

Organisation and Scientific Committee

Local Organisation

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Mediterranean Agronomic Institute of Chania, Greece
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Carmen **Clapan**, Mediterranean Agronomic Institute of Chania, Greece
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Anna **Botonaki**, Aristotle University of Thessaloniki, Greece

Key-note speakers

Georgette **Lalis**, Director ENTR/F,
European Commission, Brussels (BL)
Hans-Jorg **Lutzeyer**, DG Research, European Commission, Brussels (BL)
Gert **van Dijk**, COGECA President, COPA-COGECA, Brussels (BL),
Wageningen University and Nijenrode University (NL)
Krijn **Poppe**, EAAE Secretary General, and
LEI Wageningen UR (Agricultural Economics Research Institute), NL

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International Scientific Committee

Chairman: Konstantinos **Mattas**,
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Luis Miguel **Albisu**, University of Zaragoza, Spain
George **Baltas**, Athens University of Business and Economics
George **Baourakis**, Mediterranean Agronomic Institute of Chania, Greece
Svein **Ole Borgen**, Agricultural Economics Research Institute Oslo, Norway
Gert **van Dijk**,
Wageningen University and Nyenrode University, the Netherlands
Andrew **Fearne**, University of Kent, UK
Georges **Giraud**, National School of Agricultural Engineers, France
Nikos **Kalogeras**, Maastricht University, the Netherlands
Erdener **Kaynak**,
University of Pennsylvania and JIF & AM Editorial Office, USA
Rainer **Kuehl**, Justus Liebig University Giessen, Germany
Margaret **Loseby**, University of Tuscia, Italy
Mogens **Lund**, Food and Resource Economics Institute, Denmark
Spyridon **Mamalis**, Technological Educational Institute of Kavala, Greece
Mary **McCarthy**, University College Cork, Ireland
Alkinoos **Nikolaidis**, Mediterranean Agronomic Institute of Chania, Greece
Jukka **Peltola**, MTT Agrifood Research Helsinki, Finland
Joost M.E. **Pennings**, Maastricht University, the Netherlands (NL), Univer-
sity of Illinois at Urbana-Champaign, USA and Wageningen University, NL
Giovanni **Quaranta**, University of Basilicata, Italy
Christopher **Ritson**, University of Newcastle, UK
John **Stanton**, Saint Joseph's University, USA
Jernej **Turk**, University of Maribor, Slovenia
Jens **Vestergaard**, The Aarhus School of Business, Denmark
Raffaele **Zanoli**, University of Ancona, Italy
Constantinos **Zopounidis**, Technical University of Crete, Greece

113TH EAAE Seminar

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

03 – 06 September, 2009

Mediterranean Agronomic Institute of Chania (MAICH)
Chania, Crete, Greece

ORGANIZED BY



EUROPEAN ASSOCIATION OF AGRICULTURAL ECONOMISTS
(EAAE)



MEDITERRANEAN AGRONOMIC INSTITUTE OF CHANIA
(MAICH)

Background and Objectives

This seminar will focus on the features and structure of the EU's food chain, food industry developments, introduction of new technologies, institutional transformation, food and trade policies (in particular food safety policies, labeling rules, GM rules, etc.), communication in the food chain, nutrition diet, risk management, competition issues and economic issues related to food law.

The food chain is an important part of the European industry, economy and society, geographically connected to agricultural production and Europe's high quality consumer market.

European agriculture cannot exist without a well connected chain, that translates the demands from wealthy and health-oriented consumers to agriculture. This connection has in the past, strengthened and modernized the farm sector, the food industry, and the retailer. However, the question raised today is "will this resilient food chain overcome the new challenges and new threats, which have recently developed in the world?". Challenges such as globalization, trade liberalization, and EU expansion have been faced over the last few years. The retail industry has gained in importance and increasingly drives the system. For the years to come, the food chain must remain vibrant and continue to serve the EU consumer and maintain the competitiveness of EU agriculture. A successful strategy relies upon several well collaborating and performing actors: input suppliers, farmers, traders, food processors, retailers, businessmen, policy makers, financial analysts, and administrative institutions. However it is not so clear what this strategy is and how new it can be implemented.

The seminar will attempt to address the maintenance of the dynamic features of the EU food chain and its capacity to confront the new challenge and to adjust adequately for the benefit of Europe's agriculture, society and economy.

Although the seminar does not center on certain methodologies, scientific domains like marketing, management science, micro economics, economics of contracts and chain modelling are some of the key methods to study the issues mentioned. Methodological contributions in these areas are especially welcome.

The seminar will bring together economists, modelers, agricultural economists and policy analysts in order to discuss and assess new developments in the food sector at different levels.

Registration

The deadline for final registration is: **July 1st, 2009**.

Cancellation policy: If cancellation is confirmed by August 15th, 2009 (note: only written cancellation by fax or e-mail will be accepted for refund purposes), fees will be refunded less a cancellation fee of 50 Euro.

If we are not informed of cancellation by August 15th, no fees will be refunded.

Participation fees

The fees have been set at **280 €** and include an information package, a name tag, coffee breaks, 2 lunches, one welcome reception, one Cretan night, a book of abstracts and bus transfer from hotel – conference centre of MAICh – hotel.

Non EAAE members have to pay their EAAE membership (**45 €** for the period 2008 -2011).

Call for papers

Participants who would like to present a paper are requested to submit an extended abstract by **March 15th, 2009**. Notification of acceptance will be forwarded by **April 30th, 2009**.

The deadline for the final submission of accepted papers is **July 1st, 2009**.

Only accepted papers received by this deadline will be included in the final program.

Important dates

Submission deadline for abstracts: 15 March, 2009

Authors' notification of accepted abstracts: . 30 April, 2009

Submission deadline for full papers: 1 July, 2009

Deadline for final registration: 1 July, 2009

Topics

- The features and the structure of EU's food chain
- Development and introduction of new technologies (GMOs, energy saving)
- Communication and traceability in the food chain
- The shift in market power from A-brands of multinationals towards the supermarkets with their private labels
- Competition between supermarkets and rapidly expanding consumption formats like out-of-home / food service and home-delivery
- The increased use of contracts and risk management instruments in the food chain
- Competition and concentration issues
- Logistics
- Shifts in consumer demand and interest in local products, food miles, carbon miles (interaction among "cheap food", "quality food", "safe food" and "abundant food" and the challenge to provide a healthy diet)
- The problem of administrative burden in the sector, related to competitive position
- Economic issues concerning food law, labelling, food safety standards, animal by products, novel products
- Financial analytical tools aiming at improving decision and policy makers decisions
- Transformation of collective business schemes and strategies.