



Center Studi di Economia e di Economia Forestale - C.S.E.F.
Italian association of agricultural and forest economists



EAAE seminar 174

European Association of Agricultural Economists

October 10 -12, 2019 | Matera, Italy

Campus Università degli Studi della Basilicata, Via Lanera, 20



AGENDA

Date: Thursday, 10/Oct/2019

10:00am - 1:00pm

Aula Magna

Pre-conference: Side events and meetings of the national associations

1:00pm - 2:00pm

Welcome lunch: Welcome lunch and registration at Campus University

2:00pm - 3:00pm

Aula Magna

Opening: Opening seminar, Conveners and local Authorities

3:00pm - 3:45pm

Aula Magna

Plenary 1: Between ethics and aesthetics: emerging foodscapes of food consumption

Presenter: Mara Miele, Cardiff University Chair: Tiziano Tempesta, University of Padova

4:00pm - 5:30pm

Aula Magna

CS 1.1: Topic 1. Cultural changes and food consumption

Session Chair: Giovanni Sogari

4:00pm - 5:30pm

Aula B103

CS 1.2: Topic 2. Local culture, global culture and rural/sustainable development

Session Chair: Luca Cacchiarelli

4:00pm - 5:30pm

Aula C103

CS 1.3: Topic 3. Food quality and culture

Session Chair: Francesco Bimbo

4:00pm - 5:30pm

Aula AM B

CS 1.4: Topic 4. Cultural issues in the organization of agri-food global value chains

Session Chair: Gaetano Martino

4:00pm - 5:30pm

Aula AM C

OS 2.3: Workshop "Local food policies"

5:30pm - 6:00pm

Coffee break 1: Coffee break 1

6:00pm - 7:30pm

Aula AM C

CS 1.5: Topic 5. Culture and innovation

Session Chair: Livia Madureira

6:00pm - 7:30pm

Aula Magna

CS 2.1: Topic 1. Cultural changes and food consumption

Session Chair: Petjon Ballco

6:00pm - 7:30pm

Aula AM B OS 2.4: Workshop "Introduction to Q Methodology"

6:00pm - 7:30pm

Acquario

PS 2.5: Poster session

Session Chair: Vasco Boatto

Date: Friday, 11/Oct/2019

9:00am - 9:45am

Aula Magna

Plenary 2: Culture Dependent Preferences

Presenter: Rodolfo M. Nayga, University of Arkansas Chair: Pietro Pulina, University of Sassari

10:00am - 11:30am

Aula Magna

CS 3.1: Topic 1. Cultural changes and food consumption

Session Chair: Matthieu Dubois de Labarre

10:00am - 11:30am

Aula B103

CS 3.2: Topic 2. Local culture, global culture and rural/sustainable development

Session Chair: Linda Arata

10:00am - 11:30am

Aula C103

CS 3.3: Topic 2. Local culture, global culture and rural/sustainable development

Session Chair: Vladi Finotto

10:00am - 11:30am

Aula AM B

CS 3.4: Topic 3. Food quality and culture

Session Chair: stefania troiano

10:00am - 11:30am

Aula AM C

CS 3.5: Topic 4. Cultural issues in the organization of agri-food global value chains

Session Chair: Áron Török

11:30am - 12:00pm

Coffee break 2: Coffee break 2

12:00pm - 1:30pm
Aula Magna
CS 4.1: Topic 1. Cultural changes and food consumption
Session Chair: Roberta Capitello

12:00pm - 1:30pm
CS 4.2: Topic 2. Local culture, global culture and rural/sustainable development
Session Chair: Sara Gabellini
Aula B103

12:00pm - 1:30pm
Aula C103
CS 4.3: Topic 2. Local culture, global culture and rural/sustainable development
Session Chair: Cristina Vaquero Pineiro

12:00pm - 1:30pm
Aula AM B
CS 4.4: Topic 4. Cultural issues in the organization of agri-food global value chains
Session Chair: Stefano Corsi

12:00pm - 1:30pm
Aula AM C
CS 4.5: Topic 5. Culture and innovation
Session Chair: Jill Hobbs

1:30pm - 2:30pm
Lunch: Lunch

2:30pm - 4:00pm
Aula Magna
CS 5.1: Topic 1. Cultural changes and food consumption
Session Chair: Elena Castellari

2:30pm - 4:00pm
Aula B103
CS 5.2: Topic 1. Cultural changes and food consumption
Session Chair: Megan Waldrop

2:30pm - 4:00pm
Aula C103
CS 5.3: Topic 2. Local culture, global culture and rural/sustainable development
Session Chair: Diana Caporale

2:30pm - 4:00pm
Aula AM B
CS 5.4: Topic 6. Culture and agricultural policy
Session Chair: Francesco Mantino

