



UNIVERSITÀ  
DEGLI STUDI DELLA  
Tuscia



## 52<sup>nd</sup> SIDEA Conference

# The Value Of Food

*Internationalization, competition  
and local development  
in agro-food systems*

Rome/Viterbo, September 17<sup>th</sup> - 19<sup>th</sup>, 2015

## CONFERENCE PROGRAMME

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# Presentation

**A**gro-food systems are at the center of relevant changes with important economic, social and environmental implications. This is part of an adjustment process which is involving the agriculture sector: the dynamics of agricultural markets in the last decade have been characterized by an increasing global instability which has led to greater international competition, higher volatility of international commodity markets and raised concentration at retailer's level, with an increased asymmetry in market power distribution and conflicts among stakeholders.

**T**hese dynamics have recently been intensified due to various factors such as climatic change, economic crisis, fluctuations in energy markets and world trade relations that have worsened the macroeconomics framework. At the same time, demand for food and agricultural products has substantially changed, becoming more complex and resulting from "aware and conscientious" consumption patterns that add value to characteristics such as food quality and safety, place of origin, respect for the environment and ethical and social standards, food waste reduction.

**C**hanges have occurred to agricultural policies as well. With reference to EU, attention has to be paid to the reform process which has involved the Common Agricultural Political (CAP) and has promoted the progressive dismantling of price support system in favor of more market-oriented agricultural production (decoupling). The 2013 Reform has completed such process with a definitive switch to a full decoupled support. Core instruments of the new CAP, namely supply concentration and

organization (for example: Producers, Organizations, Interprofessional agreements, and Contractualization), are aimed at supporting and stabilizing farm-incomes, in compliance with tighter competition rules.

**S**uch changes in agricultural markets and policies can directly influence the functioning mechanisms of the agro-food systems, the relations among stakeholders in the agro-food supply chains and their development strategies, e.g. food quality improvement, product differentiation, vertical coordination among the value-chain and supply control, enforcement of competition rules.

**T**he 52nd SIDEA Annual Conference in (Rome-Viterbo) will offer the opportunity for a scientific debate on the key driving forces on the evolution of food supply-chains and their functioning mechanisms. The objective of the Conference is to discuss scientific communications of agricultural economists on the emerging organizational models in the global agro-food systems. The Conference is structured around two plenary sessions and three parallel sessions. This year, and for the first time, the first Conference plenary session will be held at FAO Headquarters in Rome. The session, entitled "Strategies and actors of global agricultural and food policies", will have a strong orientation towards international and institutional themes. It will be characterized by distinguished speeches and will be aimed at promoting the dialogue between scholars, policy makers and international organizations with the objective to build innovative models for the governance of global agro-food systems.

## Scientific Committee

Alessandro Sorrentino, UNITUS **(Chair)**  
Valeria Borsellino, UNIPA  
Concetta Nazzaro, UNISANNIO  
Gaetana Petriccione, C.R.E.A. Roma  
Davide Pettenella, UNIPD  
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## Organising Committee

Simone Severini **(Chair)**, DAFNE-UNITUS  
Giacomo Branca, DEIM-UNITUS  
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Alessandro Sorrentino, DEIM-UNITUS

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## Patronized by



Comune di Sutri



Comune di Viterbo



Ministero delle  
politiche agricole  
alimentari e forestali



## Useful Information

### Wi-Fi Connection

#### FAO:

**USER NAME:** guest\_internet

**PASSWORD:** wifi2internet

#### UNITUS:

Eduroam registered users can connect directly with their credentials. Otherwise it is possible to ask for a temporary account at the Information Desk.

