressure on biodiversity. This project will take the advanced experience from Europe and integrate that into the training system to CAFs (MSMEs) and farmers, in order to reduce the use of pesticides/fertilisers/water, and verification system as well as innovative logistics solution Fruits and vegetable Returnable Plastic Crate (FVRPC) will be promoted among retailers, CAFs and farmers including relevant guidelines, standards and policy proposals.

