

**IAMA 19th ANNUAL FOOD AND
AGRIBUSINESS
WORLD FORUM AND SYMPOSIUM**

„GLOBAL CHALLENGES – LOCAL SOLUTION”

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

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

COPENHAGEN BALLROOM (Lower Floor)

Opening Plenary Session

Saturday 8:00 AM – 8:30 AM

Moderator: *Francis Declerck, ESSEC Business School, Paris-Singapore, France*

Keynote Speaker: *Ernesto Gallo, Zamorano University, Honduras*

Agribusiness Megatrends

FAO WORKSHOP I. and II.

Saturday 8:45AM – 12:15PM

Agribusiness and Agro-industries Development in Central and Eastern Europe

See page 20

NICE ROOM (Lower Floor)

Saturday 8:45AM – 10:15AM

CASE CONFERENCE I.

Moderator: *Mary Shelman, Harvard Business School, USA*

Introduction and Recent Case Studies of the Harvard Agribusiness Program

Mary Shelman, Harvard Business School, USA

The Alltech Case Study

Aidan Connolly, Vice President, Alltech Biotechnology, USA

NICE ROOM (Lower Floor)

Saturday 10:45AM – 12:15PM

CASE CONFERENCE II.

Moderator: *Mary Shelman, Harvard Business School, USA*

Telepizza, S. A

Antonio Garcia de Castro, Instituto Internacional San Telmo, Spain

Rocio Reina Paniagua, Instituto Internacional San Telmo, Spain

How the Cookie Crumbles: The Case of Gluten-Free Cookies

Norbert Wilson, Auburn University, USA

Interventions in the Food Value Chain to Improve Quality and Competitiveness: A Case Study of Dairy Cooperative in India

Gopal Naik, Indian Institute of Management Bangalore, India

AMSTERDAM ROOM (Lower Floor)

Saturday 8:45AM – 10:15AM

FOOD CHAIN MANAGEMENT I.

Moderator: *Jacques Trienekens, Wageningen University, The Netherlands*

A Comparison of Dairy Supply Chains of Finland and the Baltic Countries

Csaba Jansik, MTT Agrifood Research, Finland

Effects of Market Structure Changes on Dairy Supply Chain in Serbia

Rade Popovic, University of Novi Sad, The Faculty of Economics Subotica, Serbia

Procurement Strategies of the German Dairy Sector: Empirical Evidence on Contract Design between Dairies and their Agricultural Suppliers

Stephanie Schlecht, Georg-August-Universitaet Goettingen, Germany

Achim Spiller, Georg-August-Universitaet Goettingen, Germany

AMSTERDAM ROOM (Lower Floor)

Saturday 10:45AM – 12:15PM

FOOD CHAIN MANAGEMENT II.

Moderator: *Marcos Fava Neves, University of Sao Paulo and Markestrat, Brazil*

Analysing some Relationships between the Pork Segments in Brazil and Europe

Maria Stella Melo Saab, University of Sao Paulo and Markestrat, Brazil

Marcos Fava Neves, University of Sao Paulo and Markestrat, Brazil

Lucas Sciencia do Prado, University of Sao Paulo and Markestrat, Brazil

Planning Model Supporting Information and Service Agency in Meat Chains Designing Services in Chain Oriented Health Management

Verena Schütz, University of Bonn, Germany

Brigitte Petersen, University of Bonn, Germany

Relocalising pork production and supply: buiding bridges, not walls

Rannia Nijhoff-Savvaki, Wageningen University, The Netherlands

Jacques Trienekens, Wageningen University, The Netherlands

Onno Omta, Wageningen University, The Netherlands

MAASTRICHT ROOM (Ground Floor)

Saturday 8:45AM – 10:15PM

NEW CHAIN STRATEGIES FOR DEVELOPMENT OF FARMER'S ENTREPRENEURSHIP I.

Moderator: *Peter O'Brien, Rural Industries Research & Development Corporation, Australia*

Benefits of Rural Research and Development Investments

Peter O'Brien, Rural Industries Research & Development Corporation, Australia

Recommendations for Restructuring Food Markets in the Southern African Region: Dynamics in Context of the Fresh Produce Sub Sector

André Louw, University of Pretoria, South Africa

Leah Ndanga, University of Pretoria, South Africa

Davison Chikazunga, University of Pretoria, South Africa

Choolwe Haankuku, University of Pretoria, South Africa

Analyses of Private Market Coordination Mechanism in the Hungarian Dairy Sector

Gábor G. Szabó, Hungarian Academy of Sciences, Institute of Economics, Hungary

Péter Popovics, University of Debrecen, Hungary

MAASTRICHT ROOM (Ground Floor)

Saturday 10:45AM – 12:15AM

NEW CHAIN STRATEGIES FOR DEVELOPMENT OF FARMER'S ENTREPRENEURSHIP II.

Moderator: *Woody Maijers, INHolland University, NL*

Business Models to Enhance Farmers' Access to Markets for High-Value Certified Products

Pilar Santacoloma,, FAO Rural Infrastructure and Agro-Industries Division, Rome, Italy

World Soybean Production: Area Harvested, Yield, and Long-term Projections

Tadayoshi Masuda, University of Illinois at Urbana-Champaign

Peter Goldsmith, University of Illinois at Urbana-Champaign

Entrepreneurship in Agricultural Micro Enterprises in West Pokot District, Kenya

Nicola Shadbolt, Massey University, New Zealand

Isaac Kataliem, Massey University, New Zealand

Daniel Conforte, Massey University, New Zealand

BRUXELLES ROOM (Ground Floor)

Saturday 8:45AM – 10:15AM

QUALITY MANAGEMENT SYSTEMS IN AGRICULTURE AND FOOD INDUSTRY I.

Moderator: Zoltán Erdős, HNC for EOQ, Hungary

Perspectives on Global Trends in Food Quality and Safety

John Noonan, Curtin University of Technology, Australia

Peter Batt, Curtin University of Technology, Australia

The Importance of Labeling: Consumer Preferences toward Certification Labels in the Chile Industry

Jay Lillywhite, New Mexico State University, USA

Jennifer Simonsen, New Mexico State University, USA

Ram Acharya, New Mexico State University, USA

Italian Consumer Attitudes toward Products for Well-Being: the Functional Foods Market

Azzurra Annunziata, University "Parthenope" of Naples, Italy

Rosa Misso, University "Parthenope" of Naples, Italy

Riccardo Vecchio, University "Parthenope" of Naples, Italy

BRUXELLES ROOM (Ground Floor)

Saturday 10:45AM – 12:15PM

QUALITY MANAGEMENT SYSTEMS IN AGRICULTURE AND FOOD INDUSTRY II.

