

Registration & participation fee

Participants of an EAAE-Seminar must be an EAAE-member.

	EAAE- members	Non-EAAE- members
Before July 15, 2010	250€	295€
After July 15, 2010	295€	340€

Registration will be through the seminar website at <http://www.mcr.wi.tum.de/eaae115.html>

Registration will be possible until September 1st, 2010, reduced rate subscription is offered until July 15th, 2010.

The fee includes lunches on three seminar days, dinner on the second day, coffee during the breaks and a copy (or CD-ROM) of the conference proceedings. Accommodation is not included.

Please note that a maximum of 80 registrations will be accepted on a first come, first serve basis.

Contact person

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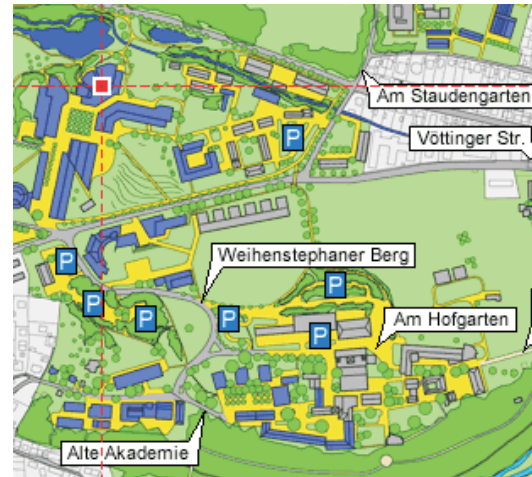
General information

Seminar language

All contributions will be in English.

The seminar will take place at the Freising site of the Technische Universität München, Germany. Freising is located 10 minutes from Munich airport and 30 minutes from downtown Munich.

Seminar location: Zentrales Hörsaalgebäude (central lecture building), Am Forum 6, 85354 Freising, Germany



Accommodation

Information on venue, travel arrangements and accommodation in Freising will be provided in due course through the web site.

<http://www.mcr.wi.tum.de/eaae115.html>

Freising information

<http://www.freising.de/>

Munich information

<http://www.muenchen.de>

Oktoberfest: from Sept. 18th to Oct. 3rd, 2010
www.oktoberfest.de



Technische Universität München

115th EAAE Seminar The Economics of Food, Food Choice and Health

September 15th - 17th, 2010

To be held at:
Marketing and Consumer Research
TUM Business School
Technische Universität München
Freising, Germany
<http://www.mcr.wi.tum.de/eaae115.html>



115th EAAE Seminar

The Economics of Food, Food Choice and Health

The purpose of the seminar is to provide a platform for studies from microeconomics, health economics, behavioural economics and food marketing in order to explain the interdependencies among risks resulting from unhealthy diets or unsafe food and to analyse opportunities to manage these risks. Malnutrition and unsafe food are as much economic as they are nutritional and health issues. Deficiencies and excess in a person's intake of nutrients and other dietary elements needed for a healthy living on the one hand and toxins on the other hand are the result of individual but also industrial choices with individual, industrial and societal consequences.

The objective of the seminar is to provide insights into the determinants of food choice, food availability as well as regulatory tools and their possible impact on health.

Call for papers

The seminar invites 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 in English (2 pages; Times New Roman font, point size 12, single spacing) before March 31st, 2010. The abstract should indicate: the question addressed, the concepts and theories to which one refers, the methodology used and the results obtained.

Topics

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

Individual food choice, diet and health

- Communication: impact of food marketing on food choice and health
- Determinants and stability of nutritional behaviour
- Consumer's 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

Market and policy: necessity, impact and evaluation of intervention (also market/ policy failure)

- Costs of adverse nutritional behaviour
- Agricultural policy and 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

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.

Important dates

Abstract submission: **March 31st, 2010**

Author notification of paper and poster acceptance/rejection: **May 31st, 2010**

Early registration deadline: **July 15th, 2010**

Deadline final papers: **August 31st, 2010**

Deadline registration: **September 1st, 2010**

Organisation

Organisation committee

Jutta Roosen (Chair), Klaus Salhofer, Larissa Drescher (all Technische Universität München), Carola Grebitus (Universität Bonn). The seminar will be organised at the Technische Universität München, Germany, Marketing and Consumer Research.

International programme committee

- *Monika Hartmann, Universität Bonn, Germany (Chair)*
- Vic Adamowicz, University of Alberta, Canada
- Frode Alfnes, Norwegian University of Life Sciences, Norway
- Gerrit Antonides, Wageningen University, The Netherlands
- Sean Cash, University of Wisconsin, US
- Ellen Goddard, University of Alberta, Canada
- Thomas Herzfeld, Wageningen University, The Netherlands
- Helen H. Jensen, Iowa State University, US
- Derrick Jones, Food Standards Agency, UK
- Jayson Lusk, Oklahoma State University, US
- Stephane Marette, INRA, France
- Mario Mazzocchi, Università di Bologna, Italy