2:30pm - 4:00pm
Aula AM C
CS 5.5: Topic 7. Culture and values
Session Chair: Gioacchino Pappalardo

4:00pm - 4:30pm
Coffe break 3: Coffe break 3

4:30pm - 6:30pm
Aula Magna
Round table: Cibo, qualità e cultura: quali sfide per l'agro-alimentare e per i territori rurali

Date: Saturday, 12/Oct/2019

9:00am - 10:45am
Aula Magna
CS 6.1: Topic 1. Cultural changes and food consumption
Session Chair: Mario Veneziani

9:00am - 10:45am
Aula B103
CS 6.2: Topic 1. Cultural changes and food consumption
Session Chair: Tiziana De Magistris

9:00am - 10:45am
Aula C103
CS 6.3: Topic 2. Local culture, global culture and rural/sustainable development
Session Chair: Imre Fertő

9:00am - 10:45am
Aula AM B
CS 6.4: Topic 2. Local culture, global culture and rural/sustainable development
Session Chair: Mary Ryan

9:00am - 10:45am
Aula AM C
CS 6.5: Topic 6. Culture and agricultural policy
Session Chair: Daniele Valenti

10:50am - 11:00am
Aula Magna
Closing: Closing remarks

11:00am - 11:30am
Coffee break 4: Coffee break 4

Presentations

CS 1.1: Topic 1. Cultural changes and food consumption

TIME: THURSDAY, 10/OCT/2019: 4:00PM - 5:30PM • LOCATION: AULA MAGNA

SESSION CHAIR: GIOVANNI SOGARI

Understanding decision-making process behind pre-cooked plant-based foods consumption

Fabio Boncinelli, Caterina Contini, Gabriele Scozzafava, Leonardo Casini

University of Florence, Italy; fabio.boncinelli@unifi.it

Effect of a hunting supply chain label on consumers' demand of a wild game cured meat: Results from a choice experiment

Maria Elena Marescotti¹, Vincenzina Caputo², Eugenio Demartini¹, Anna Gaviglio¹

¹Università degli Studi di Milano, Italy; ²Michigan State University, East Lansing; maria.marescotti@unimi.it

Will be cultured meat in our future? Bringing cultured meat to Italian consumers

Nadia Palmieri¹, Maria Angela Perito², Claudio Lupi³

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Changing college students eating intention toward whole grain pasta: the role of health claims

Giovanni Sogari^{1,2}, Davide Menozzi¹, Martina Cirelli^{1,2}, Michele Lefebvre³, Nicoletta Pellegrini¹, Jie Li², Miguel I. Gómez², Cristina Mora¹

¹Department of Food and Drug, University of Parma, Italy; ²Dyson School of Applied Economics and Management, Cornell University, US; ³Nutrition Management Cornell Dining, Cornell University, US; giovanni.sogari@unipr.it

CS 1.2: Topic 2. Local culture, global culture and rural/sustainable development

TIME: THURSDAY, 10/OCT/2019: 4:00PM - 5:30PM • LOCATION: AULA B103

SESSION CHAIR: LUCA CACCHIARELLI

Science-policy-practice interface for addressing local food systems' sustainability in Tuscany

Paolo Prosperi, Francesca Galli, Laura Fastelli, Lucia Palmioli, Stefano Grando, Gianluca Brunori

University of Pisa, Italy; paolo.prosperi@unipi.it

Identifying adaptive strategies to enhance rural households' resilience: Empirical evidences from India

Tiziana Pagnani^{1,2}, Elisabetta Gotor², Flavia Scafetti², Francesco Caracciolo^{1,2}

¹Department of Agricultural Sciences, University of Naples, Federico II, Portici, Italy; ²Development Impact Unit, Bioversity International, Rome, Italy; tiziana.pagnani@gmail.com

Technical Efficiency and Productivity of farms: a periurban case study analysis

Rosalia Filippini¹, Eugenio Demartini¹, Maria Elena Marescotti¹, Fabio Madau², Anna Gaviglio¹

¹University of Milan, Italy; ²University of Sassari, Italy; rosalia.filippini@unimi.it

The role of institutions in promoting agriculture innovations: case studies from Southern and Eastern Africa

Giacomo Branca, Luca Cacchiarelli, Alessandro Sorrentino

DEIM, Tuscia University, Italy; cacchiarelli@unitus.it

CS 1.3: Topic 3. Food quality and culture

TIME: THURSDAY, 10/OCT/2019: 4:00PM - 5:30PM • LOCATION: AULA C103

SESSION CHAIR: FRANCESCO BIMBO

'We care': consumer co-production of private sustainable food procurement

Giovanna Sacchi¹, Giuseppe Nocella², Donato Romano¹, Gianluca Stefani¹

¹University of Florence, IT; ²University of Reading, UK; giovanna.sacchi@unifi.it

Common properties as a model for new local rural development

Lucia Piani, Nadia Carestiatto

University of Udine, Italy; lucia.piani@uniud.it

Food culture as a driver of innovation: the case of olive oil in Italy.