Moderator: Zoltán Erdős, HNC for EOQ, Hungary

Enhancing the International Competitiveness of the Western Australian (WA) Food and Beverage Industry through Facilitating the Adoption of Quality Assurance (QA) Programs

Georg Küpper, Curtin University of Technology, Australia

Peter Batt, Curtin University of Technology, Australia

Assessing Quality and Safety of Food & Beverage Products – An Analysis of Agribusiness Enterprises in Tirana District/Albania

Ilir Kapaj, Agriculture University of Tirana, Albania and Hohenheim University, Stuttgart, Germany

Reiner Doluschitz, Hohenheim University, Germany

Ana Mane, Agriculture University of Tirana, Albania

Skills, Qualities and Experiences Needed for Future Leaders in Food and Agribusiness Industries of Armenia

Vardan E. Urutyun, Armenian State Agrarian University, Armenia

Kerry Litzenberg, Texas A&M University, USA

STRASSBOURG ROOM (Ground Floor)

Saturday 8:45AM – 10:15AM

EXCELLENCE IN FOOD CHAIN

This Session is sponsored by OTP Bank Plc (Hungary)

Moderator: Francis Declerck, ESSEC Business School, Paris-Singapore

Managing Sustainable Agri-food Chain Relationships - Factors Affecting Relationship Quality and Stability Dimensions

Christian Fischer, Massey University, Agribusiness, New Zealand

The Hungarian Agricultural Excellence Award for Companies and Organization – Development of the Model and its Application

Pál J. Molnár, University of Szeged, Hungary

Antal Véha, University of Szeged, Hungary

Application of the Hungarian Agricultural Excellence Award by the PICK Szeged Meat Company

László Sutka, PICK Szeged Meat Company, Hungary

Zsuzsanna Varró, PICK Szeged Meat Company, Hungary

STRASSBOURG (Ground Floor)

Saturday 10:45AM – 12:15PM

AGRIFOOD PRICE SESSION I.

Moderator: *Michael Boland, Kansas State University, USA*

Determinants of Prices for EU Product Denomination of Origin Cheeses

Michael Boland, Kansas State University, USA

A Study of the Producer-Industry Transaction in the Argentine Milk Chain – a New Institutional Economics Approach

Evangelina Dulce, University of Buenos Aires, Argentina

Sebastian Senesi, University of Buenos Aires, Argentina

Fernando Vilella, University of Buenos Aires, Argentina

Hernan Palau, University of Buenos Aires, Argentina

Mercedes Barilatti, University of Buenos Aires, Argentina

Willingness to Pay for Improved Milk Quality in Northern Kenya Using Experimental Auction **BEST PAPER AWARD FINALIST******

DeeVon Bailey, Utah State University, Logan, USA

Francis Obuoro Wayua, Kenya Agricultural Research Institute, Kenya

Mohamed Shibia, Kenya Agricultural Research Institute, Kenya

Moses Mamo, Kenya Agricultural Research Institute, Kenya

D. Layne Coppok, Utah State University, USA

ROME ROOM (Ground Floor)

Saturday 8:45AM – 10:15AM

FINANCIAL RISK MANAGEMENT IN THE FOOD SYSTEM I.

Moderator: *Francesco Braga, University Guelph, Canada*

Ensuring Intra- and Inter-Organizational Relationship Survival under Exogenous and Endogenous Shocks and Distress: The Role of Social Capital and Agent Aspiration Levels

Brent Ross, Michigan State University, USA

Hamish Gow, Michigan State University, USA

Food Chains and Funding: Value Chain Development and Roles for Governments

David Sparling, University of Guelph, Canada

Glen Snoek, Canadian Federation of Agriculture, Canada

The Role of Foreign direct Investment in South African Agriculture

Ernst Idsardi, University of the Free State, South Africa

Phillipus Cloete, University of the Free State, South Africa

H. D. van Schalkwyk, University of the Free State, South Africa

ROME ROOM (Ground Floor)

Saturday 10:45AM – 12:15PM

FINANCIAL RISK MANAGEMENT IN THE FOOD SYSTEM II.

Moderator: *Francesco Braga, University Guelph, Canada*

The Triple Bottom Line: What is the Impact on the Returns to Agribusiness Stocks

Joshua Detre, Louisiana State University, USA

Michael Gunderson, University of Florida, USA

New Generation of Standards and Potential Impacts of Food Borne Ill Incidence on Market Movements and Prices of Fresh Produce in the US

Marco A. Palma, Texas A & M University, USA

Luis Ribera, Texas A & M University, USA

Dadid Bessler, Texas A & M University, USA

David Knutson, Texas A & M University, USA

Mechel Paggi, California State University, USA

Total Risk Management Process (TRMP) in Agrifood Supply Chain (ASC)

Farrukh Idrees, Farrukh & Co Investment and Marketing Consultants, Pakistan

ZURICH ROOM (Ground Floor)

Saturday 10:45 PM – 12:15 PM

Special Session: Social and Economic Development. The Next Green Revolution.

See Program Flyer for Details.

COPENHAGEN BALLROOM (Lower Floor)

Saturday 1:30PM – 7:00 PM

FAO WORKSHOP III. IV. and V.

Agribusiness and Agro-industries Development in Central and Eastern Europe

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NICE ROOM (Lower Floor)

Saturday 1:30PM – 3:00PM

CASE CONFERENCE III.

Moderator: Kenneth Harling, School of Business & Economics, Wilfrid Laurier University, Canada

Case Studies from the V4 Countries

Economic and Market Connections of Production and Trade of Organic Foods – with Special Respect to Product Chain of Organic Milk

Viktoria Szente, University of Kaposvár, Hungary

Csaba Borbély, University of Kaposvár, Hungary

Attila Máthé, University of Kaposvár, Hungary

Zoltán Szakály, University of Kaposvár, Hungary

Relation between Price and Quality of Meat Products in the Czech Republic

Bo-Anne Belkova, Institute of Chemical Technology in Prague, Czech Republic

Development of Traditional Pork (Mangalica) Production Value Chain

Gabriella Zsarnóczay, Hungarian Meat Research Institute, Hungary

Ágnes Kovács, Hungarian Meat Research Institute, Hungary

NICE ROOM (Lower Floor)

Saturday 3:30PM – 5:00PM

CASE CONFERENCE IV.

Moderator: Woody Maijers, INHolland University, The Netherlands

To Go or Not to Go Buffalo

Elliot Currie, University of Guelph, Canada

Melanie Lang, University of Guelph, Canada

Strategic Decision Making Under Uncertainty: Innovation and New Technology Introduction during Volatile Times

Michael Boehlje, Purdue University, USA

Maud Roucan-Kane, Purdue University, USA

Sustainability Management in the Value Chain: from the Farmland to the Table **BEST PAPER AWARD FINALIST******

Roberto Scare, Faculty of Ec. Business Adm. and Acc. of Ribeirão Preto, University of São Paulo, Brazil

Carla Martoni Gomes, Faculty of Ec. Business Adm. and Acc. of Ribeirão Preto, University of São Paulo, Brazil

Andressa Berto, Faculty of Ec. Business Adm. and Acc. of Ribeirão Preto, University of São Paulo, Brazil

NICE ROOM (Lower Floor)

Saturday 5:30PM – 7:00PM

CASE CONFERENCE V.

