

Horticultural Economics & Management Newsletter

July 2010 No. 10

28th International Horticultural Congress Lisbon: August 22 - 26, 2010

Two Seminars in Lisbon

The ISHS Commission, Horticultural Economics and Management is convening two seminars in conjunction with IHC 2010 in Lisbon in August. Seminar 10 "Producers and Consumers in the Horticultural Value Chain" will examine issues associated with the Horticultural Value Chain. The program of papers to be delivered in this seminar starts on page 2.

The second seminar will examine contemporary issues in Horticultural Economics and Management. The program of papers to be delivered in this seminar starts on page 7



Dr. Marcus Mergenthaler

wins the 2010 ISHS Award for
the Best Doctoral Dissertation

Details Page 10

Please forward all correspondence to:

Peter P. Oppenheim

Chairman
Commission - Economics and
Management

Email: peter.oppenheim@ymail.com

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Seminar 10

Producers and Consumers in the Horticultural Value Chain

Convener:

Peter Oppenheim, Australia

Scientific Committee:

L. George Wilson, North Carolina State University, U.S.A.

Madhusudan Bhattarai, AVRDC, The World Vegetable Center, Taiwan.

Nicole Taragola, Institute for Agricultural and Fisheries Research, Belgium.

Peter Batt, Curtin University, Australia

Monday, 23 August

10.30-12.30h RG-2

Session 1**Horticultural Supply Chains**

Chairperson: Peter Oppenheim (Australia)

10.30 – Inv. Speaker | The Food System Transformation In Vietnam: Challenges for the Horticultural Sector Posed By Exports and by Changing Consumer Preferences

Mergenthaler, M. | **Sm10.001**

11.00 - Oral | An Economic Model System of the Vegetable Production Sector in Germany

Lentz, W.; Kölbl, C. | **Sm10.002**

11.15 - Oral | Strategy in Place - Now What?

Maurer, H.; Worsfold, R.; Arts, A. | **Sm10.003**

11.30 - Oral | Eco-Attitudes and Behaviors of Annual, Perennial, Herb and Vegetable Buyers from Four U.S. States

Behe, B. K.; Campbell, B. L.; Dennis, J. H.; Hall, C. R.; Lopez, R. G.; Yue, C. | **Sm10.004**

11.45 - Oral | Customer Experience Management in the Horticultural Value Chain

Sparke, K. | **Sm10.005**

12.00 - Oral | Innovation Implementation Strategies for Consumer Driven and Responsive Fruit Supply Chains: The View of European Fruit Experts

Iliopoulos, C.; Theodoropoulou, I.; Lazaridis, P. | **Sm10.006**

12.15 - SP | Fruit Consumer's Profile in São Paulo State - Brazil

Perosa, J. M.; Simon, E. J.; Padovani, C. R. | **Sm10.007**

Monday, 23 August

13.30-15.00h RG-2

Session 2**Consumers in the Horticultural Supply Chain****Chairperson:** Anna Burger (Hungary)

13.30 - Oral | The Fate of Horticulture in the East-Central-European (ECE) Transition Countries. A Case Study of Hungary

Burger, A.; Szép, K. | **Sm10.008**

13.45 - Oral | Consumer Driven and Innovative Fruit Supply Chains

Wiersinga, R. C.; Hiller, S. R. C. H.; Zimmermann, K. L. | **Sm10.009**

14.00 - Oral | Determination and Evaluation of Success Factors for the Traditional Horticultural Retail Depending on Individual Operating Aims

Gabriel, A.; Menrad, K.; Schöps, J. | **Sm10.010**

14.15 - Oral | Drivers for Customer Satisfaction within the Traditional German Horticultural Retail

Schöps, J.; Menrad, K.; Gabriel, A. | **Sm10.011**

14.30 - Oral | Transition to Consumer - Driven Value Chains in the Netherlands

Buurma, J. S.; Lamine, C.; Haynes, I. | **Sm10.012**

14.45 - SP | Actions of the Brazilian Federal Government to Promote Fruit and Vegetables

