

98th EAAE Seminar

*Marketing Dynamics within
the Global Trading System: New Perspectives*

PROGRAM

European Association of
Agricultural Economists (EAAE)

Mediterranean Agronomic
Institute of Chania (MAICh)

Under the auspices of the
Hellenic Ministry of Development

Mediterranean Agronomic Institute of Chania (MAICh)
Chania, Greece, 29 June - 02 July, 2006

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Hellenic Telecommunications Organization

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PROGRAM

THURSDAY, 29 JUNE

19:00 - 20:00 Registration (Conference Center)

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

FRIDAY, 30 JUNE

09:00 - 09:30 Registration (Conference Center)

09:30 - 10:00 Welcoming address and formal opening
(Main Auditorium-Aristotle)

Chaired by: Konstadinos Mattas, George Baourakis

Addresses by:

- National and Local Authorities
- Alkinoos Nikolaidis, Director of MAICh
- EAAE Representative

10:00 - 11:30 Key-note speakers

Developments in world agricultural markets

Anastassios **Haniotis**, Florence **Buchholzer**
European Commission, Directorate General for Agriculture and
Rural Development, Unit for Agricultural Trade and Policy
Analysis, Brussels, Belgium

America's eating habits in 2020: Will Americans move close
to the Mediterranean diet?

Betsey **Kuhn**
U.S. Department of Agriculture, Food Economics Division,
Economic Research Service, USA

Marketing dynamics within the Global Food System: the
perspective of the farmer

Gert **van Dijk**
Wageningen University, Nijenrode University, NCR, The
Netherlands

Food marketing and agribusiness system development in emerging markets

Erdener **Kaynak**

Pennsylvania State University at Harrisburg, School of Business Administration, USA

11:30 - 12:00 Coffee break

12:00 - 13:45 **Marketing Research** (Main Auditorium-Aristotle)

Chairman: Christopher Ritson

An integrated approach to the analysis of new marketing dynamics: The case of organic products

Gianni **Cicia**, Teresa **Del Giudice**, Iliaria **Ramunno**,
Carolina **Tagliafierro** - Italy

Marketing margin and pricing dynamics in the presence of structural breaks - The Hungarian pork market

Lajos Zoltan **Bakucs** and Imre **Ferto**- Hungary

The challenges of organic production and marketing in Spain. Innovative marketing to the future with quality and safety food products

Antonio **Colom-Gorgues** - Spain

Market trends of the seafood products under international constraints: Contractualisation, marketing strategies and new behaviours

S. **Gouin**, E. **Charles** and JP. **Boude** - France

The market acceptance and welfare impacts of genetic use restriction technologies (GURTs)

Marianna **Khachaturyan** and Amalia **Yiannaka** - USA

12:00 - 13:45 **Agro-food Trade** (Democritus Room)

Chairman: Murat Yercan

Polish agro-food trade with European countries before and after joining EU

Mieczyslaw **Adamowicz** and Anna **Rytko** - Poland

Old and new partners: Similarity and competition in the EU foreign trade

Alessandro **Antimiani** and Roberto **Henke** - Italy

The olive oil and cotton lint sectors in the European Union

Yiorgos **Gadanakis**, George **Baourakis**, Carmen **Clapan** and Periklis **Drakos** – Greece

Comparative advantages and competitiveness of Hungarian and Slovenian agri-food trade in the EU markets

Stefan **Bojnec** and Imre **Ferto** – Slovenia, Hungary

Impact of a new multilateral WTO reform on the EU dairy sector and on world dairy markets

Z. **Boumra-Mechemache** and V. **Requillart** - France

12:00 - 13:45 Consumer Behaviour (Pythagoras Room)

Chairman: **Michel Petit**

Determinants of consumer acceptance of ethnic foods and functional foods: Implications for new product development

Wim **Verbeke** – Belgium

New meats from the Wild West: Consumers' perceptions towards alternative meats

Bodo **Steiner**, Jim **Unterschultz** and Fei **Gao** – Canada

Do consumers benefit from private label development?

Paolo **Sckokai** and Claudio **Soregaroli** – Italy

Consumers WTP for wine with certified origin: latent classes based on attitudinal responses

Riccardo **Scarpa**, Mara **Thiene** and Luigi **Galetto** – New Zealand, Italy

Legume milling by-product and its value addition

Kumar **Brijesh Tiwari**, Mohan R. **Jagan**, B.S. **Vasan** and Uma **Tiwari** – India

12:00 - 13:45 Quality/Innovation/Competitiveness (Socrates Room)

Chairman: **Jean-Claude Montigaud**

The economic regulation and quality management in the Italian VQPRD sector: which perspectives?