Moderator: Woody Maijers, INHolland University, The Netherlands

Paradigm Shift in the Floriculture Sector by Cooperation Science/Business

Joséphine Jegen, INHolland University, The Netherlands

Woody Maijers, INHolland University, The Netherlands

Proposition of a Method for Industry Association's Remuneration

Marcos Fava Neves, University of Sao Paulo and Markestrat, Brazil

Vinícius Gustavo Trombin, Marketing & Strategic Projects and Research Center, Brazil

Federico Fonseca Lopes, Marketing & Strategic Projects and Research Center, Brazil

Carla Cristina Martoni Pereira Gomes, Marketing & Strategic Projects and Research Center, Brazil

Value-Added Increasing Effect of Rural Development in the Fresh Fruit and Vegetable Sector: Lessons Learned and Future Possibilities

Anikó Juhász, Szent István University, Institute of Agricultural Economics, Gödöllő, Hungary

AMSTERDAM ROOM (Lower Floor)

Saturday 1:30PM – 3:00PM

FOOD CHAIN MANAGEMENT III.

Moderator: Xiaoyong Zhang, LEI, Wageningen University, The Netherlands

Export Chains of Fresh Apples in Qixia, Shandong China **BEST PAPER AWARD FINALIST**

Xiaoyong Zhang, LEI, Wageningen University, The Netherlands

Relationship Measures as Indicators of Chain Performance: The Case of the EU Traditional Food Sector

Katrien Van Lembergen, Ghent University, Belgium

Adrien Molnár, Ghent University, Belgium

Xavier Gellynck, Ghent University, Belgium

Is Trust Necessary in Supply Chain Networks? First Impressions of Hungarian Examples

Timea Török, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

AMSTERDAM ROOM (Lower Floor)

Saturday 3:30PM – 5:00PM

FOOD CHAIN MANAGEMENT IV.

Moderator: Christian Fischer, Massey University, New Zealand

Opportunities for Innovation in Fruit & Vegetable Marketing – A Value Chain Approach

Christian Fischer, Massey University, New Zealand

Chain Coordination Mechanisms and Concerns in Sugar Industry in Punjab, India

Veena Goel, Punjab Agricultural University, India

Supply Chain Management and Indian Fresh Produce Supply Chain: Opportunities and Challenges

Surendra P. Singh, Tennessee State University, USA

Balraj Sikka, G.B PUA&T, India

Ashutosh Singh, G.B PUA&T, India

AMSTERDAM ROOM (Lower Floor)

Saturday 5:30PM – 7:00PM

Special Session: „Food Dynamics and Innovation: The Challenge of Sustainability”

**organized by Melanie Fritz and Gerhard Schiefer, Intern. Center for Food Chain and Network Research,
University of Bonn, Germany**

Agenda:

1. Introduction: The Focus of Sustainability (G. Schiefer, Intern. Center for Food Chain and Network Research, Germany)
2. The Challenge of Sustainability for the Food Sector and Food Industry (Thomas Ohlsson, Swedish Institute for Food and Biotechnology, Sweden)
3. Combining Lean Production with Environmental Assessment (Karin Östergren, Swedish Institute for Food and Biotechnology, Sweden)
4. Case Study on Sustainability in Coffee in Cooperation with Nestlé (Francis Declerck, ESSEC Business School, Paris - Singapore)
5. Can „Sustainability” be bought for Market Access? (Melanie Fritz; Gerhard Schiefer, Intern. Center for Food Chain and Network Research, University of Bonn, Germany)

MAASTRICHT ROOM (Ground Floor)

Saturday 1:30PM – 3:00PM

FOOD SECURITY AND SUSTAINABLE DEVELOPMENT

Moderator: *Bernardo Pacheco Carvalho, Technical University Lisbon, Portugal*

Sustainability in Food Networks – a Framework for Research

Melanie Fritz, University of Bonn, Germany

Gerhard Schiefer, University of Bonn, Germany

Soybean Expansion in the Mercosur – Is the Sky the Limit? Analysis of Drivers and Constraints for Policy Making

Guy Henry, CIRAD/ProsPER, Argentina

Eduardo Trigo, Grupo CEO, Argentina

Peter Zurbier, WUR Latin America Office, Brazil

Consumption Patterns and Competition in the World Fertilizer Markets

Kyosti Arovuori, Pellervo Economic Research Institute, Finland

Hanna Karikallio, Pellervo Economic Research Institute, Finland

MAASTRICHT (Ground Floor)

Saturday 3:30PM – 5:00PM

CUSTOMER ORIENTATION IN THE FOOD CHAIN I.

Moderator: *Ágnes Szegedy-Fricz, Ministry of Agriculture and Rural Development, Hungary*

Factors Influencing the Consumer's Choice of Retail Store

Peter J Batt, Curtin University of Technology, Australia

Ex Ante Selection Criteria & Ex Post Reason for Dissatisfaction in Logistics Outsourcing: Empirical Insights from Greek Food SMEs

Michael Bournakis, Brunel University, United Kingdom

Ilias P. Vlachos, Agricultural University of Athens, Greece

T. C. Melewar/Ralph Stablein, Brunel University, United Kingdom

On the Use of Channel Incentive Programs: A Cross Country Analysis on the Crop Protection Industry in Brazil and USA

Luciano Thomé e Castro, Markestrat, Brazil

Marcos Fava Neves, University of Sao Paulo and Markestrat, Brazil

Jay Akridge, Purdue University, USA.

MAASTRICHT ROOM (Ground Floor)

Saturday 5:30PM – 7:00PM

CUSTOMER ORIENTATION IN THE FOOD CHAIN II.

Moderator: *Ágnes Szegedy-Fricz, Ministry of Agriculture and Rural Development, Hungary*

Personnel Management Research in Agribusiness

Vera Bitsch, Michigan State University, USA

Power Shifts along the Supply Chain: Managerial Implications for Russian Agri-food Business

Vera Belaya, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Savoury Dinners ... or Agro-Marketing? How Slow Food Movement Relates to Traditional Food Products

Zoltán Erdős, Qualiment Ltd. HNC for EOQ, Hungary

BRUXELLES ROOM (Ground Floor)

Saturday 1:30PM – 3:00PM

CONSUMER PREFERENCE AND BRANDING OF FOOD PRODUCTS I.

