



100 EAAE Seminars: a very successful institution

Introduction

Since the introduction of the formula in the beginning of the 1980s, the EAAE has organised more than 100 seminars. The full list of the seminars up to date is given in annex 1. In this paper we analyse the experience with the first 100 seminars. They have been successful for the participants, shifted in topics in line with the trends in the profession and have contributed much to the exposure and growth of the EAAE. For the future the formula could probably be extended to forums and workshops.

The EAAE's objectives

Seminars are only a tool for the EAAE to realise its objective, not an end as such. The mission of the EAAE is the furtherance of knowledge and understanding of agricultural economics, especially in the European context. The association organises the exchange of experience, ideas and information between agricultural economists.

To this objective the EAAE has several tools:

- The three yearly congresses that attract in its latest edition about 500 to 600 persons, mainly all working in the profession as an agricultural economist.
- Seminars, of which in the last 25 years 100 has been organised
- PhD workshop: a two-yearly workshop fully dedicated to the needs of PhD students, providing them a platform for a first international presentation and review of their ongoing PhD work.
- The EAAE Website and monthly Newsflash to serve the profession with relevant news
- EuroChoices, a refereed journal co-owned with the AES and published by Wiley-Blackwell. EuroChoices is an outreach publication, targeted to people interested in a reasoned discussion, usually with an economic underpinning, of agri-food and rural resource issues.
- European Review of Agricultural Economics, a top scientific journal.

This list makes clear that the EAAE seminars are part of a larger menu that the association offers its members and policy makers. Seminars should be more focussed than the big congress, and they are not programmed in the period the congress is organised. Ideally some of the papers that are presented at a seminar can be submitted in improved form to the ERAE and EuroChoices. The Website and Newsflash are available as marketing tools for seminar organisers.

EAAE Seminars

The Executive Committee (as the Board was called then) of the EAAE started to organise seminars at the end of the 1970s. The first one was held in 1980 in Zaragoza, Spain, organised by Julian Briz (Annex 1). Since that time the number of seminars per three yearly period (the period between congresses in which a Board servers) has increased to about 15 per period (figure 1).

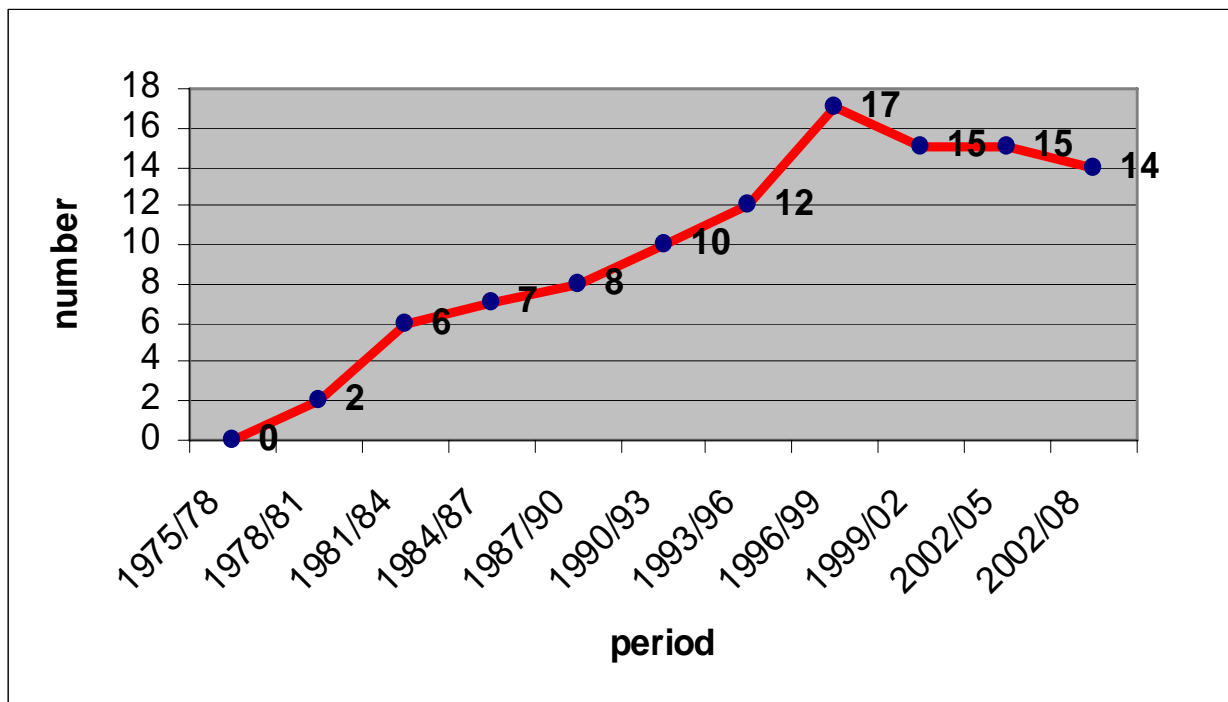


Figure 1. Number of EAAE Seminars per period.