### UNITUS Address:

Università degli Studi della Tuscia  
Via S. Maria in Gradi, 4  
IT 01100 Viterbo

### FAO Address:

Food and Agriculture Organization of the United Nations  
Viale delle Terme di Caracalla  
IT 00153 Roma

### Contact Phone:

+39 333 8373772 -- +39 3402374155

### E-Mail:

sidea2015@unitus.it

Rome/Viterbo, September 17<sup>th</sup> - 19<sup>th</sup>, 2015

# **CONFERENCE PROGRAMME**



Thursday September 17<sup>th</sup>  
**ROME - FAO HEADQUARTERS**



Friday September 18<sup>th</sup>  
**VITERBO - Università della Tuscia (UNITUS)**



Saturday September 19<sup>th</sup>  
**STUDY TOUR**

# Summary

**Thursday September 17<sup>th</sup>**  
**Rome - FAO**

**10:30 - 13:00** - Registration of participants

**12:30 - 13:45** - Welcome lunch

**14:00 - 14:15** - Welcome address

**14:15 - 17:30** - Plenary Session I  
“Strategies and Actors of Global Agricultural  
and Food Policies”

- Presentations
- Coffee break
- Panel discussion

**18:00 - 19:30** - Transfer to Sutri

**20:00** - Conference dinner | Sutri - Villa Savorelli

**23:30** - Transfer to Viterbo

**Friday September 18<sup>th</sup>**  
**Viterbo - UNITUS - S. Maria in Gradi**

**8:45 - 10:45** - Parallel Sessions I

**10:45 - 11:00** - Coffee break

**11:00 - 11:15** - Welcome address

**11:15 - 12:45** - Plenary Session II  
“Coordination and Competition in Agri-Food Supply Chain”

**12:45 - 13:30** - Sidea Meeting

**13:30** - Buffet lunch

**14:30 - 16:00** - Parallel Sessions II

**16:00 - 16:15** - Coffee break

**16:15 - 17:45** - Parallel Sessions III

**18:00** - Transfer to Rome and Montefiascone

**20:00** - Typical dinner | Montefiascone

## **Saturday September 19<sup>th</sup>**

### **Castiglione in Teverina e Bagnoregio - Study Tour**

**8:30** - Study tour | Bagnoregio and Castiglione in Teverina

**14:15** - Transfer to Viterbo and Orte  
Expected time of arrival:  
**Viterbo** 15.00; **Orte** 15.30



# Rome/FAO - 17 September

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10:30 - 13:00      Registration of participants | Building A, 1<sup>st</sup> floor, in front of the Red Room

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12:30 - 13:45      Welcome lunch | Building C, 8<sup>th</sup> floor, Room C877

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14:00 - 14:15      **Welcome address** | Red Room, 1<sup>st</sup> floor Building A

**DANIEL GUSTAFSON** (FAO - Deputy Director General)

**ALESSANDRO SORRENTINO** (SIDEA 2015 - Scientific Committee)

**In memory of prof. Giovanni Anania**

**IMRE FERTO** (EAAE Board)

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14:15 - 17:30      **Plenary session I** - Red Room, 1<sup>st</sup> floor Building A

## Strategies and actors of global agricultural and food policies

Chair: **FRANCESCO MARANGON** (SIDEA - President)

- **SHENGGEN FAN** (CGIAR - Director General IFPRI)  
Promoting the policy dialogue between research, institutions and policy makers.
- **KOSTAS STAMOULIS** (FAO - Director ESA)  
Hunger, food insecurity and malnutrition: new challenges for international organizations.

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15:45 - 16:00      Coffee break | Building A, ground floor nearby the “Arbre de la vie”

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16:00                **Panel Discussion** - Moderator: **PIETRO PULINA** (Board SIDEA)

- Participants:
- **PAOLO DE CASTRO** (EU Parliament)
- **SHENGGEN FAN** (CGIAR - Director General IFPRI)
- **IMRE FERTO** (EAAE Board)
- **GIOVANNI LA VIA** (EU Parliament)
- **KOSTAS STAMOULIS** (FAO - Director ESA)

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18:00                Transfer to Sutri by bus

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20:00                Conference dinner at Villa Savorelli. Sutri (Viterbo).

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# Viterbo/UNITUS - 18 September

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8:45 - 10:45

## Parallel Sessions I

- **Critical consumption** | Chair: **A. FINCO** | Auditorium

**A. ANTONAZZO**, F. CONTÒ, A. CONTE, B. CAFARELLI | Consumers perception of traditional sustainable food: an exploratory study on pasta made from native ancient durum wheat varieties.

M. COSMINA, **G. GALLENTI**, F. MARANGON, S. TROIANO | Consumers' preferences for ethical attributes of coffee: a choice experiment in the Italian market.