Moderator: *András Sebők, Campden&Chorleywood, Hungary*

Do Private Labels Evoke Customer Loyalty in Food Retailing? **BEST PAPER AWARD FINALIST**

Nadine Wettstein, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Stephan Brosig, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Thomas Glauben, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Jens Peter-Loy, Christian-Albrechts-University of Kiel, Germany

Consumer Market Segments in the Philippine Vegetable Industry

Sylvia B. Concepcion, University of the Philippines Mindanao, Philippines

Customer Branding: A Look at How Consumers Brand Fruit and Vegetables

Julie Pennington, University of Wisconsin-Eau Claire, USA

Dwayne Ball, University of Nebraska-Lincoln, USA

Kumar Rao, Gallup, USA

BRUXELLES ROOM (Ground Floor)

Saturday 3:30PM – 5:00PM

CONSUMER PREFERENCE AND BRANDING OF FOOD PRODUCTS II.

Moderator: *András Sebők, Campden&Chorleywood, Hungary*

Consumer Behaviour for Food Products in India

Kriti Bardhan Gupta, Indian Institute of Management Lucknow, India

An Investigation into Ethnic Asian Food Consumption in the Bristol Area

Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom

Sudharani Valluri, The Great Western, England

Consumer Awareness of Functional Foods in Hungary

Zoltán Szakály, University of Kaposvár, Hungary

Orsolya Szigeti, University of Kaposvár, Hungary

Viktoria Szente, University of Kaposvár, Hungary

BRUXELLES ROOM (Ground Floor)

Saturday 5:30PM – 7:00PM

AGRIBUSINESS MANAGEMENT

Moderator: *Hamish Gow, Michigan State University, USA*

Immersion in International Experiential Learning: The International Business Immersion Program

Hamish Gow, Michigan State University, USA

Meredith Blumthal, Illinois State University, USA

Is Trust Necessary for Collective Agribusiness Strategies?

Katia Figueroa Rodriguez, Colegio de Postgraduados, Mexico

Carlos L. Figueroa Rodriguez, Colegio de Postgraduados, Mexico

Benjamin Figueroa Sandoval, Colegio de Postgraduados, Mexico

Vega Silica Group

Miguel Angel Llano Irueta, Organization San Telmo, Spain

STRASBOURG ROOM (Ground Floor)

Saturday 1:30PM – 3:00PM

AGRIFOOD MEAT PRICE SESSION II.

Moderator: *Jukka Kola, University of Helsinki, Finland*

Economic Investigation of Zero-Rating of VAT on Meat: Implications for the Meat Value Chain in South Africa

Andre Jooste, National Agricultural Marketing Council, South Africa

Ferdi Meyer, University of Pretoria, South Africa

Pieter Taljaard, University of the Free State, South Africa

Hester Vermeulen, University of Pretoria, South Africa

Hispanic Consumers' Preferences and Willingness-to-Pay for Pasture-Fed Beef in Virginia

Denisse Mainville, Virginia Polytechnic Institute and State University, USA

Jie Luo, Virginia Polytechnic Institute and State University, USA

Wen You, Virginia Polytechnic Institute and State University, USA

Willingness to Pay Premium for Foods Produced in Taiwan and Country of Origin Labeling: Results from Auction Experiment

Wen S. Chern, National Chung Cheng University, Department of Economics, Chai Yi, Taiwan

STRASBOURG ROOM (Ground Floor)

Saturday 3:30PM – 5:00PM

VALUE-ADDED FOOD MARKETING THROUGH CONSUMERS STUDIES I.

Moderator: Zoltán Lakner, Budapest Corvinus University, Hungary

Modelling Wine Choice: Investigating the Determinants of wine choice among of the “Black Diamonds”

Leah Ndanga, University of Pretoria, South Africa
Andre Louw, University of Pretoria, South Africa
Johan van Royen, University of Pretoria, South Africa
Davison Chikazunga, University of Pretoria, South Africa

Strategy for Placement of Local Wines in Local Restaurants: A New Mexico Case Study

Bernd Maier, New Mexico State University, USA
Maurice Zeck, New Mexico State University, USA
William Gorman, New Mexico State University, USA
Jeanine Chavez-Castillo, New Mexico State University, USA
Sherida Elkins, New Mexico State University, USA

Local Food Preferences of Restaurant Consumers

Jay Lillywhite, New Mexico State University, USA
Jennifer Simonsen, New Mexico State University, USA
Ram Acharya, New Mexico State University, USA
Kassi Laney, New Mexico State University, USA

STRASBOURG ROOM (Ground Floor)

Saturday 5:30PM – 7:00PM

VALUE-ADDED FOOD MARKETING THROUGH CONSUMER STUDIES II.

Moderator: Zoltán Lakner, Budapest Corvinus University, Hungary

Factors Influencing Consumers’ Choice of Retail Stores for Fresh Meat in Malaysia

Norshamliza Chamhuri, Curtin University of Technology, Australia
Peter Batt, Curtin University of Technology, Australia

Nutrition Information, Nutrition Knowledge and Consumers’ Willingness to Pay for Pasture-Fed Beef: Empirical Evidence from In-Store Experiments

Denise Mainville, Virginia Polytechnic Institute and State University, USA
Bill Xue, Virginia Polytechnic Institute and State University, USA
Wen You, Virginia Polytechnic Institute and State University, USA
Rudy Nayga, Virginia Polytechnic Institute and State University, USA
Hong Xue, Virginia Polytechnic Institute and State University, USA

Assessing the Relevance of Different Mechanism of Country of Origin Effects on Consumers Willingness to Pay

Conradin Bolliger, Swiss Federal Institute of Technology, Zurich (ETH), Switzerland

ROME ROOM (Ground Floor)

Saturday 1:30PM – 3:00PM

AGRICULTURAL MANAGEMENT AND CONSUMER PROTECTION I.

Moderator: Doyle Baker, Food and Agriculture Organization, Italy

Trade, Development, and the Political Economy of Public Standards

Thijs Vandemoortele, K.U.Leuven/LICOS, Belgium
Johan F.M.Swinnen, K.U.Leuven/LICOS, Belgium

What they Say is not what they Do: Exploring the Gap between Fair-Trade Consumers

Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom
Garth Pereira, Royal Agricultural College, United Kingdom
Luciana Marques Vieira, UNISINOS, Brazil

Agri-Food Clusters and Competitiveness. Interventions in Two Pre-Clusters in Uruguay

Hernan Palau, University of Buenos Aires, Argentina
Sebastian Senesi University of Buenos Aires, Argentina
Facundo Neyra, University of Buenos Aires, Argentina
Fernando Mogni, University of Buenos Aires, Argentina
Fernando Vilella, University of Buenos Aires, Argentina

ROME ROOM (Ground Floor)

Saturday 3:30PM – 5:00PM

AGRICULTURAL MANAGEMENT AND CONSUMER PROTECTION II.