The numbering of the EAAE seminars is sometimes not very well understood: the next number in the list is handed out at the moment a seminar is endorsed by the Board. This means that some seminars with a lower number are held at a later stage than a seminar with a higher number¹.

It is interesting to see which countries are most active in organising EAAE seminars. You might expect that larger countries organise more than smaller ones, as they have more institutions that might be interested in organising one. But larger countries also have a bigger conference circuit in their own language, which suggests that for smaller countries it is more important to organise one to keep themselves visible in the European research scene.

Figure 2 provides an overview of seminars per country (in those cases where countries split or were renamed, we classified on the bases of current geography). Germany leads the list, with Italy, France and the Netherlands following up. It seems that in some countries there is a potential to have more seminars (Poland, Spain for example) or to have their first seminar experience (Ireland, Sweden, Romania for example). Some of the seminars have been co-organised with other associations, like the IHIS (Horticulture Science) and the IAAE. Classifying the topics of the seminars is very arbitrary. In a paper for the special edition of the EAAE Newsflash at its 25 year anniversary in 2000, past Secretary General Vinus Zachariasse developed a classification for the period up to 2000. In figure 3 this has been extended to the first 100 seminars.

In summary, 25 years' trends in seminar topics can be summarised as follows:

¹ One seminar (the 55th) had to be skipped due to a lack of interest. This happened in another case too, but then this number has been reused. This means that the '100th seminar' is in reality a fuzzy title: 102 have been organised, it is the 99th that is really held – if you don't correct for the higher number numbers already held by now.

- important changes in political situation in Europe, widening and deepening EU
- increasing influence international trade talks
- technical development, increase farm size
- management of limited natural resources is now more important
- from food security to market driven
- ICT and chain management
- from CAP to rural development

It suggests that in line with these developments in agriculture, the importance of the food chain and marketing has become bigger and bigger in seminar topics. This was also the theme of the very first seminar in Zaragoza, an omen that seminars would become a series with very relevant issues. Around 2000 the issue of rural areas seems to have peaked. The topic of EU market organisation and prices became less important, or perhaps better: has given way to more attention to sector modelling and the CAP. Economics of forestry and aquaculture seems to be occasional topics, ICT and technology has disappeared as a separate topic. On some of these topics the EAAE clearly faces competition from dedicated associations, like EFITA in the ICT domain.

