



Global Food Value Chains: Nurturing the New Competition and Innovation Policies in BRICS

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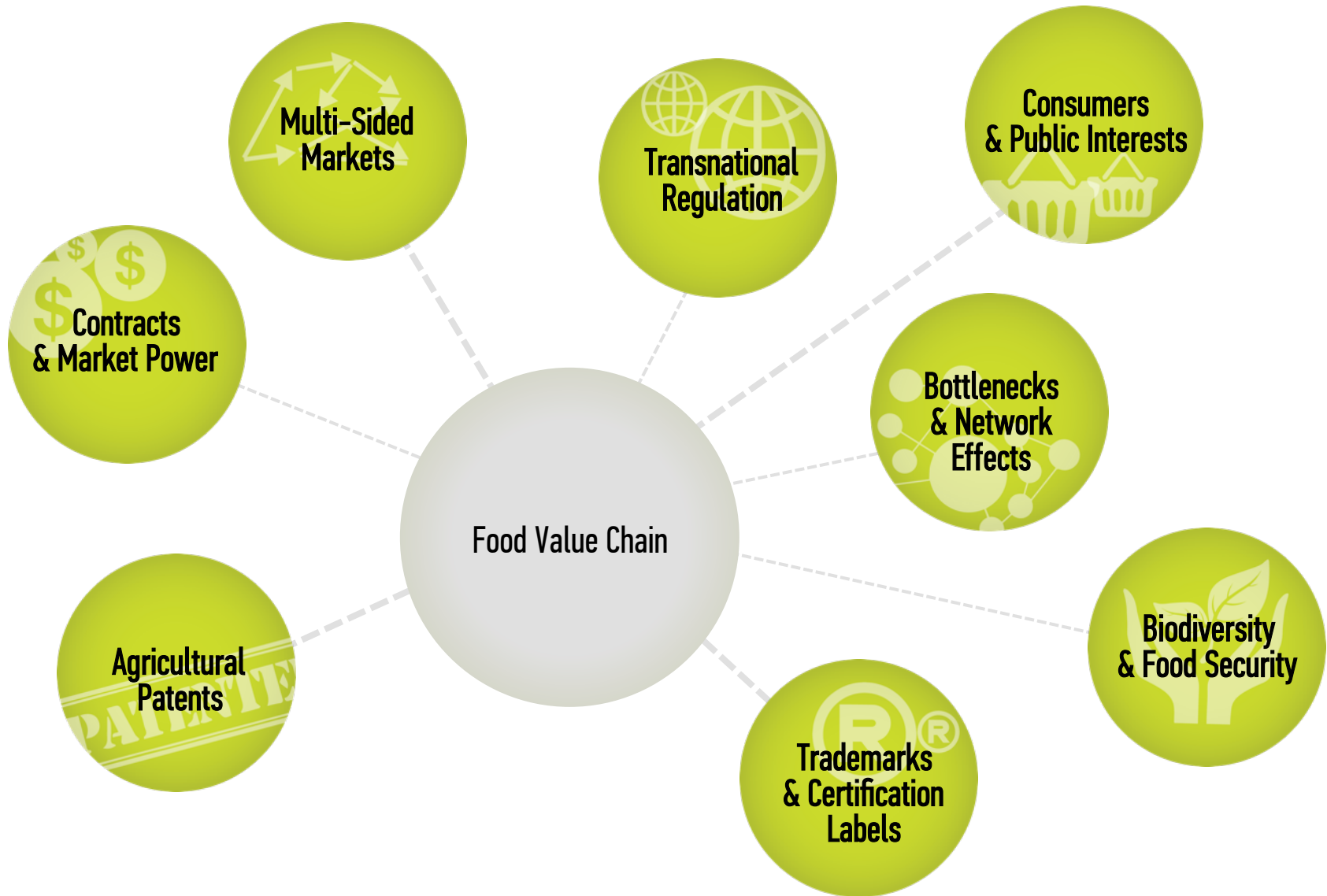
Higher School of Economics – Skolkovo Institute for Law and Development



