

**IAMA 19<sup>th</sup> ANNUAL FOOD  
AND AGRIBUSINESS  
WORLD FORUM  
AND SYMPOSIUM**

*„GLOBAL CHALLENGES.– LOCAL SOLUTION“*

**Program of  
Symposium Case Conference,  
FAO Workshop  
and Special Sessions**

**Papers and Posters**

**Budapest, Hungary  
Europa Congress Center  
June 20-21, 2009**

		<b>COPENHAGEN BALLROOM (Lower Floor):</b>		<b>OPENING PLENARY SESSION</b>		
8:00 – 8:30		<p>Moderator: <i>Francis Declerck, ESSEC Business School Paris-Singapore</i>                      Keynote Speaker: <i>Ernesto Gallo, Zamorano University, Honduras</i></p> <p style="text-align: center;"><b>Agribusiness Megatrends</b></p>				
Room	NICE (Lower Floor)	AMSTERDAM (Lower Floor)	MAASTRICHT (Ground Floor)			
8:45 – 10:15		<p><b>CASE CONFERENCE I.</b></p> <p>Moderator: <i>Mary Shelman, Harvard Business School, USA</i></p> <p>Introduction and Recent Case Studies of the Harvard Agribusiness Program  <i>Mary Shelman, Harvard Business School, USA</i></p> <p>The Alltech Case Study  <i>Aidan Connolly, Vice President, Alltech Biotechnology, USA</i></p>	<p><b>FOOD CHAIN MANAGEMENT I.</b></p> <p>Moderator: <i>Jacques Trienekens, Wageningen University, The Netherlands</i></p> <p>A Comparison of Dairy Supply Chains of Finland and the Baltic Countries  <i>Csaba Jansik, MTT Agrifood Research, Finland</i></p> <p>Effects of Market Structure Changes on Dairy Supply Chain in Serbia  <i>Rade Popovic, University of Novi Sad, The Faculty of Economics Subotica, Serbia</i></p> <p>Procurement Strategies of the German Dairy Sector: Empirical Evidence on Contract Design between Dairies and their Agricultural Suppliers  <i>Stephanie Schlecht, Georg-August-Universitaet Goettingen, Germany</i></p>	<p><b>NEW CHAIN STRATEGIES FOR DEVELOPMENT OF FARMER'S ENTREPRENEURSHIP I.</b></p> <p>Moderator: <i>Peter O'Brien, Rural Industries Research &amp; Development Corporation, Australia</i></p> <p>Benefits of Rural Research and Development Investments  <i>Peter O'Brien, Rural Industries Research &amp; Development Corporation, Australia</i></p> <p>Recommendations for Restructuring Food Markets in the Southern African Region: Dynamics in Context of the Fresh Produce Sub Sector  <i>André Louw, University of Pretoria, South Africa</i></p> <p>Analyses of Private Market Coordination Mechanism in the Hungarian Dairy Sector  <i>Gábor G. Szabó, Hungarian Academy of Sciences, Institute of Economics, Hungary</i></p>		
10:15 – 10:45		<b>Networking Break</b>				
10:45 – 12:15		<p><b>CASE CONFERENCE II.</b></p> <p>Moderator: <i>Mary Shelman, Harvard Business School, USA</i></p> <p>Telepizza, S. A  <i>Antonio Garcia de Castro, Instituto Internacional San Telmo, Spain</i></p> <p>How the Cookie Crumbles: The Case of Gluten-Free Cookies  <i>Norbert Wilson, Auburn University, USA</i></p> <p>Interventions in the Food Value Chain to Improve Quality and Competitiveness: A Case Study of Dairy Cooperative in India  <i>Gopal Naik, Indian Institute of Management Bangalore, India</i></p>	<p><b>FOOD CHAIN MANAGEMENT II.</b></p> <p>Moderator: <i>Marcos Fava Neves, University of Sao Paulo and Markestrat, Brazil</i></p> <p>Analysing some Relationships between the Pork Segments in Brazil and Europe  <i>Maria Stella Melo Saab, University of Sao Paulo and Markestrat, Brazil</i></p> <p>Planning Model Supporting Information and Service Agency in Meat Chains                      Designing Services in Chain Oriented Health Management  <i>Verena Schütz, University of Bonn, Germany</i></p> <p>Relocalising pork production and supply: building bridges, not walls  <i>Rannia Nijhoff-Savvaki, Wageningen University, The Netherlands</i></p>	<p><b>NEW CHAIN STRATEGIES FOR DEVELOPMENT OF FARMER'S ENTREPRENEURSHIP II.</b></p> <p>Moderator: <i>Woody Maijers, INHolland University, NL</i></p> <p>Business Models to Enhance Farmers' Access to Markets for High-Value Certified Products  <i>Pilar Santacoloma, FAO Rural Infrastructure and Agro-Industries Division, Rome, Italy</i></p> <p>World Soybean Production: Area Harvested, Yield, and Long-term Projections  <i>Tadayoshi Masuda, University of Illinois at Urbana-Champaign</i></p> <p>Entrepreneurship in Agricultural Micro Enterprises in West Pokot District, Kenya  <i>Nicola Shadbolt, Massey University, New Zealand</i></p>		
12:15 – 1:30		<b>Lunch</b>				