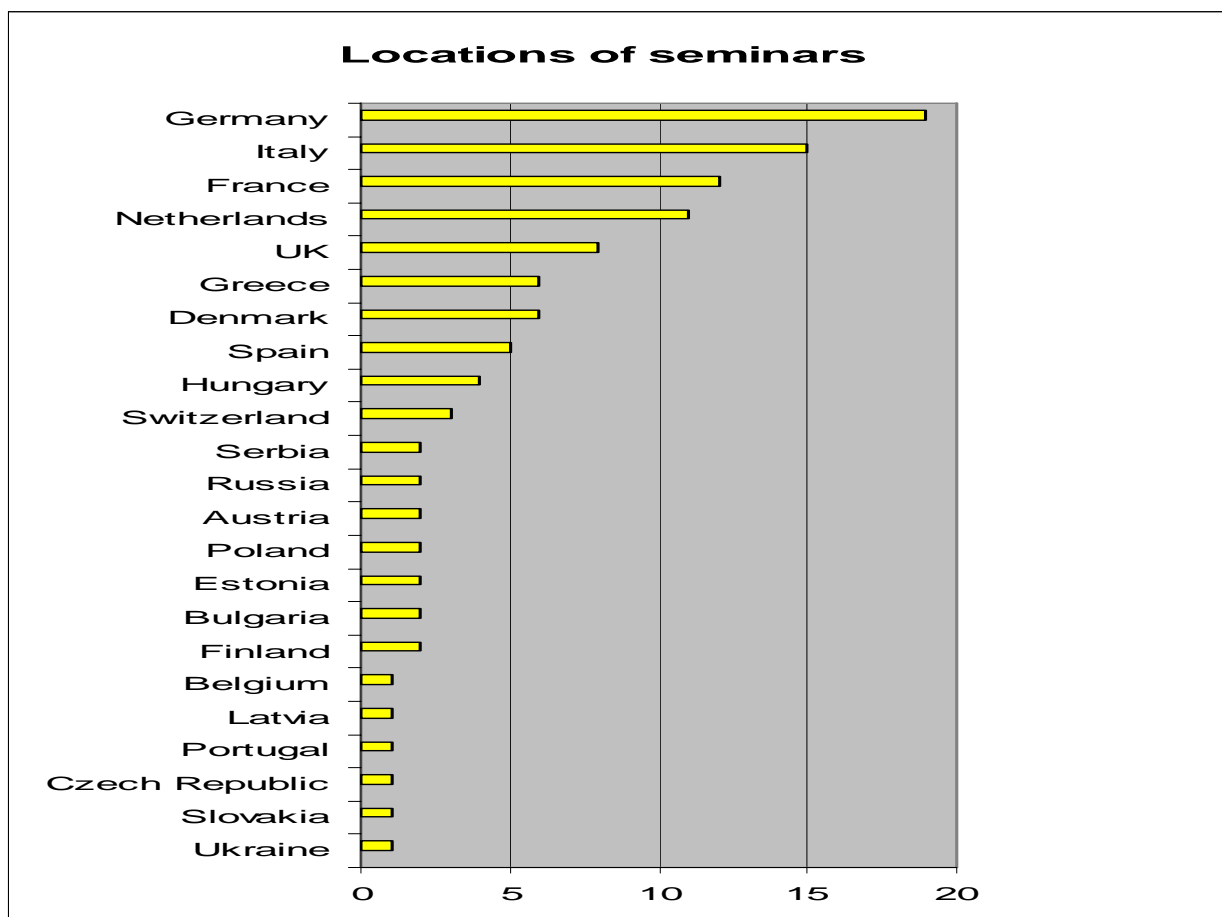


Figure 2 Locations of the first 100 EAAE seminars

Effect on EAAE

The effect of the seminars on the viability of the EAAE can not be underestimated. Seminars

are organised locally. Proposals are reviewed by the Board of the EAAE and, if the outcome is positive, endorsed. This endorsement is a quality mark as such and makes the membership list and the marketing via the newsflash and website available to the local organisers. Persons who attend the seminar (except ministers, journalists etc) have to become a member of the EAAE.

