

**113<sup>th</sup> EAAE Seminar**

*A resilient European food industry  
and food chain in a challenging world*

**PROGRAMME**

European Association of  
Agricultural Economists (EAAE)

Mediterranean Agronomic  
Institute of Chania (MAICh)

Mediterranean Agronomic Institute of Chania (MAICh)  
Chania, Greece, 03 – 06 September, 2009



# PROGRAM

## THURSDAY, 03 SEPTEMBER

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19:00 – 20:00    **Registration** (Conference Center)

20:00            **Welcome Reception**  
(Restaurant Mediterranee - Conference Center)

## FRIDAY, 04 SEPTEMBER

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09:00 – 09:30    **Registration** (Conference Center)

09:30 – 09:45    **Welcoming address and formal opening**  
(Conference Hall-Poseidon)

**Chaired by: Konstadinos Mattas, George Baourakis**

**Addresses by:**

Konstadinos Mattas

Alkinoos Nikolaidis, Director of MAICH

09:45 – 10:45    **Key-note speakers**  
(Conference Hall-Poseidon)

**Chaired by: Konstadinos Mattas, George Baourakis**

Towards a competitive and sustainable food chain: current issues and upcoming research challenges

Krijn Poppe

EAAE Secretary General, LAI Wageningen UR, The Netherlands

EC research strategy for a resilient European food industry

Hans-Jorg Lutzeyer

European Commission, DG Research, Brussels, The Netherlands

World agricultural markets in turmoil: Recent developments, and medium term outlook and issues

Alexander Sarris

Director, Trade and Markets Division, Food and Agriculture Organization of the United Nations (FAO), Rome, Italy

10:45 – 11:15    Coffee break

11:15 – 13:00 **Food supply chains** – Main Auditorium-Aristotle

Chair: **Jose M. Gil**

Perceived risks in cross-border transactions in agri-food chains

Christoph Ameseder, Maurizio Canavari, Nicola Cantore, Jivka Deiters, Melanie Fritz, Rainer Haas, Aristides Matopoulos, Oliver Meixner, Maro Vlachopoulou  
Austria, Italy, Germany, Greece

Imbalances of chain performance: the case of the traditional food sector in the EU

Adrienn Molnar, Xavier Gellynck - *Belgium*

The current situation of EU's food chain

Andrea Bartha, Viktoria Balogh, Andras Nabradi - *Hungary*

Power struggle in the food chain? Lessons from empirical studies on power influences in chains and marketing channels

Vera Belaya, Jon Hanf - *Germany*

The impact of food scares on price transmission along the food marketing chain

Islam Hassouneh, Teresa Serra, José M. Gil - *Spain*

11:15 – 13:00 **EU policy and legislation** - Democritus Room

Chair: **Cristina Salvioni**

Below cost legislation – Did it matter and would it really matter today?

Alan Collins - *Ireland*

Potato starch quota fixed to Poland – a shadow on the success story of the Polish agriculture integration into the CAP regulations?

Jacek Chotkowski, Benon Gaziński - *Poland*

The end of cheap food: what now for the food discounters?

Andrew Hollingsworth - *UK*

The new food safety standard ISO 22000. Assessment, comparison and correlation with HACCP and ISO 9000:2000. The practical implementation in victual business

Spyridon Mamalis, Dimitrios Kafetzopoulos, Stamatias Aggelopoulos - *Greece*

The barriers of Net Present Value in case of agrarian RES calculation

Adrienn Vida, Csaba B. Illes - *Hungary*

11:15 – 13:00 **Consumer behaviour, food safety** - Pythagoras Room

Chair: **Mary McCarthy**

Consumer motivations & cognitive structures behind quality food purchasing

Christos Fotopoulos, George Maglaras,  
Anastasios Pagiaslis – Greece

Food choice and health across the life-course: A qualitative study examining food choice in older Irish adults

Mary Delaney, Mary McCarthy - Ireland

Consumers' behaviours and attitudes toward healthy food products: the case of organic and functional foods