Domenico Carlucci¹, Luigi Roselli¹, Giacomo Giannoccaro¹, Ruggiero Sardaro¹, Carla Cavallo², Teresa Del Giudice², Riccardo Vecchio², Giovanni Cicia², Bernardo Corrado De Gennaro¹

¹Università degli studi di Bari Aldo Moro, Italy; ²Università degli Studi di Napoli Federico II, Italy; domenico.carlucci@uniba.it

Supply chain structure, farm-gate prices and farm-to-retail-price-spreads: evidence from the Italian market of Extra Virgin Olive Oil with Geographical Indications.

Francesco Bimbo¹, Alessandro Bonanno², Rosaria Viscecchia¹

¹University of Foggia, Italy; ²Colorado State University, USA; francesco.bimbo@unifg.it

CS 1.4: Topic 4. Cultural issues in the organization of agri-food global value chains

TIME: THURSDAY, 10/OCT/2019: 4:00PM - 5:30PM • LOCATION: AULA AM B

SESSION CHAIR: GAETANO MARTINO

The move of the olive oil POs towards the fruit and vegetable model: opportunities and threats of the CAP reform proposals

Gaetana Petriccione, Maria Rosaria Pupo D'Andrea, Roberto Solazzo

CREA Research Centre for Agricultural Policies and Bioeconomy, Italy; gaetana.petriccione@crea.gov.it

Sharing data in the food supply chain to prevent food waste: a pilot study from the Netherlands.

Maria Carmela Annosi¹, Giustina Pellegrini¹, Francesco Bimbo²

¹University of Foggia, Italy; ²Wageningen University, Netherlands; giustina.pellegrini@unifg.it

The determinants of the use of contracts in the durum wheat sector: evidences from the Italy's 'boot heel'

Stefano Ciliberti¹, Gaetano Martino¹, Gustavo Magalhães de Oliveira², Gabriele Chiodini¹, Angelo Frascarelli¹

¹Università degli Studi di Perugia, Italy; ²University of São Paulo, Brazil; stefano.ciliberti@unipg.it

The institutional governance of raw milk quality: meso-institutions in Canada, Brazil and Italy

Claude Menard⁵, Paula Schnaider¹, Annie Royer³, Maria Sylvia Macchione Saes², Gustavo Magalhaes de Oliveira², Gaetano Martino⁴

¹Escola de Administracao de Empresas de Sao Paulo - FVG (Brazil); ²University of Sao Paulo (Brazil); ³University of Laval (Quebec, Canada); ⁴University of Perugia, Italy; ⁵University of Paris (Pantheon-Sorbonne); gaetano.martino@unipg.it

CS 1.5: Topic 5. Culture and innovation

TIME: THURSDAY, 10/OCT/2019: 6:00PM - 7:30PM • LOCATION: AULA AM C

SESSION CHAIR: LIVIA MADUREIRA

Assessing rural project through new technologies: perception of the cultural landscape in relation to the development of wind energy-generation Y perspective

Lorenzo Bambi², Elena Barbierato¹, Iacopo Bernetti¹, Tommaso Borghini², Irene Capecchi¹

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An analysis of farmers' intention to adopt web marketing at farm level: a case study in Veneto region applying TOE framework

Samuele Trestini, Elisa Giampietri

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The digitalization phenomenon in agri-food sector: a case study as a tool for building theory

Adele Finco¹, Wilfred Dolfsma², Deborah Bentivoglio¹, Maria Carmela Annosi², Giorgia Bucci¹, Ivan Bedetti²

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Reshaping AKIS to support agro-ecological transitions in agricultural landscapes: The case of Alto Douro Valley winescape

Livia Madureira¹, Fabiola Polita², Tiago Mucha¹, Carla S. Marques¹

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CS 2.1: Topic 1. Cultural changes and food consumption

TIME: THURSDAY, 10/OCT/2019: 6:00PM - 7:30PM • LOCATION: AULA MAGNA

SESSION CHAIR: PETJON BALLCO

Italian adult population and the adoption of sustainable diets: an online survey

Beatrice Biasini, Alice Rosi, Francesca Scazzina, Davide Menozzi

University of Parma, Italy; davide.menozzi@unipr.it

Wine consumers preference for the 'Hand-harvested' claim

Andrea Dominici, Fabio Boncinelli, Francesca Gerini, Enrico Marone

Università degli Studi di Firenze, Italy; andrea.dominici@unifi.it

Consumer Understanding and Use of extra-virgin olive oil health claims: the Italian case.

