

SOCIETA' ITALIANA DI ECONOMIA AGRARIA
presents

53° SIDEA CONGRESS

22/24

SEPTEMBER

2016

San Michele
all'Adige (TN)

Bolzano (BZ)

The future of agriculture between globalization and local markets

Conference
Venues:
at Fondazione
Edmund Mach/
Istituto Agrario
in San Michele
all'Adige and
at the Free
University of
Bozen-Bolzano

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SOCIETÀ ITALIANA DI ECONOMIA AGRARIA

The future of agriculture between globalization and local markets

53rd Congress San Michele all'Adige | Bozen-Bolzano
22-24 September 2016

Agriculture is in the middle of a global debate on the benefits of open markets and free trade on the one hand and the ongoing trend to localize food production at the point of consumption on the other. Consumers are paying more attention to how and where the food they eat is produced. In addition, the globalized patterns of food production and consumption are criticized for their unsustainability which raises a fundamental question: Does the transition towards a more sustainable economy require fundamental changes in the way we produce food, how it is processed and where it is transported and consumed.

Globalization and free trade agreements including agriculture bear the promise of welfare gains and increased competition. However, in the last decade agricultural markets have also become increasingly volatile due to increased international competition, the impacts of globalization, climate change, financial and economic crises, energy markets, and changing international trade relations as well as a concentration of large food retailers and a growing asymmetry in bargaining power within the food supply chain. At the same time, the demand structure for agricultural and food products has become much more complex. Consumers are becoming more aware and responsible, and attentive attributes related to the origin of their food, local and cultural identity, social standards and ethics as well as food security, environmental and health issues.

When considering such economic, social and environmental developments, the political context and its evolution cannot be ignored. It has affected the complex reform process of the Common Agricultural Policy in the European Union with its progressive dismantling of price support policies, its reorientation towards the market and more indirect measures of intervention that center on the reorganization of supply (e.g. producer organizations, inter-branch organizations, contracts, product designations, and more sustainable resource management practices). These measures serve a number of goals including a rebalancing and greater transparency of relationships within the food supply chain, a higher competitiveness of the agricultural sector, a stabilization of agricultural incomes as well as environmental improvements.

The dynamics of the agro-food system and related policies are affected by the potential gains from a more liberal trade regime in global markets and the evolving trend towards a more sustainable production system linked to the social, cultural and environmental values of local markets.

The 53rd SIDEA Congress taking place in San Michele all'Adige and Bozen-Bolzano intends to stimulate a scientific discussion on the future of agriculture caught between liberalism and localism which is marked by the dualism of opening global markets and the demand for local products linked to territory and traditions. The local reality of agricultural production within the Alpine mountain environment of Trentino-Alto Adige seeks to combine the needs of the territory with those of internationalized food markets.

The dichotomy of liberalism vs. localism involves multiple challenges requiring appropriate answers to guarantee a sustainable path of local and global agricultural development which will also require policy changes with implications for all actors along the supply chain and for agriculture's role in economic, social and environmental terms.

However, these challenges open new frontiers in organizational development, cooperation and networking, for supply chain re-organization, for changes in consumption behavior and demand and consumer education, for innovation through research and development, for a more sustainable and ecological production and market development, and for a concurrent adaptation to climate change. Based on these challenges, we propose the following ideas for the themes of parallel session:

1. International trade regulation and market organization

- Governance of agro-food and rural systems
- Product quality and international trade
- TTIP and the agro-food system
- Rules of origin, certification and international trade

2. Market structure of local and global demand

- Protection of product origin and local development
- Economies of scale, horizontal and vertical integration
- Marketing of sustainable food and local marketing
- Value creation and sharing in local food chains
- National and international regulatory framework

3. New frontiers of organizational development, cooperation and networking

- Organizational development and the role of producer organization

- Ownership structures and producer incentives
- Re-organization of the supply chain, contract design
- Developing a suitable policy framework

4. Innovations towards sustainable production and market development

- Climate change adaptation strategies for agriculture and forestry
- Technological innovations and product differentiation
- Innovation of sustainable marketing strategies
- Circular agro-food economy