Azzurra Annunziata, Paola Pascale - Italy

The influence of psychographic variables on consumer preferences. The case of ethnic food in Spain

Dena María Camarena, Ana Isabel Sanjuán - Spain

A study of the tourists' attitudes and preferences for local products in Crete and changes induced by the current economic crisis

Rémi Proust, Periklis Drakos, George Angelakis – France, Greece

11:15 – 13:00 **Production, consumption, management** - Socrates Room

Chair: **Alessandro Bonanno**

An assessment of farmer's risk exposures and policy impacts on farmer's risk management strategy

Jesús Antón, Shingo Kimura – France

New challenges for risk management in agri-food industry

Nataliia Gerasymenko, Oleksandr Zhemoyda - Ukraine

Risk management of unintended GMO contamination in the supply chain of maize and processed maize products

Burkhard Ruether - Germany

Challenges for chain based finance in the Romanian dairy chain

Agata Pieniadz, Jon H. Hanf, Dan Marius Voicilas, Linde Götz – Germany,  
Romania

Building individual brands with place-of-origin information: Implications for the food industry

Domenico Dentoni, Glynn Tonsor, Roger Calantone, Christopher Peterson – USA

11:15 – 13:00 **Networks, cooperatives, competitiveness**

Theophrastos Room

Chair: **Panagiota Sergaki**

Regional networking as a competitive advantage? Empirical results from German pig production

Mark Deimel, Cord-Herwig Plumeyer, Ludwig Theuvsen, Christof Ebbeskotte - Germany

The role of producer organizations in supply concentration and marketing: a comparison between European countries in the fruit and vegetables sector

Luca Camanzi, Giulio Malorgio, Tomas García Azcárate – Italy, Belgium

European and United States farmers' markets: similarities, differences and potential developments

Riccardo Vecchio - Italy

The role of networks on the competitiveness of agricultural cooperatives and small-medium enterprises along the supply chain in Greece

Panagiota Sergaki - Greece

Successful producer owned marketing organisations in a transition country: two case studies from Hungarian agribusiness

Gábor G. Szabó - Hungary

13:15 – 15:00 Lunch (Restaurant Mediterranee)

15:00 – 16:45 **Food supply chains** - Main Auditorium-Aristotle

Chair: **Gianni Cicia**

Product quality in the food chain: Do cooperatives offer high quality products?

Dieter Pennerstorfer, Christoph Weiss - Austria

Organic supply chain collaboration: a case study in eight EU countries

Simona Naspetti, N. Lampkin, P. Nicolas, M. Stolze, R. Zanolli – Italy, UK, Switzerland

The different quality levels on food chain, especially in the pig production

András Nábrádi, Andrea Bartha, Adrián Nagy - Hungary

The role of modern retailers to ensure quality in the food sector. The case of organic strawberry consumption in Italy

Teresa Panico, Luigi Cembalo, Gianni Cicia, Teresa Del Giudice - Italy

Combining cluster and value chain approaches to analyze the competitiveness of fresh vegetables producers: case

studies in Germany, Italy and Spain

Bettina Riedel, Wolfgang Bokelmann, Maurizio Canavari – Germany, Italy

15:00 – 16:45 **EU policy and legislation** - Democritus Room

Chair: **Coen P.A. van Wagenberg**

Effects of policy instruments on farm investments and production decisions in the Spanish cop sector

Zein Kallas, Teresa Serra, José Maria Gil - Spain

Subsidies and technical efficiency: An application of stochastic frontier and Random-effect Tobit models to LFA Spanish olive farms

Fatima Lambarraa, Zein Kallas - Spain

The effect of foreign capital and European subventions on the competitiveness of the Hungarian agribusiness' enterprises in the last 15 years

Ildiko Karolyne Zdenko, Csaba B. Illes, Laszlo Pataki, Timea Kozma - Hungary

An exploration of international challenges facing wine sector in Spain

Isabel Bardají, Samir Mili – Spain

Quality control of Dutch custard balanced against recall costs

Annet G.J. Velthuis, Martine W. Reij, Coen P.A. van Wagenberg  
The Netherlands

15:00 – 16:45 **Consumer behaviour, food safety** - Pythagoras Room

Chair: **Efthimia Tsakiridou**

Quality beef schemes and consumer perception

Rita Robles, Luigi Vannini, Roberto Alvarez – Spain, Italy

Evaluation of consumers' honey purchase habits in Hungary

Georgina Árváné Ványi, Zsolt Csapó, László Kárpáti - Hungary

Drivers of consumer's adoption of innovative food

Efstratios Loizou, Anastasios Michailidis, Irene Tzimitra-Kalogianni - Greece

Is embedding entailed in consumer valuation of food safety characteristics?