Alessia Lombardi¹, Domenico Carlucci², Carla Cavallo¹, Bernardo De Gennaro², Teresa Del Giudice¹, Giacomo Giannoccaro², Luigi Roselli², Riccardo Vecchio¹, Gianni Cicia¹

¹University of Naples Federico II, Italy; ²Università degli Studi di Bari "Aldo Moro"; alessialom@gmail.com

Combining market valuation and actual consumer utilities for extrinsic virgin olive oil quality cues

Petjon Ballco^{1,2}, Azucena Gracia^{1,2}

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PS 2.5: Poster session

TIME: THURSDAY, 10/OCT/2019: 6:00PM - 7:30PM • LOCATION: ACQUARIO

SESSION CHAIR: VASCO BOATTO

Unleashing the potential of innovative business models in rural areas using smart upgrading strategies aligned with the technology innovation systems functions

Katharina Sailer¹, Philipp Grundmann^{1,2}

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The culture of agricultural sustainability according to stakeholders' understanding: An application of Q-methodology to Mediterranean olive production.

Nathalie Iofrida, Teodora Stillitano, Giacomo Falcone, Giovanni Gulisano, Anna Irene De Luca

Mediterranean University of Reggio Calabria, Italy; anna.deluca@unirc.it

'CONSUMEHealth' Using consumer science to improve healthy eating habits. A MarieCurie project

Giovanni Sogari^{1,2}

¹Department of Food and Drug, University of Parma, Italy; ²C. Dyson School of Applied Economics and Management, Cornell University, US; giovanni.sogari@unipr.it

A simulation model that describe economic behaviour and environmental effect of wine producers participating to a mutual fund using a system dynamic approach

Cristian Bolzonella, Matteo Masin, Gianni Teo, Marco Lucchetta, Luigino Barisan, Vasco Boatto

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CS 3.1: Topic 1. Cultural changes and food consumption

TIME: FRIDAY, 11/OCT/2019: 10:00AM - 11:30AM • LOCATION: AULA MAGNA

SESSION CHAIR: MATTHIEU DUBOYS DE LABARRE

How does it taste? Appreciation of insect-based foods and its determinants

Clara Cicatiello, Andrea Vitali, Nicola Lacetera

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The cultural determinants of mountain products purchasing choices: a Partial Least Squares regression approach

Chiara Mazzocchi, Luigi Orsi, Guido Sali

University of Milan, Italy; chiara.mazzocchi1@unimi.it

Consumer willingness to pay for biodynamic and organic wines: Evidence from an experimental auction with tasting

Francesca Gerini, Fabio Boncinelli, Andrea Dominici, Leonardo Casini, Caterina Contini, Gabriele Scozzafava

Università di Firenze, Italy; francesca.gerini@unifi.it

Short food supply chains and relocalization: Analyse of twelve case studies across Europe

Matthieu Duboys de Labarre¹, **Jean Loup Lecoeur**¹, **Beatrice Biasani**², **Matthew Gorton**³, **Kirsi Laitala**⁴, **Edward Majewsky**⁵, **Agata Malak-Rawlikowska**⁵, **Davide Menozzi**², **Barbara Tocco**³, **Hanne Torjusen**⁴, **Aaron Török**⁶, **Gunnar Vittersø**⁴

¹CESAER, AgroSup Dijon, INRA, Univ. Bourgogne Franche-Comté; ²University of Parma; ³Newcastle University; ⁴National Institute for Consumer Research (Oslo and Akershus University); ⁵Warsaw University of Life Sciences; ⁶ECO-SENSUs research and communication Non profit Ltd; matthieu.duboys-de-labarre@inra.fr

CS 3.2: Topic 2. Local culture, global culture and rural/sustainable development

TIME: FRIDAY, 11/OCT/2019: 10:00AM - 11:30AM • LOCATION: AULA B103

SESSION CHAIR: LINDA ARATA

Households' access to improved seeds for staple and cash-crops in Sub-Saharan Africa: empirical results from country case-studies

Valentina D'Amico¹, **Giacomo Branca**¹, **Ola Westengen**²

¹Tuscia University, Italy; ²Norwegian University of Life Science (NMBU), Norway; v.damico@unitus.it

The policy of Protected Denominations of Origin for the promotion of the Mediterranean food culture. A cost benefit analysis of the Basilicata case

Biagio Perretti, Marcello Palladino

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Circular Economy and symbiotic processes in agro-food system

Maria Carmela Macri, Daniela Storti

CREA Centro Politiche e bioeconomia, Italy; mariacarmela.macri@crea.gov.it

A worldwide analysis of crop yield variability across crops and regions

Linda Arata, Paolo Sckokai, Enrico Fabrizi

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CS 3.3: Topic 2. Local culture, global culture and rural/sustainable development

TIME: FRIDAY, 11/OCT/2019: 10:00AM - 11:30AM • LOCATION: AULA C103

SESSION CHAIR: VLADI FINOTTO

Advantages for the local society attached to rural landscape and attitude towards local food: A survey