5. Sustainable Consumption Patterns

- Distribution efficiency and reduction of food waste
- Ethical and social responsibility in food production, distribution and consumption
- Education and training for sustainable consumption
- New food distribution models

6. Agricultural Policies beyond 2020

- CAP market organization and competition
- Integration of national and regional policies for agricultural market development
- Policy evaluation of existing market regulations and organization rules
- Rural development policies in the context of market regulation

STRUCTURE OF THE CONFERENCE

The 53rd SIDEA Congress will stretch over two days with the first day to be held in San Michele all'Adige at Fondazione Edmund Mach/Istituto Agrario di San Michele all'Adige (TN) and the second day in Bolzano, at the main building of the Free University of Bozen-Bolzano. The first day will have a plenary session of scientific/institutional nature entitled *Outlook for global agricultural markets and food policies* with representatives of OECD and EU and one parallel session. The second day will include a plenary session of a scientific nature entitled *Agriculture between Globalization and Local Markets*, three parallel sessions and the member assembly. A round table discussion on the theme *Local Agricultural Development vs. Globalization of Markets* will conclude the second day. The traditional study tour will follow the congress on Saturday, September 24, 2016.

CONFERENCE PROGRAM

THURSDAY 22nd September

Morning

11.00 - 13.30 Registration of Participants

12.30 - 13.30 Welcome lunch

Afternoon

13.30 - 14.30 SIDEA member Assembly

14.30 - 14.45 Welcome of the Authorities

14.45 - 16.00 First Plenary Session "Outlook for Global Agricultural Markets and Food Policies"

Jonathan Brooks

Agricultural Markets and the Challenge of Global Food Security

Stefan Tangerman

Global Trade vs. Local Markets

Andrea Segrè

Food production and consumption: from global trends to individual behavior

16.00 - 16.30 Discussion

16.30 - 17.00 Coffee break

17.00 - 18.15 Parallel Session I

Sub-session	Room number	Chair	Authors	Title
		Falascioni		
1	Room1		Francesca Galli, Sabrina Arcuri, Gianluca Brunori, Bridin Carrol, Aniek Hebinck, Deirde O Connor, Henk Oostindie	The food poverty challenge: comparing food assistance across EU countries
			Mario Grosso, Camilla Tua, Simone Nessi	REDUCE project: definition of a methodology for quantifying food waste by means of targeted waste composition analysis
			Clara Cicatiello, Silvio Franco, Luca Falascioni	Tricks in measuring retail food waste: how to get consistent and reliable data
			Rosa Maria Fanelli, Angela Di Nocera	The importance of training and education in sustainable consumption practices and reduction of food waste
		Severini		
2			Emanuele Blasi, Angelo Martella, Nicolò Passeri, Massimo Coltorti	Introduction of an eco-innovation in a Nitrate Vulnerable Zone: a mapping assessment to address RDP intervention in Po-Volano Burana Basin
			Nina Drejerska, Jarosław Gołębiewski, Franco Rosa	Condition and potential for development of the bioeconomy across Polish regions Biorefineries in the biobased economy: recycling the whey (WSC) in bio-Polimer Production: logistic and economic opportunities
			Simone Severini, Raffaele Cortignani, Gabriele Dono, Emanuele Vita	How much is the value of crop output that derives from irrigated agriculture in Italy?

3	Cicia	Stefania Troiano, Federico Nassivera, Francesco Marangon, Sandro Sillani	Consumers' attitudes toward organic cotton: a survey on a corporate social responsibility initiative in Friuli Venezia Giulia region.
		Marco Lerro, Maria Raimondo, Roberto Freda	Universal values and support for corporate social responsibility
		Marco Lerro, Francesco Caracciolo, Riccardo Vecchio, Luigi Cembalo	Consumer's willingness to pay for multidimensional corporate social responsibility
		Stefanella Stranieri, Teresa Del Giudice, Francesco Caracciolo, Ricci, Luigi Cembalo, Alessandro Banterle, Gianni Cicia	Willingness to pay for corporate social responsibility certifications: the case of canned tuna fish.
4	Schimmenti	Vasco Boatto, Federica Bianchin, Laura Onofri	Agricultural Productivity in Veneto: Measurement, Trends, and Drivers
		Roberto Furesi, Fabio A. Madau, Pietro Pulina	Profitability, Efficiency and Development of the Sardinian Fisheries: an Analysis on Cooperatives
		Adriano Ciani, Donatello Caruso	Strengthening the agritourism as a tool for local sustainable development and protection of origin of food products
		Carmelina Prete, Marco Viccaro, Mario Cozzi, Severino Romano	Well-being and rurality: a spatial tool for rural development programs evaluation
		Roberta Sisto, Mathijs van Vliet, Antonio Lopolito, Gianluca Nardone	Participatory planning of rural development strategies: a backcasting approach

