

Abstract:

New economics in this paper stands for the shift in paradigm from a supply-oriented economy in a business complex in which the demand side is determining the development. More demanding consumers forced agribusiness to improve the processes. This requires a more intensive coordination of the processes in the supply chain. Therefore the organization and interaction in the food supply chain is in continuous change to meet consumer requirements. Some practical examples of these institutional changes in food chains are described. Implications of these institutional changes towards a consumer directed food supply system will give floor to challenges for the community active in development of advanced controlled atmosphere applications.