Morten Raun Mørkbak, Tove Christensen, Dorte Gyrd-Hansen, Søren Bøye Olsen - Denmark

Households food expenditures behaviours and socioeconomic welfare in Italy: a microeconometric analysis

Massimo Bagarani, Maria Forleo, Simona Zampino – Italy

Some like it healthy: demand for functional products in the Italian yogurt market

Alessandro Bonanno – USA

15:00 – 16:45 **Production, consumption, management** - Socrates Room

Chair: **George S. Atsalakis**

A choice experiment method to assess vegetables producers' preferences for crop insurance

Lluc Mercadé, José M. Gil, Zein Kallas, Jordi Serra - Spain

Effects of category management on producer-retailer relationships

Vincent Hovelaque, Louis-Georges Soler, Abdelhakim Hammoudi - France

Risk management on milk production: A study in five European countries

Christian Schaper, Birthe Lassen, Ludwig Theuvsen - Germany

Fruit production forecasting by neuro-fuzzy techniques

George S. Atsalakis, Ioanna G. Atsalakis - Greece

ICT to support the attestation of local agricultural production

Marcella Rizzo, Maria Daniela Vecchio, Valeria Lo Giudice - Italy

15:00 – 16:45 **Networks, cooperatives, competitiveness**

Theophrastos Room

Chair: **Nikos Kalogeras**

Economic value of agribusiness and food exhibitions

Laszlo Karpati, Levente Varga - Hungary

Explaining growth of European dairy processing firms using dynamic panel data techniques

Cornelis Gardebroek, Kedir N Turi, and Jo HM Wijnands – The Netherlands

Can SMEs build global brands with place-of-origin information?

The role of social networks

Domenico Dentoni and Thomas Reardon - USA

Development of methods for strategic evaluation of agricultural research and production

Axel Freier, Roberto Prottil – Germany, Brasil

Does the structure of cooperatives drive their financial success?

A multicriteria decision aid approach

Joost W. Kuikman, Nikos Kalogeras, Joost M.E., Pennings, Michael Doumpos – The Netherlands, Greece

16:45 – 17:15 Coffee break

17:15 – 19:00 **Food supply chains** - Main Auditorium-Aristotle

Chair: **Vangelis Tzouvelekas**

An examination of the driving forces of merger activity in the food supply chain: the UK and Greek experience

Zafeira Kastrinaki and Paul Stoneman - UK

Integrating extensive beef productions into the agro-food chain

Rita Robles – Spain

The changes in Romanian food supply chain due to the development of intensive agri-production systems

Camelia Ucenic, Claudiu Ratiu - Romania

An investigation of the supply chain of fisheries products in Greece

Eleni Kaimakoudi, Konstantinos Polymeros and Christos Karelakis - Greece

Food chains and value system: the case of potato, fruit, and cheese

Aldo Bertazzoli, Andrea Fiorini, Rino Ghelfi, Valtiero Mazzotti, Sergio Rivaroli, Antonella Samoggia - Italy

17:15 – 19:15 **EU policy an legislation** - Democritus Room

Chair: **Panagiotis Lazaridis**

Corn price behavior – Volatility transmission during the boom on future markets

Oliver von Ledebur, Jochen Schmitz - Germany

Barriers to the export of Greek wine

Christos Papalexioiu - Greece

Farmers' satisfaction with agricultural credit: The case of Greece

Stamatis Aggelopoulos, Spyridon Mamalis, Konstadinos Soutsas – Greece

Structural and economic overview of Italian agri-food sector: A focus on food prices

