

## 1<sup>ST</sup> International Symposium on MARKETING AND CONSUMER RESEARCH in HORTICULTURE

This symposium will be held in Portland, Oregon, USA in June 2013.

The Symposium will be convened by Professors Bridget Behe of Michigan State University and Jennifer Dennis of Purdue University.

Further details will be made available shortly.

### CALL FOR APPLICATIONS FOR BEST DOCTORAL DISSERTATION 2012

**SEE DETAILS Page 4**

Please forward all correspondence to:

**Peter P. Oppenheim**

Chairman

Commission - Economics and Management

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# A DATE FOR YOUR DIARY



"Horticulture -  
sustaining lives,  
livelihoods and  
landscapes"

**29th International Horticultural Congress**  
Brisbane, Australia | 17-24 August 2014

[www.ihc2014.org](http://www.ihc2014.org)



COMMISSION

ECONOMICS AND MANAGEMENT

**Recent Activities**

Name of Symposium	Acta Published	Symposium Date	Location
<i>"Producers and Consumers in the Horticultural Value Chain"</i>		August 2010	Lisbon, Portugal
<i>"Issues in Horticultural Economics and Management"</i>		August 2010	Lisbon, Portugal
3rd International Symposium on Improving the Performance of Supply Chains in the Transitional Economies	895	July 2010	Kuala Lumpur, Malaysia

Two meetings conducted by the Commission Economics and Management were incorporated in the International Horticultural Congress in Lisbon in 2010: a seminar convened by Dr P. Oppenheim, and a Thematic Session which was also convened by Dr P. Oppenheim. Both meetings were well attended and highly successful. The proceedings of these meetings will be combined and published in one volume of ACTA HORTICULTURAE. The majority of papers have been peer refereed at this point in time and it is anticipated that all materials will be in the hands of the publisher by the end of August.

Professors Peter J. Batt and Nolila Mohd Nawi (UPM) convened the 3rd International Symposium on Improving the Performance of Supply Chains in the Transitional Economies, July 4-8. 2010 in Kuala Lumpur. This symposium attracted 41 delegates from 14 countries. The proceedings of this symposium were published in Acta Hort 895 which is now available.

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

This symposium was originally planned to be held in Antalya, Turkey, from April 16-21, 2012, and was to be co-hosted by Akdeniz University and Curtin University.

Please note that this symposium will now be held in Cebu, Philippines from July 4 – 7, 2012, Professors Peter J. Batt and Sylvia B. Concepcion will co-convene the symposium

### ISHS HORTICULTURAL ECONOMICS AND MANAGEMENT BEST DOCTORAL DISSERTATION AWARD 2012

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 2012 award, nominated dissertations must report a study, for which a doctoral degree was awarded in the year ending 31<sup>st</sup> December, 2011.

**Applications close March 1, 2012.**

Details of the award may be found by visiting:

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

**Further information may be obtained by writing to:**

*[peter.oppenheim@ymail.com](mailto:peter.oppenheim@ymail.com)*

## Effective marketing strategy to increase consumption of berries



LEI participates in the EU Berry project 'The sustainable improvement of European berry production, quality and nutritional value in a changing environment: Strawberries, Currants, Blackberries, Blueberries and Raspberries'.

The main objective of the EU Berry project is to provide the necessary knowledge and tools to facilitate development of high quality, consumer-desirable fresh berry fruits of high nutritional quality optimal for human health at a competitive cost. The further objective is the development and validation of a set of tools to improve competitiveness of European berry production and consumer accessibility to berry fruits.

These objectives will be delivered through 5 work packages. LEI is task leader to develop, test, and evaluate an effective marketing strategy to increase consumption based on health benefits of berries (work package 4, Competitiveness and marketing strategies

**Karin Zimmermann (task leader)**

[karin.zimmermann@wur.nl](mailto:karin.zimmermann@wur.nl)

**PLEASE NOTE:**                      **New date:**

**XVII International Symposium on  
Horticultural Economics and  
Management**

**New symposium date** (initially scheduled to take place in June 2012 – please update your calendars)

This symposium is now scheduled for May 31 – June 3, 2015, in Alnarp (Sweden): **XVII International Symposium on Horticultural Economics and Management**. Further information may be obtained from Prof. Dr. Lena Ekelund Axelson, Dept. of Work Science, Business Econ., Environmental Psychology, Box 88, S-230 53 Alnarp, Sweden. Phone: (46)40-415000, Fax: (46)40-415076,

E-mail: [lena.ekelund@ltj.slu.se](mailto:lena.ekelund@ltj.slu.se)

**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@gmail.com](mailto:peter.oppenheim@gmail.com)



## TRAIN THE TRAINER WORKSHOP as part of ISHS Symposium

The ISHS Symposium on Post Harvest Quality Management of Root and Tuber Crops is to be held in Bangkok, Thailand from December 3 to December 6, 2011 the convenor is Prof, Dr. Sirichai Kanlayanarat. In order to provide an introduction to business management, a Train-the-Trainer workshop on "*Horticultural Business Management*" will be incorporated into this collaborative Symposium which is being co-sponsored by Commissions Quality and Postharvest Horticulture (Prof. Dr. Sirichai Kanlayanarat), Economics & Management (Dr Peter Oppenheim), & Education, Research Training & Consultancy (Prof. Dr. David Aldous).