<p>8:00 – 8:30</p>	<p><b>COPENHAGEN BALLROOM (Lower Floor):</b>      <b>OPENING PLENARY SESSION</b></p> <p>Moderator: <i>Francis Declerck, ESSEC Business School Paris-Singapore</i>          Keynote Speaker: <i>Ernesto Gallo, Zamorano University, Hondura</i></p> <p style="text-align: center;"><b>Agribusiness Megatrends</b></p>		
<p><b>Room</b></p>	<p style="text-align: center;"><b>BRUXELLES</b> (Ground Floor)</p>	<p style="text-align: center;"><b>STRASBOURG</b> (Ground Floor)</p>	<p style="text-align: center;"><b>ROME</b> (Ground Floor)</p>
<p>8:45 – 10:15</p>	<p style="text-align: center;"><b>QUALITY MANAGEMENT SYSTEMS IN AGRICULTURE AND FOOD INDUSTRY I.</b></p> <p>Moderator: <i>Zoltán Erdős, HNC for EOQ, Hungary</i></p> <p>Perspectives on Global Trends in Food Quality and Safety  <i>John Noonan, Curtin University of Technology, Australia</i></p> <p>The Importance of Labeling: Consumer Preferences toward Certification Labels in the Chile Industry  <i>Jay Lillywhite, New Mexico State University, USA</i></p> <p>Italian Consumer Attitudes toward Products for Well-Being: the Functional Foods Market  <i>Azzurra Annunziata, University "Parthenope" of Naples, Italy</i></p>	<p style="text-align: center;"><b>EXCELLENCE IN FOOD CHAIN</b></p> <p style="text-align: center;"><b>This Session is sponsored by OTP Bank Plc (Hungary)</b></p> <p>Moderator: <i>Francis Declerck, ESSEC Business School, Paris-Singapore</i></p> <p>Managing Sustainable Agri-food Chain Relationships - Factors Affecting Relationship Quality and Stability Dimensions  <i>Christian Fischer, Massey University, Agribusiness, New Zealand</i></p> <p>The Hungarian Agricultural Excellence Award for Companies and Organization – Development of the Model and its Application  <i>Pál J. Molnár, University of Szeged, Hungary</i></p> <p>Application of the Hungarian Agricultural Excellence Award by the PICK Szeged Meat Company  <i>László Sutka, PICK Szeged Meat Company, Hungary</i></p>	<p style="text-align: center;"><b>FINANCIAL RISK MANAGEMENT IN THE FOOD SYSTEM I.</b></p> <p>Moderator: <i>Francesco Braga, University Guelph, Canada</i></p> <p>Ensuring Intra- and Inter-Organizational Relationship Survival under Exogenous and Endogenous Shocks and Distress: The Role of Social Capital and Agent Aspiration Levels  <i>Brent Ross, Michigan State University, USA</i></p> <p>Food Chains and Funding: Value Chain Development and Roles for Governments  <i>David Sparling, University of Guelph, Canada</i>  <i>Glen Snoek, Canadian Federation of Agriculture, Canada</i></p> <p>The Role of Foreign direct Investment in South African Agriculture  <i>Ernst Idsardi, University of the Free State, South Africa</i></p>
<p>10:15 10:45</p>	<p><b>Networking Break</b></p>		
<p>10:45 – 12:15</p>	<p style="text-align: center;"><b>QUALITY MANAGEMENT SYSTEMS IN AGRICULTURE AND FOOD INDUSTRY II.</b></p> <p>Moderator: <i>Zoltán Erdős, HNC for EOQ, Hungary</i></p> <p>Enhancing the International Competitiveness of the Western Australian (WA) Food and Beverage Industry through Facilitating the Adoption of Quality Assurance (QA) Programs  <i>Georg Küpper, Curtin University of Technology, Australia</i></p> <p>Assessing Quality and Safety of Food &amp; Beverage Products – An Analysis of Agribusiness Enterprises in Tirana District/Albania  <i>Ilir Kapaj, Agriculture University of Tirana, Albania and Hohenheim University, Stuttgart, Germany</i></p> <p>Skills, Qualities and Experiences Needed for Future Leaders in Food and Agribusiness Industries of Armenia  <i>Vardan E. Urutyán, Armenian State Agrarian University, Armenia</i></p>	<p style="text-align: center;"><b>AGRIFOOD PRICE SESSION I.</b></p> <p>Moderator: <i>Michael Boland, Kansas State University, USA</i></p> <p>Determinants of Prices for EU Product Denomination of Origin Cheeses  <i>Michael Boland, Kansas State University, USA</i></p> <p>A Study of the Producer-Industry Transaction in the Argentine Milk Chain – a New Institutional Economics Approach  <i>Evangelina Dulce, University of Buenos Aires, Argentina</i></p> <p>Willingness to Pay for Improved Milk Quality in Northern Kenya Using Experimental Auction  <b>"BEST PAPER AWARD FINALIST"</b>  <i>DeeVon Bailey, Utah State University, Logan, USA</i></p>	<p style="text-align: center;"><b>FINANCIAL RISK MANAGEMENT IN THE FOOD SYSTEM II.</b></p> <p>Moderator: <i>Francesco Braga, University Guelph, Canada</i></p> <p>The Triple Bottom Line: What is the Impact on the Returns to Agribusiness Stocks  <i>Joshua Detre, Louisiana State University, USA</i></p> <p>New Generation of Standards and Potential Impacts of Food Borne Ill Incidence on Market Movements and Prices of Fresh Produce in the US  <i>Marco A. Palma, Texas A &amp; M University, USA</i></p> <p>Total Risk Management Process (TRMP) in Agrifood Supply Chain (ASC)  <i>Farrukh Idrees, Farrukh &amp; Co Investment and Marketing Consultants, Pakistan</i></p>
<p>12:15 1:30</p>	<p><b>Lunch</b></p>		