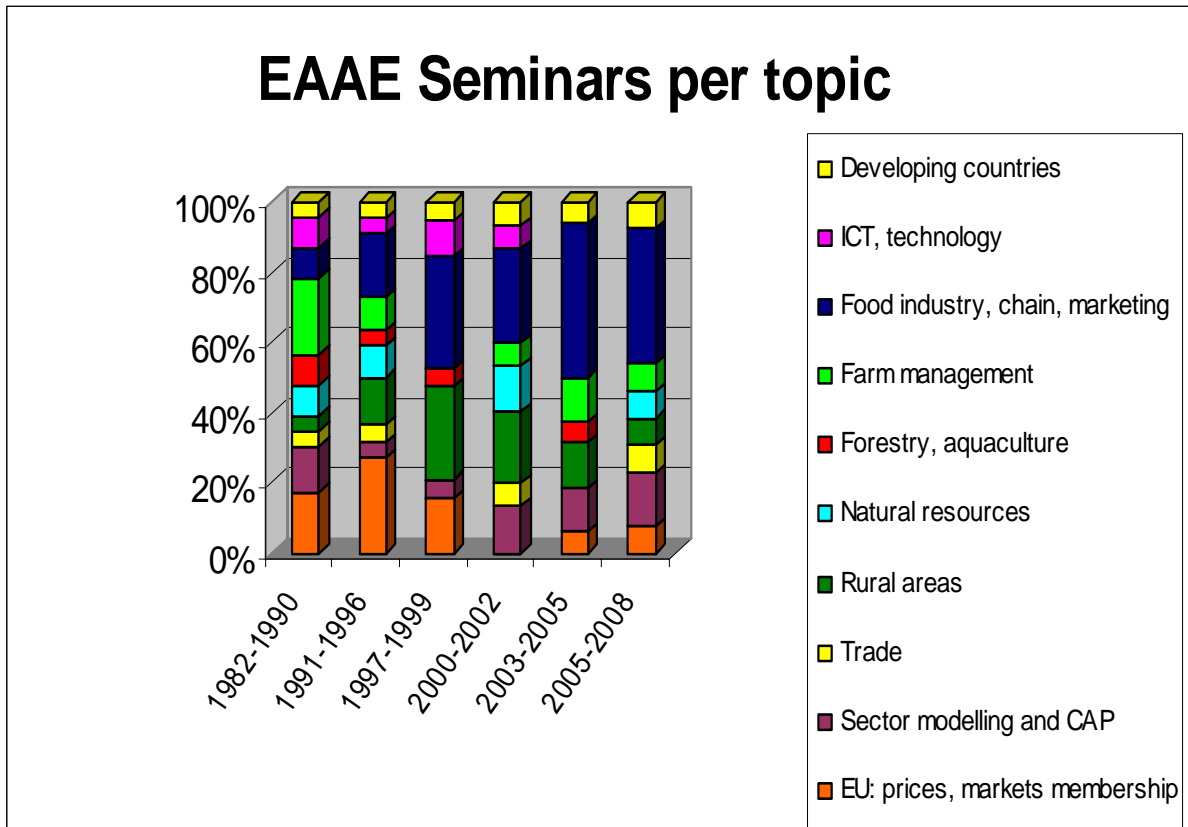
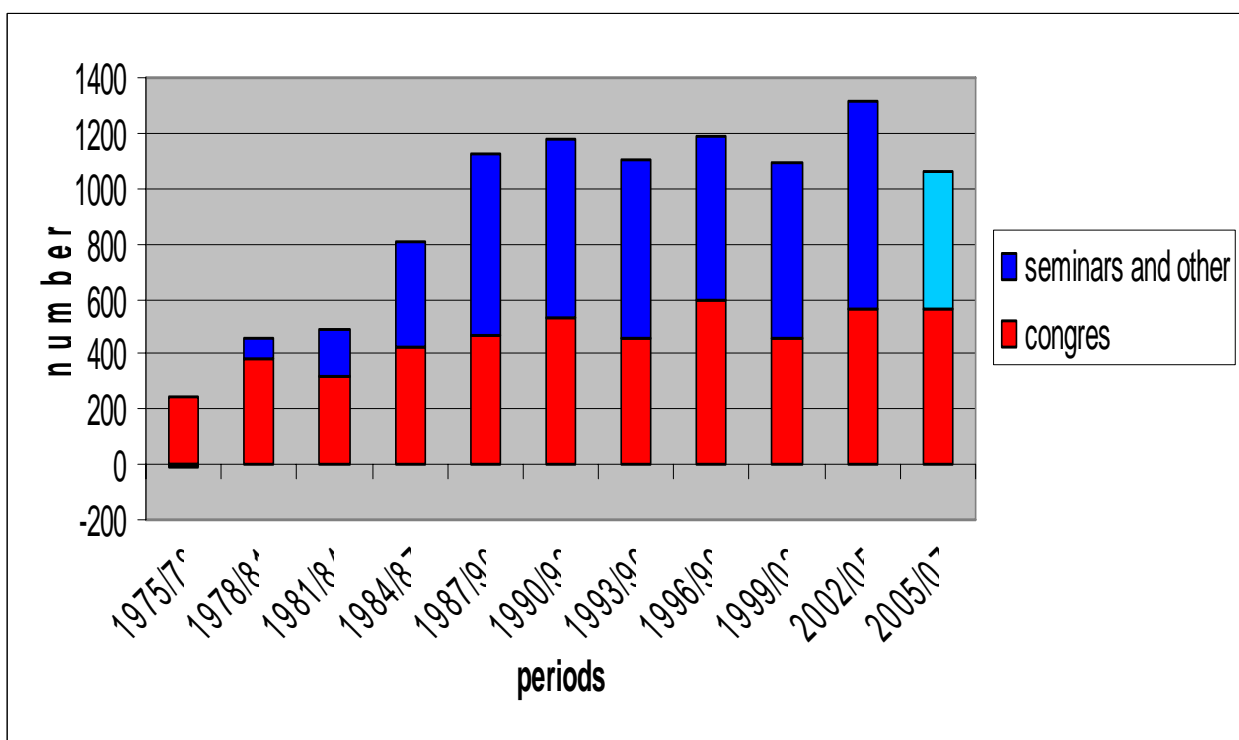


Figure 3 Topics of EAAE Seminars

Figure 4 Increase in EAAE membership



About 50% of the members and the financial resources come from the seminars (figure 4). The increase in the number of members is mainly due to the new members that the seminars attract.