Moderator: Doyle Baker, Food and Agriculture Organization, Italy

Traceability Development in Fresh Vegetable and Fruit Sector: Hungarian Solution
József Lehota, Szent István University, Faculty of Social and Economics Institute, Hungary

Investments in Traceability Systems: Results from the German Food Industry
Matthias Heyder, University of Goettingen, Germany
Thorsten Hollmann-Hespos, Chamber of Agriculture for Lower Saxony, Germany
Ludwig Theuvsen, University of Goettingen, Germany

Of Junk Food and Junk Science **BEST PAPER AWARD FINALIST**
Gregory Baker, Santa Clara University, USA
Robert Collins, Santa Clara University, USA

ROME ROOM (Ground Floor)

Saturday 5:30PM – 7:00PM

FOOD LABELLING AND NUTRITION INFORMATION FOR THE CONSUMERS

Moderator: Pál J. Molnár, University of Szeged, Hungary

Study on Evaluation Index Model and Hierarchical Management of Food Quality and Safety
Ming Zhu, Shanghai Academy of Quality Management and SMBQTS, China
Hengjiang Lu, Shanghai Academy of Quality Management, China

Controlling Avoidance of Food Safety Regulations in Meat Packing Industry
Dragan Miljkovic, North Dakota State University, USA
Dane Braun, North Dakota State University, USA

Investigating the Sufficiency of Geographic Diversification in Limiting Contract Grower Risk
Andre Louw, University of Pretoria, South Africa
Mariette Geysler, University of Pretoria, South Africa
Louis Botha, Grainvest Futures (Pty) Ltd, South Africa
Leah Ndanga, University of Pretoria, South Africa

ZURICH ROOM (Ground Floor)

Saturday 1:30PM – 7:00PM

STUDENT CASE COMPETITION – PRELIMINARY ROUNDS

Group I. Budapest Corvinus University, Hungary;
Curtin University of Technology, Australia;
New Mexico State University, USA

Group II. INHolland University, The Netherlands;
Santa Clara University, USA;
University of Szeged, Hungary

Group III. University of Guelph, Canada;
University of Kaposvár, Hungary;
Purdue University, USA

COPENHAGEN BALLROOM (Lower Floor)

Sunday 8:00AM – 11:30AM

FAO WORKSHOP VI. and VII.

Agribusiness and Agro-industries Development in Central and Eastern Europe

See page 20

NICE ROOM (Lower Floor)

Sunday 8:00AM – 9:30AM

CASE CONFERENCE VI.

Moderator: Lucas Vokurka, School of Agriculture & Technology, INHolland University, Netherlands

Technology diffusion in agro-cluster: The role of multinational Companies in the case of Almeria (Spain)

Juan Carlos Pérez Mesa, University of Almería, Spain

Emilio Galdeano Gomez, University of Almería, Spain

Ma. Carmen Galera Quiles, University of Almería, Spain

Environmental Conservation and Coordination Aspects – The Nature Conservancy Case Study in Brazil

Samuel Ribeiro Giordano, University of Sao Paulo, Brazil

Silvia Morales de Queiroz Caleman, University of Sao Paulo, Brazil

Claudio Antonio Pinheiro Machado Filho, University of Sao Paulo, Brazil

Esmeralda Coffee (A) – Taking Advantage of Having the World's Best Coffee

Ernesto Gallo, EAP Zamorano University, Honduras

NICE ROOM (Lower Floor)

Sunday 10:00AM – 11:30AM

CASE CONFERENCE VII.

Moderator: Tamás Szigeti, Wessling Hungary Ltd.

NESTLÉ DPA: Expansion of the Shared Value Concept in the Milk Chain

Claudio Antonio Pinheiro Machado Filho, Business School, PENSA, Brazil

Tiago Ferreira Fischer, PENSA, Brazil

Nadia de Barros Alcantara, PENSA, Brazil

India's Food Security Strategy and its Impact on the Food Surplus State of Punjab

Veena Goel, Punjab Agricultural University, India

Suku Bhaskaran, Victoria University, Australia

Salacca "Exotic" Fruit Of Indonesia Challenge to Compete in International Market – Case Study: Export Challenge of Salacca "Pondoh" Variety to China

Ahmad Dimiyati, Ministry of Agriculture, Department of Horticulture, Indonesia

NICE ROOM (Lower Floor)

Sunday 12:00PM – 1:00PM

CASE CONFERENCE VIII.

Moderator: Woody Majjers, INHolland University, The Netherlands

Quality Line Carrefour

Decio Zylberstszajn, University of Sao Paulo, Brazil

Eduardo Spers, Brazil

Christiano da Cunha, University of Sao Paulo

Determinants, Costs, and Benefits of Small Farmer inclusion in Restructured Agrifood Chains: A Case Study of Dairy Industry in India **BEST PAPER AWARD FINALIST******

Vijay Sharma, Indian Institute of Management, India

AMSTERDAM ROOM (Lower Floor)

Sunday 8:00AM – 9:30AM

ENVIRONMENTAL CHALLENGES AND RURAL DEVELOPMENT I.

Moderator: John Karlik, California University, USA

Standard Driven Rural Development: A General Equilibrium Model with Market Imperfections

Tao Xiang, University of Leuven, Belgium

d'Artis Kancs, University of Leuven, Belgium

Jo Swinnen, University of Leuven, Belgium

June 21, 2009 Sessions from 8:00 AM – 1:00 PM

Determining the Direct and Indirect Effects of Government Policies: The Case of U.S. Sugar Policy and High Fructose Corn Syrup

P. Lynn Kennedy, Louisiana State University, USA

Brian Hilburn, Louisiana State University, USA

Willingness to Accept and Purchase Genetically Modified Rice in Shanxi Province, China

Hans De Steur, Ghent University, Belgium

Jacques Viaene, Ghent University, Belgium

Xavier Gellynck, Ghent University, Belgium

AMSTERDAM ROOM (Lower Floor)

Sunday 10:00AM – 11:30AM

ENVIRONMENTAL CHALLENGES AND RURAL DEVELOPMENT II.

