



Horticulture Economic Newsletter 2000 - 03

November 2000

Nico de Groot

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Minutes for the business meeting of the Commission of Economics and Management Guernsey

14 September, 2000

The meeting was called to order by Dr. Nico de Groot. At 5:40 p.m.

The next general ISHS Symposium will be in Toronto in 2002. 3000 people are expected to attend that meeting. It is not clear whether there will be a separate session for economics at that meeting or sessions with a economic part of the whole session. It is the intention to organize a symposium with the name 'Horticulture in Emerging market'. Sofar there is a scientific committee and a Canadian and Dutch convenor. He asked people from the U.S. and Canada to push the organizers to have economic sessions (parts), and to help with funding for people from emerging countries.

Prof. Wolfgang Bokelmann made a presentation for support of having the next Symposium on Horticultural Economics and Management in

Berlin in 2004. The University of Humbold in Berlin has many faculty members in areas related to Horticultural Economics and Management. Thus there would be faculty there to support Dr. Bokelmann in hosting this meeting. By then, and interesting topic may be the entrance of Eastern Europe into the EU and its effects on horticulture. The business meeting support the idea of having the symposium in Berlin, Germany. A steering committee will be formed and many German researchers promised their support to the idea. Special attention will be paid to get more people in form developing countries. Ideas will be collected and presented to the steering committee. A part of the experience of Guernsey can be used for Berlin.

Dr. Burhan Ozkan from the University of Akdeniz, Antalya, Turkey will be hosting a small symposium on the International Cut Flower

Chain in 2002 or 2003. He will be contacted and he will inform the ministry of Agriculture over there to get support for the idea.

The chairman proposed the elimination of the four existing working groups (Farm Management, Labor Management, Marketing, and Developing Countries) since they don't seem to be functioning. Instead we will just organize around topics as needed. Collaboration on this field with other parties is interesting. Everybody is free to submit proposal to the chairman. Follow the initiative of Dr. Ozkan.

He has sent 3 newsletters by e-mail so far. He asks that every 4 months, we send about 10 lines in English about our current research activities, interesting books, new symposia, etc. If he does not get contributions for the newsletter, he will stop putting one out. So please send contributions!

Respectfully Submitted,

Robin Brumfield
Wolfgang lentz
Nico de Groot

Consortium for Horticultural Data

When I talk with agricultural researchers I often get the feeling that they have much better access to good data sets. Especially for the big commodities like wheat etc, they have at their disposal good and recent data sets. For horticulture we miss this kind of data sets, in particular for floriculture.

Our institute is joining a consortium for modeling agricultural policies (GTAP). Within this consortium the partners exchange data from their own country/region with other partners and each one is responsible for the quality of

the partial data set. Maybe it is worthwhile to investigate if such an approach is also possible in horticulture. So I am looking for researchers who support this idea and who want to work out together with me a guideline for co-operation on horticultural data.

Please feel free to comment on this idea

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71st EAAE Seminar

Zaragoza (Spain), April 19-20, 2001

The Food consumer in the Early 21st Century

SECOND ANNOUNCEMENT, CALL FOR PAPERS AND PRE REGISTRATION

BACKGROUND

Food markets have dramatically changed in the last few years and become more saturated and competitive. Moreover, the whole food system, including food suppliers, is now more consumer oriented. Trade liberalisation and the availability of new information technology have caused an increasing globalisation of the economic activity and therefore, of the food products supplied in the market. Consumers are now facing an enormous amount of new food products which are also more diversified trying to reach

all consumer segments. Technological advances are also inducing new and innovative products, more processed, healthier, safer and, in general, with both higher quality and value added. The conjunction of these factors has introduced more competitiveness along the food chain.

On the other hand, consumers have relatively higher incomes, are better educated and informed, and more concerned about health issues, environmental consequences of economic development, and food safety and

biotechnology. There exist some examples in the recent past which indicate that consumers are more critical on food than ever and react accordingly. Therefore, they ask for higher quality in a broad sense but, another interesting point, they are not willing to pay much more for better food products.

