

# Horticultural Economics & Management Newsletter

March, 2009

Due to the blockade of the Bangkok  
Airport in December 2008 the

## XVIth International Symposium on Horticultural Economics and Management

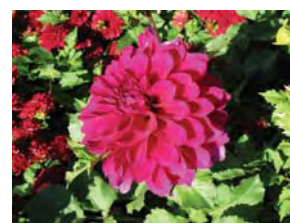
will now be held at

**Pang Suan Kaew Hotel, Chiang Mai, Thailand**

Sunday, June 28 to Thursday July 2,  
2009

Late registrations for individuals wishing to  
attend are still available, visit

<http://www.muresk.curtin.edu.au/conference/ishsem>  
for further information.



### FAO Diversification Booklets

FAO Diversification Booklets aim to provide information on the diverse types of diversification and income-generating activities possible at the farm and local community level. There are now 13 such booklets, covering topics as varied as honey and fish ponds, plus a CD-ROM. Visit the URL below for more information and to download or order copies.

<http://www.fao.org/ag/ags/publications/en/diversification.html>

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What impact has Agricultural Nutrigenomics on markets, diets and human health?

Visit Genomics in Business 2009!

From April 19-21, 2009  
Amsterdam, the Netherlands

With presentations of industry leaders, business analysts and top scientists, including:

dr. David Gunn -Unilever Discover, UK  
 dr. Jan Maat -Top Institute Food & Nutrition, NL  
 dr. Tomas Prolla - LifeGen Technologies LLC, USA  
 dr. Jan Hunik - DSM Innovation Center, NL  
 dr. David Berry - Flagship Ventures, USA  
 mr. Ram Kaudinya - Advanta, India  
 dr. Ulrich Sander - Selecta Klemm, Germany  
 mrs. dr. Cheah Suan Choo - ACGT, Malaysia  
 ms. Sharon Berberich - Dow AgroSciences LLC, USA

Click [here](#) to take a look at the complete programme.

**REGISTER TODAY TO ENSURE YOUR PARTICIPATION!**

For more information and program details,  
check out the conference website [www.genomicsinbusiness2009.com](http://www.genomicsinbusiness2009.com)

### **CONTRIBUTE TO OUR NEXT NEWSLETTER**

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

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

Please send all contributions to:

[peter.oppenheim@deakin.edu.au](mailto:peter.oppenheim@deakin.edu.au) as soon as possible and no later than

**October 1st., 2009**

## **GlobalHort Secretariat Announces a Call for Concept Notes on Horticultural Global Issues**

Published on 15<sup>st</sup> Jan 2009

Dear colleague, partner, and horticulture for development stakeholder  
On behalf of the Secretariat of GlobalHort I am pleased to announce the call for project concept notes on global horticultural issues. This call is open and targets specific themes listed in the terms of reference. You will also find the Guidelines for developing a proposal that will be requested if the concept note is selected.

As mentioned in the Terms of Reference, the GlobalHort program of grants seeks highly collaborative projects and strongly encourages partners to get together to submit one proposal per theme. GlobalHort staff members stand ready to help you identify potential partners. Our objective is to select the most relevant and impactful projects for funding. We will also consider co-funding with other funding bodies where this is appropriate.

The four themes under which concept notes are welcomed are:

- **Theme 1: Nutrition and Human Health.** Focus could be on indigenous fruits and vegetables; on local knowledge for preparing, cooking, or otherwise utilizing these crops; and on innovations to improve good practices in production, marketing and consumption by the largest population.
- **Theme 2: Protected Horticulture.** Proposals are sought that deal with adaptation to climate change, management of risks and natural resources (soil and water), and achieving product quality standards required for domestic as well as export markets.
- **Theme 3: Fruit Fly Management.** An integrated innovation platform is sought to coordinate research, development and training with respect to these most invasive, damaging pests of fruits in the tropics.
- **Theme 4: Linking farmers to markets.** Proposals could include post-harvest handling and storage of fruits and vegetables. Technical and organizational innovations are expected in the outputs of projects addressing this theme.

FOR FURTHER INFORMATION CONTACT Remi Kahane

Executive Secretary - GlobalHort

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# ANNOUNCEMENT \*\*\*\*\*

## A DATE for your DIARY

The XVIIth International Symposium on  
Horticultural Economics and Management  
in 2012

will be held at  
The Swedish University of  
Agricultural Sciences

Convener -Professor Lena Ekelund

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Swedish University of Agricultural Sciences

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**Research and education for life**

*SLU develops the understanding and sustainable use of biological natural resources. This is achieved through research, teaching and environmental monitoring.*

SLU mission statement

SLU Alnarp has extensive cooperation with universities all over the world. At the undergraduate level, SLU participates in ERASMUS and NORPLUS, the exchange programmes within the European Union and the Nordic countries. The university also has bilateral exchange agreements with many universities throughout the world.