Trends for the future

Current success should not be taken for granted. Porter's Five Forces model can be used to analyse strength and weaknesses of industries competing for costumers:

1. Threat of entry

Over the last years EAAE seminars faced increasing competition from other meetings. The EU Framework programmes have led to increased cooperation between European scientist, with many international project meetings, workshops and seminars. However in the end this has probably been beneficial for the EAAE Seminars: it provided papers to be discussed, a need to increase one's reputation in a more competitive research market (for individuals and institutes/universities) and an interest to meet each other at events outside projects. With the internationalisation of the research market, as well as a more uniform Europe in terms of agricultural policy, the attractiveness of international seminars have probably increased and that of national seminars decreased.

In the last twenty years other associations have been established (sometimes with European seed money, like EFITA) on topics like ICT, ethics in farming, environmental economics, farm management etc. In a world where specialisation rules, this is a normal process that will continue. It has also provided opportunities to have joint seminars, as with e.g. IAAE.

2. Threat of substitutes

Seminars as a product compete with congresses, (project-) workshops, publications and internet sites to exchange information. Cheaper travel also makes congresses in other continents more reachable for the target audience. However the internet and virtual meetings will in the next ten years probably have a positive effect on attendance, just as the computer led not to a paperless office but increased paper use. People that work together via the internet would like to meet each other from time to time, also as globalisation supports specialisation – and specialists would like to see each other to learn to understand areas in which they are not a specialist. It is likely that the ICT developments will have effects on the format of seminars: less time spent on reading papers that are already available, more time and support to stage discussions.

3. Bargaining power of buyers

Buyers of seminar services are the colleagues who attend the seminars. Their buying power is in many cases (especially from central and eastern Europe, as well as PhD students) not very high. The seminar fee is only a small part of the total cost of their visit to a seminar, so for a large percentage of the total cost (even if they calculate their time with an opportunity cost of zero – which would make them a mediocre economist) we depend on the airline and hotel industry for keeping costs low. These trends could mean that seminars in locations without cheap airlines and a wide range of hotels can become uncompetitive. In general the bargaining power of buyers is low.

4. Bargaining power of suppliers

The EAAE depends on local organisers (our suppliers) for the organisation of the

seminars. We argued above that seen the competition in the research market, they have stronger incentives than in the past to make themselves visible. Seminars are an excellent way to promote an institute, celebrate an anniversary or promote a topic on the research agenda. However due to easier marketing with websites on the internet, and the larger number of associations, potential organisers have more possibilities than in the past to organise something outside the EAAE. In theory this increases their bargaining power.

5. Degree of rivalry between existing competitors

Rivalry with other seminar organisers could increase in the future, seen the increase in the number of specialising associations and possibilities to organise something on your own, as well as competition on a global scale (due to lower travel costs). However we assume that the total market is growing, as the research market becomes more European or even global.

In conclusion the future for EAAE Seminars looks bright. However as competition increases we should stay alert. For this reason the Board of the EAAE has taken a number of measures to guarantee the future success of the seminars:

- We teamed up with AgEconSearch to store the papers of the seminars. This can reduce costs for seminar organisers to develop and maintain a repository or even to hand out CDs etc. It also increased the value for participants.
- We developed a website template that seminar organisers can use for their seminar. This lowers their costs, increases the quality of seminar websites (in a number of cases) and makes the EAAE itself more visible.
- The next version of the website will have a better membership database, available online for seminar organisers. This will make life easier for seminar organisers, which now have to deal with lists of members that are sometimes a bit out of date or incomplete.
- We experiment with additional formats to supplement the seminars, as a kind of product differentiation:
 - PhD workshop, based on a French initiative. A two-yearly workshop fully dedicated to the needs of PhD students, providing them a platform for a first international presentation and review of their ongoing PhD work.
 - A Forum, where interaction with stakeholders outside the profession (agri-business, policy makers) is a key – element of the meeting
 - A workshop series, where not an issue (like in seminars) is central, but a certain economic method, and where learning and development of the methodology is a key – element of the meeting.

Of these three experiments, the PhD workshops in Wageningen and Rennes have proved successful. The other two formats are still in an experimental stage.