Federica Cisilino, Francesco Marangon, Stefania Troiano – Italy

Albania and trade liberalization. Using our trade advantages in the free trade agreement with EU

Irma Tabaku (Qinami) – Albania

Estimating demand elasticities of meat demand in Slovakia

Daniela Hupkova, Peter Bielik – Slovakia

17:15 – 19:15 **Consumer behaviour, food safety** - Pythagoras Room

Chair: **Simona Naspetti**

Investigating consumer knowledge and behaviour in the context of functional foods

Clare Hall - UK

Hungarian consumer behaviour analysis in terms of healthy nutrition

Krisztian Lorinczi, Zoltan Bacs and Adrian Szilard Nagy - Hungary

Portuguese food consumers' attitudes towards supermarket labels: a planned behaviour approach

Miguel Sottomayor and Mario Sergio Teixeira - Portugal

A structural equation model of the factors influencing British consumers' behaviour towards animal welfare

Luiza Toma, Alistair McVittie, Carmen Hubbard and Alistair W. Stott - UK

What are 'true' loyal consumers in the food sector? Insights from an empirical study

Nadine Wettstein, Jon H. Hanf – Germany

Credibility of collective brand as a source of equity: an empirical application for Spanish wine market

Domingo Dopico, Felix Blázquez, Alina Tudoran – Spain

17:15 – 19:00 **Production, consumption, management**

Socrates Room

Chair: **Plamen Mishev**

Farmer's objectives as determinant factors of organic farming adoption

Zein Kallas, Teresa Serra, José Maria Gil - Spain

The contribution of organic sector in the Albanian agriculture

Elvira Leksinaj, Gianni Cicia, Luigi Cembalo, Teresa Del Giudice, Maksim Meço, Taulant Nelaj – Albania, Italy

Supply chain of organic products in Bulgaria

Plamen Mishev, Zornitsa Stoyanova - Bulgaria

Information acquisition on ethical values of organic food – an application of the Information-Display-Matrix

Katrin Zander, Ulrich Hamm - Germany

Exploring the organic agriculture practice in Mexico: an opportunity for small-scale farmers to feed themselves

Isabel Juarez Hernandez, Tania Hernández Cervantes – Germany, Canada

- 17:15 – 19:00 **Networks, cooperatives, competitiveness**  
Theophrastos Room
- Chair: **Alfons Oude Lansink**
- Productivity convergence in the European regional agricultures. Determinants of its evolution  
M<sup>a</sup> Carmen Cuerva Narro - Spain
- Dynamic decomposition of total factor productivity change in the EU food, beverages, and tobacco industry: The effect of R&D  
Grigorios Emvalomatis, Spiro E. Stefanou, Alfons Oude Lansink – USA, The Netherlands
- Does on-the-job training increase firm productivity? Evidence from a bakery company  
Argyro Avgoustaki – Spain, Greece
- Identifying research priorities for the competitiveness of arable crops  
Etienne Pilorge, Davide Viaggi, David Cuming, Przemyslaw Baraniecki – France, Italy, Poland
- What drives corporate social responsible investments in food sector? Legal and economic views  
Nikos Kalogeras, Elissavet Malathouni, Jeroen Derwall, Daniel Hann – The Netherlands
- 19:30 Dinner - Cretan Night (Restaurant Mediterranee)

## **SATURDAY, 05 SEPTEMBER**

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- 09:00 - 9:40 **Key-note speakers - Main Auditorium-Aristotle**
- Chaired by: **Konstadinos Mattas, George Baourakis**
- Farming and cooperative agribusiness in the EU: Surviving the political fallout  
Gert van Dijk  
COCEGA President, COPA-COPEGA, Brussels, Wageningen University and Nyenrode University, NCR, The Netherlands
- An integrated EU policy for the agro-food industry: key for competitiveness  
Michel Coomans  
European Commission, DG ENTR, Brussels, Belgium