Stefano Targetti¹, Meri Raggi², Matteo Zavalloni², Davide Viaggi²

¹INRA, France; ²University of Bologna, Italy; targettis@gmail.com

Analysing Circular Economy through Practice Theory: a Study on Food Consumption

Massimiliano Borrello¹, Pascucci Stefano², Caracciolo Francesco¹, Lombardi Alessia¹, Cembalo Luigi¹

¹University of Naples Federico II, Department of Agricultural Sciences, Italy; ²University of Exeter, Business School, UK; massimiliano.borrello@unina.it

An Art-Food Hub to connect rural and urban communities and build resilience

Giovanni Quaranta, Rosanna Salvia

University of Basilicata, Italy; giovanni.quaranta@unibas.it

Female entrepreneurship in the wine industry: the role of identity in the formation, growth and innovation in small and medium sized wineries

Vladi Finotto¹, Christine Mauracher²

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CS 3.4: Topic 3. Food quality and culture

TIME: FRIDAY, 11/OCT/2019: 10:00AM - 11:30AM • LOCATION: AULA AM B

SESSION CHAIR: STEFANIA TROIANO

On the relevance of the Region-Of-Origin in consumers studies: a meta-analysis

Fabio Gaetano Santeramo¹, Emilia Lamonaca¹, Domenico Carlucci², Biagia De Devitiis¹, Antonio Seccia¹,

Rosaria Viscecchia¹, Gianluca Nardone¹

¹University of Foggia, Italy; ²University of Bari, Italy; fabio.santeramo@unifg.it

Strategic drivers of sustainability certifications in the wine supply chain

Stefanella Stranieri¹, Claudio Soregaroli²

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How does Geographical Indications affect the preference of consumer? The role of PDO label in honey consumption

Giuseppe Di Vita, Liam Pippinato, Simone Blanc, Raffaele Zanchini, Angela Mosso, Filippo Brun

University of Torino, Italy; giuseppe.divita@unito.it

Perception and attitude of consumers towards ethnic food: an exploratory analysis among Italian Millennials

Gianluigi Gallenti¹, Stefania Troiano², Francesco Marangon², Marta Cosmina¹, Susanna Zaccarin¹

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CS 3.5: Topic 4. Cultural issues in the organization of agri-food global value chains

TIME: FRIDAY, 11/OCT/2019: 10:00AM - 11:30AM • LOCATION: AULA AM C

SESSION CHAIR: ÁRON TÖRÖK

GI'S Implicit Price Drivers: the Italian EVOO Market

Francesco BIMBO¹, Alessandro Bonanno², Marco Costanigro², Rosaria Viscecchia¹

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Is there water grabbing? The impact of Foreign Land Acquisitions on Africa virtual water exports

Valentina Raimondi¹, Margherita Scoppola²

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Social enterprise and environmental sustainability: the case study of ArcaFruit cooperative

Giustina Pellegrini¹, Maria Annosi², Francesco Contò¹, Mariantonietta Fiore¹

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Price premium of GI food products in Hungary - Real life experiences from food discounters

Áron Török, Lili Jantyk

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CS 4.1: Topic 1. Cultural changes and food consumption

TIME: FRIDAY, 11/OCT/2019: 12:00PM – 1:30PM • LOCATION: AULA MAGNA

SESSION CHAIR: ROBERTA CAPITELLO

Consumer preferences for craft beer: an exploratory analysis in Italy

Marco Lerro, Giuseppe Marotta, Concetta Nazzaro

University of Sannio, Italy; mrlerro@unisannio.it

Energy-related labelling on food products: an investigation of the attitudes of Italian consumers

Elena Claire Ricci, Alessandro Banterle, Stefanella Stranieri

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Urban gardening changes food consumption habits and decreases personal carbon footprint: A case study in Madrid

Ivanka Puigdueta Bartolomé^{1,2}, Ana Iglesias¹, Jose Luis Cruz³, Eduardo Aguilera¹, Alberto Sanz-Cobena^{1,2}

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Determinants of a sustainable food choice: Theoretical proposition and application in two case studies

Roberta Capitello¹, Natalia Maehle², Nicola Cerutti¹

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CS 4.2: Topic 2. Local culture, global culture and rural/sustainable development

TIME: FRIDAY, 11/OCT/2019: 12:00PM – 1:30PM • LOCATION: AULA B103

SESSION CHAIR: SARA GABELLINI

Building sustainable strategies for different cultural heritages: the case of Italian mountain and inner areas

Francesco Mantino¹, Giovanna De Fano²

¹CREA-Policy and Bioeconomy, Italy; ²CNR-IRET, Montelibretti, Rome; francesco.mantino@crea.gov.it