Frozi, D. S.; Alcântara, L. B. C.; Couto, S. G.; Gomes, F. S. | **Sm10.013**

SP | Production Cost of Tulip Bulbs in Japan and The Netherlands

Niisato, Y. | **Sm10.014**

SP | Barriers to Increase Populations' Fruit and Vegetables Consumption: Sociological and Philosophical Contributions

Gomes, F. S. | **Sm10.015****Monday, 23 August**

16.30-18.00h RG-2

Session 3**Managing the Horticultural Supply Chain****Chairperson:** Wolfgang Bokelmann (Germany)

16.30 - Oral | The Influence of Standards of Quality on Governance Relations: The Cases of Asian Vegetables Produced in Honduras and Northeast Brazil's Grapes and Mangoes

Bokelmann, W.; Molina, N.; Dias, G. H. D. S. | **Sm10.016**

16.45 - Oral | The Adoption of Controlling Instruments for Farm Management by Horticulture Farms in Germany

Lentz, W.; Dister, M. | **Sm10.017**

17.00 - Oral | Managing Sustainability in Fruit Production

Taragola, N.; Van Passel, S.; Zwiexhorst, W.; Marchand, F. | **Sm10.018**

17.15 - Oral | Business Process Modelling in Horticultural Supply Chains

Verdouw, C.N.; Beulens, A.J.M.; Trienekens, J.H.; Wolfert, J. | **Sm10.019**

17.30 - Oral | Web-Marketing Strategies as Tools for Competitiveness Development of Flowers and Ornamentals Firms in the “Mezzogiorno” Italian Regions

Schimmenti, E.; Asciuto, A.; Galati, A. | **Sm10.020**

17.45 - SP | Market and Marketing as Tool for to do Efficiently the Management of Agrobusiness Case: Paprika in Argentine

Ríos, F. L.; Delgado, C. M.; Orell, R. E. | **Sm10.021**

SP | Use of Food Labels and Attitudes Towards Labelling by Shoppers of Minimally Processed Salads

Cunha, L. M.; Moura, A. P.; Santos, M. C.; Rocha, A. | **Sm10.022**

SP | Food Chain Partnership Mexico: An Innovative Approach to Improve Farmers' Business through Strategic Alliances

Walz-Tylla, B. | **Sm10.023**

Monday, 23 August

15.30-16.30h Pav. 2

Poster Session 1

The Horticultural Value-Chain

Poster | Technical and Economic Situation of Specialist Horticulture Farms in Portugal

Carvalho, N. S.; Martins, V. C. | **Sm10.200**

Poster | Ornamental Bedding Plants Industry in Japan: Changes in Production, Distribution and Consumption after the Gardening Boom of 1990's

Miyabe, K.; Niisato, Y. | **Sm10.201**

Poster | Farmer's Income Generating through Heat Tolerant Cauliflower Agrobusiness

Bahar, Y. H.; Soejana, A. A.; Achmad, S. S. | **Sm10.202**

Poster | ICT Adoption Constraints in Horticulture from the Viewpoint of International Researchers

Taragola, N.; Gelb, E. | **Sm10.203**

Poster | Is Cherimoya Cultivation Economically Sustainable?

Parra, S.; González, M. | **Sm10.204**

Poster | Consumer Lifestyle Factors that Condition the Frequency of Organic Tomato Purchases in Castilla-La Mancha (Spain)

Bernabeu, R.; Olmeda, M.; Olivas, R.; Diaz, M. | **Sm10.205**

Poster | Social Capitals for Establishing Effective and Competitive Horticulture Value Chains in Indonesia

Dimiyati, A. | **Sm10.206**

Third International Symposium on Improving the Performance of Supply Chains in the Transitional Economies: sustainability and corporate social responsibility.

