Application of the Green Supply Chain Management theory to Organic Food Production

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Green Supply Chain Management

• supply chain management (SCM) is one of the most important paradigms of the 21st century concerning the improvement and sustainability of the firm's competitiveness
• growing environmental awareness
• change in consumer purchase behavior

• The awareness of a firm and other stakeholders of the importance of environmental protection leads to considering GREEN in SCM - > GREEN SUPPLY CHAIN MANAGEMENT (GSCM)!
Green Supply Chain Management

Hervani, Helms, Sarkis (2005)
Green Supply Chain Management in Organic Agriculture

• application to organic food SCM
• growing number of organic food (OF) producers in Croatia
• unpolluted land, country preconditions for organic agriculture growth
• growing organic food market
• health, corporate social and environmental responsibility
• optimization opportunities
• collaboration with retailers
• conventional and new distribution channels (tourism industry)
• different development models and applications of GSCM in organic agriculture
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Thank you for your attention!