Adaptation paths to climate change (CC) for Italian agriculture in the near future: effectiveness and limits

Gabriele Dono, Raffaele Cortignani, Davide Dell'Unto

Università degli Studi della Tuscia, Italy; dono@unitus.it

Exploration of farmers' driving factors and drawbacks to Community Supported Agriculture participation

Antonella Samoggia, Chiara Perazzolo

University of Bologna, Italy; antonella.samoggia@unibo.it

From protection to valorization of local agro-biodiversity products. Integrating public policies and private strategies

Silvia Scaramuzzi, Sara Gabellini, Sabrina Arcuri, Giovanni Belletti, Andrea Marescotti
University of Florence, Italy; sara.gabellini@unifi.it

CS 4.3: Topic 2. Local culture, global culture and rural/sustainable development

TIME: FRIDAY, 11/OCT/2019: 12:00PM - 1:30PM • LOCATION: AULA C103

SESSION CHAIR: CRISTINA VAQUERO PINEIRO

Sustainability goals and firm behaviours: a multicretial approach on Italian agro-food sector

Lucia Briamonte¹, Raffaella Pergamo³, Brunella Arru⁵, Fabio Madau², Roberto Furesi², Pietro Pulina⁴

¹CREA, Italy; ²Department of Agriculture University of Sassari; ³CREA, Italy; ⁴Department of Agriculture University of Sassari; ⁵Department of Agriculture University of Sassari; famadau@uniss.it

Civic universities and bottom-up approaches to boost local development of rural areas. The case of the University of Macerata.

Sabrina Tomasi, Concetta Ferrara, Gigliola Paviotti, Chiara Aleffi, Federica Baldoni, Alessio Cavicchi
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The Mediterranean mountain: definition and characterization

Aurora Cavallo, Francesco Maria Olivieri, Giovanni Cannata
Universitas Mercatorum, Italy; a.cavallo@unimercatorum.it

Local embeddedness of productions and local development: Geographical Indications in Italy

Riccardo Crescenzi¹, Fabrizio De Filippis², Mara Giua², Cristina Vaquero-Piñeiro³

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CS 4.4: Topic 4. Cultural issues in the organization of agri-food global value chains

TIME: FRIDAY, 11/OCT/2019: 12:00PM - 1:30PM • LOCATION: AULA AM B

SESSION CHAIR: STEFANO CORSI

Italian Agriculture business networks

Maria Assunta D'Oronzio, Serena Tarangioli, Francesco Licciardo
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COASTAL RURAL AREAS: BLUE WEAKNESS AND GREEN FORCE

Maria Assunta D'Oronzio, Gianluca Gariuolo, Maria Carmela Suanno, Gabriella Ricciardi

INSTITUTION: CREA CONSIGLIO PER LA RICERCA IN AGRICOLTURA E ANALISI DELL'ECONOMIA AGRARIA CENTRO DI RICERCA POLITICHE E BIO-ECONOMIA (CREA RESEARCH CENTRE FOR AGRICULTURAL POLICIES AND BIOECONOMY), Italy; gianlucagariuolo@yahoo.it

Innovative solutions for food waste management: a 'from food to feed' perspective

Giovanni Ferrazzi, Vera Ventura, Claudia Maria Balzaretto, Marta Castrica
Università degli studi di Milano, Italy; giovanni.ferrazzi@unimi.it

Shed a light on Albanian Vineyards and Wine sector: a qualitative approach

Stefano Corsi, Giordano Ruggeri, Chiara Mazzocchi
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CS 4.5: Topic 5. Culture and innovation

TIME: FRIDAY, 11/OCT/2019: 12:00PM - 1:30PM • LOCATION: AULA AM C

SESSION CHAIR: JILL HOBBS

'Clearing the air': common drivers and differences in the adoption of Climate-Smart Agriculture in Southern-Eastern Africa

Giacomo Branca, Luca Cacchiarelli, Chiara Perelli

Università degli Studi della Tuscia, Italy; chiara.perelli@unitus.it

How do people choose in a plastic world? Evidence from a choice experiment on water bottles

Alessia Cavaliere, Elisa De Marchi, Marco Parolini, Silvia Pigliafreddo, Alessandro Banterle

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Consumers' preferences and willingness to pay for edible food packaging: evidence from a choice experiment

Claudia Bazzani¹, Rodolfo M. Jr. Nayga², Vincenzina Caputo³, Diego Begalli¹

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Cultural values and consumer acceptance of gene-editing technology

Yang Yang, Jill Hobbs

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CS 5.1: Topic 1. Cultural changes and food consumption

TIME: FRIDAY, 11/OCT/2019: 2:30PM - 4:00PM • LOCATION: AULA MAGNA

SESSION CHAIR: ELENA CASTELLARI

Agritourism performance in Tuscany: the role of location and agripreneurs and agritourism characteristics

Shpresim Domi¹, Giovanni Belletti², Orjon Xhoxhi¹

¹Agricultural University of Tirana; ²University of Florence; giovanni.belletti@unifi.it

Local language in food marketing: opportunities for Italian seafood products?