In this more competitive, saturated and consumer oriented food market, a better understanding on how consumers make food choices is a key issue. However, consumer food choices are very difficult to understand because they do not only depend on income and prices as traditional economic theory states, but also on consumers needs, preferences, perceptions, culture, lifestyles and on the external social and economic environment consumers face. For that reason, the aim of this seminar is to discuss all those issues regarding the food consumer from a multidisciplinary approach. Moreover, this seminar will provide researchers, from different areas, the opportunity to be involved in a discussion forum about the myths and facts of food consumers.

OBJECTIVE AND TOPICS

The seminar is intended to analyse different issues regarding the food consumer in the early 21st century and how they make their food choices in order to provide very useful information to different agents involved in the more competitive food chain. The main topics to be discussed during the seminar are:

- Food demand analysis: theoretical and econometric issues.
- Household food expenditure analysis.
- Food consumption patterns: convergence across regions and/or countries.
- Food consumer behaviour and its impact on the food chain.
- The effects of health and nutrition on food demand.
- The demand for quality.
- Consumer's acceptability of new products: organic, biotech, GMO, functional food products, etc.
- Food safety.
- Eating habits and shopping behaviour.
- The demand for convenience and the cost of time.
- Consumers and food policy.

- Changes in the food chain to adapt to new consumer needs.

CALL FOR PAPERS

You are invited to submit a paper for presentation not longer than 15 pages (doubled space including figures, tables and references) by 30 September 2000. Authors must provide three hard copies of the manuscripts and the electronic version. Papers will be evaluated by two referees in a blind review process, focussing on the suitability of the subject, relevance of the topic, the scientific value and exposition of findings. Papers must be written following the European Review of Agricultural Economics' guidelines.

Acceptance will be notified by 30 December 2000. The publication of a selection of accepted papers with a publishing company is currently investigated.

LANGUAGE

The official language of the seminar is English.

ORGANIZATION

The seminar is organised by the Agricultural Economics Unit, at the Servicio de Investigación Agroalimentaria (Diputación General de Aragón). The local organising committee is chaired by: Dr. José M. Gil and Dr. Azucena Gracia.

DATE AND LOCATION

The seminar will be held on April 19-20, 2001, at the Mediterranean Agronomic Institute of Zaragoza, Spain. Additional information on accommodation and travel will be provided later for those pre-registered. More information can be obtained from organisers.

PARTICIPATION COST

The cost for the seminar is 25,000 pesetas (150.25 Euro) for EAAE members and 31,000 pesetas (186.55 Euro) for non-members. This covers registration fee, refreshments, lunches and the official dinner as well as a copy of accepted papers. Fees do not include accommodation in Zaragoza.

IMPORTANT DATES

30 September 2000, deadline for the reception of papers and pre-registration
15 December 2000, notification of accepted papers
15 February 2001, deadline for reception of revised papers and final registration

REGISTRATION FORM

Return the registration form to:
Dr. José M. Gil

Dr. Azucena Gracia
Agricultural Economic Unit (Unidad de Economía Agraria)
Servicio de Investigación Agroalimentaria (DGA)
Apdo. 727; 50080-Zaragoza (SPAIN).
Phone: ++ 34-976-576363
Fax: ++ 34-976-575501
Email: jmgil@posta.unizar.es and azu@mizar.csic.es

75th EAAE Seminar

February 14 - 16, 2001

E-Commerce and Electronic Markets in Agribusiness and Supply Chains Situation, Developments, Implications

In collaboration with:

European Federation for Information Technology in Agriculture Food and the Environment (EFITA)
European Forum for International Trade in Agribusiness (EFITRA)

FIRST ANNOUNCEMENT, CALL FOR PAPERS AND PRE REGISTRATION

BACKGROUND AND OBJECTIVES

Agriculture, Agribusiness and the Food Industry are confronted with new developments in communication and marketing technology which may pose threats or opportunities.

Internet, e-commerce and electronic markets characterize developments which will have a fundamental impact on business efficiency, transaction costs, marketing processes and the structure of the agribusiness sector and its trading components.

It facilitates the organization and management of supply chains, simplifies the establishment of new trading links and reduces the entry barriers into markets.

The seminar intends to discuss the methodology of concepts, problems, implementation alternatives, and possible consequences for the sector. By the time of the seminar, there should be sufficient empirical evidence and experiences from case studies to provide support for first reviews of developments and in-depth discussions of development directions.