09:45 – 11:30 **Food supply chains** - Main Auditorium-Aristotle

Chair: **Margaret Loseby**

Market power: modeling issues and identification problems.  
An investigation of selected Hungarian food chains

Lajos Zoltan Bakucs, Imre Fertő, Heinrich Hockmann, Oleksandr Perekhozhuk – Hungary, Germany

Vertical price formation in the Finnish food chain

Hanna Karikallio, Kyösti Arovuori & Perttu Pyykkönen - Finland

Coordination mechanisms along the supply chain: A key-factor for competitiveness

Anna Carbone, Francesca Galli, Alessandro Sorrentino - Italy

Price transmission along the food supply chain in the European Union

Lina Bukeviciute, Adriaan Dierx, Fabienne Ilzkovitz and Guillaume Roty - Belgium

Managing supply chains successfully: an empirical testing of success of supply chain networks in the German fish sector

Taras Gagalyuk, Jon Hanf, Christina Steinbauer - Germany

09:45 – 11:30 **EU policy and legislation** - Democritus Room

Chair: **Declan O'Connor**

Forecasting methods in Hungarian, Italian and Greek lamb prices

Veronika Fenyves, Ildikó Orbán, András Nábrádi - Hungary

Measuring volatility in dairy commodity prices

Declan O'Connor, Michael Keane and Edel Barnes - Ireland

The impact of the government policies and incentives to promote the export of agricultural products in Tunisia: case of olive oil

Walid Larbi, Athanasios Chymes – Tunisia, Greece

The impact of dynamic technical inefficiency on investment decision of Spanish olive farms

Fatima Lambarraa, Spiro Stefanou, José M. Gil – Spain, USA, The Netherlands

The “not-so-modern” consumer – Considerations on food prices, food security, new technologies and market distortions

Asterios Tsioumanis, Konstantinos Mattas - Greece

09:45 – 11:30 **Consumer behaviour, food safety** - Pythagoras Room

Chair: **Stelios Rozakis**

Purchase behaviour of typical products in modern retail

Domenico Piccolo, Adele Coppola, Teresa Del Giudice, Fabian Capitanio and Maria Iannario - Italy

Characteristics of loyal customers for trade chains in the German food retailing

Goetz Olearius, Jutta Roosen - Germany

Foreign versus local: The fight for consumer's heart

Lampros Lamprinakos, Murray Fulton - Canada

Ethnic identity and dietary habits among Hispanic immigrants in Spain

Rodrigo Romo, José M. Gil - Chile, Spain

Culture-specific consumption patterns of German and Ukrainian wine consumers

Astrid Rewerts, Jon H. Hanf, Nadine Wettstein - Germany

09:45 – 11:30 **Production, consumption, management** - Socrates Room

Chair: **Rino Ghelfi**

Sources of growth in Czech food processing

Lukáš Čechura, Heinrich Hockmann - Czech Republic, Germany

Changes needed by the fruit industry in Hungary - Apple and sour cherry in focus

János Felföldi, Ferenc Apáti - Hungary

The structural dynamics of the food industry in the EU

Luljeta Hajderllari, Kostas Karantininis - Denmark

Catalonian pork value chain's resilience: ready for environmental challenge?

Victòria Soldevila, Lourdes Viladomiu, Gemma Francès - Spain

How the European primary food processors respond to globalisation: An exploratory study on the changes that occur in the slaughtering and dairy processing sectors in the EU

Selma Tozanli, Abdelhamid Bencharif - France

09:45 – 11:30 **Networks, cooperatives, competitiveness**

Theophrastos Room

Chair: **Rita Robles**

Development of strategic options for Italian wine cooperatives through a new membership integration pattern

Roberta Capitello, Lara Agnoli - Italy

Cooperative vs. non-cooperative spatial competition for milk in the presence of farm marketing cooperatives

Marten Graubner, Ines Koller, Klaus Salhofer, Alfons Balmann - Germany

Farmers' satisfaction and intention to continue as members of agricultural marketing co-operatives: A test of the neoclassical and transaction costs theories

Miguel Hernández-Espallardo, Narciso Arcas-Lario, Peter Tantius  
Spain

Food marketing cooperatives of Crete: A financial assessment within the EU context