Room	NICE (Lower Floor)	AMSTERDAM (Lower Floor)	MAASTRICHT (Ground Floor)
	<b>CASE CONFERENCE III.</b>	<b>FOOD CHAIN MANAGEMENT III.</b>	<b>FOOD SECURITY AND SUSTAINABLE DEVELOPMENT</b>
1:30 – 3:00	<p>Moderator: <i>Kenneth Harling, School of Business &amp; Economics, Wilfrid Laurier University, Canada</i></p> <p>Case Studies from the V4 Countries</p> <p>Economic and Market Connections of Production and Trade of Organic Foods – with Special Respect to Product Chain of Organic Milk <i>Viktoria Szente, University of Kaposvár, Hungary</i></p> <p>Relation between Price and Quality of Meat Products in the Czech Republic <i>Bo-Anne Belkova, Institute of Chemical Technology in Prague, Czech Republic</i></p> <p>Development of Traditional Pork (Mangalica) Production Value Chain <i>Gabriella Zsarnóczay, Hungarian Meat Research Institute, Hungary</i></p>	<p>Moderator: <i>Xiaoyong Zhang, LEI, Wageningen University, Netherlands</i></p> <p>Export Chains of Fresh Apples in Qixia, Shandong China "BEST PAPER AWARD FINALIST" <i>Xiaoyong Zhang, LEI, Wageningen University, The Netherlands</i></p> <p>Relationship Measures as Indicators of Chain Performance: The Case of the EU Traditional Food Sector <i>Katrien Van Lembergen, Ghent University, Belgium</i></p> <p>Is Trust Necessary in Supply Chain Networks? First Impressions of Hungarian Examples <i>Timea Török, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany</i></p>	<p>Moderator: <i>Bernardo Pacheco Carvalho, Technical University Lisbon, Portugal</i></p> <p>Sustainability in Food Networks – a Framework for Research <i>Melanie Fritz, University of Bonn, Germany</i></p> <p>Soybean Expansion in the Mercosur – Is the Sky the Limit? Analysis of Drivers and Constraints for Policy Making <i>Guy Henry, CIRAD/ProsPER, Argentina</i></p> <p>Consumption Patterns and Competition in the World Fertilizer Markets <i>Kyosti Arovuori, Pellervo Economic Research Institute, Finland</i></p>
3:00 – 3:30	<b>Networking Break</b>		
	<b>CASE CONFERENCE IV.</b>	<b>FOOD CHAIN MANAGEMENT IV.</b>	<b>CUSTOMER ORIENTATION IN THE FOOD CHAIN I.</b>
3:30 – 5:00	<p>Moderator: <i>Woody Maijers, INHolland University, The Netherlands</i></p> <p>To Go or Not to Go Buffalo <i>Elliot Currie, University of Guelph, Canada</i></p> <p>Strategic Decision Making Under Uncertainty: Innovation and New Technology Introduction during Volatile Times <i>Michael Boehlje, Purdue University, USA</i></p> <p>Sustainability Management in the Value Chain: from the Farmland to the Table "BEST PAPER AWARD FINALIST" <i>Roberto Scare, Faculty of Ec. Business Adm. and Acc. of Ribeirão Preto, University of São Paulo, Brazil</i></p>	<p>Moderator: <i>Christian Fischer, Massey University, New Zealand</i></p> <p>Opportunities for Innovation in Fruit &amp; Vegetable Marketing – A Value Chain Approach <i>Christian Fischer, Massey University, New Zealand</i></p> <p>Chain Coordination Mechanisms and Concerns in Sugar Industry in Punjab, India <i>Veena Goel, Punjab Agricultural University, India</i></p> <p>Supply Chain Management and Indian Fresh Produce Supply Chain: Opportunities and Challenges <i>Surendra P. Singh, Tennessee State University, USA</i></p>	<p>Moderator: <i>Ágnes Szegedy-Fricz, Ministry of Agriculture and Rural Development, Hungary</i></p> <p>Factors Influencing the Consumer's Choice of Retail Store <i>Peter J Batt, Curtin University of Technology, Australia</i></p> <p>Ex Ante Selection Criteria &amp; Ex Post Reason for Dissatisfaction in Logistics Outsourcing: Empirical Insights from Greek Food SMEs <i>Michael Bourlakis, Brunel University, United Kingdom</i></p> <p>On the Use of Channel Incentive Programs: A Cross Country Analysis on the Crop Protection Industry in Brazil and USA <i>Luciano Thomé e Castro, Markestrat, Brazil</i></p>
5:00 – 5:30	<b>Networking Break</b>		
	<b>CASE CONFERENCE V.</b>	<b>Special Session: „Food Dynamics and Innovation: The Challenge of Sustainability“</b>	<b>CUSTOMER ORIENTATION IN THE FOOD CHAIN II.</b>
5:30 – 7:00	<p>Moderator: <i>Woody Maijers, INHolland University, The Netherlands</i></p> <p>Paradigm Shift in the Floriculture Sector by Cooperation Science/Business <i>Joséphine Jegen, INHolland University, The Netherlands</i></p> <p>Proposition of a Method for Industry Association's Remuneration <i>Marcos Fava Neves, University of Sao Paulo and Markestrat, Brazil</i></p> <p>Value-Added Increasing Effect of Rural Development in the Fresh Fruit and Vegetable Sector: Lessons Learned and Future Possibilities <i>Anikó Juhász, Szent István University, Institute of Agricultural Economics, Gödöllő, Hungary</i></p>	<p>organized by <i>Melanie Fritz and Gerhard Schiefer, Intern. Center for Food Chain and Network Research, University of Bonn, Germany</i></p> <p>Agenda:</p> <ol style="list-style-type: none"> <li>1. Introduction: The Focus of Sustainability (G. Schiefer, Intern. Center for Food Chain and Network Research, Germany)</li> <li>2. The Challenge of Sustainability for the Food Sector and Food Industry (Thomas Ohlsson, Swedish Institute for Food and Biotechnology, Sweden)</li> <li>3. Combining Lean Production with Environmental Assessment (Karin Östergren, Swedish Institute for Food and Biotechnology, Sweden)</li> <li>4. Case Study on Sustainability in Coffee in Cooperation with Nestlé (Francis Declerck, ESSEC Business School, Paris - Singapore)</li> <li>5. Can „Sustainability“ be bought for Market Access? (Melanie Fritz: Gerhard Schiefer, Intern. Center for Food Chain and Network Research, University of Bonn, Germany)</li> </ol>	<p>Moderator: <i>Ágnes Szegedy-Fricz, Ministry of Agriculture and Rural Development, Hungary</i></p> <p>Personnel Management Research in Agribusiness <i>Vera Bitsch, Michigan State University, USA</i></p> <p>Power Shifts along the Supply Chain: Managerial Implications for Russian Agri-food Business <i>Vera Belaya, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany</i></p> <p>Savoury Dinners ... or Agro-Marketing? How Slow Food Movement Relates to Traditional Food Products <i>Zoltán Erdős, Qualiment Ltd. HNC for EOQ, Hungary</i></p>

