How to address concerns about human and environmental well-being in agri-food supply chains?

- Global agri-food supply chains such as for cacao and coffee are the object of numerous concerns about well-being of producers, workers and the environment
- Since the turn of the century, third-party certification of voluntary sustainability standards has emerged as primary governance strategy to address these concerns
- The last decade or so, research has demonstrated the often limited and sometimes even adverse effects of certification schemes (see Oya, Schaer & Skalidou 2018, Blackman & Rivera 2011 for systematic reviews)
- In the last decade, various value chain actors have started to develop and deploy own governance strategies and instruments, partly in response to abovementioned limitations but often also for other strategic considerations (Thorlakson 2018)

New governance strategies, moving beyond certification

- Important discourses around emerging governance strategies, as alternatives or complements to certification schemes, include
  - Inclusive Business (Germann et al. 2020, Chamberlain & Anseeuw 2019)
  - Direct trade (Middendorp et al. 2020, Rueda et al. 2018), and
  - Cooperatives and the wider social & solidarity economy (Utting 2018, Vicari 2014)
- Proliferation of new strategies entails a growing institutional diversity of governance instruments, e.g. on price, ownership, voice, support projects, are linked to different missions, goals, and theories of change, i.e. assumed impact pathways

Our study aims to capture the growing institutional diversity to build a typology of value chain governance including and beyond certification