Moderator: *John Karlik, California University, USA*

Trade-offs between Shopping Bags Made of Non-Degradable Plastics and Other Materials Using Latent Class Analysis: The Case of Tianjin, China

Catherine Chan-Halbrendt, University of Hawaii, USA

Di Fang, Nankai University, China

Fang Yang, Yunnan Forestry Department, China

Ying Xie, Nankai University, China

Cross-country analysis of differentiation strategies of Italian and German farm tourism: a hedonic pricing approach

Katia L. Sidali, University of Goettingen, Germany

Achim Spiller, Georg August University Goettingen, Germany

Markus Fahlbusch, Georg August University Goettingen, Germany

F. Regoli, Georg August University Goettingen, Germany

M. Vittuari, Georg August University Goettingen, Germany

An Assessment of the Cost of Compliance with Rising SPS Standards: The Case of Beef Exports from Ethiopia ****BEST PAPER AWARD FINALIST****

Karl M. Rich, American University in Cairo and ILRI, Egypt

Brian Perry, University of Oxford, Kenya

Simeon Kaitibie, International Center for Agricultural Research in the Dry Areas (ICARDA), Syria

AMSTERDAM ROOM (Lower Floor)

Sunday 12:00AM – 1:00PM

ENVIRONMENTAL CHALLENGES AND RURAL DEVELOPMENT III.

Moderator: *John Karlik, California University, USA*

Factors Affecting College Students' Knowledge and Opinions of Genetically Modified Foods

Chad Laux, Purdue University, USA

Gretchen Mosher, Iowa State University, USA

Steven Freeman, Iowa State University, USA

A Theory of Standards-Driven Rural Development

Tao Xiang, University of Leuven, Belgium

Johan Swinnen, University of Leuven, Belgium

Scott Rozelle, Stanford University, USA

Thijs Vandemoortele, University of Leuven, Belgium

MAASTRICHT ROOM (Ground Floor)

Sunday 8:00AM – 9:30AM

AGRIFOOD STRATEGIES I.

Moderator: *Gábor Szabó, University of Szeged, Hungary*

The Strategic Role of Umbrella Brands in International Market Entry: The Case of "Cellars of Canterbury"

Domenico Dentoni, Michigan State University, USA

Hamish Gow, Michigan State University, USA

Do Cooperatives Offer High Quality Products? Vertical Product Differentiation in a Mixed Oligopoly

Dieter Pennerstorfer, Austrian Institute of Economic Research, Austria

Christoph Weiss, University of Economics and BA, Austria

Linking Farmers to Markets in the Western Balkans: An Unfinished Job

Nancy Cochrane, United States Dept. of Agriculture (USDA), USA

MAASTRICH ROOM (Ground Floor)

Sunday 10:00AM – 11:30AM

AGRIFOOD STRATEGIES II.

Moderator: *Gábor Szabó, University of Szeged, Hungary*

Export Implicit Financial Performance: the Case of French Wine Companies ****BEST PAPER AWARD FINALIST****

Jean-Laurent Viviani, Université de Montpellier, France

Wine Market Structure and Consumer Demand

Antonio Stasi, University of Foggia, Italy

Antonio Seccia, University of Bari, Italy

Gianluca Nardone, University of Foggia, Italy

Global Challenges and Local Solutions: Wine Sector Changes in Europe and in Portugal

Bernardo Pacheco de Carvalho, Technical University of Lisbon, Portugal

Dinah Monteiro, CIAT-CD/REDISA

Neiva Carvalho, CIAT-CD/REDISA

MAASTRICH ROOM (Ground Floor)

Sunday 12:00PM – 1:00PM

AGRIFOOD STRATEGIES III.

Moderator: *Gábor Szabó, University of Szeged, Hungary*

The Emergence of Hybrid Forms in Argentina's Grain Production Sector

Fabio Chaddad, University of Missouri, USA

Sebastian Senesi, University of Buenos Aires, Argentina

Hernan Palau, University of Buenos Aires, Argentina

Fernando Vilella, University of Buenos Aires, Argentina

BRUXELLES ROOM (Ground Floor)

Sunday 8:00AM – 9:30AM

MARKET ORIENTATION AND ENTERPRENEURSHIP

Moderator: *Zoltán Szakály, University of Kaposvár, Hungary*

Do Market Oriented Firms Demonstrate Clarity on Their Value Discipline? Evidence from Illinois Beef Producers ****BEST PAPER AWARD FINALIST****

Eric T. Micheels, University of Illinois at Urbana-Champaign, USA

Hamish Gow, Michigan State University, USA

Mercosur's Meat Exports to the EU: Assessment of Policies Affecting Trade Flows

Ellen Huan-Niemi, MTT Agrifood Research Finland, Finland

Jyrki Niemi, MTT Agrifood Research Finland, Finland

Promoting Agribusiness Trade in Value-Added Products

Sayed Saghaian, University of Kentucky, USA

Kelly Davison, University of Kentucky, USA

Mike Reed, University of Kentucky, USA

BRUXELLES ROOM (Ground Floor)

Sunday 10:00AM – 11:30AM

RECENT DEVELOPMENTS IN THE FIELD OF BIOFUELS I.

Moderator: *József Popp, Research Institute for Agricultural Economics, Hungary*

Macroeconomic Environment for Liquid Biofuels in a Governmental Perspective: A Comparative Analysis of Public Policies in Germany, Brazil and the United States of America

Edson Talamini, Federal University of Grande Dourados – UFGD, Brazil

Emmiel Wubben, Wageningen University, The Netherlands

Antonio Padula, Federal University of Rio Grande do Sul, Brazil

Homero Dewes, Federal University of Grande Do Sul, Brazil

The Decision-Making Processes of the Agents belonging to the Biodiesel Production Chain in Southern Brazil

Régis Rathmann, COPPE/UFRJ, Brazil

Antonio Padula, Federal University of Rio Grande do Sul, Brazil

Omar Inácio Benedetti Santos, COPPE/UFRJ, Brazil

Sustainable Biodiesel Production from Cotton Seed Chain in Brazil

Jessica Sanches, FEA-RP/USP – Markestrat, Brazil

Marco Antonio Conejero, FEA-RP/USP – Markestrat, Brazil

Marcos Fava Neves, University of Sao Paulo and Partner of Markestrat, Brazil

Mairun Junqueira Alves Pinto, FEA-RP/USP – Markestrat, Brazil

BRUXELLES ROOM (Ground Floor)

Sunday 12:00PM – 1:00PM

RECENT DEVELOPMENTS IN THE FIELD OF BIOFUELS II.

Moderator: József Popp, Research Institute for Agricultural Economics, Hungary

A Real Options Analysis of Ethanol Plant Investment under Uncertainty

Todd M. Schmit, Cornell University, USA

Jianchuan Luo, Cornell University, USA

Loren W. Tauer, Cornell University, USA

Food versus Fuel: Adoption and Distribution of Distillers' Grains from Ethanol

Dennis Conley, University of Nebraska-Lincoln, USA

An Analysis on Food and Ethanol Production in Brazil

Marina Mafud, Markestrat Research Center, Brazil

Ricardo Rossi, Markestrat Research Center, Brazil

Marcos Fava Neves, Marcos Fava Neves, University of Sao Paulo and Partner of Markestrat, Brazil

STRASBOURG ROOM (Ground Floor)

Sunday 8:00AM – 9:30AM

INNOVATION IN THE FOOD CHAIN I.