Room	BRUXELLES (Ground Floor)	STRASBOURG (Ground Floor)	ROME (Ground Floor)
1:30 – 3:00	<b>CONSUMER PREFERENCE AND BRANDING OF FOOD PRODUCTS I.</b> Moderator: <i>András Sebők, Campden&amp;Chorleywood, Hungary</i> Do Private Labels Evoke Customer Loyalty in Food Retailing? <b>"BEST PAPER AWARD FINALIST"</b> <i>Nadine Wettstein, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany</i> Consumer Market Segments in the Philippine Vegetable Industry <i>Sylvia B. Concepcion, University of the Philippines Mindanao, Philippines</i> Customer Branding: A Look at How Consumers Brand Fruit and Vegetables <i>Julie Pennington, University of Wisconsin-Eau Claire, USA</i>	<b>AGRIFOOD MEAT PRICE SESSION II.</b> Moderator: <i>Jukka Kola, University of Helsinki, Finland</i> Economic Investigation of Zero-Rating of VAT on Meat: Implications for the Meat Value Chain in South Africa <i>Andre Jooste, National Agricultural Marketing Council, South Africa</i> Hispanic Consumers' Preferences and Willingness-to-Pay for Pasture-Fed Beef in Virginia <i>Denisse Mainville, Virginia Polytechnic Institute and State University, USA</i> Willingness to Pay Premium for Foods Produced in Taiwan and Country of Origin Labeling: Results from Auction Experiment <i>Wen S. Chern, National Chung Cheng University, Department of Economics, Chai Yi, Taiwan</i>	<b>AGRICULTURAL MANAGEMENT AND CONSUMER PROTECTION I.</b> Moderator: <i>Doyle Baker, Food and Agriculture Organization, Italy</i> Trade, Development, and the Political Economy of Public Standards <i>Thijs Vandemoortele, K.U.Leuven/LICOS, Belgium</i> What they Say is not what they Do: Exploring the Gap between Fair-Trade Consumers <i>Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom</i> Agri-Food Clusters and Competitiveness. Interventions in Two Pre-Clusters in Uruguay <i>Hernan Palau, University of Buenos Aires, Argentina</i>
	<b>Networking Break</b>		
3:00 – 3:30	<b>Networking Break</b>		
3:30 – 5:00	<b>CONSUMER PREFERENCE AND BRANDING OF FOOD PRODUCTS II.</b> Moderator: <i>András Sebők, Campden&amp;Chorleywood, Hungary</i> Consumer Behaviour for Food Products in India <i>Kriti Bardhan Gupta, Indian Institute of Management Lucknow, India</i> An Investigation into Ethnic Asian Food Consumption in the Bristol Area <i>Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom</i> Consumer Awareness of Functional Foods in Hungary <i>Zoltán Szakály, University of Kaposvár, Hungary</i>	<b>VALUE-ADDED FOOD MARKETING THROUGH CONSUMERS STUDIES I.</b> Moderator: <i>Zoltán Lakner, Budapest Corvinus University, Hungary</i> Modelling Wine Choice: Investigating the Determinants of wine choice among of the "Black Diamonds" <i>Leah Ndanga, University of Pretoria, South Africa</i> Strategy for Placement of Local Wines in Local Restaurants: A New Mexico Case Study <i>Bernd Maier, New Mexico State University, USA</i> Local Food Preferences of Restaurant Consumers <i>Jay Lillywhite, New Mexico State University, USA</i>	<b>AGRICULTURAL MANAGEMENT AND CONSUMER PROTECTION II.</b> Moderator: <i>Doyle Baker, Food and Agriculture Organization, Italy</i> Traceability Development in Fresh Vegetable and Fruit Sector: Hungarian Solution <i>József Lehota, Szent István University, Faculty of Social and Economics Institute, Hungary</i> Investments in Traceability Systems: Results from the German Food Industry <i>Matthias Heyder, University of Goettingen, Germany</i> Of Junk Food and Junk Science <b>"BEST PAPER AWARD FINALIST"</b> <i>Gregory Baker, Santa Clara University, USA</i>
	<b>Networking Break</b>		
5:00 – 5:30	<b>Networking Break</b>		
5:30 – 7:00	<b>AGRIBUSINESS MANAGEMENT</b> Moderator: <i>Hamish Gow, Michigan State University, USA</i> Immersion in International Experiential Learning: The International Business Immersion Program <i>Hamish Gow, Michigan State University, USA</i> Is Trust Necessary for Collective Agribusiness Strategies? <i>Katia Figueroa Rodriguez, Colegio de Postgraduados, Mexico</i> Vega Silica Group <i>Miguel Angel Llano Irueta, Organization San Telmo, Spain</i>	<b>VALUE-ADDED FOOD MARKETING THROUGH CONSUMER STUDIES II.</b> Moderator: <i>Zoltán Lakner, Budapest Corvinus University, Hungary</i> Factors Influencing Consumers' Choice of Retail Stores for Fresh Meat in Malaysia <i>Norshamliza Chamhuri, Curtin University of Technology, Australia</i> Nutrition Information, Nutrition Knowledge and Consumers' Willingness to Pay for Pasture-Fed Beef: Empirical Evidence from In-Store Experiments <i>Denise Mainville, Virginia Polytechnic Institute and State University, USA</i> Assessing the Relevance of Different Mechanism of Country of Origin Effects on Consumers Willingness to Pay <i>Conradin Bolliger, Swiss Federal Institute of Technology, Zurich (ETH), Switzerland</i>	<b>FOOD LABELLING AND NUTRITION INFORMATION FOR THE CONSUMERS</b> Moderator: <i>Pál J. Molnár, University of Szeged, Hungary</i> Study on Evaluation Index Model and Hierarchical Management of Food Quality and Safety <i>Ming Zhu, Shanghai Academy of Quality Management and SMBQTS, China</i> Controlling Avoidance of Food Safety Regulations in Meat Packing Industry <i>Dragan Miljkovic, North Dakota State University, USA</i> Investigating the Sufficiency of Geographic Diversification in Limiting Contract Grower Risk <i>Andre Louw, University of Pretoria, South Africa</i>