Organised by Associate Professor Peter J. Batt from Curtin University in Perth, Western Australia and Dr Nollila Mohd Nawi from Universiti Putra Malaysia, the third international symposium on Improving the Performance of Supply Chains in the Transitional Economies attracted some 41 delegates from over 14 countries. Conducted over 5 days from July 4 to 8, 2010 in Kuala Lumpur, Malaysia, a total of 35 papers were presented dealing with various aspects of supply chain management in the transitional economies, purchasing and marketing, food safety and product quality, facilitating and enhancing collaborative marketing groups, farm production systems, organics and sustainability.



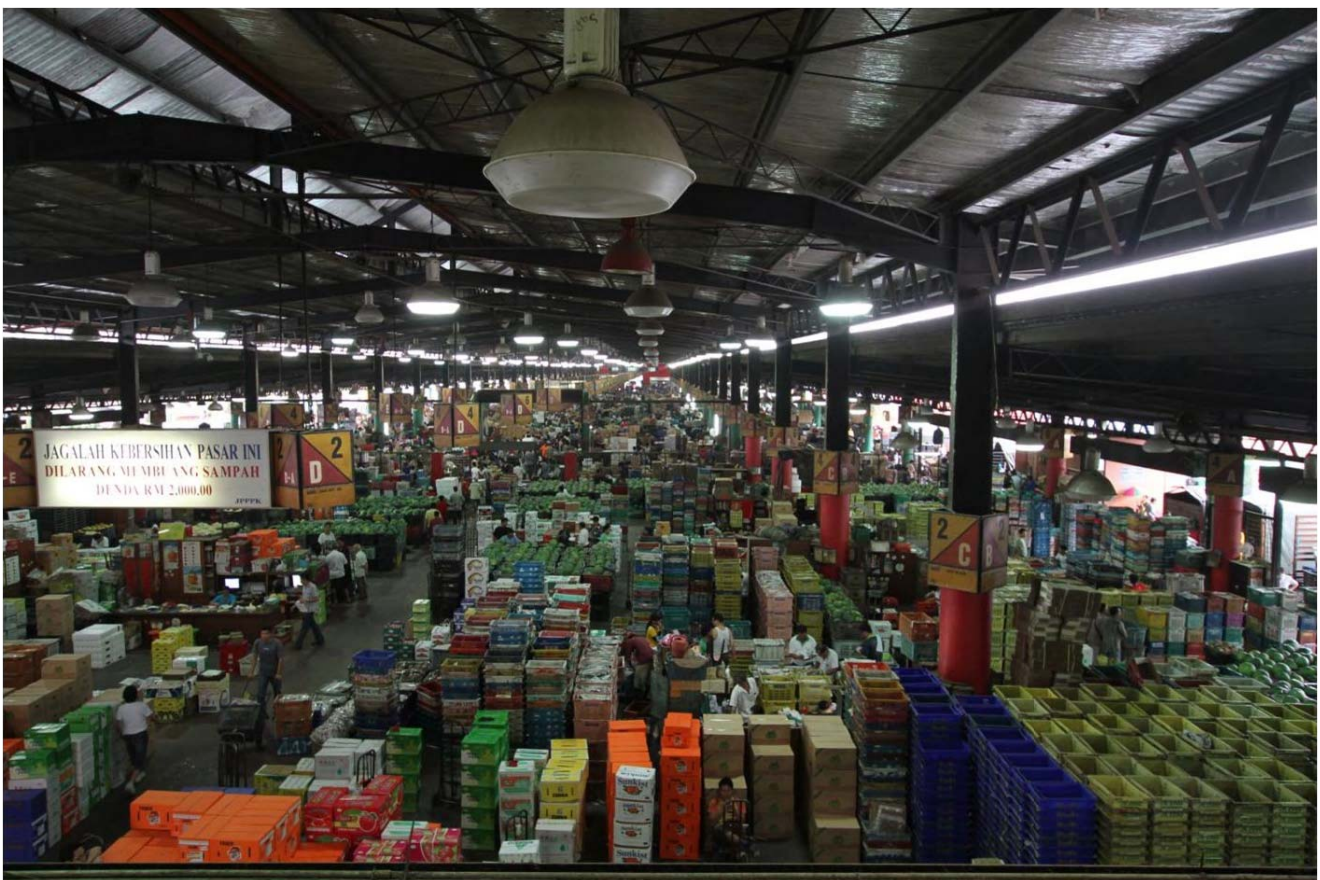
Participants relax en route

For many of the delegates this was their first visit to Malaysia, so a day was spent in the field visiting a vegetable cooperative at Hulu Yam and the wholesale market at Batu Caves. The visit to the farm provided useful insights into the constraints impacting upon the production and the subsequent marketing of green leafy vegetable crops grown in Kuala Lumpur. The visit to the wholesale market provided delegates with a unique opportunity to compare the quality of the fresh produce available from a number of alternative sources including Australia, China, Indonesia, New Zealand, South Africa, Thailand and the US.

As this was the third time that this symposium had been held in South East Asia, the next symposium in this series will be held in Antalya, Turkey, from April 16-21, 2012 and will be co-hosted by Akdeniz University and Curtin University. The theme of the symposium in Turkey will be "Horticulture at the crossroads: cultural diversity for common markets".

Peter J. Batt

Curtin University



The wholesale market at Batu Caves

Thematic Session T04

Economics and Management

Convener:

Peter P. Oppenheim

Tuesday, 24 August

10.30-12.30h R1.06

Session 1**Contemporary Issues in Horticultural Economics and Management**

Chairperson: Walter Dirksmeyer (Germany)

