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
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 MAICCh
                ➢ 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, Ilaria 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 Gadankis, George Baourakis, Carmen Clapan and Periklis Drakos – Greece

Comparative advantages and competitiveness of Hungarian and Slovenian agri-food trade in the EU markets
    Stefan Bojnc 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 Boudlakis – 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 Kalogerias, 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 Bojnc – 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 **Bieliik** – 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. **Chryssochoidis**, 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 **Menozzi**, 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 Franic 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 Arab 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 **Firan** 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 **Theuvens** – 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
- Athanassios Krystallis and George Chryssochoidis - 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, Vasia 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 Chryssochoidis

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