Krijn J. Poppe
Secretary General

Annex 1 LIST OF ALL EUROPEAN EAAE SEMINARS

01.	ZARAGOZA (Spain)	7-12.04.1980	Agriculture and the Agro-Food Industry
02.	KIEL (Germany)	16-18.09.1980	Consideration and Modelling of Risk in the Agribusiness Sector
03.	KIEL (Germany)	27-29.05.1982	Decision and information in Agribusiness
04.	BUDAPEST (Hungary)	14-17.06.1982	System Theory and System Analysis in Agricultural Economics
05.	NANCY (France)	20-21.04.1983	Agriculture and Forestry
06.	NEWCASTLE -upon-TYNE (United Kingdom)	14-16.9.83	Price and Market Policies in European Agriculture
07.	LES DIABLERETS (Switzerland)	4-8.10.1983	The small Farm Holding
08.	MILAN	17-18.04.1984	Agriculture and Management of Natural Resources
09.	COPENHAGEN (Denmark)	4-6.11.1985	Implementation of Farm Management Information Systems
10.	WARSAW (Poland)	16-20.09.1985	Agricultural Income and Income Policy in European Agriculture
11.	VENETO REGION (Italy)	29/04-2/05.1986	Multipurpose Agriculture and Forestry
12.	HELSINKI (Finland)	26-29.05.1986	Supply Management by Government in Agriculture
13.	VARNA (Bulgaria)	28/9-3/10.1986	International Trade and National Agricultural Systems
14.	RENNES (France)	3-6.09.1986	Income Disparities among Farm Households and Agricultural Policy
15.	KIEL (Germany)	16-18.02.1987	Videotex, Information and Communication in European Agriculture
16.	BONN (Germany)	14-15.04.1988	Agricultural Sector Modelling
17.	DEBRECEN (Hungary)	13-16.09.1988	Operational Research and Computers in Farm Decision Making

18.	COPENHAGEN (Denmark)	1-4.11.1988-	Economic Aspects of Environmental Regulations in Agriculture
19.	MONTPELLIER (France)	29/05-2/06.1989	Producers and Consumers versus Agricultural and Food Policy in Africa
20.	NEWCASTLE upon TYNE (United Kingdom)	5-7.7.89	Land Use for Agriculture, Forestry and Rural Development
21.	KIEV (USSR)	3-7.10.1989	Integration and Cooperation in the Agrofood Industry
22.	AMSTERDAM (The Netherlands)	12-14.10.1989	Costs and Benefits of the Agricultural Policies of and in the European Communities
23.	COPENHAGEN (Denmark)	6-8.11.1989	Managing Long-term Developments of the Farm Firm
24.	VITERBO (Italy)	24-26.01.1991	The Environment and Agricultural Resources Management
25.	BRAUNSCHWEIG (Germany)	24-26.06.1991	Food Marketing and Food Industries in the Single European Market
26.	GRIGNON (France)	10-12.09.1991	Economics and Artificial Intelligence in Agriculture
27.	NITRA-VYSOKE TATRY (Czechoslovakia)	18-20.3.92	Eastern European Agriculture – Problems, Goals and Perspectives
28.	LISBON (Portugal)	10-12.09.1992	EC Agricultural Policy by the End of the Century
29.	STUTTGART (Germany)	21-25.09.1992	Food and Agricultural Policies under Structural Adjustment
30.	CHATEAU-D'OEX (Switzerland)	11-13.11.1992	Direct Payments in Agricultural and Regional Policies
31.	FRANKFURT AM MAIN (Germany)	7-9.12.1992	Agricultural Trade and Economic Integration in Europe and in North America
32.	WAGENINGEN (The Netherlands)	22-23.03.1993	Capital and Finance in West- and East-European Agriculture
33.	TARTU (Estonia)	24-28.05.1993	New Trends in East-West Co-operation in Food Production and Marketing
34.	ZARAGOZA (Spain)	7-9.2.1994	Environmental and Land use issues in the Mediterranean Basin: an economic perspective.
35.	ABERDEEN (United Kingdom)	27-29.6.1994	Rural realities - trends and choices.