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	<b>CASE CONFERENCE VI.</b>	<b>ENVIRONMENTAL CHALLENGES AND RURAL DEVELOPMENT I.</b>	<b>AGRIFOOD STRATEGIES I.</b>
8:00 – 9:30	<p>Moderator: <i>Lucas Vokurka, School of Agriculture &amp; Technology, INHolland University, Netherlands</i></p> <p>Technology difussion in agro-cluster: The role of multinational Companies in the case of Almeria (Spain) <i>Juan Carlos Pérez Mesa, University of Almería, Spain</i></p> <p>Environmental Conservation and Coordination Aspects – The Nature Conservancy Case Study in Brazil <i>Samuel Ribeiro Giordano, University of Sao Paulo, Brazil</i></p> <p>Esmeralda Coffee (A) – Taking Advantage of Having the World's Best Coffee <i>Ernesto Gallo, EAP Zamorano University, Honduras</i></p>	<p>Moderator: <i>John Karlik, California University, USA</i></p> <p>Standard Driven Rural Development:A General Equilibrium Model with Market Imperfections <i>Tao Xiang, University of Leuven, Belgium</i></p> <p>Determining the Direct and Indirect Effects of Government Policies:The Case of U.S. Sugar Policy and High Fructose Corn Syrup <i>P. Lynn Kennedy, Louisiana State University, USA</i></p> <p>Willingness to Accept and Purchase Genetically Modified Rice in Shanxi Province, China <i>Hans De Steur, Ghent University, Belgium</i></p>	<p>Moderator: <i>Gábor Szabó, University of Szeged, Hungary</i></p> <p>The Strategic Role of Umbrella Brands in International Market Entry: The Case of "Cellars of Canterbury" <i>Domenico Dentoni, Michigan State University, USA</i></p> <p>Do Cooperatives Offer High Quality Products? Vertical Product Differentiation in a Mixed Oligopoly <i>Dieter Pennerstorfer, Austrian Institute of Economic Research, Austria</i></p> <p>Linking Farmers to Markets in the Western Balkans: An Unfinished Job <i>Nancy Cochrane, United States Dept. of Agriculture (USDA), USA</i></p>
9:30 – 10:00	<b>Networking Break</b>		
	<b>CASE CONFERENCE VII.</b>	<b>ENVIRONMENTAL CHALLENGES AND RURAL DEVELOPMENT II.</b>	<b>AGRIFOOD STRATEGIES II.</b>
10:00 – 11:30	<p>Moderator: <i>Tamás Szigeti, Wessling Hungary Ltd.</i></p> <p>NESTLÉ DPA: Expansion of the Shared Value Concept in the Milk Chain <i>Claudio Antonio Pinheiro Machado Filho, Business School, PENSA, Brazil</i></p> <p>India's Food Security Strategy and its Impact on the Food Surplus State of Punjab <i>Veena Goel, Punjab Agricultural University, India</i></p> <p>Salacca "Exotic" Fruit Of Indonesia Challenge to Compete in International Market – Case Study: Export Challenge of Salacca "Pondoh" Variety to China <i>Ahmad Dimiyati, Ministry of Agriculture, Department of Horticulture, Indonesia</i></p>	<p>Moderator: <i>John Karlik, California University, USA</i></p> <p>Trade-offs between Shopping Bags Made of Non-Degradable Plastics and Other Materials Using Latent Class Analysis: The Case of Tianjin, China <i>Catherine Chan-Halbrendt, University of Hawaii, USA</i></p> <p>Cross-country analysis of differentiation strategies of Italian and German farm tourism: a hedonic pricing approach <i>Katia L. Sidali, University of Goettingen, Germany</i></p> <p>An Assessment of the Cost of Compliance with Rising SPS Standards: The Case of Beef Exports from Ethiopia "BEST PAPER AWARD FINALIST" <i>Karl M. Rich, American University in Cairo and ILRI, Egypt</i></p>	<p>Moderator: <i>Gábor Szabó, University of Szeged, Hungary</i></p> <p>Export Implicit Financial Performance: the Case of French Wine Companies "BEST PAPER AWARD FINALIST" <i>Jean-Laurent Viviani, Université de Montpellier, France</i></p> <p>Wine Market Structure and Consumer Demand <i>Antonio Stasi, University of Foggia, Italy</i></p> <p>Global Challenges and Local Solutions: Wine Sector Changes in Europe and in Portugal <i>Bernardo Pacheco de Carvalho, Technical University of Lisbon, Portugal</i></p>
11:30 – 12:00	<b>Networking Break</b>		
	<b>CASE CONFERENCE VIII.</b>	<b>ENVIRONMENTAL CHALLENGES AND RURAL DEVELOPMENT III.</b>	<b>AGRIFOOD STRATEGIES III.</b>
12:00 – 1:00	<p>Moderator: <i>Woody Maijers, INHolland University, The Netherlands</i></p> <p>Quality Line Carrefour <i>Decio Zylberstszajn, University of Sao Paulo, Brazil</i></p> <p>Determinants, Costs, and Benefits of Small Farmer inclusion in Restructured Agrifood Chains: A Case Study of Dairy Industry in India "BEST PAPER AWARD FINALIST" <i>Vijay Sharma, Indian Institute of Management, India</i></p>	<p>Moderator: <i>John Karlik, California University, USA</i></p> <p>Factors Affecting College Students' Knowledge and Opinions of Genetically Modified Foods <i>Chad Laux, Purdue University, USA</i> <i>Gretchen Mosher, Iowa State University, USA</i></p> <p>A Theory of Standards-Driven Rural Development <i>Tao Xiang, University of Leuven, Belgium</i></p>	<p>Moderator: <i>Gábor Szabó, University of Szeged, Hungary</i></p> <p>The Emergence of Hybrid Forms in Argentina's Grain Prodcution Sector <i>Fabio Chaddad, University of Missouri, USA</i></p>
1:00 – 2:15	<b>Lunch</b>		

