



174 EAAE Seminar

Economics of culture and food in evolving agri-food systems and rural areas

Matera, 10-12 October 2019

Call for papers

<http://www.eaae2019matera.it/>
<https://www.conftool.org/eaee2019matera/>

Theme

Culture is a driver of a range of topics currently investigated by the agricultural and food economics profession. Examples include touristic-driven development of rural areas (both remote areas and areas closely connected to cities), change in consumer behaviour and working habits, innovation and technology acceptance, link between supply and demand through food networks, chain organisation and trust, governance forms at the interplay between private action and public policy. These phenomena are often studied separately by different branches of agricultural and food economics. Yet, cultural issues are interconnected and affect the vitality and competitiveness of the agriculture, food and bioeconomy systems. The seminar explores the different meanings of culture and their relationships with agriculture and food systems as interpreted through the lens agricultural and food economists.

Background

Two definitions of culture prevail in the literature: a) the way of life, the general customs and beliefs, of a particular group of people at a particular time, especially as shown in the group members day to day behaviour and habits, their attitudes towards each other, and their moral and religious beliefs; b) the arts of describing, showing, or performing that represent the traditions or the way of life of a particular people or group: literature, art, music, dance, theatre, etc.

Both definitions can be related to agriculture and food economics. The former more in connection to different cultural aspects affecting behaviour of economic agents; the latter more in relation to valorisation in food supply chains.

The role of culture as a driver of economic behaviour is addressed by often very narrow studies related to individual products or locations, either at the supply or demand side of markets. Noticeably, the vast majority of these contributions consider culture as a static concept. In these studies, *culture* is exogenous and immutable. It can be fully represented in a disciplinary or a 'traditional' recipe. It can be coded into a well-defined set of behavioural rules determining the interaction and coordination among agents in rural communities. It drives consumer choices and acceptance of innovation. In many cases, local culture is used as an exogenous explanation for behaviour that defies the predictions of the neoclassical paradigm. More recently, from both demand and supply side, attention is driven towards the need for a systemic view in which not only demand and supply are connected through coordination means beyond market, but cultural aspects are embedded in coordination solutions, e.g. through concepts such as alternative food networks and knowledge and innovation systems. Some of these aspects are further challenged by new technologies. New communication technologies for example, are bringing not only new ways of communication, but also new discourses, evolving mindsets and social interaction. Another example is the bioeconomy that is bringing new avenues towards interpreting value creation and the interface with ethics.

Objectives

The seminar aims to promote academic debate about food and rural cultures (in the different meanings mentioned above) and their implications for agricultural and food economics, with either an individual, chain and/or system perspective. In particular, the seminar wants to fuel interaction among different branches of agricultural and food economics that consider partial aspects of culture, in order to promote synergies, cross-fertilisation and system perspective within the discipline. It also wants to explore the potential for multi and interdisciplinary research at the boundary of agricultural economics on the theme of the seminar.

Topics

Specific topics of the seminar are:

- **Cultural changes and food consumption.** The topic discusses how the changes in society's beliefs and customs affect the way consumers purchase and consume food and non-food agricultural products. The objective of the track is to identify emerging trends, business opportunities and marketing issues. Sub topics concern (but are not limited to):
 - The relation between culture and consumption, including the role of migration and cultural mixes, and the impact on changing consumption patterns
 - The role of cultural influencers in food consumption of the media society
 - Culture, social networks, local food networks: implications for preferences and marketing
 - Relationship between cultures and valorisation of food and wine
 - Cultural issues in the acceptance of radical food innovations
- **Local culture, global culture and rural/sustainable development.** This topic concerns the role of local culture (including informal knowledge etc.) in shaping the trajectories of rural and sustainable development. Sub topics concern (but are not limited to)
 - Multiple roles, meanings and connections between agricultural businesses, rural economies and culture, including multifunctionality and diversification issues
 - Cultural issues in the transition towards sustainability and circular economy
 - Agri-food culture, territory and rural development
 - The socio-economic and cultural role of traditional crops
 - Culture and ecosystems services: perception, production, assessment, valorisation and contribution to competitiveness
 - Role of culture in climate change adaptation/mitigation and resilience of rural economies
 - Connection between agri-food culture, territory and the development of rural economies
- **Food quality and culture.** This topic tackles the strong links between consumers' culture and food quality. As food quality moved from a pure organoleptic dimension toward a consumer-centered approach, food culture emerged as a key issue. Consumers' evaluation of quality is filtered by the lens of their systems of belief and their perceptions (of self and the world). Sub topics concern (but are not limited to):
 - Relationship between cultures and food and wine, including how to valorise food and wine through cultural initiatives
 - Consumers' ethical values (responsibility, solidarity etc.) and food quality
 - Asymmetric information and certification of cultural attributes.
- **Cultural issues in the organization of agri-food global value chains.** This topic investigates the impact of cultural issues on business organization with a special focus on cultural heterogeneity in global value chains. Sub topics concern (but are not limited to):
 - The relation between cultures, education, entrepreneurship and new labour markets
 - Cultural issues and hybrid organizations
 - Cultural issues and contract design. (can contracts shape business culture?)
- **Culture and innovation.** Culture has a major role in innovation acceptance and exploitation of new opportunities by farmers, food companies and food systems as a whole. Sub topics concern (but are not limited to):
 - Relationship between culture and innovation in AKISs
 - Economics of digitalisation of food systems and its connection to culture
 - Cultural aspects of Bioeconomy development and its connection with management of food-non-food nexus
- **Culture and agricultural policy.** Agricultural policy is deeply affected by society's culture, vision and values. This topic explore this link. Sub topics concern (but are not limited to):