36.	READING (United Kingdom)	19-21.9.1994	Food policies and the food chain.
37.	VIENNA (Austria)	14-17.9.1994	The role of agriculture in high income economies: the network of production, recreational services and environmental constraints.
38.	COPENHAGEN (Denmark)	27-29.9.1994	Farmers decision Making behaviour.
39.	VITERBO (Italy)	26-28.5.1994	Agro-forestry developments and their impacts on the environment
40.	ANCONA (Italy)	26-28.6.1995	The regional dimension of Agricultural Economics and Policies
41.	BUDAPEST/ GÖDÖLLÖ (Hungary)	6-8.9.1995	Challenge and strategics for re-establishing East-Central European agricultures□
42.	MOSCOW (Russia)	12-14.9.1995	International issues of agrarian reform in Russia
43.	WOUDSCHOTEN (The Netherlands)	16-18.10.1995	The farmer in small and large scale farming in a new perspective - objectives, decision making and information requirements
44.	THESSALONIKI (Greece)	11-14.10.1995	Agro-food SME's in a large integrated economy
45.	RENNES (France)	Skipped	
46.	RIGA (Latvia)	14-15.03.1998	Agriculture in the EU, Central, Eastern and Northern Europe; Perspectives for Harmonization of Agriculture and Food Policies in EU and Aspirant-Members Countries
47.	WAGENINGEN (The Netherlands)	14-15.3.1996	Agricultural Marketing and consumer behaviour in a changing world
48.	DIJON (France)	20-21.4.1997	Rural Restructuring within Developed Economics
49.	BONN (Germany)	19-21.2.1997	Quality Management and Process Improvement for Competitive Advantage in Agriculture and Food
50.	GIESSEN (Germany)	15-17.10.1996	Economic Transition and the Greening of Policies: Modelling New Challenges for Agriculture and Agribusiness in Europe
51.	ZANDVOORT (The Netherlands)	21-23.4.1997	Innovation for innovation; the organization of innovation processes in agriculture
52.	PARMA (Italy)	19-22.4.1997	EU typical and traditional productions: rural effect and agro-industrial problem

53.	READING (United Kingdom)	18-19.09.1997	Globalization of the food Industry: Policy Implications
54.	HALLE/SAALE (Germany)	7-9.12.1997	Food Processing and Distribution in Transition Economies: Problems and Perspectives
55.	VITERBO (Italy)	skipped	Aquaculture, Environment and Economic
56.	PARIS (France)	26-27.02.1998	Long-term Prospect of Beef Industry
57.	WAGENINGEN (The Netherlands)	23-26.09.1998	Agricultural Markets beyond Liberalization
58.	SOFIA (Bulgaria)	29-30.05.1998	Nature, Evolution and Efficiency of Farm Structures in CEECs and FSU
59.	APELDOORN (The Netherlands)	22-24.04.1998	Competitiveness: Does Economic Theory Contribute to a better Understanding of Competitiveness? (This Seminar is organized in corporation with the ISHS)
60.	AMSTERDAM (The Netherlands)	11-14.11.1998	Plurality and Rurality: The Changing Role of the Countryside in Urbanized Areas
61.	WARSAW (Poland)	22-24.10.1998	Foreign Trade and Foreign Investment in Agri-food Sectors: Competitiveness and Policy Implications
62.	TOULOUSE (France)	12-13.11.1998	Industrial Organization and the Food Processing Industry
63.	SUBOTICA (Yugoslavia)	2-6.02.1999	Financing the Agribusiness Sector
64.	BERLIN (Germany)	27-29.10.1999	Co-operative strategies to cope with agro-environmental problems
65.	BONN (Germany)	29-31.03.2000	Agricultural Policy Information Systems
66.	TALLINN (Estonia)	20-22.05.1999	Integration of the Baltic Sea Countries to the Common Agricultural Policy of the EU (This seminar is organized in corporation with NJF)
67.	LE MANS (France)	27-29.10.1999	Economics of origin in agrofood supply chains: Territories, coordination and institutions
68.	HALLE/SAALE (Germany)	4-6.11.1999	Analysis of Food Consumption in Central and Eastern Europe: Relevance and Empirical Methods
69.	WAGENINGEN (The Netherlands)	18-20.05.2000	Sustainable Energy: New Challenges for Agriculture and Implications for Land Use