Moderator: Onno Omta, Wageningen University, The Netherlands

Entrepreneurial Behavior in Agri-Food Supply Chains: The Role of Supply Chain Partners

Brent Ross, Michigan State University, USA

Farm-to-Institution Supply Chains: Practices, Challenges and Performance Measures

Getachew Abatekassa, Michigan State University, USA

Christopher Peterson, Michigan State University, USA

Information Asymmetry in Cotton Markets in India

Gopal Naik, Indian Institute of Management Bangalore, India

STRASBOURG ROOM (Ground Floor)

Sunday 10:00AM – 11:30AM

INNOVATION IN THE FOOD CHAIN II.

Moderator: Frances Fortuin, Food Valley Foundation/Wageningen University, The Netherlands

Key Success Factors for Innovation in Food Processing in Developed and Emerging Economies

Frances T. J. M. Fortuin, Food Valley Foundation/ Wageningen University, The Netherlands

Onno Omta, Wageningen University, The Netherlands

Facing the Global Challenge to Raise the Innovation Power of Agrifood Companies: Creating an Optimal Innovation Assessment Tool

Mersiha Tepic, Wageningen University, The Netherlands

Frances Fortuin, Food Valley, The Netherlands

Ono Omta, Wageningen University, The Netherlands

Emiel F. M. Wubben, Wageningen University, The Netherlands

Maarten Batterink, Wageningen University, The Netherlands

Ron Kemp, Wageningen University, The Netherlands

Establishing Market Orientation on the Level of an Input Supplier of the Food Chain: How Market Oriented is the Feed Industry?

Stefanie Bröring, Wageningen University and Research Centre, The Netherlands

STRASBOURG ROOM (Ground Floor)

Sunday 12:00PM – 13:00PM

INNOVATION IN THE FOOD CHAIN III.

Moderator: *Frances Fortuin, Food Valley Foundation/Wageningen University, The Netherlands*

Factors Determining the Choice of Governance Structure for Product Innovations

Maud Roucan-Kan, Purdue University, USA

Michael Boehlje, Purdue University, USA

Allan Gray, Purdue University, USA

Identifying Possible Futures in Food Chain

Francis Declerck, ESSEC Business School Paris-Singapore, France

Olivier Fourcadet, ESSEC Business School Paris-Singapore, France

Sophie Ricci, ESSEC Business School Paris-Singapore, France

ROME ROOM (Ground Floor)

Sunday 8:00AM – 9:30AM

SUPPLY CHAIN MANAGEMENT AND CHAIN ECONOMICS I.

Moderator: *Christian Fischer, Massey University, New Zealand*

New Business Model for Quality Supplies

Christina Steinbauer, Johann Heinrich von Thünen-Institut (vTI), Germany

Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Grasp of Goals: Successful Management of Supply Chain Networks in the Agribusiness of Central and Eastern Europe

Taras Gagalyuk, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Entrepreneurial Supply Chains and Strategic Collaboration: The Case of Bagòss Cheese in Bagolino, Italy **BEST PAPER AWARD FINALIST**

Vincent Amanor-Boadu, Kansas State University, USA

Piercarlo Marletta, Kansas State University, USA

Arlo Biere, Kansas State University, USA

ROME ROOM (Ground Floor)

Sunday 10:00AM – 11:30AM

SUPPLY CHAIN MANAGEMENT AND CHAIN ECONOMICS II.

Moderator: *Christian Fischer, Massey University, New Zealand*

Retail Globalization – What Happens to the Local Suppliers in Central and Eastern Europe?

Zsombor Pall, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Jon H. Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe (IAMO), Germany

Competitiveness of Albanian Agriculture: Value Chain Study for Fruit and Vegetable Sector in Fier Region

Engjell Skreli, Agricultural University of Tirana, Albania

Catherine Chan-Halbrendt, University of Hawaii, USA

Astrit Balliu, Agriculture University of Tirana, Albania

Competitiveness of Zacatecas (Mexico) Protected Agriculture: the Fresh Tomato Industry

Luz E. Padilla-Bernal, Universidad Autonoma de Zacatecas, Mexico

Agustin Rumayor-Rodriguez, Instituto Nacional de Investigaciones Forestales Agrícolas y Pecuarias, Mexico

Oscar Perez-Veyras, Universidad Autonoma de Zacatecas, Mexico

Elivier Reyes-Rivas, Universidad Autonoma de Zacatecas, Mexico

ROME ROOM (Ground Floor)

Sunday 12:00PM – 1:00PM

SUPPLY CHAIN MANAGEMENT AND CHAIN ECONOMICS III.

Moderator: *Christian Fischer, Massey University, New Zealand*

Is the Pig Sales and Purchase Cooperation the Local Solution for the Global Challenge in Hungary?

Péter Balogh, University of Debrecen, Hungary

Imre Ertsey, University of Debrecen, Hungary

Veronika Fenyves, University of Debrecen, Hungary

Lajos Nagy, University of Debrecen, Hungary

Information Technology in Formulation of Transparency Strategies for Food Chain and Supply Management in Poland

Waclaw Szymanowski, Polish Academy of Sciences, Poland

COPENHAGEN BALLROOM (Lower Floor)

Sunday 2:15PM – 3:45PM

STUDENT CASE COMPETITION – FINAL ROUND

COPENHAGEN BALLROOM (Lower Floor)

Sunday 4:30PM – 6:00PM

„BRIDGE SESSION”

Agribusiness Education in Past (1989), Present (2009) and Future (2029)

Chair and Introduction: *Mary Shelman, Harvard Business School, Agribusiness Program, USA*

Presentations by

Csaba Forgács, Budapest Corvinus University, Hungary

Marcos Fava Neves, University of Sao Paulo and Partner of Markestrat, Brazil

Joydeep Bose, Human Resources, Olam International, Singapore

Aidan Connolly, Vice President, Alltech Biotechnology, USA

I.NICE - AMSTERDAM ROOM (Lower Floor)

Sunday 2:15 PM – 6:00 PM

Special Session: Metropolitan Agriculture: Creating the New Green Revolution?

organized by TransForum and Alterra

Chair: *Dr. Henk van Latesteijn, CEO TransForum*

Vice-Chair: *Mr. Kees Slingerland, CEO Alterra*

Program:

2.15 pm Plenary Introduction on Metropolitan Agriculture

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.

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)

3.45 pm Open Space Working Session

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.

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

Open space II: *Creating Agropark Holland* - What is needed to align urban spatial scarcity and agricultural development?