10.30 - Oral | Are Consumers Willing to Pay More for Biodegradable Containers than for Plastic Ones? A Comparison of Results from Hypothetical Conjoint Analysis and Non-Hypothetical Experimental Auctions

Yue, C.; Behe, B.; Campbell, B.; Dennis, J.; Hall, C.; Lopez, R. | T04.001

10.45 - Oral | Technical and Marketing Efficiencies in Banana Production: Case of Small Holder Farmers in the Central Province Districts, Kenya

Gichangi, A. W.; Karanja, L. S.; Wasilwa, L.; Lelgut, D. K. | T04.002

11.00 - Oral | Lifestyle Horticulture in Australia: Commodities, Enterprise Numbers, Employment, and Value

Aldous, D. E.; Holburn, S. | T04.003

11.15 - Oral | Structural Change in Fruit and Vegetable Production in Germany

Dirksmeyer, W. | T04.004

11.30 - Oral | Transitional Co-Operation in Energy Webs between Glasshouses and Non-Horticultural Counterparts in The Netherlands – Three Case Studies

Vermeulen, T.; Verkerke, W.; Vermeulen, P. C. M.; Weel, P.; Poot, E. | T04.005

11.45 - Oral | A Net Present Value and Financial Feasibility Analysis of Converting from Plastic Pots to Degradable Paper Pots

Hall, T. J.; Dennis, J.H.; Lopez, R. G.; Cannady, T. L. | T04.006

12.00 - Oral | Economics of Alternative Pest Management in Field Vegetables

Dirksmeyer, W. | T04.007

12.15 - SP | Identifying Dimensions of Tomato Quality Perception

Martínez-Carrasco, L.; Brugarolas, M.; Martínez-Poveda, A.; Ruiz, J. J. | T04.008

Tuesday, 24 August

16.00-18.00h R1.06

Session 2

Consumer Issues in Horticultural Marketing**Chairperson:** Peter P. Oppenheim (Australia)

16.00 - Oral | Floral Gift Perceived Practicality, Fragrance and Longevity by Generations X and Y

Rihn, A. L.; Yue, C.; Behe, B. K.; Hall, C. R. | T04.009

16.15 - Oral | The Appeal of Biodegradable Packaging to U.S. Floral Consumers

Hall, C.; Behe, B.; Campbell, B.; Dennis, J.; Lopez, R.; Yue, C. | T04.010

16.30 - Oral | Market Segments of U.S. Floral Consumers Based on Attitudes Towards Biodegradable Packaging

Hall, C.; Behe, B.; Campbell, B.; Dennis, J.; Lopez, R.; Yue, C. | T04.011

16.45 - Oral | Studies on the Influences of World Oil Price on Korean Protected Horticultural Crop Management