Giulio **Malorgio** and Cristina **Grazia** – Italy

Standardization versus customisation. The role of culture

Spyridon **Mamalis**, Mitchell **Ness** and Michael **Bourlakis** – Greece, UK

Organic food quality and safety perception throughout Europe

Simona **Naspetti** and Raffaele **Zanoli** – Italy

Agricultural cooperatives and quality-enhancing R&D in the agri-food system

Kyriakos **Drivas** and Konstantinos **Giannakas** – USA

A cross-cultural study of cereal foods' quality perception

R. **Krutulyte**, Al. **Costa** and K.G. **Grunert** – Denmark

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

15:30 - 17:15 **Marketing Research** (Main Auditorium-Aristotle)

Chairman: George Baltas

Cross-European and functional food related to consumer segmentation for new product development

Kai **Sparke** and Klaus **Menrad** – Germany

Services marketing in the hospitality economy: An exploratory study

Fotis C. **Kitsios** – Greece

Brands value and governance implications: A transaction cost framework

Emmanuel **Raynaud**, Loic **Sauvee**
and Egizio **Valceschini** – France

Culture and values - Their relevance for marketing strategies

Astrid **Rewerts** and Jon **Hanf** – Germany

Multi-layer entrepreneurial marketing institutions: The case of Dutch cooperative firms

Nikos **Kalogeras**, Joost M.E. **Pennings** and Gert **van Dijk** –
The Netherlands, USA

15:30 - 17:15 **Agro-food Trade** (Democritus Room)

Chairman: Raffaele Zanoli

An analysis of the dispute European Communities -
Protection of trademarks and geographical indications for
agricultural products and foodstuffs

Christophe **Charlier** and Mai-Anh **Ngo** – France

The nature of the relationship between international tourism and international trade: The case of German imports of Spanish wine

Christian **Fisher** and Luis A. **Gil-Alana** – Germany, Spain

How effective is the EU's import regime for oranges?

Linde **Goetz** and Harald **Grethe** – Germany

Analysis of agricultural trade liberalization on the poverty reduction in Asia

Farhad **Mirzaei** – Iran

Did the Uruguay Round enhance world trade in agricultural products?

A. **Tabeau**, S. van **Berkum** and F. Van **Tongeren** – The Netherlands

15:30 - 17:15 **Food Industry (Pythagoras Room)**

Chairman: Margaret Loseby

Network life cycle and centrality of actors: Some regularities in biopharmaceutical and agbiotech industries faced with biotechnology rupture

David **Catherine** – France

Statistical analysis of the U.S. stock market: food industry

Evgeniya **Korchina** and Panos M. **Pardalos** – Greece, USA

Marketing dynamics and management excellence. The sources of successful internationalization of food processing company from transition economy (Case: MASPEX - Poland)

Katarzyna **Lawniczak-Goscinska** – Poland

Developing food supply chain in Armenia

J. **Engels** and G. **Sardaryan** – Armenia

Food retailing and prices in Slovenia

Stefan **Bojnec** – Slovenia

15:30 - 17:15 **Quality/Innovation/Competitiveness (Socrates Room)**

Chairman: Kostas Galanopoulos

The international competitiveness of the UK cereals sector

David **Thelwell** and Christopher **Ritson** – UK

Competitiveness of Czech milk sector on the EU market
Iveta **Boskova** – Czech Republic

Importance of standardizing raw milk quality for the
enhancement of Croatian market competitiveness
Z. **Tolusic**, P. **Mijic** and M. **Tolusic** – Croatia

Innovation in commercialization of pelagic fish: the
example of "Srdela Snack"
Ante **Kolega**, Marija **Radman** and Jerko **Markovina** –
Croatia

Audit risk factors in certification. How can risk-oriented
audits improve the quality of certification standards?
Holger **Schulze**, Friederike **Albersmeier**, Achim **Spiller**
and Gabriele **Jahn** – Germany

17:15 - 17:45 Coffee break

17:45 - 19:30 **Marketing Research** (Main Auditorium-Aristotle)

Chairman: Wim Verbeke

Policy assessment and development by stakeholders: A
cross-country analysis of national policies on marketing
of organic food in 11 European countries