Room	BRUXELLES (Ground Floor)	STRASBOURG (Ground Floor)	ROME (Ground Floor)
	<b>MARKET ORIENTATION AND ENTREPRENEURSHIP</b>	<b>INNOVATION IN THE FOOD CHAIN I.</b>	<b>SUPPLY CHAIN MANAGEMENT AND CHAIN ECONOMICS I.</b>
8:00 – 9:30	<p>Moderator: <i>Zoltán Szakály, University of Kaposvár, Hungary</i></p> <p>Do Market Oriented Firms Demonstrate Clarity on Their Value Discipline? Evidence from Illinois Beef Producers "BEST PAPER AWARD FINALIST" <i>Eric T. Micheels, University of Illinois at Urbana-Champaign, USA</i></p> <p>Mercosur's Meat Exports to the EU: Assessment of Policies Affecting Trade Flows <i>Ellen Huan-Niemi, MTT Agrifood Research Finland, Finland</i></p> <p>Promoting Agribusiness Trade in Value-Added Products <i>Sayed Saghaian, University of Kentucky, USA</i></p>	<p>Moderator: <i>Onno Omta, Wageningen University, The Netherlands</i></p> <p>Entrepreneurial Behavior in Agri-Food Supply Chains: The Role of Supply Chain Partners <i>Brent Ross, Michigan State University, USA</i></p> <p>Farm-to-Institution Supply Chains: Practices, Challenges and Performance Measures <i>Getachew Abatekassa, Michigan State University, USA</i></p> <p>Information Asymmetry in Cotton Markets in India <i>Gopal Naik, Indian Institute of Management Bangalore, India</i></p>	<p>Moderator: <i>Christian Fischer, Massey University, New Zealand</i></p> <p>New Business Model for Quality Supplies <i>Christina Steinbauer, Johann Heinrich von Thünen-Institut (vTI), Germany</i></p> <p>Grasp of Goals: Successful Management of Supply Chain Networks in the Agribusiness of Central and Eastern Europe <i>Taras Gagalyuk, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany</i></p> <p>Entrepreneurial Supply Chains and Strategic Collaboration: The Case of Bagóss Cheese in Bagolino, Italy "BEST PAPER AWARD FINALIST" <i>Vincent Amanor-Boadu, Kansas State University, USA</i></p>
9:30 – 10:00	<b>Networking Break</b>		
	<b>RECENT DEVELOPMENTS IN THE FIELD OF BIOFUELS I.</b>	<b>INNOVATION IN THE FOOD CHAIN II.</b>	<b>SUPPLY CHAIN MANAGEMENT AND CHAIN ECONOMICS II.</b>
10:00 – 11:30	<p>Moderator: <i>József Popp, Research Institute for Agricultural Economics, Hungary</i></p> <p>Macroenvironment for Liquid Biofuels in a Governmental Perspective: A Comparative Analysis of Public Policies in Germany, Brazil and the United States of America <i>Edson Talamini, Federal University of Grande Dourados – UFGD, Brazil</i></p> <p>The Decision-Making Processes of the Agents belonging to the Biodiesel Production Chain in Southern Brazil <i>Régis Rathmann, COPPE/UF RJ, Brazil</i></p> <p>Sustainable Biodiesel Production from Cotton Seed Chain in Brazil <i>Jessica Sanches, FEA-RP/USP – Markestrat, Brazil</i></p>	<p>Moderator: <i>Frances Fortuin, Food Valley Foundation/Wageningen University, The Netherlands</i></p> <p>Key Success Factors for Innovation in Food Processing in Developed and Emerging Economies <i>Frances T. J. M. Fortuin, Food Valley Foundation/ Wageningen University, The Netherlands</i></p> <p>Facing the Global Challenge to Raise the Innovation Power of Agri-food Companies: Creating an Optimal Innovation Assessment Tool <i>Mersiha Tepic, Wageningen University, The Netherlands</i></p> <p>Establishing Market Orientation on the Level of an input Supplier of the Food Chain: How Market Oriented is the Feed Industry? <i>Stefanie Bröring, Wageningen University and Research Centre, The Netherlands</i></p>	<p>Moderator: <i>Christian Fischer, Massey University, New Zealand</i></p> <p>Retail Globalization – What Happens to the Local Suppliers in Central and Eastern Europe? <i>Zsombor Pall, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany</i></p> <p>Competitiveness of Albanian Agriculture: Value Chain Study for Fruit and Vegetable Sector in Fier Region <i>Engjell Skreli, Agricultural University of Tirana, Albania</i></p> <p>Competitiveness of Zacatecas (Mexico) Protected Agriculture: the Fresh Tomato Industry <i>Luz E. Padilla-Bernal, Universidad Autonoma de Zacatecas, Mexico</i></p>
11:30 – 12:00	<b>Networking Break</b>		
	<b>RECENT DEVELOPMENTS IN THE FIELD OF BIOFUELS II.</b>	<b>INNOVATION IN THE FOOD CHAIN III.</b>	<b>SUPPLY CHAIN MANAGEMENT AND CHAIN ECONOMICS III.</b>
12:00 – 1:00	<p>Moderator: <i>József Popp, Research Institute for Agricultural Economics, Hungary</i></p> <p>A Real Options Analysis of Ethanol Plant Investment under Uncertainty <i>Todd M. Schmit, Cornell University, USA</i></p> <p>Food versus Fuel: Adoption and Distribution of Distillers' Grains from Ethanol <i>Dennis Conley, University of Nebraska-Lincoln, USA</i></p> <p>An Analysis on Food and Ethanol Production in Brazil <i>Marina Mafud, Markestrat Research Center, Brazil</i></p>	<p>Moderator: <i>Frances Fortuin, Food Valley Foundation/Wageningen University, The Netherlands</i></p> <p>Factors Determining the Choice of Governance Structure for Product Innovations <i>Maud Roucan-Kan, Purdue University, USA</i></p> <p>Identifying Possible Futures in Food Chain <i>Francis Declerck, ESSEC Business School Paris-Singapore, France</i></p>	<p>Moderator: <i>Christian Fischer, Massey University, New Zealand</i></p> <p>Is the Pig Sales and Purchase Cooperation the Local Solution for the Global Challenge in Hungary? <i>Péter Balogh, University of Debrecen, Hungary</i></p> <p>Information Technology in Formulation of Transparency Strategies for Food Chain and Supply Management in Poland <i>Waclaw Szymanowski, Polish Academy of Sciences, Poland</i></p>
1:00 – 2:15	<b>Lunch</b>		