Choi, C.K.; Shin, J. S.; Lee, D. H. | T04.012

17.00 - Oral | Analysis of Mushroom Value Chain in Kenya

Odeno, M.; Kirigua, V.; Kimenju, J.; Musieba, F.; Wasilwa, L.; Orina, M. | T04.013

17.15 - SP | Most Frequently Found Non-Conformities in the Certification of GLOBALG.A.P. (Gap - Good

Agricultural Practices) Horticultural Products

Antunes, R. D. S. P.; Melo, C. A. D.; Vicente, G. G. | T04.014

SP | Price Competitiveness Analysis of Traditional Tomato (Muchamiel Variety) Versus Hybrid Tomato

Del Campo, F.; Grau, A.; García-Martínez, S.; Agulló, A.; López-Lluch, D.; Ruiz, J. J. | T04.015

SP | Exploratory Approach to Small Food Service Operator's Perspectives Regarding Fresh Produce in Traditional Food Markets

Sampaio, J. R.; Cunha, L. M.; Moura, A. P.; Rocha, A. M. | T04.016

Tuesday, 24 August

15.30-16.30h Pav. 2

Poster Session 2**Economics and Management**

Poster | Perception Analysis of Organic Product Consumers Towards "Box Schemes" Concept and Market Segmentation Regarding Organic Product Knowledge in Alicante Province (Spain)

López Lluch, D. B.; Díaz Mateu, C. .; Vidal Giménez, F.; Del Campo Gomis, F. J. | T04.200

Poster | Relationship between Greenhouse Technology and Profits in Pepper Growing

Fernandez-Zamudio, M. A.; Caballero, P.; Garcia-Martinez, M. C. | T04.201

Poster | ZINEG (Zukunftsinitiative Niedrigenergiegewächshaus - The Low Energy Greenhouse)

Flenker, J.; Geidel, K.; Lange, D.; Bokelmann, W. | T04.202

Poster | The Non-Market Value of Reclaimed Waste Water for Use in Agriculture

Alcon, F.; Pedrero, F.; Martin-Ortega, J.; Arcas, N.; Alarcon, J. J.; De Miguel, M. D. | T04.203

Poster | The Pecan Nut in Mexico: Characteristics of the Commercial Supply and Consumers Preferences

Camarena Gómez, D. M.; Nuñez Moreno, H.; Puebla Gutiérrez, M. A. | T04.204

Poster | Preference for Local Agricultural Products Is Influenced by Consumer Ethnocentrism?

Brugarolas, M.; Martínez-Poveda, A.; Martínez-Carrasco, L. | T04.205

Poster | Validation of a New Decision Support System Software: Experimental Results and Modelling

Romano, E.; Nucci, F.; Cutini, M.; Bisaglia, C.; Oberti, R.; Riva, E.; Provolo, G. | T04.206

Poster | Refcast. A Proposal for Portuguese Chestnut Crop Reinforce

Gomes-Laranjo, J.; Martino, J.; Ramos, C.; Borges, A.; Teixeira, J.; Marques, D.; Saraiva, S.; Pereira, F.; Droga, R.; Vaz, A.; Veiga, V.; Gouveia, E.; Costa, R. | T04.207

Poster | Do Seeds Companies Know Local End-Users Expectations? Findings from Mini Cucumber in Iran

Bekhradi, F.; Bekhradi, F. | T04.208

Poster | Economic Evaluation of Cucumber and French Bean Production and Commerce Comparing Integrated and Organic Crop Production Management.