**I. BASSI**, F. NASSIVERA, L. PIANI | Consumer attitudes towards social farm foods.

**M. B. FORLEO**, A. DE BONI, C. DI CESARE, R. ROMA, G. SALVATORI | Food styles in a multidimensional perspective of sustainability. Some methodological insight.

E. GIAMPIETRI, B. F. CARDOSO, **A. FINCO**, F. VERNEAU, T. DEL GIUDICE, P. F. A. SHIKIDA | Comparing Italian and Brazilian consumers' attitudes towards short food supply chains.

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- **Sustainability** | Chair: **G. Branca** | Room 1

**F. SOLFANELLI**, S. NASPETTI, R. ZANOLI | The sustainability concept in scientific literature: a semi-automatic analysis using Nvivo software.

**G. L. CORINTO**, F. MUSOTTI | From agro-food economics to culture economics: some inceptive reflections.

**M. BORRELLO**, A. LOMBARDI, S. PASCUCCI, L. CEMBALO | The seven challenges for transitioning into a bio-based circular economy in the agri-food sector.

**E. FAVILLI** | Innovation in agriculture and sustainability transition: methods towards an integrated approach for extension services and education.

**T. TRAN THE**, G. BRANCA, A. ARSLAN, T. VAN MAI | Value chain analysis of Climate-smart Shan tea production in the Northern Mountainous Region of Vietnam.

# Viterbo/UNITUS - 18 September

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- **Supply concentration and vertical integration in food supply chain: tools and policies** | Chair: **R. FURESI** | Room 2

**G. CANALI** | Producer organizations and inter-branch organizations: any lessons from the experience of the processing tomato chain in northern Italy?

**L. ONOFRI, L. BARISAN, V. BOATTO** | Rules, Organizational Structures and Economic Performance: The case of Prosecco Cooperative Wineries in the Treviso Area.

**B. PANCINO, S. PASCUCCI, E. BLASI, L. RUINI, C. RONCHI** | The role of network creation and actor engagement in the adoption and diffusion of sustainable innovations in food value chains.

**M. NUCERA, G. MARIA FERRARI, A. FINIZIA, S. MERCIAI, A. SORRENTINO** | The role of Producer Organisations in the vegetable value chain: an application to the red chicory from Veneto.

**R. FURESI, F. A. MADAU, P. PULINA** | Neither brakes nor umbrellas: efficiency and productivity in European dairy farms during the milk quota system phasing out.

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- **Quality and designation of origin labels** | Chair: **A. FRASCARELLI** | Room 3

**C. RUSSO, A. DI FONZO** | Stakeholders' incentives and the design of GI institutions.

**P. LA SALA** | IT-based tools for the integrated management of the food chain: the development of the cereal territorial chain of the PGI "Pane di Matera" within the Rural Development Program of the Basilicata Region by means of technological innovations.

**L. CACCHIARELLI, A. CARBONE, T. LAURETI, A. SORRENTINO** | The value of different quality clues in the Italian olive oil market.

**A. CARBONE, S. SENNI, S. LUCCHIN** | Trusting is good? Hints from an exploratory survey on trust in agri-food professions.

**G. CHIODINI, A. Frascarelli** | Regulation of supply for Cheese with a protected designation of origin or protected geographical indication.

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10:45 - 11:00      Coffee break | Renaissance cloister

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11:00 - 11:15      Welcome Address

# Viterbo/UNITUS - 18 September

11:15 - 12:45

## Plenary Session II - Auditorium

### Coordination and Competition in Agri-Food Supply Chain

Chair: **BRUNO BUFFARIA** (DG AGRI)

- **CÉLINE BONNET** (Toulouse School Of Economics GREMAQ/INRA) Retail price formation in food chains: market power and vertical relationships.
- **ANNA CARBONE** (Tuscia University) Coordination mechanisms along food chains: increasing the value of quality.

12:45 - 13:30

**SIDEA Meeting** | Auditorium

13:30

Buffet lunch | Renaissance cloister

14:30 - 16:00

## Parallel Sessions II

- **Prices, competition and market power in the agro-food system** |

Chair: **A. SORRENTINO** | Auditorium

**M. ARAGRANDE**, M. BRUNI, E. GENTILE, A. LOI, R. ESPOSTI |

Price trasmission in the sugar sector: result from an European study.