NATIONAL RESEARCH
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GLOBAL FOOD VALUE CHAIN

Factor Market

Agriculture

Wholesale Market

Processing

Distribution

Retail

Consumer

OUR ADDITIONS

access to knowledge
& capacity building

microbiology
& seed patents

crop protection
& licensing

standards
& private regulation

ICT, robotization
& licensing

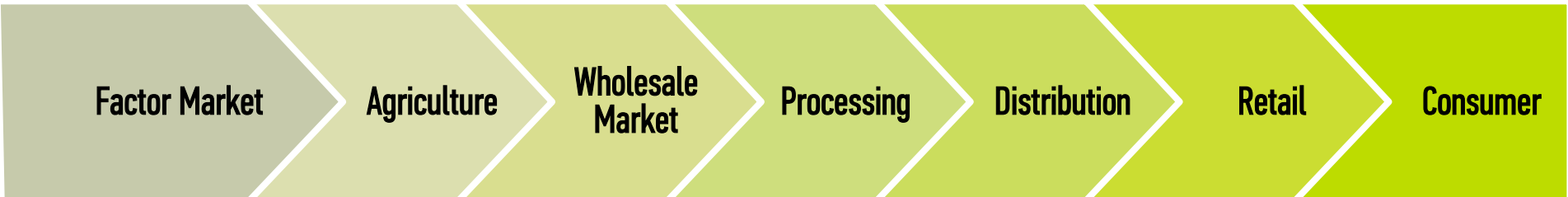
public exemptions

contracts

marketing
branding
standards

logistics
contracts
licensing

ICT
personalization
& platforms
contracts



BOTTLENECKS

GENERALLY: processing industry and retail

BUT ALSO:
factor market:
especially seeds producers
(IP rights and contractual
restrictions)

BUT ALSO: agriculture and distribution (for ex. Russia and India)

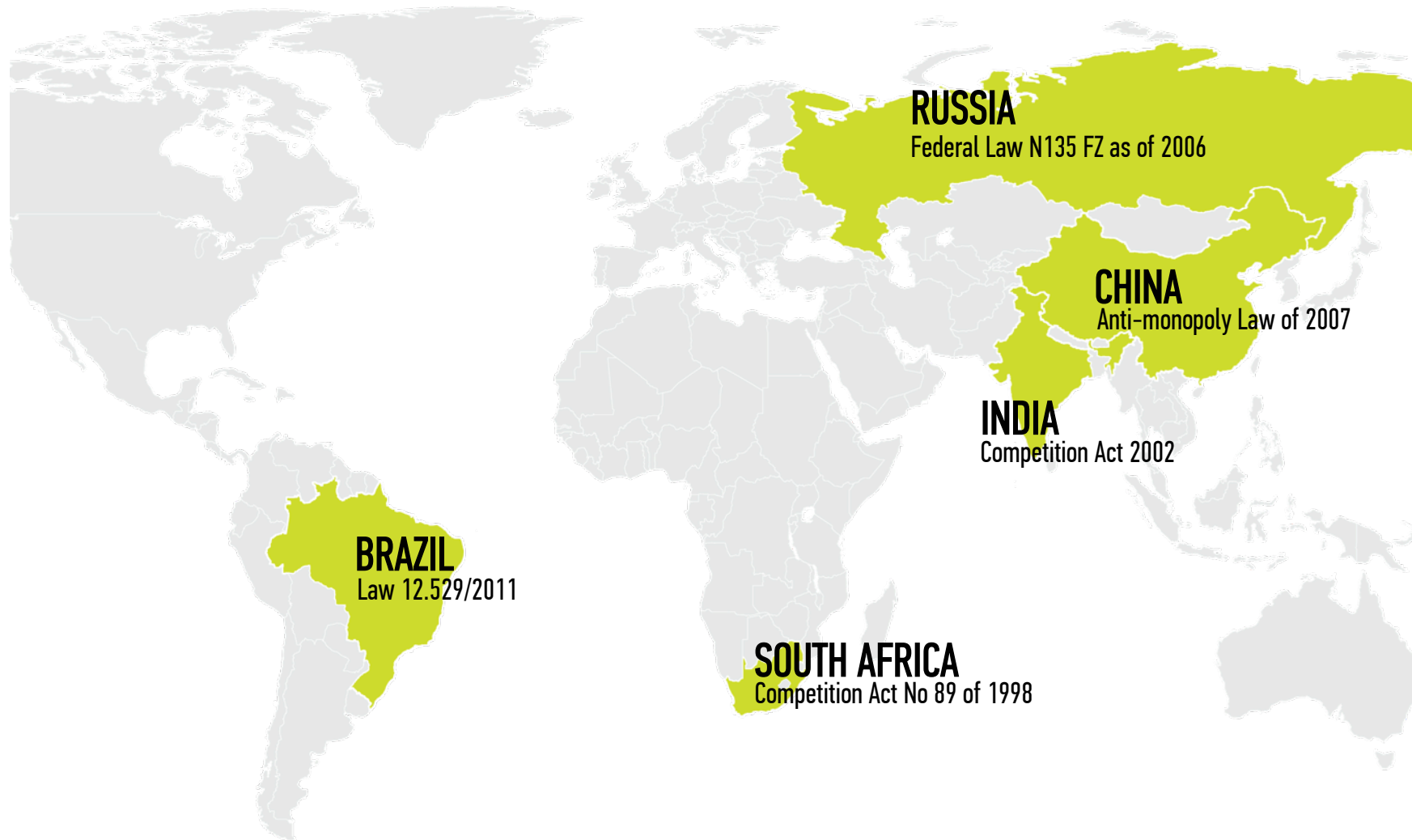
Buying groups
(may in some cases
create the same conditions)