70.	THESSALONIKI (Greece)	9-11.06.2000	Problems and prospects of Balkan Agriculture in a Restructuring Environment
71.	ZARAGOZA (Spain)	19-20.04.2001	The Food Consumer in the Early 21 st Century
72.	CHANIA (Greece)	7-10.06.2001	Organic Food Marketing Trends
73.	ANCONA (Italy)	28-30.06.2001	Policy experiences with Rural Development in a Diversified Europe
74.	WYE-KENT (United Kingdom)	12-15.09.2001	Livelihoods and Rural Poverty: Technology, Policy and Institutions
75.	BONN (Germany)	14-16.02.2001	E-Commerce and Electronic Markets in Agribusiness and Supply Chains
76.	HALLE/SAALE (Germany)	6-8.05.2001	Subsistence Agriculture in Central and Eastern Europe: How to Break the Vicious Circle?
77.	HELSINKI (Finland)	17-18.08.2001	International agricultural trade: old and new challenges
78.	COPENHAGEN (Denmark)	15-16.06.2001	Economics of Contracts in Agriculture and the Food Supply Chain
79.	WAGENINGEN (The Netherlands)	5-7.06.2002	Risk and Uncertainty in Environmental and Resource Economics
80.	GENT (Belgium)	24-26.09.2003	New Policies and Institutions for European Agriculture
81.	COPENHAGEN (Denmark)	19-21.06.2003	Economics of Contracts in Agriculture; Third Annual Workshop
82.	BONN (Germany)	14-16.05.2003	Quality Assurance, Risk Management and Environmental Control in Agriculture and Food Supply Networks
83.	CHANIA (Greece)	4-7.09.2003	Food Quality Products in the Advent of the 21 st Century: Production, Demand and Public Policy
84.	ZEIST (the Netherlands)	8-12.02.2004	Food Safety in a Dynamic World
85.	FLORENCE (Italy)	8-11.09.2004	Agriculture, Poverty, and Rural Development in a Globalizing World
86.	CAPRI (Italy)	21-22.10.2004	Farm income stabilisation: What role should public policies play?
87.	VIENNA (Austria)	21-23.04.2004	Assessing Rural Development Policies of the CAP

88.	PARIS (France)	5-6.05.2004	Retailing and producer-retailer relationships in food chain
89.	PARMA (Italy)	3-5.02.2005	Modelling agricultural policies: state of the art and new challenges
90.	RENNES (France)	27-29.10.2004	Multi-functionality: a characteristic or an objective of agriculture?
91.	RETHYMNO (Crete, Greece)	24-26.09.2004	Methodological and Empirical Issues of Productivity and Efficiency Measurement in the Agri-Food System
92.	GÖTTINGEN (Germany)	2-4.03.2005	Quality Management and Quality Assurance in Food Chains
93.	PRAGUE (Czech Republic)	22-23.09.2006	Impacts of Decoupling and Cross Compliance on Agriculture in the New EU Member States
94.	ASHFORD, KENT (UK)	09-10.04.2005	From households to firms with independent legal status: the spectrum of institutional units in the development of European agriculture
95.	ROME (Italy)	1-3.04.2005	The economics of aquaculture with respect to fisheries
96.	TANIKON (Switzerland)	10-11.01.2006	Causes and Impacts of Agricultural Structures
97.	READING (UK)	21-22.04.2005	The Economics and Policy of Diet and Health
98.	CHANIA	29.06 - 02.07.2006	Marketing Dynamics within the Global Trading System: new Perspectives
99.	BONN	8-10.02.2006	Trust and Risk in Business Networks
100	NOVI SAD (Serbia & Montenegro)	21-23 June '07	Development of Agriculture and Rural Areas in Central and Eastern Europe
101	BERLIN (Germany)	5-6 July '07	Management of Climate Risks in Agriculture
**	INNSBRUCK (Austria)	15-17 February '07	The European Forum on Innovation and System Dynamics in Food (Chains and) Networks
102	MOSCOW (Russia)	17-18 May '07	Superlarge Farming Companies in Eastern Europe: Emergence and Possible Impacts
103	BARCELONA (Spain)	23-25 April '07	1st Mediterranean Conference of Agro-food Social Scientists. Title: Adding Value to the agro-food Supply Chain in the Future Euro Mediterranean Space.
104	BUDAPEST (Hungary)	6-8 September '07	Agricultural Economics and Transition: What was expected, what we observed, the lessons learned A Joint IAAE- EAAE Seminar.

105	BOLOGNA (Italy)	8-10 March '07	International Marketing and International Trade of Quality Food Products
106	MONTPELLIER (France)	25-27 October '07	Pro-poor development in low income countries: Food, agriculture, trade and environment
107	SEVILLE (Spain)	31 Jan. - 1 Feb. '08	Modelling Agricultural and Rural Development Policies
108	WARSAW (Poland)	8-9 February 2008	Income Stabilisation in a changing agricultural world: Policy and Tools
109	VITERBO (Italy)	20-21 November '08	The CAP after the Fischler Reform: National Implementation, Impact Assessment and the Agenda for future Reforms
110	INNSBRUCK (Austria)	18-22 February '08	2 nd International European Forum on System Dynamics and Innovation in Food Networks