Daniela **Vairo**, Anna Maria **Haring**, Stephan **Dabbert** and
Raffaele **Zanoli** – Italy, Germany

Storytelling - Marketing for food with geographical
indications

Julian **Voss** and Achim **Spiller** – Germany

Lowering risk premium to enhance investments in
differentiated products

Jean **Cordier** and Sabine **Treguer** – France

The influence of cooperative organizational
characteristics on market orientation and performance:
The case of agri-food cooperatives in Greece

Theodoros **Benos**, Frans J.H.M. **Verhees** and Nikos
Kalogeras – The Netherlands, USA

The effect of country of origin labeling on consumer
purchasing decisions and welfare

Lana **Awada** and Amalia **Yiannaka** – USA

17:45 - 19:30 **Agro-food Trade** (Democritus Room)

Chairman: Emin Isikli

Prevalence of key developments in trade of agro-food produce in the new member states of the European Union

Stefan **Bojnec**, Darja **Majkovic** and Jernej **Turk** – Slovenia

Renewable energies - new forces in Brazilian trade with the EU?

Oliver von **Ledebur** and Petra **Salamon** – Germany

A research upon the structure of Turkey's citrus fruit export from the standpoint of Turkey' membership in EU

Gert **van Dijk** and Ahmet **Zenginoglu** – The Netherlands, Turkey

International trade and competitiveness analysis in the European Union: The case of prepared meat sector

Alessandro **Banterle** and Laura **Carraresi** – Italy

Towards to the future success in the European markets: highly innovative food products from Slovakia

Elena **Horska** and Peter **Bielik** – Slovakia

17:45 - 19:30 **TRACE Project** (Pythagoras Room)

Chairman: Olga Kehagia

Traceability: European consumers' perceptions regarding its definition, expectations and differences by product types and importance of label schemes

George M. **Chrysochoidis**, Olga C. **Kehagia** and Polymeros E. **Chrysochou** – Greece

Food traceability in Europe: Consumers' knowledge and perception

Georges **Giraud**, Rafia **Halawany** and Corrine **Amlard** – France

Traceability perception of beef: a comparison between Spanish and Italian consumers

Cristina **Mora**, Davide **Menozi**, Giusi **Faioli**, Pilar de **Carlos**, Julian **Briz** and Isabel de **Felipe** – Italy, Spain

Information processing strategies of European consumers with regard to traceability and label schemes

B. **Schaer** and C. **Bauer** – Germany

How consumers link traceability to food quality and safety: An international investigation

Wendy van **Rijswijk** and Lynn J. **Frewer** – The Netherlands

The main problems of food allergic consumers concerning food labelling: an ethnographic study

J. **Voordouw**, J.R. **Cornelisse-Vermaat** and L.J. **Frewer** – The Netherlands

17:45 - 19:30 **Quality/Innovation/Competitiveness (Socrates Room)**

Chairman: Tilman Becker

Sugar sector in Croatia: competitive or not?

Ramona **Francic** and Ornella **Kumric** – Croatia

Measuring competitiveness performance of Romania's agriculture

Mirela **Rusali** – Romania

Models of duopsonies in the rapeseed oil market in France: the competition between biofuel and food uses

David **Treguer** – France

An index-based approach for assessing agribusiness competitiveness at the sector level: the case of the EU food and drink manufacturing industries

Christian **Fischer** and Sebastian **Schornberg** – Germany

Firms strategies and voluntary traceability: An empirical analysis in Italian food chains

Stefanella **Stranieri** and Alessandro **Banterle** – Italy

21:00 Dinner - Cretan Night (Restaurant Mediterranee)

SATURDAY, 1 JULY

09:30 - 11:15 **Marketing Research (Main Auditorium-Aristotle)**

Chairman: Amalia Yiannaka

Consumers' attitude toward ethical food: Evidence from social farming in Italy

Anna **Carbone**, Marco **Gaito** and Saverio **Senni** – Italy

The development of an analytical tool for integrating ' the voice of the consumer' in new product development

Pilar de **Carlos**, Marian **Garcia**, Isabel de **Felipe**, Julian **Briz** and Federico **Morais** – Spain, UK

Food involvement and food purchasing behaviour

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

Customer relationship management and cause related
marketing: A vehicle for value creation

Argyro **Avgoustaki**, Jehad **Mitwasi** and Marios
Katsioloudes - Greece, Palestine, United Arabs Emirates