Room	NICE (Lower Floor)	AMSTERDAM (Lower Floor)	MAASTRICHT (Ground Floor)
<p>2:15 – 3:45</p>	<p><b>Special Session: Metropolitan Agriculture: Creating the New Green Revolution?</b></p>		<p><b>Special Session: Market Opportunities for Hungarian Wine and Spirits</b></p>
	<p>organized by TransForum and Alterra            Chair: <i>Dr. Henk van Latesteijn, CEO TransForum</i>            Vice-Chair: <i>Mr. Kees Slingerland, CEO Alterra</i></p> <p>Program:</p> <p><b>2.15 pm Plenary Introduction on Metropolitan Agriculture</b></p> <p>The plenary introduction will provide additional information on Metropolitan Agriculture. This interactive introduction will consider and visualise the different aspects of Metropolitan Agriculture and the meaning of Metropolitan Agriculture for actors from businesses, knowledge institutions, governments and non-governmental organisations.</p> <p>With a.o.: Dr. László Vajda (president IAMA), Mr. Jozsef Graf (Hungarian Minister of Agriculture and Rural Development-video), Prof. Cees Veerman (former Dutch minister of Agriculture – video), Prof. Chris Peterson (Michigan State University), Kalyan Chakravarthy (YesBank, India)</p> <p><b>3.45 pm Open Space Working Session</b></p> <p>Participants will explore the possibilities of Metropolitan Agriculture in an open space setting. Case studies from different parts of the world will address burning questions concerning Metropolitan Agriculture.</p> <p>Open space I: Agrologistics in Nellore India: linking up with the local economy - What is needed to integrate global and local solutions and challenges into new modes of agriculture production and processing</p> <p>Open space II: Creating Agropark Holland - What is needed to align urban spatial scarcity and agricultural development?</p>		<p>organized by the Hungarian Association of Food Science and Technology and HNC for EOQ</p> <p>Moderator: <i>Zoltán Harcz, Head of Cabinet, Ministry of Agriculture and Rural Development, Hungary</i></p> <p>Program:</p> <p><b>Wines of Hungary – Building a National Brand of Hungarian Wines</b>  <i>Richard Nemes, Managing Director, Hungarian Wine Marketing Agency, Hungary</i></p> <p><b>US Market Opportunities for the Global Wine &amp; Spirits Industry</b>  <i>Monika Elling, Managing Partner, Foundations Marketing Group LLC, USA</i></p> <p><b>Market Opportunities for Hungarian Palinka</b>  <i>András Nagy, Director, Hungarian Spirit Association, Hungary</i></p> <p><b>„Zsindelyes” Pálinka Processing Company – „Hungarian Agricultural Quality Award” Winner 2009</b>  <i>György Fehér, Technical Director of the „Zsindelyes” Pálinka Processing Company, Hungary</i></p> <p><b>Hungarian Wine and Pálinka Tasting</b></p>
<p>3:45 – 4:30</p>			<p><b>Poster reception</b></p>
<p>4:30 – 6:00</p>	<p><b>5.45 pm Closing reception by TransForum</b></p> <p>For more information: See Metropolitan Agriculture Brochure</p>		



Room	BRUXELLES (Ground Floor)	STRASBOURG (Ground Floor)	ROME (Ground Floor)
<p>2:15 – 3:45</p>	<p><b>Biofuels Session I: Tension between the 4 F's Food – Fibre – Fuel – Feed"</b></p> <p>This is a two-part bio-fuels discussion. The first part will provide European and some international viewpoints.</p> <p><b>Chair: Hector R. Laurence, President and CEO, McLaren Holdings, Argentina</b></p> <p><b>József Popp, Deputy General Director, Research Institute for Agricultural Economics, Hungary</b></p> <p><b>Jordi Rosell, Professor, Applied Economy, Triptolemos Foundation/Universitat Autònoma de Barcelona, Spain</b></p> <p><b>Laszlo Mathe, Bioenergy Coordinator, WWF International / WWF Scotland</b></p>	<p><b>Special Session: „Sustainability in Agri-Food Chain – Global Reporting Initiative"</b></p> <p>organized by <i>SAI Platform, GRI, InHolland University, Baker Tilly International and Rijnconsult/ACE</i></p> <p>„Improving Sustainability in Agrifood Chains with a special Attention for the Position of the Farmer"</p> <p><b>Program:</b></p> <ul style="list-style-type: none"> <li>- Presentation of the Results of an Internet Poll</li> <li>- Demonstration of some Cases with Focus on the Farmer Position and Activities on Sustainability</li> <li>- Discussion on the Challenges involved and Development of a Mutual Action Plan</li> </ul> <p>It is intended to sign a Memorandum of Understanding to formalize the initiatives.</p>	<p><b>Special Session: „Market Oriented Strategies to Revitalize Albania's Agricultural Industry"</b></p> <p>organized by:</p> <p><b>Catherine Chan-Halbrendt, University of Hawaii, USA</b>  <b>Halina Zaleski, University of Hawaii, USA</b>  <b>Engjell Skreli, Agricultural University of Tirana, Albania</b>  <b>Tatjana Dishnica, Ministry of Agriculture, Albania</b>  <b>Ana Mane, Agricultural University of Tirana, Albania</b>  <b>Bhari Musabelliu, Agricultural University of Tirana, Albania</b>  <b>Ina Pagria, Agricultural University of Tirana, Albania</b>  <b>Jim Krigbaum, 2020 Development Company LLC</b>  <b>Dennis Conley, University of Nebraska – Lincoln, USA</b>  <b>Zyhdi Teqia, CASH</b></p> <p><b>Program:</b></p> <ul style="list-style-type: none"> <li>- Role of Extension in Revitalizing Agricultural Sector</li> <li>- Value Chain Approach to Analyze the Fruit and Vegetable Industry</li> <li>- Marketing Efficiency: The Role of Cooperative</li> <li>- Revitalizing Agriculture through the Revival of an Agricultural Heritage</li> </ul>
<p>3:45 – 4:30</p>	<p><b>Poster reception</b></p>		
<p>4:30 – 6:00</p>			