PARTICIPANTS

The developments are a challenge to scientists from different disciplines like, e.g., agricultural economics, informatics, marketing, institutional

economics, etc. They need to integrate their views into comprehensive development views and development concepts. The seminar intends to provide a platform where these groups can meet.

SEMINAR PROGRAM

The seminar will feature paper presentations, discussion groups and computer demonstrations. The program will be determined by an international program committee.

TOPICS

The seminar is open for all topics around

1. E-commerce, the organization of electronic trade platforms and electronic marketing support for regional, national or international trade in agribusiness and
2. the economic and structural consequences of the development for services, policy and enterprises in the sector. They may include discussions (in general or with a focus on implementations in agribusiness) on the following subjects (examples):
 - (a) information and service portals, electronic communities, virtual enterprises the transformation of traditional market

- infrastructures into an emerging e-commerce infrastructure of the sector
- (b) experiences in (or concepts for) the organization of electronic market places or e-commerce infrastructures in general or within supply chains.
 - (c) future roles of traditional trading companies and market institutions
 - (d) new ways in customer relationship management and producer-consumer-interaction
 - (e) e-commerce and globalization
 - (f) any other subjects related to the main theme.

CALL FOR PAPERS AND DEMONSTRATIONS

Participants who intend to contribute through the presentation of a paper or the demonstration of computerized prototypes are requested to send an abstract (preferably by e-mail) of not more than 500 words in English by August 31, 2000 to the address listed below. Authors of accepted abstracts will be informed by September 30, 2000. Deadline for full papers is November 30, 2000. All papers will be reviewed for publication in the seminar proceedings.

DATE AND LOCATION

This 3-day seminar will last from about noon, Wednesday, February 14, 2001 until about noon, Friday, February 16, 2001. It will be held in Bonn (Germany) at a small conference center, which has a number of rooms at modest prices. Additional rooms will be available in city hotels.

LANGUAGE

The official language of the seminar will be English.

ORGANIZATION AND COSTS

The seminar will be organized by the business management unit (chair of business management, Prof. Dr. Gerhard Schiefer) of the Department of Agricultural Economics at the University of Bonn.

The costs for the seminar are DM 350,-- (for members of EAEE and EFITA) and 420,-- (for non-members). This covers registration fee, refreshments, lunches and dinners during the seminar, a copy of the proceedings volume, but not accommodation.

IMPORTANT DATES

Deadline for submission of abstracts:

August 31, 2000

Notification of acceptance: September 15, 2000

Deadline for submission of full papers:

November 30, 2000

Deadline for final registration: November 30, 2000

PRE-REGISTRATION

Further information on the seminar, registration, and accommodation alternatives will be sent to all those who have pre-registered. To ensure accommodation at the center, participants should pre-register not later than August 31, 2000 and finalize their registration by November 30, 2000.

ADDRESS FOR THE SUBMISSION OF ABSTRACTS AND FOR FURTHER INFORMATION:

Prof. Dr. G. Schiefer

ILB-UF

University of Bonn

Meckenheimer Allee 174

D-53115 Bonn

13th International Congress of Farm Management Feed the World - Please the consumer - Maintain the Environment

Wageningen (The Netherlands), July 8 - 13, 2001

THEME

The theme of the congress is 'Feed the World - Please the Consumer - Maintain the Environment'. We will explore the discipline of farm management from very diverse and challenging

perspectives. The purpose of the Congress is to provide a forum for the presentation of new results in research, development, application, extension and teaching relevant to the profession of farm management.

The purpose of the Congress is to provide a forum for the presentation of new results in research, development, applications, extension and teaching relevant to the profession of farm management.

The Congress aims at bringing together leading researchers, practitioners, advisers and farmers in order to stimulate the co-operation between farm management development and applications in agriculture and related domains (e.g. food supply, consumer demands and environment). Insights into future trends in these rapidly evolving fields will be dealt with.

CALL FOR PAPERS

We are seeking contributed papers, posters and computer demonstrations for the following themes:

- farming and supply chains;
- information technology applications in farming;
- on-farm risk management;
- farming in the rural environment;
- new role for extension and teaching.