Nadezhda Pashkova, Dimitrios Niklis, Dimitrios Alexakis and Andreas Papandreou – Russia, Greece

Cooperativeness and its role in the Polish food production system

Renata Przygodzka - Poland

11:30– 12:00 Coffee break

12:00 – 13:45 **Food supply chains** - Main Auditorium-Aristotle

Chair: **Mogens Lund**

Is retailing really unique? Insights into retail internationalization using business theories

Jon Hanf, Zsombor Pall - Germany

The structural dynamics of the EU retail industry

Luljeta Hajderllari, Kostas Karantininis, Mogens Lund - Denmark

Concentration in food retailing and anti-competitive practices in Turkey

A.Ali Koç, Gulden Boluk and Sureyya Kovaci - Turkey

Imperfect competition in the fresh fruit and vegetable industry

Vincent Réquillart, Michel Simioni and Xosé-Luis Varela-Irimia - France

Vertical coordination and grower organization in the Croatian fresh fruit and vegetables supermarket supply chain

Linde Goetz, M. Njavro, Jon Hanf and Agata Pieniadz – Germany, Croatia

12:00 – 13:45 **EU policy and legislation** - Democritus Room

Chair: **Camelia Gavrilesu**

Forecasting the consumption effect of taxing foods containing saturated fat

Aslak Hedemann Hansen - Denmark

Should Russia comply with EU food safety norms in the wheat sector?

Nune Khachatryan, Heinrich Schuele, Armen Khachatryan, Juergen Zeddies – Germany

Impact of the EU biofuels directive on the EU food supply chain

Andrzej Tabeau, Martin Banse, Geert Woltjer, Hans van Meijl – The Netherlands

Key factors affecting R&D expenditures on the Greek dairy sector

Vissarion Brouziotis, Panagiota Sergaki, Achilleas Kontogeorgos - Greece

Agrifood certification schemes in an intercultural context: Theoretical reasoning and empirical findings

Jana-Christina Gawron, Ludwig Theuvsen – Germany

12:00 – 13:45 **Consumer behaviour, food safety** - Pythagoras Room

Chair: **Luis Miguel Albisu**

Competing conventions: The Big Branders` struggle to incorporate new quality conceptions in the Norwegian food market

Svein Borgen - Norway

The influence of country of origin on German consumers preferences for peaches: a latent class choice model

Gianni Cicia, Luigi Cembalo, Teresa Del Giudice – Italy

Risk perceptions, risk attitudes and the formation of consumer acceptance of Genetically Modified (GM) food

Montserrat Costa Font, José M. Gil - Spain

Consumer preferences for country-of-origin and health claim labelling of extra-virgin olive-oil

Corrado Finardi, Corrado Giacomini, Davide Menozzi, Cristina Mora - Italy

Nutrient profile labelling: consumers' perceptions in Germany and Belgium

Anke Möser, Christine Hoefkens, John Van Camp, Wim Verbeke – Germany, Belgium

12:00 – 13:45 **Production, consumption, management** - Socrates Room

Chair: **Constantinos Zopounidis**

Profitability considerations of genetically modified plants, including coexistence costs for Switzerland

Daniel Wolf, Gregor Albisser – Switzerland

Evidence on the value of the EU quality certification schemes. The case of dry-cured ham in Spain

Helena Resano, Ana Isabel Sanjuán, Luis Miguel Albisu – Spain

Marketing management capabilities and price setting: An empirical analysis in the EU traditional food sector

Alessandro Banterle, Alessia Cavaliere, Stefanella Stranieri, Laura Carraresi - Italy

The development and implementation of new technologies in agri-food systems: The case study of modularized solution for water filtering equipments

Camelia Ucenic, Claudiu Ratiu – Romania

Corporate social responsibility in agribusiness: Empirical findings from Germany

Matthias Heyder, Ludwig Theuvsen – Germany

12:00 – 13:45 **Networks, cooperatives, competitiveness**

Theophrastos Room

Chair: **Raffaele Zanoli**

Competitive factors of the agro-food e-commerce

Antonella Bodini, Raffele Zanoli – Italy

The competitiveness of the Greek meat processing enterprises

Christos Konstantinidis – Greece

Concentration of agriculture and competitive advantages of East-European countries

Oleksandr Zhemoyda, Nataliia Gerasymenko – Ukraine

“Animal welfare” practices along the food chain: How does negative and positive information affect consumers?