Cost-benefit analysis of HACCP implementation in the
Greek meat industry

Anastasios **Michailidis** and Fotis **Chatzitheodoridis** -
Greece

09:30 - 11:15 **MEDFROL - AGPOL Projects (Democritus Room)**

Chairman: Yves Surry

The competitiveness of Mediterranean fruit and
vegetables on the world market

Emma **Lindberg** and Yves **Surry** - Sweden

Competitive advantage of olive oil, tomatoes and
oranges for Algeria and Morocco

Ali **Abidar** and A. **Laytimi** - Morocco

EU market access for Mediterranean fruit and vegetables:
A gravity model assessment

Charlotte **Emlinger**, Emmanuelle **Chevassus-Lozza** and
Florence **Jacquet** - France

International competitiveness of Turkish agriculture: A
case for horticultural products

Murat **Yercan** and Emin **Isikli** - Turkey

The dynamics of trade structures, trends and business
organizational development of fresh fruit and vegetable
firms in the European supply chain

Prodromos **Kalaitzis**, Gert **van Dijk**, George **Baourakis**
and Periklis **Drakos** - The Netherlands, Greece

Measuring impact of trade liberalization : The regional
vulnerability index - The case of fresh fruit and
vegetable in Euro-Mediterranean countries

Jean-Louis **Rastoin**, Jean-Claude **Montigaud** and Nassima
Ayadi - France

09:30 - 11:15 **Agricultural Production and Policy** (Pythagoras Room)

Chairman: Simona Naspetti

Export changes and macroeconomic collateral effect in the Egyptian economy

Tarek **Soliman**, Efstratios **Loizou** and Konstadinos **Mattas**
- Egypt, Greece

Economic analysis of pig meat production with respect to different housing systems of pigs

G. **Kralik**, Z. **Tolusic**, V. **Margeta** and Z. **Gajcevic** - Croatia

The business orientation of Cretan cooperatives

Nikos **Kalogeras**, Stelios **Dokimakis**, Fotis C. **Chatzitheodoridis**, Prodromos **Kalitzis** and Gert **van Dijk**
- The Netherlands, USA, Greece

A double-hurdle model of Irish households' foodservice expenditure patterns

Conor **Keelan**, Maeve **Henchion** and Carol **Newman** - Ireland

Cointegration analysis of wine prices for France, Greece and Turkey

M. Nisa **Mencet**, M. Zita **Firat** and Cengiz **Sayin** - Turkey

09:30 - 11:15 **Quality/Innovation/Competitiveness** (Socrates Room)

Chairman: Georges Giraud

Modelling credence attributes and consequences for public policy

Tilman **Becker** - Germany

Quality related communication approaches for organic food

Antonella **Bodini**, Richter **Toralf** and Felder **Rudolf** - Italy

Farmers' strategies in globalizing markets: Empirical results from Germany

Philipp **Inderhees** and Ludwig **Theuvsen** - Germany

Joint evolution of spatial integration and product segmentation on agricultural markets: the case of cereals in Mali

M. **Aubert**, C. **Bignebat** and J. **Egg** - France

Standards - catalyst for winners, barrier for losers? An empirical analysis of SPS measures and the trade performance of developing countries

Christine **Chemnitz** and Nana **Kunkel** - Germany

11:15 - 11:45 Coffee break

11:45 - 13:30 **Marketing Research (Main Auditorium - Aristotle)**

Chairman: Konstantinos Giannakas

Voluntary approaches to food safety: New insights for credence goods in the agro-industry

M'hand **Fares** and Elodie **Rouviere** – France

Consumer expectations towards origin-claimed food products compensation and acceptance for global trading system

Georges **Giraud** – France

The economic value of food labels: A lab experiment on safer infant milk formula

Isabell **Goldberg**, Jutta **Roosen** and Rodolfo M. **Nayga Jr.** – Germany, USA

The market analysis of branded, new generation hungaricums

Z. **Szakaly**, O. **Szigeti**, Sz. **Berke** and V. **Szente** – Hungary

Does the country-of-origin of a food product influence consumer preferences? An empirical examination of ham and cheese products in the Greek market

Athanasios **Krystallis** and George **Chrysochoidis** - Greece

11:45 - 13:30 **MEDFROL-AGPOL Projects (Democritus Room)**

Chairman: Florence Jacquet

Impact of agricultural trade liberalization between the EU and Mediterranean countries: The case of the tomato processing industry

Jean-Claude **Montigaud**, Corrado **Giacomini** and Julian **Briz** – France, Italy, Spain