Anyone interested in presenting a paper, poster or computer demonstration should send an ab-

stract describing the content of the presentation (100 - 200 words) to:

Professor Dr Ruud Huirne (Chairman of the Programme Committee)
Department of Farm Management
Wageningen Agricultural University
Hollandseweg 1
NL-6706 KN Wageningen
The Netherlands

Phone: (31) 317 48 40 65
Fax: (31) 317 43 24 75
E-mail: ruud.huirne@alg.abe.wau.nl

FURTHER INFORMATION

For queries on the scientific program contact:

Mrs. Marian Jonker
Chair of Farm Management
Hollandseweg 1
6706 KN Wageningen
The Netherlands
Phone: (31) 317 484065
Fax: (31) 317 484763
E-mail: Marian.Jonker@secr.abe.wau.nl

Or visit our website: <http://www.ifma.nl>

Innovation in agriculture: innovators, early adopters and laggards

Paul Dieren, Hans van Meijl, Arjan Wolters
Agricultural Economics Research Institute
(LEI), The Hague, The Netherlands

In this paper we considered determinants and effects of innovation in agriculture at the farm level. We did so by analysing survey data collected among 1500 Dutch agricultural firms. Innovativeness was related to structural and behavioural characteristics using a logit model. Performance, as measured by growth rate and profits per unit of size, was regressed on indicators of innovativeness that measures where a firm would locate itself on a technology diffusion curve, plus a set of control variables.

We found that innovators and early adopters differ from late adopters and non-adopters in structural characteristics like absolute and relative size, age and solvency. However, we also saw that these structural characteristics do not

distinguish innovators from early adopters. Instead we found that innovators differ from early adopters in behavioural characteristics such as the way they co-operate, the relative size of expenditures on innovation etc. This finding has potentially interesting policy implications. Perhaps the main channel through which policy can stimulate innovation is by inducing the type of behaviour that most likely results in innovation. We also found that on average innovators attain the highest profit rates and early adopters grow fastest.

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Questionnaires fruit

Dear Horticultural Professional:

Labor has become a very serious problem in the tree fruit industry in Washington State (USA) and I have been asked to help gather information about labor, production methods, and wages in apple orchards around the world for a presentation in early December. If you have knowledge about the apple industry in your region, could you kindly take a few minutes and complete the questionnaire below?

Completed questionnaires can be sent directly to me at schotzko@wsu.edu. **Please DO NOT send them back to Prof. de Groot.**

For your information, I am an agricultural economist with extension education responsibilities for the fruit and vegetable industries in

Washington. Most of my professional career has been spent dealing with the interface between the grower and the market.

If you are interested in the summary results, please indicate that in your reply and I will send them to you.

Thank you for your assistance in this project.

R. Thomas Schotzko
Extension Economist
Washington State University
Pullman, WA USA
schotzko@wsu.edu

LABOR SURVEY

Pruning:

How do you pay (hourly, tree, etc.) _____

How much do you pay? _____

Approximate cost per acre or hectare? _____

Average employee earnings per day? _____

Do you use any mechanical assistance equipment (pruning wagons, pneumatic shears, etc.)

Approximate hours to prune one acre/hectare? _____

Thinning:

How do you pay (hourly, tree, etc) _____

How much do you pay? _____

Approximate cost per acre or hectare? _____

Average employee earnings per day? _____

Approximate hours to thin one acre/hectare? _____

Harvest:

How do you pay (hourly, bin, contract, etc.) _____

How much do you pay? _____

Do you mix payment methods (e.g. hourly plus \$/bin)? _____; If so, please

describe:

Approximate cost per acre or hectare for harvest? _____

Average employee earnings per day? _____

Approximate hours to harvest one acre/hectare? _____

Are mechanically assisted harvest aids used? _____; if so, what _____

Average yield per acre/hectare? _____

How are the fruit harvested (individuals with ladders and bags, groups with bins on trailers, etc. Please elaborate)?

If there is a legal minimum wage, what is it?

Source of labor in per cent: household _____; local _____; immigrant _____?

We would also like to know if employees receive paid vacations, medical benefits and/or retirement benefits. If provided, indicate who pays and how do they pay

Also, please indicate if any of these are mandated by the government

Vacation:

Medical:

Retirement:

Call for information for the Newsletter

For the continuation of the HEN it is important that you support me with some information. Without your help it is for me an impossible task to go on with the newsletter. So please cooperate with me to make this newsletter a success. You can send information to me anytime you want.

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