Domenico Dentoni, Glynn Tonsor, Roger Calantone, Christopher Peterson - USA

How differentiated is the Scottish beef? An analysis of supermarket data panel

Cesar Revoredo-Giha, Philip Leat, Beata Kupiec-Teahan, Chrysa Lamprinopoulou, Luiza Toma, Luca Cacciolatti - UK

13:45 – 15:30 Lunch (Restaurant Mediterranee)

15:30 – 17:15 **Food supply chains** - Main Auditorium-Aristotle

Chair: **Alessandro Banterle**

Thought for food: The impact of ICT on agribusiness

Frank Bunte – The Netherlands

ICT to support the attestation of local agricultural production

Marcella Rizzo, Maria Daniela Vecchio, Valeria Lo Giudice - Italy

Relation of the Romanian farms with traditional and

modern food supply chains

Camelia Gavrilescu, Dinu Gavrilescu, Crina Turtoi, Camelia Toma -  
Romania

A framework for the design and analysis of incentive  
systems for food safety control in supply chains

Coen P.A. van Wagenberg, Ge B.C. Backus, Jack G.A.J. van der Vorst,  
Bert A.P. Urlings – The Netherlands

The role of naturalness in determining perception of quality  
and food safety

Adele Coppola, Teresa Del Giudice, Fabio Verneau - Italy

15:30 – 17:15 **EU policy and legislation** - Democritus Room

Chair: **Cesar Revoredo-Giha**

Traceability and the new CAP

Napoleon N. Maraveyas, Yannis El. Doukas - Greece

Distribution dynamics of food price inflation rates in EU: An  
alternative conditional density estimator approach

Angelos Lontakis and Christos T. Papadas – Greece

Olive oils protected by the EU geographical indications:  
creation and distribution of the value-adding within supply  
chains

Luigi Roselli, Bernardo De Gennaro, Umberto Medicamento – Italy

Purity standards in bilateral oligopolistic food industry

Eliona Hajderllari, Kostas Karantininis – Denmark

Trade, development, and the political economy of public  
standards

Johan F.M. Swinnen, Thijs Vandemoortele – Belgium

15:30 – 17:15 **Consumer behaviour, food safety** - Pythagoras Room

Chair: **Alan Collins**

Portuguese food consumers' evaluation of origin attributes  
using brand/price tradeoff methodology

Mario Sergio Teixeira, Artur Cristóvão and Miguel Sottomayor –  
Portugal

Consumer health protection and information and  
communication technology

Rosa Misso – Italy

Producers' and consumers' expectations towards  
geographical indications - Empirical evidence for Hessian  
apple wine

Ramona Teuber – Germany

Purchasing fresh produce on the base of food safety, origin

and traceability labels

Efthimia Tsakiridou, Konstadinos Mattas, Helen Tsakiridou and  
Elissavet Tsiamparli – Greece

Designing market-oriented beta-glucan enriched functional  
foods through conjoint analysis: evidence of differing  
consumer preferences

Joe Bogue and Amy-Jane Troy - Ireland

15:30 – 17:15 **Production, consumption, management** - Socrates Room

Chair: **Filippo Arfini**

Direct selling: a marketing strategy to shorten distances  
between production and consumption

Laura Aguglia, Francesco De Santis, Cristina Salvioni - Italy

Investigating a paradigm of food system sustainability: The  
case of fresh vegetable production and distribution in Crete

Kristy Apostolides and Emmaouil Kambourakis – Greece

Evolution of olive oil import demand structures in non-  
producing countries: the cases of Germany and the UK

Aikaterini Kavallari, Sarah Maas and P. Michael Schmitz – Spain, Ireland,  
Germany