Country	Brazil	Russia	India	China	South Africa
Ranking in the Food Security Index <i>(out of 109 countries)</i>	33	40	69	42	46
Share in global agricultural production <i>(2014, %)</i>	2.8	1.8	8.1	21.4	0.2
Share of agriculture in GDP <i>(2013, %)</i>	5.7	4.0	18.2	10.0	2.4
Population <i>(total, 2014, m)</i>	201.0	142.5	1 238.0	1 350.0	52.8
Employment in agriculture <i>(% of total employment)</i>	15.3 (2011)	9.7 (2009)	47.2 (2012)	35.0 (2011)	5.0 (2011)
Agriculture value added per worker <i>(2013, in constant 2005 US\$)</i>	5 564	5 973	697	785	6 269
Arable land <i>(hectares per person, 2012)</i>	0.37	0.84	0.13	0.08	0.23
Crop yield <i>(total production of grain crops per hectare, 2013, kg)</i>	4 772	2 150	2 975	5 934	3 682
Fertilizer consumption <i>(per hectare of arable land, 2012, kg)</i>	181.7	15.7	163.7	647.6	62.0

B R I C S

Platform for competition policy development

The changing nature of the competition laws & policy in the BRICS countries



Mixed methods approach:

- desk-based research
- quantitative and qualitative analysis (also through national contributors)

Theoretical and empirical analysis:

- Regulation/Legal framework
- Economic and societal/Political and business environment

Public national regulation:

- i) industry/sector-specific regulation;
- ii) economy-wide provisions.

Private regulation:

facilitated or limited by public regulation, creates for ex. food standards and product safety procedures.

Transnational regulation:

both public and private.

Policy responses addressing market dominance*:

- Prevention of market dominance: merger law; cartel law
- Restraint conduct of dominant firm: misuse of market power; price control; industry codes
- Enforcement of laws of general application: unconscionable conduct; other legal measures (ex. unfair contracts)
- Destruction of market dominance: divestiture

(* Fels and Lees, 2015)

This study will:

- i) examine the responses currently adopted;
- ii) uncover alternative policy responses addressing the whole FGVC and their 'interoperability'



Thank you,
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