Evening

18.30 - 19:30 Visit to historical wine cellar in San Michele

19.30 - 20.45 Social dinner

20.45 Bus transfer to Bolzano

FRIDAY 23rd September

Morning

9.00 - 10.15 Parallel Session II

Sub-session	Room number	Chair	Authors	Title
1	D1.01	Pomarici	Mariantonietta Fiore, Maria Crescimanno, Francesco Contò, Marcella Giacomarra, Antonino Galati	The role of third-party certification on the economic and financial performance: the case of the wine industry in the Italian "Mezzogiorno" regions
			Oriana Gava, Fabio Bartolini, Gianluca Brunori	The innovation-decision process in farm biogas adoption in Tuscany
			Eugenio Pomarici, Luigino Barisan, Vasco Boatto, Luigi Galletto	The Prosecco industry structure: a driver of success?
2	D1.03	De Gennaro	Fabio Santeramo	Beyond the threshold. Trade, Storage and Transaction Costs in Price Transmission Analysis
			Lorenza Alexandra Lorenzetti	Liberalisation: "one size fits all"? Considering the sub Saharan Africa cotton sector experience
			Mauro Masiero, Davide Pettenella, Paolo Omar Cerutti Bernardo De Gennaro, Domenico Carlucci, Luigi Roselli, Oscar José Rover	Legality constraints: the emergence of a dual market for tropical timber products? Evaluating olive oil quality cues in the Brazilian market
3	D0.02	Borsellino	Nathalie Iofrida, Anna Irene De Luca, Alfio Strano, Giovanni Gulisano	Social life cycle assessment for agricultural sustainability: comparison of two methodological proposal in a paradigmatic perspective
			Biancamaria Torquati, Chiara Paffarini, Tiziano Tempesta, Daniel Vecchiato	Food products preferences from social farming: evidence from choice modelling
			Barbara Pancino, Emanuela Blasi, Anne Rappoldt, Stefano Pascucci, Luca Ruini, Cesare Ronchi	Improve sustainability through agrifood chain partnerships: the case of horizontal agreements in Padania Valley
			Emanuele Schimmenti, Giovanni Battista Collura, Giuseppina Migliore, Caterina Patrizia Di Franco, Valeria Borsellino	A local challenge for a global product: the case study of "pomodoro seccagno", the tomato processed by Rinascita cooperative society
4	D0.03	Forleo	Frode Alfnes, Fabio Boncinelli, Leonardo Casini, Caterina Contini, Francesca Gerini, Caterina Romano, Gabriele Scozzafava	Value of time saving in the preparation of food
			Beatrice Biondi, Luca Camanzi, Giorgio Malorgio	Emerging new food consumption patterns: the demand for "ready-to-eat" vegetarian products
			Marina Tomic, Carla Cavallo and Marija Cerjak	Investigating novel food acceptance among consumers: the case of novel tuna based product
			Maria Bonaventura Forleo, Manuela Tamburro, Luigi Mastronardi, Vincenzo Giaccio, Giancarlo Ripabelli	Eating habits among Italian university students: a cross-sectional survey

10.15 - 10.45 Coffee break

10.45 - 11.00 Welcome of the Authorities, Room D1.01

11.00 - 12.30 Second Plenary Session "Agricultural Markets between Globalization and Local Markets"