The resilient character of PDO/PGI products in dynamic  
food markets

Filippo Arfini, Maria Giacinta Capelli – Italy

Bio-energy production in the sugar industry: an integrated  
modeling approach

Imdadul Haque, Stelios Rozakis, Ewa Ganko, Leonidas Kallivroussis -  
Greece, Poland

15:30 – 17:15 **Networks, cooperatives, competitiveness**

Theophrastos Room

Chair: **Anthony Reztis**

Testing market efficiency of crude palm oil futures to  
European participants

Xing Liu - Finland

Greek meat supply response and price volatility in a rational  
expectations framework: A multivariate GARCH approach

Anthony N. Reztis, Konstantinos S. Stavropoulos – Greece

Utility-derived supply function of sheep milk: the case of  
Etoloakarnania, Greece

Stelios Rozakis, Alexandra Sintori and Konstantinos Tsiboukas - Greece

Efficiency of investor owned firms and cooperatives

revisited

Rafat A.M.E. Soboh, Alfons Oude Lansink<sup>1</sup> and Gert van Dijk – The Netherlands

Minimum economic scale of an efficient farms in dairy industry

Adrián Nagy, Tamás Dékán, Krisztián Lőrinczi, Károly Pető - Hungary

17:15 – 17:45 Coffee break

17:45 – 19:15 **Food supply chains – Main Auditorium-Aristotle**

Chair: **Leonardo Costa**

Animals' health control efficiency in Northwest Portugal: A two-stage DEA approach

Leonardo Costa, Alfons Oude Lansink, Elvira Silva – Portugal, The Netherlands

Value chain and sustainability in animal husbandry

András Nábrádi, Veronika Fenyves, Károly Pető, Adrián Nagy – Hungary

Effects of animal welfare standards on consumers' food choices

Helen Tsakiridou, Efthimia Tsakiridou and Eudoxia Arvaniti – Greece

Driving factors of school milk demand in Germany

Christoph B. Inken, Aida A. Gonzales-Mellade, Peter Guenter, Petra Salamon, Sascha A. Weber – Germany

17:45 – 19:30 **EU policy and legislation – Democritus Room**

Chair: **Vincent Hovelaque**

Does infant industry argument justify diversification policy in Argentinean wine sector?

Nune Khachatryan, Heinrich Schuele, Armen Khachatryan - Germany

Food quality and safety situation in Turkey: governance and barriers to success

A. Ali Koç, Serhat Asci, Hami Alpas, F. Handan Giray and S. Hubertus Gay – Turkey, Spain

The economics of manure: How the EU nitrate directive drives Dutch land prices

Thies Lindenthal – The Netherlands

Speciality food related lifestyle (SFL) segments in Great Britain

Mary McCarthy, Cathal Cowan, Aoife Wycherley - Ireland

17:45 – 19:30 **Consumer behaviour, food safety – Pythagoras Room**

Chair: **Rodolfo M. Nayga, Jr.**

MaxDiff approaches for PDO “Calanda” peaches (Spain)

Etienne Groot, Luis Miguel Albisu - Spain

Consumers’ perceptions of Novel process technologies: The case of high pressure processed chilled ready meals

Douglas Sorenson and Maeve Henchion – Ireland

The social and economic determinants of obesity: An empirical study in Italy

Alessandro Banterle, Alesia Cavaliere - Italy

Body weight outcomes and food expenditures among older Europeans: A simultaneous equation approach

Andreas C. Drichoutis, Panagiotis Lazaridis and Rodolfo M. Nayga Jr. – Greece, USA

Food styles, quality and health: a survey on Molise university students

Davide Marino, Maria Forleo, Vincenzo Giaccio, Luigi Mastronardi, Lucia Pallotta – Italy

19:30 – 20:00 **Closing session** – Main Auditorium-Aristotle  
Chaired by: **George Baourakis, Konstadinos Mattas**  
Concluding remarks

## **SUNDAY, 06 September**

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08:00 Post Seminar excursion to Knossos and  
Archaeological Museum of Heraklion