

Retailing and Producer-Retailer Relationships in the Food Chains

Paris (France), May 5-6, 2004

Objectives

The globalisation and the internationalisation of the main retail groups in the world, the evolution of the retailers' strategies to address the food safety crisis and the evolution of consumer expectations are leading to deep changes in the food chains and the relationships between producers, processors and retailers. The goal of this international seminar is to get a better understanding of changes at the retail and the food chain levels, as well as to analyse and explain:

- The strategies set up by the retailers to compete at the national and inter-national levels;
- The strategies they set up to meet the new expectations of consumers, to reinforce market segmentation and product differentiation, and to improve food safety;
- The consequences of these strategies on the food chains in terms of supply chain organisation, prices and contracts, signalling and brands;
- The similarities and the diversity of strategies and their impacts on the food chains in several developed and developing countries;
- The implications of this diversified evolution in terms of public policy (signalling, minimum quality standard and competition policy).

Program

The communications will present synthetic or original results, either from a theoretical or an empirical point of view, in the fields of Industrial Organisation, Managerial Economics, Management and Marketing Science. The Program Committee will select in priority papers using new methodologies and advanced theoretical frameworks, like industrial organisation theory, chain analysis, game and contract theory, neo-institutional theory. Invited speakers will present the state of the art in some of these fields. The contributed papers will deal with:

- Retailer strategies, internationalisation and competition at the retail level;
- Food retail evolution and new supply channels (e-commerce, electronic marketplaces...);
- Private labels and national brands;
- Product differentiation and supply segmentation;
- Food safety, traceability, quality management;
- Supply chain management: logistics, ordering policies, inventory management;
- Supply contracts, negotiation power, value sharing;
- Promotions, discounts, price transmission in chains;
- Institutional aspects of producer-retailer relationships.

The meeting will be divided into plenary sessions with invited speakers (researchers and professionals) and parallel sessions for the presentation of papers. Full papers will be published in the seminar

proceedings. A selection of papers will be published in a special issue of the Journal of Agricultural and Food Industrial Organisation (<http://www.bepress.com/jafio>).

Call for papers

Participants who would like to present a paper are invited to submit an extended abstract of 2 pages by November the 1st, 2003. Papers will be selected by the Inter-national Program Committee. Acceptation or rejection will be notified by December 31, 2003. Full papers have to be submitted by March 15, 2004. Contact and send the abstracts and/or the papers to : semretail@ivry.inra.fr

Language

The papers and the communications will be presented in English.

Location

The meeting will be held at "Ecole Polytechnique". This university is located in the centre of Paris. Sites of touristic interest like Pantheon, Quartier Latin, Chapelle Royale, Ile de la Cité... are within walking distance. Several hotels will be proposed by the organisation committee in october. Hotels will be reached easily from the conference location by bus or metro.

Participation Fees

The participation fee for the seminar is 250 EUR for EAAE-members and 285 EUR for non-members (the EAAE membership fee is 35 EUR). The participation fee for the students is 200 EUR. The fee includes registration, refreshments, coffee breaks, lunches, welcome reception, abstracts and proceedings. The number of participants will be limited to about 80.

Organisation

The meeting will be organised by INRA-LORIA ("Industrial Organisation in the Food Sector" Unit, Department of Economics, INRA) and the Laboratory of Econometrics of the *Ecole Polytechnique* in Paris (France). The website of the conference is http://www.inra.fr/Internet/Departements/ESR/EAAE_Seminar/index.html

Organisation Committee

Louis-Georges Soler (INRA-LORIA, F), Claire Chambolle (INRA-LORIA and *Ecole Polytechnique*, F), Eric Giraud-Héraud (INRA-LORIA and *Ecole Polytechnique*, F), Vincent Hovelaque (ENSAR and INRA-LORIA, F).

International Program Committee

Jean-Marie Codron (INRA-MOISA, F), Steve McCorriston (School of Economics and Business, University of Exeter, GB), Andrew Fearne (Imperial College, Wye, GB), George Hendrikse (Erasmus University Rotterdam, NL), Kostas Karantininis (Royal Veterinary & Agricultural University, Copenhagen, DK), Anne Perrot, University of Paris-I and ENSAE, F), Vincent Requillart (INRA-MAIA, F), Richard Sexton (University of California, Davis, US), Louis-Georges Soler (INRA-LORIA, F), Egizio Valceschini (INRA SAD, Paris, F).

Please send or fax a completed copy of the following pre-registration form or send an e-mail to semretail@ivry.inra.fr

**EAAE Seminar
Paris, May 5-6, 2004**

Family Name :

First Name :

Title :

Institution :

Tel. :

Fax :

E-mail :

Address :

Area Code :

City :

Country :

I wish to take part in the EAAE Seminar

Yes No

I plan to submit a paper : Yes No

Provisional title of contribution :

Date :

Signature :

Contact Address :
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