

# Digital Alternative Food Networks – The Future of Sustainable Food Retailing?

**Viktorija Viciunaite**

Western Norway University of Applied Sciences

**Aruna Tatavarthy**

NHH Norwegian School of Economics

**Rosalie Lai**

NHH Norwegian School of Economics

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## **Abstract**

Global shocks continue to highlight the importance of studying sustainable retail practices. In the context of food, alternative food networks (AFNs) have emerged as response to the sustainability challenges related to mainstream food production, however, they might struggle with survival and scalability. Digitalisation, and digital platforms in particular, can provide a potential solution to these issues. In this paper, we explore the potential of digital AFNs as alternative resilient and sustainable forms of retailing. We make use of a unique longitudinal dataset from a digital farmer's market in Norway (REKO Ring) to explore how inter- and intra-market heterogeneity affects producer's revenue as well as the characteristics of successful and egalitarian markets.

**Subject Areas:** *Channels, Retailing*

**Track:** Social Responsibility & Ethics