Matteo Carzedda, Francesco Marangon, Federico Nassivera, Stefania Troiano

Università degli studi di Udine, Italy; federico.nassivera@uniud.it

Wasting food as a daily routine: evidence from Italian Households

Riccardo Vecchio, Massimiliano Borrello, Luigi Cembalo, Gerarda Caso

University of Naples Federico II, Italy; riccardo.vecchio@unina.it

Consumer responses to CO2 information for wine. A natural field experiment in restaurants

Claudio Soregaroli¹, Elena Claire Ricci², Stefanella Stranieri², Rodolfo M. Nayga³, Ettore Capri¹, Elena Castellari¹

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CS 5.2: Topic 1. Cultural changes and food consumption

TIME: FRIDAY, 11/OCT/2019: 2:30PM - 4:00PM • LOCATION: AULA B103

SESSION CHAIR: MEGAN WALDROP

The role of the magical law of similarity in food policy issues: the case of the meat-sounding in vegan products

Eugenio Demartini¹, Daniel Vecchiato², Livio Finos³, Tiziano Tempesta², Anna Gaviglio¹

¹Department of Health, Animal Science and Food Safety "Carlo Cantoni" (VESPA) – University of Milan, Italy; ²Department of Land, Environment, Agriculture and Forestry (LEAF) - University of Padua, Italy; ³Department of Developmental Psychology and Socialisation (DPSS) – University of Padua, Italy; eugenio.demartini@uni-mi.it

The importance of cultural influences in Millennials' willingness to pay for wine

Federico Nassivera, Matteo Carzedda, Sandro Sillani, Luca Iseppi, Ivana Bassi

Università degli studi di Udine, Italy; matteo.carzedda@uniud.it

Is familiarity stronger than taste? An experimental approach on Italian olive oil consumers.

Emilio Chiodo¹, Carla Di Mattia¹, Maria Angela Perito^{1,2}, Giampiero Sacchetti¹, Paola Pittia¹, I. Sam Saguy³, Eli Cohen^{4,5}

¹Università degli Studi di Teramo, Italy; ²ALISS, INRA, Paris-Ivry sur Seine, Ivry-sur-Seine, France; ³The Hebrew University of Jerusalem, Jerusalem, Israel; ⁴Ben-Gurion University of the Negev, Beer-Sheva, Israel; ⁵University of South Australia, Adelaide, Australia; echiodo@unite.it

Consumer acceptance and willingness to pay for cow housing systems in eight EU countries

Megan Waldrop¹, Jutta Roosen²

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CS 5.3: Topic 2. Local culture, global culture and rural/sustainable development

TIME: FRIDAY, 11/OCT/2019: 2:30PM - 4:00PM • LOCATION: AULA C103

SESSION CHAIR: DIANA CAPORALE

Exploring Governance Mechanisms and Learning Behaviour of Farmers in Short Food Supply Chains: The Case of Turkey

Yaprak Kurtsal¹, Emel Karakaya Ayalp², Davide Viaggi¹

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The contribution of small family farms to food and nutrition security: a European comparative study

Francesca Galli¹, Maria Rivera Mendez², Teresa Pinto Correia², Paolo Prospero¹, Gianluca Brunori¹

¹Department of Agriculture, Food and Environment, University of Pisa, Italy; ²Institute of Mediterranean Agricultural and Environmental Sciences (ICAAM), Portugal; francesca.galli@unipi.it

The impact of the decline of traditional agriculture on rural landscape. The case of Basilicata.

Biagio Perretti

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Small farms typology for targeted policy support

Diana Caporale¹, Bertoni Danilo¹, Cavicchioli Daniele¹, Pretolani Roberto¹, Lecole Pauline², Thoyer Sophie²

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CS 5.4: Topic 6. Culture and agricultural policy

TIME: FRIDAY, 11/OCT/2019: 2:30PM - 4:00PM • LOCATION: AULA AM B

SESSION CHAIR: FRANCESCO MANTINO

Estimating the productivity impact of CAP payments in the EU28

Daniele Curzi¹, Mauro Vigani²

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Greening and crop rotations: an impacts assessment on Italian arable farms

Raffaele Cortignani, Gabriele Dono

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Preserving cultural landscapes through a mix of policies and policy instruments: evidences from two rural areas in Italy