Round Table, Room D1.01

Chair: Pietro Pulina

Franco Panizza

Herbert Dorfmann

Aldo Bonomi

12.30 - 14.00 Buffet lunch

Afternoon

14.00 - 15.15 Parallel Session II

Sub-session	Room number	Chair	Authors	Title
		Schamel		
1	D1.01		Joachim Ewert, Jon H. Hanf	Strategic Choices of South African Wine Co-operatives
			Mario Amato, Tiziana de Magistris, Giuliana Sannino, Fabio Verneau	Assessing consumers' perception of sulphite in wine: a case study using experimental auctions
			Riccardo Vecchio, Eugenio Pomarici, Andrea Dal Bianco, Vasco Boatto	Losing my tradition: Italian young adults and wine consumption
			Paolo Bogoni, Barbara Campisi, Marta Cosmina, Gianluigi Gallenti, Francesco Marangon, Stefania Troiano	Environmentally sustainable versus aesthetic values motivating millennials preferences for wine purchasing: evidence from an experimental analysis in Italy
		Cicatiello		
2	D0.02		Luca Falasconi, Matteo Boschini, Claudia Giordano, Francesco Marangon, Silvio Franco, Stefania Troiano, Clara Cicatiello	Preliminary assessment of a methodology for determining food waste in primary school canteens
			Matteo Vittuari, Simone Piras, Simone Righi, Marco Setti, Matthew Grainger, Gavin Stewart, Lusine Aramyan, Natasha Valeeva	Limited rationality and investment in innovations for food waste prevention
			Claudia Giordano, Luca Falasconi, Matteo Boschini, Andrea Segrè	Detecting drivers of household food waste in Italy: methodological assessment of a diary study
			Matteo Vittuari, Fabio De Menna, Silvia Gaiani, Alessandro Politano, Jana Dietershagen, Andrea Segrè, Silvia Scherhauser	The social impact of food redistribution initiatives: a preliminary assessment
		Pilati		
3	D0.03		Teresa Panico, Teresa del Giudice, Francesco Caracciolo, Pasquale Lombardi	Italian consumers' attitude towards sustainable wood products
			Antonio Baselice, Biagia De Devitiis, Gianluca Nardone, Antonio Stasi, Rosaria Viscecchia	Italian Consumers' Perception towards Insect Food with a Neuromarketing Approach
			Cristiano Franceschinis, Riccardo Scarpa, Mara Thiene, John Rose, Michele Moretto, Raffaele Cavalli	Exploring the spatial heterogeneity of individual preferences for ambient heating systems
			Enrico Gori, Margherita Chang, Luca Iseppi, Beniamino Cenci Goga	Assessment of the consumer's sensitivity to animal welfare: an application of the Rasch model

15.15 - 15.45 Coffee break
15.45 - 16.45 International Association Meeting
17.00 - 17.45 Bus transfer to Laimburg Wine cellar. Meeting Point: Help Desk, 1st floor
18.00 - 19.00 Wine cellar visit
19.00 - 22.00 Typical dinner
22.15 - 22.45 Return to Bolzano

SATURDAY 24th September

Study tour in Trentino/Alto Adige.

Special focus: local wine production.

08:30 - 09:00 Bus transfer from Bolzano to Terlan
09:00 - 09:45 Visit of the Winery "Weinkellerei Terlan - Cantina di Terlan" (www.kellerei-terlan.com)
10.00 - 11:00 Bus transfer to Mezzocorona
11:00 - 13:00 Visit to the Winery "Rotary" in Mezzocorona
13:00 - 14:30 Lunch and end of tour
14:30 - 14:45 Bus transfer to Trento Railway Station
15:00 - 16:00 Bus transfer to Bolzano

PROGRAM COMMITTEE

Vasco Boatto (President)
Valeria Borsellino
Filippo Brun
Bernardo De Gennaro
Maria B. Forleo
Luciano Pilati
Günter Schamel
Andrea Segrè

Local Organizing Committee

Franco Giacomozzi
Hannes Hell

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Ministero delle
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CONFERENCE VENUES

San Michele all'Adige at Fondazione Edmund Mach/Istituto Agrario and Free University of Bozen-Bolzano

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