**Test questions for values-based food supply chains**

TRUE-FALSE QUESTIONS

1. Mid-tier value chains do not require a significant volume of production because they are marketing products directly from the producer to the consumer.
2. In the U.S., the number of large farms and the number of small farms have been increasing but the number of mid-size farms has been decreasing.
3. To maintain high levels of quality and performance in value chains, appropriate standards need to be developed and performance evaluations conducted across the entire chain.
4. In a mainstream food supply chain, benefits and profits from the sale of food products to the final consumer are evenly distributed across the supply chain.
5. Country Natural Beef requires its members to engage three days a year in customer outreach where ranchers interact with meat cutters, chefs, store owners and consumers.

SHORT ANSWER QUESTIONS

1. Explain the role played by the Food Alliance in the value chain that consisted of Stahlbush Island Farm, Truitt Brothers and Burgerville, and that resulted in pumpkin pie milkshakes served at Burgerville.
2. Values-based food supply chains differ from mainstream food supply chains in that business relationships among strategic partners interacting in the supply chain are based on a written set of values.

**Discuss** the values related to business relationships that make values-based food supply chains different from traditional food supply chains.

1. We looked at a long list of challenges faced by value chains such as Country Natural Beef, Organic Valley, Red Tomato and Shepherd’s Grain.

**Discuss** at least two of the challenges that any of these value chains might have to deal with.