García, M. C., Belmonte, A., Pascual, F., García, T., Simon, A., Segura, M., Martín, G., Cuadrado, I. M., Janssen, D. | T04.209

Poster | Evolution of the Spanish Table Grapes Production and Consumption: The Case of PDO 'Vinalopó' Grapes

García-Martínez, G.; Orea, G. | T04.210

Poster | Analysis of the Supply Chain System of Diffusion and Adoption of the New Apricot Cultivar 'Rojo Pasión'

Campoy, J. A.; Segura, P.; García-Martínez, G. | T04.211

CONTRIBUTE TO OUR NEWSLETTER

To ensure that this newsletter is distributed regularly it is essential that members send items of interest to me at regular intervals. Items of interest could include:

- Copies of papers or abstracts,
- Web sites of interest,
- Opportunities for collaboration,
- News of individuals,
- Requests of any nature,
- Employment opportunities,
- Details of work in progress,
- Forthcoming conferences,
- Photographs of interest etc. etc.

Please send all contributions to: peter.oppenheim@ymail.com

ISHS BEST DOCTORAL DISSERTATION 2010 AWARD

THE FOOD SYSTEM TRANSFORMATION IN VIETNAM: CHALLENGES FOR THE HORTICULTURAL SECTOR POSED BY EXPORTS AND BY CHANGING CONSUMER PREFERENCES

Marcus MERGENTHALER

ABSTRACT

Food systems are in a process of profound changes on a global scale. Multinational food processing and retailing companies spread globally. This trend is driven by changing consumer demand for food with new safety and quality attributes and by liberalized trade and investment policies. While the influence of the public sector has gradually diminished, private companies bring about new approaches in supply chain governance including private food safety and food quality standards. These developments have important implications for all stakeholders involved in food supply chains, including small-holder farmers in developing countries. In an empirical analysis, a dataset of 50 Vietnamese fruit and vegetable processing firms is employed. In a basic model specification, we explain the export status of a processing firm by a logistic regression approach. Significant positive impacts of QAPs on international market access are detected. The results in a disaggregated model show that the type of QAP differentiates between OECD and non-OECD markets. While the overall probability of exports at a given QAP status does not vary much at different levels of domestic sales, the relative probability of OECD versus non-OECD-exports decreases exponentially, particularly for firms with international QAPs. Demand elasticities for high-value horticultural products are estimated and demand projections are made based on a survey of 499 households in Vietnam's two major cities. Disaggregated expenditure elasticities for fresh fruits and vegetables from emerging supply chains are significantly higher than the aggregate elasticity. This applies in particular for modern retailers and non-traditional imports. Likewise, these elasticities are higher than the disaggregated elasticities for products from traditional supply chains. Purchased quantities of fresh fruits and vegetables from modern supply chains are projected to grow rapidly over the coming years. Growth is particularly high for products from modern retailers, but also for imports from non-neighboring countries. Contingent valuation methods are employed to estimate willingness-to-pay for innovative horticultural products. We exploit the potential to gain a more functional understanding of food attribute valuation and the underlying psychological process by employing a mediation framework that explicitly considers consumer perceptions. This framework was first developed within psychological research and recently applied in an analysis of consumer attitudes towards agro-biotechnology. Based on models considering socio-demographic and media predictors as well as consumer perceptions as mediators, we estimate the mean WTP for the food safety attribute to be 60% and for convenience to be 19% higher than the current market price of the respective vegetables. The results of these studies have important implications for the horticultural industry and for rural development strategies in poor countries. Increasing export and domestic consumer demand for high-value agricultural products offers new income earning opportunities, provided that actors in the food systems manage to adapt properly to the new market conditions.



**ISHS HORTICULTURAL ECONOMICS AND MANAGEMENT
BEST DOCTORAL DISSERTATION AWARD
2011**

The ISHS Commission, Horticultural Economics and Management is pleased to announce that nominations for the Best Doctoral Dissertation in Horticultural Economics and Management are now being sought. To be eligible for the 2011 award, nominated dissertations must report a study, for which a doctoral degree was awarded in the year ending 31st December, 2010.

Applications close March 1, 2011.

Details of the award may be found by visiting:

<http://www.ishs.org/awards/cmeme/>),

SAVE THE DATE

**4th International Symposium on
Improving the Performance of Supply
Chains in the Transitional Economies**

The next symposium will be held in Antalya, Turkey, from April 16-21, 2012, co-hosted by Akdeniz University and Curtin University.