- New policy objectives reflecting cultural changes in society
- Culture, nudge and the role of policies in the coordination in agriculture and food markets
- Linkages between cultural issues and performance of certification (of geographic and others)
- **Culture and values.** The concept of value is strictly linked to culture. Indeed, culture deeply impacts on the system of values and on their evaluation. This topic analyses this connection. Sub topics concern (but are not limited to):
 - Cultural systems and the evaluation of market goods
 - Cultural systems and the evaluation of non-market goods
 - The culture and knowledge in the evaluation processes

Submissions

The seminar invites high quality papers from the international scientific community working in the fields of agricultural and food economics, agricultural policy, farm and agribusiness management and any other field relevant for the topic.

Participants who intend to contribute a paper are requested to submit an extended abstract of maximum 2 pages (about 500 words) in English by March 31, 2019. The abstract should provide a short account of the objectives, methodologies, results and conclusions of the paper.

Participants who intend to contribute a poster are requested to submit an abstract of maximum 1 page (about 250 words) in English by March 31, 2019.

Papers and poster proposals will be considered only if submitted through the conftool application at the following address: <https://www.conftool.org/eaae2019matera/>

Authors of accepted abstracts will be notified by May 20 2019. The deadline for the final submission of accepted papers is August 20, 2019. Accepted papers will be published on *AgEcon Search* (<http://ageconsearch.umn.edu>) unless the authors state otherwise. A selection of contributed papers will be published in special issues of the official journals of the organizing associations after regular peer review following the journals' policies.

Registration

Registration by participants is requested before 30 September 2019

Participation fee

Regular participation fee: 300 euro (early bird 250)

Student fee: 200 euro (early bird 150)

The fee includes two lunches, one dinner, coffee breaks and conference materials but excludes accommodation (although it will be facilitated by the organizers).

Participants of an EAAE Seminar have to be member of the EAAE at the time of registration for the Seminar. For those who are not yet member, the EAAE membership fee is 150 Euro for the period 2019 – 2021 to be paid in advance of registration to the EAAE via the association's website.

Important dates

Abstract submission 31 March 2019

Author notification 20 May 2019

Deadline final papers 20 August 2019

Reduced rates subscription 15 July 2019

Language

Working language will be English

Organisation and program committee

The Seminar is jointly organised by the four Italian Associations of agricultural economics (AIEAA, SIDEA, SIEA and CESET) and CREA-PB. The local organising institution is the SAFE - School of Agricultural, Forest, food and Environmental Science, University of Basilicata.

Local organising committee:

Severino Romano, (chair)

Antonella Vastola

Mario Cozzi

Giovanni Quaranta

Biagio Perretti

Gabriella Nicastro

Mauro Viccaro

Program Committee:

Davide Viaggi, University of Bologna (Chair)

Carlo Russo

Gabriele Scozzafava

Biagio Pecorino

Severino Romano

Francesco Vanni

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Justus Wesseler

Wim Verbeke

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José-Maria Garcia Alvarez Coque

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Contacts

For issues related to paper submission and registration: scientific@eaae2019matera.it

For local arrangements (venue, accommodation, etc.): welcome@eaae2019matera.it