Barbara Forcina, Francesco Mantino, Francesco Vanni

CREA-PB, Italy; francesco.mantino@crea.gov.it

CS 5.5: Topic 7. Culture and values

TIME: FRIDAY, 11/OCT/2019: 2:30PM - 4:00PM • LOCATION: AULA AM C

SESSION CHAIR: GIOACCHINO PAPPALARDO

DOES THE INSTITUTIONAL QUALITY AFFECT THE ECONOMIC PERFORMANCES OF ITALIAN FARMS? A CASE STUDY

Giuseppe Marotta, Maria Raimondo, Annamaria Nifo, Concetta Nazzaro

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On the Economic Valuation of Cultural Ecosystem Services: a Tale of Myths, Vine and Wine

Laura Onofri, Vasco Boatto

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Do maximizers process information differently? Evidence from two different choice experiments

Cristiano Franceschinis¹, Mara Thiene¹, Jürgen Meyerhoff², John Rose³

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Assessing the economic value of dry-stone walls in the terraced vineyards in Mt. Etna, Italy

Gioacchino Pappalardo¹, Biagio Pecorino²

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CS 6.1: Topic 1. Cultural changes and food consumption

Time: Saturday, 12/Oct/2019: 9:00am - 10:45am • Location: Aula Magna

Session Chair: Mario Veneziani

The definition of 'Biofortification' food process and consumer's profiles in Italy

Alessandro Scuderi, Claudio Bellia, Vera Teresa Foti, Giuseppe Timpanaro

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Europeans' attitude towards traditional food and emerging eating habits. Substitution patterns between rice and other commodities

Federica Monaco, Guido Sali

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Too valuable to be wasted? Consumer attitude and willingness to accept the purchase of ugly carrots

Mario Veneziani, Mariya Vivtonenko, Michele Donati

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CS 6.2: Topic 1. Cultural changes and food consumption

TIME: SATURDAY, 12/OCT/2019: 9:00AM - 10:45AM • LOCATION: AULA B103

SESSION CHAIR: TIZIANA DE MAGISTRIS

The introduction of the group organic certification in the Venice organic district: the case of vegetable gardens in the Venice lagoon

Luca Rossetto¹, Giuletta De Biasi², Sandra Furlan², Gloria Minarelli², Daniele Mozzato²

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Decomposition of Household Food Expenditure Inequality in the rural Lake Naivasha Basin in Kenya: the role of food categories and sources of access

Maria Sassi

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New trends to explore consumer preferences through a virtual grocery store: Does hunger matter?

Tiziana De-Magistris, Belinda Lopez-Galán, Petjon Ballico

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CS 6.3: Topic 2. Local culture, global culture and rural/sustainable development

TIME: SATURDAY, 12/OCT/2019: 9:00AM - 10:45AM • LOCATION: AULA C103

SESSION CHAIR: IMRE FERTÓ

Drivers of change in greenhouse gas emissions of Italian agri-food sector from 1995 to 2015: an input-output structural decomposition analysis

Mauro Viccaro, Mario Cozzi, Carmelina Prete, Severino Romano

School of Agricultural, Forestry, Food and Environmental Sciences, University of Basilicata, Italy; mauro.viccaro@unibas.it

Cultural economy of agri-food productions: locally embedded knowledge, social evolution and technological innovation

Daniela Storti¹, Francesco Musotti², Salvatore Claps¹, Michela Ascani¹

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The multiplier effect of local food: the protocol of a systematic review

Zsófia Benedek¹, Imre Fertó^{1,2}, Viktória Szente²

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CS 6.4: Topic 2. Local culture, global culture and rural/sustainable development

TIME: SATURDAY, 12/OCT/2019: 9:00AM - 10:45AM • LOCATION: AULA AM B

SESSION CHAIR: MARY RYAN

Rural development in Apulia through the preservation of traditional rural buildings: evidences from a choice experiment approach

Piermichele La Sala¹, Nicola Faccilongo¹, Gianluigi De Pascale¹, Ruggiero Sardaro²

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Entrepreneurial culture and foreign direct investment in Sub-Saharan Africa. The case study of Uganda

Giovanni Borgonovo, Giordano Ruggeri, Stefano Corsi

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Comparing the Private and Public Value of the Agricultural Landscape

Cathal O'Donoghue¹, Stephen Hynes¹, Paul Kilgariff², Mary Ryan³

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CS 6.5: Topic 6. Culture and agricultural policy

Time: Saturday, 12/Oct/2019: 9:00am - 10:45am • Location: Aula AM C

Session Chair: Daniele Valenti

On the impact of climate change on global agri-food trade

Fabio Santeramo¹, Martina Bozzola², Emilia Lamonaca¹

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An analysis of farmers' contractual preferences: A case study in the Italian durum wheat sector
Gustavo Magalhães de Oliveira¹, Gaetano Martino², Stefano Ciliberti², Gabriele Chiodini², Angelo Frascarelli²

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Land Capitalization of Farm Payments in Italy: A Grouped Fixed-Effects Estimator

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