Agricultural situation report of Cyprus and the market and trade policies for fruit/vegetable and olive oil

Marinos **Markou** and Andreas **Kavazis** – Cyprus

Modelling agricultural policy reforms in the Mediterranean basin - Adjustments of AGRISIM

Aikaterini **Kavallari**, Rene **Borresch** and P. Michael **Schmitz** – Germany

Potential effects of EU membership on agricultural production and trade in Turkey

H. Ozan **Eruygur** and Erol H. **Cakmak** – Turkey

Agricultural trade liberalization in the Mediterranean region: a complex and uneven process

Michel **Petit**, Florence **Jacquet**, Fatima **Elhadad**, Wally **Tyner** – France, USA

Agricultural productivity growth in the Mediterranean and tests of convergence among countries

Konstantinos **Galanopoulos**, Emma **Lindberg**, Yves **Surry** and Konstadinos **Mattas** – Greece, Sweden

11:45 - 13:30 **Quality/Innovation/Competitiveness (Socrates Room)**

Chairman: Constantinos Zopounidis

Product optimisation in new product development: The case of innovative probiotic beverages

Joe **Bogue** and Douglas **Sorenson** – Ireland

The international food standard: Bureaucratic burden or a helpful management instrument in global markets?

Jana-Christina **Gawron** and Ludwig **Theuvsen** – Germany

Vertical competition between manufactures and retailers and upstream incentives to innovate and differentiate

Luciano **Venturini** – Italy

The competitiveness of the Portuguese wine sector and a case study of exports and activity diversification in the Vinhos Verdes region

Francisco J. **Diniz**, Marios **Katsioloudes** and Sandra P. **Fortunas** – Portugal, United Arab Emirates

The challenge of pesticide use reduction: the case of tomatoes

Nicolien **van der Grijp** – The Netherlands

13:30 - 15:30 **Lunch (Restaurant Mediterranee)**

15:30 - 17:15 **Marketing Research (Main Auditorium-Aristotle)**

Chairman: Jernej Turk

Branding in the red meat sector - A conjoint study from Germany

Maren **Lueth**, Achim **Spiller** and Matthias **Schramm** – Germany

Nutritional food label use: A theoretical and empirical perspective

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

Genetically modified maize: Exploring consumer acceptance

Anthimia M. **Batrinou**, Vasilina **Sinanoglou**, Antigoni **Gogkou** and George **Sakellaris** – Greece

The role of Guanxi networks in vegetable supply chains: Empirical evidence from Jiangsu Province, P.R. China

Hualiang **Lu** – China

Perspectives of small retailers in the organic market: Customer satisfaction and customer enthusiasm

Jan Bolten, Raphael Kennerknecht, Achim Spiller – Germany

15:30 – 17:15 **MEDFROL-AGPOL Projects (Democritus Room)**

Chairman: Jose M. Gil

Olive oil world market dynamics and policy reforms: Implications for Tunisia

Boubaker **Karray** – Tunisia

Assessing global market dynamics and policy reforms for EU olive oil

Samir **Mili** – Spain

Decomposition of output growth for Tunisian olive-growing farms: A frontier production function approach

Boubaker **Dhehibi**, Lassaad **Lachaal** and Boubaker **Karray** – Tunisia

Competitiveness of virgin olive oil exports from Mediterranean countries to the EU

Monia Ben **Kaabia** and Jose M. Gil – Spain

Efficiency and productivity of horticulture farms in Spain

Fatima **Lambarraa**, Teresa **Serra** and Jose M. **Gil** – Spain

15:30 – 17:15 **Agricultural Production and Policy (Pythagoras Room)**

Chairman: George Chrysochoidis

Early effects of the CAP implementation in new member countries

Secondo **Tarditi** – Italy

Variety of cultural patterns as determinations of
adjusting enterprises to exist on international markets

Karolina **Gotowala** – Poland

The impact of EU accession on the agricultural prices,
production patterns and incomes of Bulgaria

Nikolinka **Koleva** – Bulgaria

Foreign investment in Polish agribusiness as a factor
which accelerates its development

Bogdan **Klepacki** and Barbara **Golebiewska** – Poland

The impact of the introduction of the Euro on prices

Athanasios **Papadopoulos** and Ali M. **Mahfoudh** – Greece,
Tunisia

17:15 - 17:45 Coffee break

17:45 - 18:15 Closing session

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

Concluding remarks

SUNDAY, 2 JULY

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