



THE ECONOMICS OF FOOD, FOOD CHOICE AND HEALTH

1<sup>st</sup> joint eaae/aaea seminar



## Call for Paper

Dear Colleagues,

Today we would like to kindly invite you to the first joint EAAE/AAEA seminar (115th EAAE Seminar) entitled "The Economics of Food, Food Choice and Health"

Date: September 15-17, 2010

Place: Freising near Munich, Technische Universität München, Germany

We invite an international scientific audience in the fields of agricultural and food economics, behavioural and health economics and marketing. Participants who would like to present a paper (or poster) are requested to submit an extended abstract before **March 31, 2010**. All accepted papers will be collected on a CD-ROM. A selection of contributed papers may be published together with the invited papers in a special issue of an appropriate applied economics journal.

### Topics and exemplary themes for presentations:

#### 1. Trends and driving forces of healthy diets

- Current and emerging trends in food demand
- Globalisation and urbanisation
- Changing diets: "tradition and health", "culture and health"
- Distributional aspects; e.g. affordability of healthy foods, future food shortages and prices

#### 2. Individual food choice, diet and health

- Communication: impact of food marketing on food choice and health
- Determinants and stability of nutritional behaviour
- Consumers' information processing, buying decisions and willingness to pay regarding healthy diets
- Dietary guidance: review (over time, between countries) and critical assessment
- Food safety and new technologies

#### 3. Market and Policy: Necessity, impact and evaluation of intervention (also market/ policy failure)

- Costs of adverse nutritional behaviour
- Agricultural policy versus healthy food choice
- Effectiveness of self control commitments at the level of enterprises/ industries
- Efficiency and effectiveness of governmental provision/regulation of information, of food taxes/subsidies, of regulating the availability of food

For further information, please visit our website at <http://www.mcr.wi.tum.de/eaae115.html> or contact

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With best regards

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