F. Carillo, **F. Caracciolo**, L. Cembalo | Vertical integration in agribusiness: is it a bargain?

**F. ROSA**, R. WEAVER, M. VASCAVEO | Vertical price transimission in dairy chain and market adjustment in Italy.

**B. VELAZQUEZ**, B. BUFFARIA | The new setting of policy measures to balance bargaining power along the food chain and competition policy. A review to help assessing the way ahead.

**L. CACCHIARELLI**, A. SORRENTINO | Price rigidity in food retail sector: the retailers' strategy for pasta.

- **Local products and development** | Chair: **E. SCHIMMENTI** | Room 1

E. SCHIMMENTI, G. DADDI, A. ASCIUTO, V. BORSELLINO, M. DI GESARO, **M. D'ACQUISTO** | Explorative study of multifunctional agriculture in a Sicilian inland area.

**F. BRUN**, A. Mosso | The development of a Piedmont mountain area trough the valorisation of black truffle.

## Viterbo/UNITUS - 18 September

**A. GAVIGLIO, E. DEMARTINI, M. E. MARESCOTTI, M. BERTOCCHI, A. PIRANI, R. VIGANÒ** | The valorization of local large wild ungulates meat: information about hunting activity and opportunities for a controlled food supply chain.

**A. NICOLOSI, V. R. LAGANÀ** | Territory, Typical products, and consumer preferences: the case of the Capicollo Azze Anca Grecanico Presidio Slow Food of Calabria.

**V. BORSELLINO, A. ASCIUTO, M. D'ACQUISTO, C. P. DI FRANCO, G. MIGLIORE E. SCHIMMENTI** | Development and management of winemaking sustainability: an explorative survey in Sicily.

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- **Trade regulation and international market organization** | Chair: **G. Malorgio** | Room 2

**B. F. CARDOSO, D. BENTIVOGLIO, E. GIAMPIETRI, A. FINCO, P. F.A. SHIKIDA** | The Italian coffee trade: a gravity model analysis.

**M. DE GAETANO, F. CARACCILO, M. R. CARILLO** | Effects of land related factors on child labour in agriculture: evidences of Perú.

**I. SZCZEPANIAK, M. TERESZCZUK** | The improvement in the international competitiveness of the Polish food sector and its public support during Poland's membership in the EU.

**G. MALORGIO, C. GRAZIA, L. CAMANZI** | International trade regulation and food safety: the case of Italian imports of fruit and vegetables from third Mediterranean Countries.

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- **Agricultural policies** | Chair: **C. Russo** | Room 3

**S. SEVERINI, A. TANTARI, G. DI TOMMASO** | The effect of agricultural policies and farm characteristics on income variability.

**L. CASINI, G. PAGNOTTA, G. SCOZZAFAVA** | The assessment of the New CAP Reform: the case study of Tuscany.

**S. TRESTINI, V. BOATTO** | Understanding the probability of farm income reduction. Contribution to the discussion about the implementation of the Income Stabilization Tool under the new CAP.

**B. TORQUATI, R. ILLUMINATI, L. CECCHINI, E. PISANI, R. DA RE** | Social capital and rural innovation process: the evaluation of the measure 124 "cooperation for development of new products, processes and technologies in the agriculture, food and forestry sector" in the Umbria region (Italy).

# Viterbo/UNITUS - 18 September

**C. CARDILLO**, D. FUSCO, V. MORETTI, C. RUSSO | Farms' structural adjustment to the increasing competitive pressure: specialization vs. de-specialization in Italian agriculture.

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16:00 - 16:15      Coffee break | Renaissance cloister

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## 16:15 - 17:45      **Parallel Sessions III**

- **Consumption analysis** | Chair: **T. TEMPESTA** | Auditorium

L. FALASCONI, **C. CICATIello**, S. FRANCO, A. SEGRÉ, M. SETTI, M. VITTUARI, I. CUSANO | Consumer approach to food waste: evidences from a large scale survey in Italy.