FOOD CHAIN APPROACH	CUSTOMER ORIENTATION AND MARKETING	AGRIBUSINESS STRATEGIES
<p><b>Assessing the Comparative Advantage of Olive Oil Production in Albania</b>  <i>Ana Mane, Agriculture University of Tirana, Albania</i>  <i>Ilir Kapaj, Agriculture University of Tirana, Albania</i></p> <p><b>Supply Chain and Quality Problems in Dairy Sector</b>  <i>Judit Vágány, Budapest College of Management, Hungary</i>  <i>Brigitta Katona, Budapest College of Management, Hungary</i>  <i>Mónika Pónusz, Budapest College of Management, Hungary</i></p>	<p><b>Role of Consumer Cooperatives in Linking Farmers to Markets: Evidence from Armenia</b>  <i>Artur Grigoryan, Int. Center for Agribusiness Research and Education, Armenia</i>  <i>Vardan Urutyun, Int. Center for Agribusiness Research and Education, Armenia</i>  <i>Tigran Hakhnazaryan, FAA ULE, Armenia</i></p> <p><b>Consumption Habits and Valued Attributes in the Milk Purchase Process of Elderly Market</b>  <i>Roberto Scare, FEA-RP/USP – MARKESTRAT, Brazil</i>  <i>Magdalena Hechrisson, Markestrat Associates, Brazil</i>  <i>Fernando Santos, Markestrat Associates, Brazil</i>  <i>Carla Martosi Gomes, Markestrat Associates, Brazil</i></p> <p><b>Brazilian in the UK: Ethnicity Consumption and Market Development</b>  <i>Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom</i></p>	<p><b>Local Solutions and Challenges Using Mediation and Alternative Dispute Resolution in the Food Chain System: Meeting Local Solutions through Understanding of the Local Agriculture Specificity, Food Culture, Neighboring Ethnicity, and Regional Business Potential and Limitations</b>  <i>Eric Thor, Arizona State University, USA</i>  <i>Veronika Lin, Arizona State University, USA</i></p> <p><b>Exploring Chinese Urban Markets for U.S. Pork</b>  <i>David Ortega, Purdue University, USA</i>  <i>Holly Wang, Purdue University, USA</i>  <i>Laping Wu, China Agricultural University, China</i></p>
FOOD QUALITY AND SAFETY	<p><b>Market Potential for Pintado Chile Relleno's in the Southwestern United States</b>  <i>Shawna McLain, New Mexico State University, USA</i>  <i>Ben Wilson, New Mexico State University, USA</i>  <i>Ryan Scott, New Mexico State University, USA</i>  <i>Linzie Amick, New Mexico State University, USA</i>  <i>William Gorman, New Mexico State University, USA</i></p> <p><b>Opportunity Analysis of Water Buffalo in Canada</b>  <i>Melanie Lang, University of Guelph, Canada</i>  <i>Elliot Currie, University of Guelph, Canada</i></p> <p><b>Accountable Relationship Marketing: Evidence of an Agricultural Input Vendor</b>  <i>Danny Pimentel Claro, Ibmec Sao Paulo, Brazil</i>  <i>Tiago Fischer Ferreira, PENSA, Brazil</i>  <i>Uriel Rotta, PENSA, Brazil</i></p> <p><b>Food Traceability Systems: Impact on Price Transmission along the Food Supply Chain</b>  <i>Andres Silva, University of Kent, United Kingdom</i>  <i>Marian Garcia, University of Kent, United Kingdom</i></p>	<p><b>Assessing the Impact of Direct Marketing in Overall Business Strategy: A Double Hurdle Approach</b>  <i>Tyler Mark, Louisiana State University, USA</i>  <i>Ashok Mishra, Louisiana State University, USA</i>  <i>Joshua Detre, Louisiana State University, USA</i>  <i>Adun Adhikari, Louisiana State University, USA</i></p> <p><b>The Characteristic and Development of Urban Farmers Market in Malaysia; A Case Study of the Satok Weekend Market and Payang Central Market</b>  <i>Abdul Rahman Saili, Curtin University of Technology, Australia</i>  <i>Maria Rola-Rubzen, Curtin University of Technology, Australia</i></p>
<p><b>Quality Control and Traceability of Crop and Forage Production</b>  <i>Győri Zoltán, University of Debrecen, Hungary</i>  <i>Péter Sipos, University of Debrecen, Hungary</i></p> <p><b>Protecting Health and the Environment Through California's Agricultural Pesticide Regulatory System</b>  <i>Jan F. Karlik, University of California, USA</i></p>		

**20 June, 8:45AM – 10:15AM: Overview of Agrifood Sector Development in Central and Eastern Europe****Vertical Coordination in Central and East-European Countries: Status Quo And Outlook***Taras Gagalyuk, Vera Belaya, Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany***A Comparative Analysis on the Fruit and Vegetable Distribution Structures of Central European Countries***Yasushi Sembokuya, Toshihisa Kanayama, Hiroichi Kono, Obihiro University of Agriculture and Veterinary Medicine, Japan  
Karol Wajszczuk, Poznan University of Agriculture, Poland***Pre- and post EU-accession restructuring of the Slovenian food industry***Ales Kuhar, University of Ljubljana, Slovenia***Transition Challenges in the Agrifood Sector in the Western Balkans***Heike Harmgart, EBRD Chief Economist's Office, Emmanuel Hidier, FAO Investment Centre Division, United Kingdom***10:15AM – 10:45AM: Networking Break****10:45AM – 12:15PM: Linking Farmers to Markets****Is Sustainable Market Access Achievable for Small Farmers? A Dual Strategy to Overcoming the Intervention Design Challenge***Hamish Gow, Aleksan Shanoyan, Michigan State University, USA***Linking Farmers to Markets in the Western Balkans: an Unfinished Job***Nancy Cochrane, Economic Research Service, United States Department of Agriculture, USA***Investing in large farming versus establishing linkages with small farmers***Goran Zivkov, SEEDEV Consulting agency, Serbia***12:15PM – 1:30PM: Lunch -Pool Area****1:30PM – 3:00PM: Enabling Environment Reforms****The contractual relationships in the vegetable supply chain in Romania***Cornelia Alboiu, Institute of Agricultural Economics, Bucharest, Romania***Credit constraints, agribusiness investments, contracting and farm growth: Evidence from the Bulgarian dairy sector***Johan F.M. Swinnen, Kristine van Herck, Centre for Institutions and Economic Performance (LICOS), Belgium***Agri-food markets in Central and Eastern Europe: Will changes in trade conditions lead to a new pan-European frame?***Oleksandr Zhemoyda, Natalia Gerasymenko, National University of Life and Environmental Sciences, Ukraine***3:00PM – 3:30PM: Networking Break****3:30PM – 5:00PM: Supply Chain Management and Agrifood Sector Competitiveness****Influence of Foreign Direct Investment on Supply Chain Management in Russia***Vera Belaya, Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany***Agri-food chain management and performance in Moldova***Galina Lyashenko, Central Agricultural Market Information Bureau, Moldova***Consumer Perceptions of Organic Food in Romania: A Qualitative Approach***Alexandra Popa, Hubbard, C., Gorton, M., Newcastle University, United Kingdom  
Petrovici, D. Kent University, United Kingdom***5:00PM – 5:30PM: Networking Break****21 June, 8:00AM – 9:30AM: Implications for Poverty reduction and Rural Development****The Role of Milk Marketing Cooperatives in the Recovery of the Armenian Dairy Sector***Vardan Urutyun, International Center for Agribusiness Research and Education (ICARE), Armenia***Value Chain Structure and Governance Changes Medicinal and Aromatic Plants in Albania – Implications for Poverty Reduction and Rural Development***Drini Imami, Luciano Leonetti, Andi Stefanllari, Development Solutions Associates, Albania***Increasing marketing possibilities of direct food sale and its relations to rural development***Eva Macsai, Istvan Feher, Szent István University, Hungary***9:30AM – 10:00AM: Networking Break****10:00AM – 11:30PM: Conclusion and Discussion of the Recommendations**