5.45 pm Closing reception by TransForum

For more information: See Metropolitan Agriculture Brochure

II.MAASTRICHT ROOM (Ground Floor)

Sunday 2:15PM – 3:45PM

Special Session: Market Opportunities for Hungarian Wine and Spirits

organized by the Hungarian Association of Food Science and Technology and HNC for EOQ
Moderator: Zoltán Harcz, Head of Cabinet, Ministry of Agriculture and Rural Development, Hungary
Program:

Wines of Hungary – Building a National Brand of Hungarian Wines
Richard Nemes, Managing Director, Hungarian Wine Marketing Agency, Hungary

US Market Opportunities for the Global Wine & Spirits Industry
Monika Elling, Managing Partner, Southern Wine & Spirits, USA

Market Opportunities for Hungarian Palinka
András Nagy, Director, Hungarian Spirit Association, Hungary

„Zsindelyes” Pálinka Processing Company – „Hungarian Agricultural Quality Award” Winner 2009
György Fehér, Technical Director of the „Zsindelyes” Pálinka Processing Company, Hungary

Hungarian Wine and Pálinka Tasting

III.BRUXELLES ROOM (Ground Floor)

Sunday 2:15PM – 3:45PM

Biofuels Session I: Tension between the 4 F's Food – Fibre – Fuel – Feed”

This is a two-part bio-fuels discussion. The first part will provide European and some international viewpoints.

Chair: Hector R. Laurence, President and CEO, McLaren Holdings, Argentina

József Popp, Deputy General Director, Research Institute for Agricultural Economics, Hungary

Jordi Rosell, Professor, Applied Economy, Triptolemos Foundation/Universitat Autònoma de Barcelona, Spain

Laszlo Mathe, Bioenergy Coordinator, WWF International / WWF Scotland

IV.STRASBOURG ROOM (Ground Floor)

Sunday 2:15PM – 3:45PM

Special Session: „Sustainability in Agri-Food Chain – Global Reporting Initiative”

organized by SAI Platform, GRI, InHolland University, Baker Tilly International and Rijnconsult/ACE

„Improving Sustainability in Agrifood Chains with a special Attention for the Position of the Farmer”
Program:

- Presentation of the Results of an Internet Poll
- Demonstration of some Cases with Focus on the Farmer Position and Activities on Sustainability
- Discussion on the Challenges involved and Development of a Mutual Action Plan

It is intended to sign a Memorandum of Understanding to formalize the initiatives.

V.ROME ROOM (Ground Floor)

Sunday 2:15PM – 3:45PM

Special Session: „Market Oriented Strategies to Revitalize Albania's Agricultural Industry”

organized by:

Catherine Chan-Halbrendt, University of Hawaii, USA

Halina Zaleski, University of Hawaii, USA

Engjell Skreli, Agricultural University of Tirana, Albania

Tatjana Dishnica, Ministry of Agriculture, Albania

Ana Mane, Agricultural University of Tirana, Albania

Bhari Musabelliu, Agricultural University of Tirana, Albania

Ina Pagria, Agricultural University of Tirana, Albania

Jim Krigbaum, 2020 Development Company LLC, USA

Dennis Conley, University of Nebraska - Lincoln, USA

Zyhdi Teqia, CASH

Program:

- Role of Extension in Revitalizing Agricultural Sector
- Value Chain Approach to Analyze the Fruit and Vegetable Industry
- Marketing Efficiency: The Role of Cooperative
- Revitalizing Agriculture through the Revival of an Agricultural Heritage

FOOD CHAIN APPROACH

Assessing the Comparative Advantage of Olive Oil Production in Albania

Ana Mane, Agriculture University of Tirana, Albania

Ilir Kapaj, Agriculture University of Tirana, Albania

Supply Chain and Quality Problems in Dairy Sector

Judit Vágány, Budapest College of Management, Hungary

Brigitta Katona, Budapest College of Management, Hungary

Mónika Pónusz, Budapest College of Management, Hungary

AGRIBUSINESS STRATEGIES

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

Eric Thor, Arizona State University, USA

Veronika Lin, Arizona State University, USA

Exploring Chinese Urban Markets for U.S. Pork

David Ortega, Purdue University, USA

Holly Wang, Purdue University, USA

Laping Wu, China Agricultural University, China

Assessing the Impact of Direct Marketing in Overall Business Strategy: A Double Hurdle Approach

Tyler Mark, Louisiana State University, USA

Ashok Mishra, Louisiana State University, USA

Joshua Detre, Louisiana State University, USA

Adun Adhikari, Louisiana State University, USA

The Characteristic and Development of Urban Farmers Market in Malaysia; A Case Study of the Satok Weekend Market and Payang Central Market

Abdul Rahman Saili, Curtin University of Technology, Australia

Maria Rola-Rubzen, Curtin University of Technology, Australia

CUSTOMER ORIENTATION AND MARKETING

Role of Consumer Cooperatives in Linking Farmers to Markets: Evidence from Armenia

Artur Grigoryan, Int. Center for Agribusiness Research and Education, Armenia

Vardan Urutyun, Int. Center for Agribusiness Research and Education, Armenia

Tigran Hakhnazaryan, FAA ULE, Armenia

Consumption Habits and Valued Attributes in the Milk Purchase Process of Elderly Market

Roberto Scare, FEA-RP/USP – MARKESTRAT, Brazil

Magdalena Hechrisson, Markestrat Associates, Brazil

Fernando Santos, Markestrat Associates, Brazil

Carla Martosi Gomes, Markestrat Associates, Brazil

Brazilian in the UK: Ethnicity Consumption and Market Development

Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom

Market Potential for Pinto Chile Relleno's in the Southwestern United States

Shawna McLain, New Mexico State University, USA

Ben Wilson, New Mexico State University, USA

Ryan Scott, New Mexico State University, USA

Linzie Amick, New Mexico State University, USA

William Gorman, New Mexico State University, USA

Opportunity Analysis of Water Buffalo in Canada

Melanie Lang, University of Guelph, Canada

Elliot Currie, University of Guelph, Canada

Accountable Relationship Marketing: Evidence of an Agricultural Input Vendor

Danny Pimentel Claro, Ibmecc Sao Paulo, Brazil

Tiago Fischer Ferreira, PENSA, Brazil

Uriel Rotta, PENSA, Brazil

Food Traceability Systems: Impact on Price Transmission along the Food Supply Chain

Andres Silva, University of Kent, United Kingdom

Marian Garcia, University of Kent, United Kingdom

FOOD QUALITY AND SAFETY

Quality Control and Traceability of Crop and Forage Production

Györi Zoltán, University of Debrecen, Hungary

Péter Sipos, University of Debrecen, Hungary

Protecting Health and the Environment Through California's Agricultural Pesticide Regulatory System

Jan F. Karlik, University of California, USA

FAO-IAMA WORKSHOP

COPENHAGEN BALLROOM (Lower Floor)

Agribusiness and Agro-industries Development in Central and Eastern Europe

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