M. R. FANELLI, **A. DI FLORIO** | Food waste in the phase of domestic consumption: the causes and preventive actions.

**R. VISCECCHIA**, B. DE DEVITIIS, A. BASELICE, A. STASI AND G. NARDONE | Supplements, health oriented behaviour and beyond.

D. CARLUCCI, B. DE GENNARO, **L. ROSELLI** | Competitive strategies of Italian bottled water industry: evidence from an hedonic analysis.

T. Tempesta, **D. Vecchiato**, F. Marangon, S. Troiano | Consumers' willingness to pay for safer fish: preliminary results from a survey about mercury contaminated fish in Friuli Venezia Giulia Region.

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- **Sustainable management** | Chair: **G. MARTINO** | Room 1

**G. BRANCA**, A. PAOLANTONIO, U. GREWER, R. CAVATASSI, A. LONGWE, A. CATTANEO, L. LIPPER | Synergies between food security, climate change adaptation and mitigation: the case of sustainable land management in Malawi.

**M. Antonelli**, L. F. Ruini, C. Ronchi, F. Sessa | Promoting sustainable durum wheat production in Italy: the Barilla Sustainable Farming project.

**D. TOCCACELI** | From farm cooperation to territory building: a French case study.

**G. MARTINO**, F. VENTURA, F. DIOTALLEVI | An empirical analysis farmers beliefs about climate change challenges.

# Viterbo/UNITUS - 18 September

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- **Consumers behaviour** | Chair: **E. POMARICI** | Room 2

A. CAVALIERE, E. DE MARCHI, **A. BANTERLE** | Does individual time preference affect diet quality and food choices? An empirical analysis in Italy.

**O. GAVA**, F. BARTOLINI, G. BRUNORI | Factors in bread choice.

I. BENEDETTI, **T. LAURETI**, L. SECONDI | Adherence to the Mediterranean diet in Italy: exploring the role of socio-economic factors.

E. POMARICI, M. AMATO, **R. VECCHIO** | Can personal values contribute to explain wine choices?

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- **Short supply chain and social farming** | Chair: **L. CEMBALO** | Room 3

**L. BRIAMONTE**, S. GIUCA | Performance Indicators of social responsibility: the case of agricultural enterprise in the inter-regional/trans-national project model.

G. SALI, **F. MONACO**, S. CORSI, C. MAZZOCCHI | Bringing urban food provision closer to food consumption: potentialities of five European metropolitan regions.

**G. BENEDETTO** | Social-life cycle assessment as an extended tool for the measurement of the social responsibility in the agro-food sector.

**C. NAZZARO**, G. MAROTTA, M. NERINO | Shared value and responsibility in agriculture: the short supply chain model.

**G. MIGLIORE**, G. SCHIFANI, S. HASHEM, P. ROMEO, L. CEMBALO | Farmer participation in short food supply chain: is it a social entrepreneurial behaviour?

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18:00	Transfer to Rome (Bus A: Fiumicino Airport; Bus B: Central train station "Termini")
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18:30	Transfer to Montefiascone (Viterbo) from the Congress venue.
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20:00	Typical dinner in Montefiascone (Viterbo)
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## Study Tour - 19 September

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8:20 - 8:30	Meeting points: Porta Romana Railway Station (8:20) and Porta Fiorentina Railway Station (8.30)
9:15	Short visit to the old village of Civita di Bagnoregio
10:30	Presentation of the activities of the Local Action Group (GAL) - Conference room in the Wine museum of Castiglione in Teverina
12:15	Visit of the Wine museum
13:00	Light Lunch
14:00	Transfer to Viterbo and Orte (Expected arrival in Viterbo: 14:40); Expected arrival in Orte (Train station with ticket office): 15:30.

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In Orte you have the following connections: 16:00 Train to Roma Tiburtina (Expected arrival 16:39). Further connection at 17:01 by train to Fiumicino Airport.

Please visit the website of Trenitalia: [www.trenitalia.com](http://www.trenitalia.com) for updated timetables and other connections.





52<sup>nd</sup> SIDEA Conference

# **The Value Of Food**

Rome/Viterbo, September 17<sup>th</sup> - 19<sup>th</sup>, 2015

**[www.sideaviterbo.org](http://www.sideaviterbo.org)**