Many postgraduate students at the university come from other countries. They conduct part of or their entire postgraduate training at SLU Alnarp. Several courses, both undergraduate and postgraduate, are consequently offered in English.

SLU Alnarp is set in a large park near the sea, west of Lund, north of Malmö and east of Copenhagen. Every possibility for stimulating study experience lies open.

MOVIE: SLU in 60 seconds

MOVIE: SLU for life, a journey by photographer Mattias Klum

Papers to be presented at the  
**The XVIth International Symposium on  
 Horticultural Economics and Management**  
 Chaing Mai, Thailand

### Keynote Address

Evolution of Web-based Collaborative Learning Environments In Horticulture  
*R. D. Lineberger*

### Improving Horticultural production

Developing Sustainable Banana Production Systems – a Case Study from  
 Tropical Australia  
*J. Bagshaw and S. Lindsay*

Production and Marketing Problems in Small Scale Horticultural Farming in Botswana  
*S.P. Baliyan and D. L. Kgathi*

Export of Pomegranates from Karnataka: A Study of the Role of KAPPEC  
*S. Chiniwar*

Cost Price Calculations for Organic and Conventionally Grown Vegetables in Sweden  
*B. Håkansson J. Ascard and M. Söderlind*

Trends in the Development of Collaboration between Horticultural Research,  
 Education and Industry  
*J. Larsson, L. Ekelund and M. Carlsson*

Towards a Low Emission Greenhouse Horticulture  
*M.N.A. Ruijs*

Information and Communication Technology (ICT) Adoption in Horticulture : Comparison of the EFITA, ISHS  
 and ILVO questionnaires *N. Taragola, D. Van Lierde and E. Gelb*

Factors Influencing the Introduction of Reduction Techniques for Pesticides and Nutrients by Ornamental Plant  
 Growers *D. Van Lierde, N. Taragola, A. Van den Berghe and A. Cools*

### Quality Management in Supply Chains

Global Trends in Food Quality: An Exploratory Study in Fresh Produce Supply Chains  
*P.J. Batt and J. Noonan*

Comparing Business Relationships of Horticultural Firms in Supply Chains between  
 China and Australia  
*R. Collins and X. Sun*

Linking Small Banana Producers in Lumajang District to Better Markets  
*B. Irianto*

Analysis of Supply Chain Management: Case Studies of the Market for  
nursery Products in Germany  
*E. Kaim and S. Mueller*

Sustainable Horticultural Supply Chains: The Case of Local Food Networks  
in the United Kingdom.  
*D. Pearson and A. Bailey*

Quality Management Factors: Trust and Reward  
*I. Prigojin and Y. Gal*

Regional Competitiveness of Fresh Vegetable Production in Europe – a Cluster  
and Value Chain Perspective  
*B. Riedel, W. Bokelmann and M. Canavari*

An Approach to Identifying Potential Post-FTA Opportunities for  
Agribusinesses to Access the Chinese Market: an Australian Case Study  
*X. Sun and R. Collins*

Quality Management and Commodity Flow of Horticultural Produce in  
Nay Pyi Taw, Myanmar  
*H. M. Thu, S. N. C. Tun, T.H. Moe, M. Z. N. Aung, and S. H. L. Htoo*

## Consumer Attitudes and Preferences

Factors Influencing the Purchase of Fresh Potatoes in Retail Stores in Perth, Western Australia  
*P.J. Batt*

Age Influences Gardening Purchases, Participation, and Customer Satisfaction and Regret  
*B. K. Behe and J. H. Dennis*

The Ideal Vegetable Attributes based on Consumer Preferences: A Conjoint  
Analysis Approach  
*M.K.T. Dagupen, D. D. Tagarino, B.B. Gumihid, X. Gellynck and J. Viaene*

The Competitiveness of Local Food Clusters – Supermarket Strategies  
versus Consumer Preferences for Vegetables in Sweden  
*L. Ekelund and H. Tjörnemo*

Korean Consumers' View of Genetic Modification of Fruits and Vegetables  
*W. J. Florkowski and D.K. Suh*

Residue-free and convenience vegetables in Vietnam: How do consumers'  
perceptions matter in the valuation?  
*M. Mergenthaler, C. Schipmann, K. Weinberger and M. Qaim*

Consumer Preference for Apple Cultivars Grown in Various Countries:  
A Case Study with Hungarian Consumers

*J. Racskó, D.D. Miller, E.E. Duarte Z. Szabó, M. Soltész, J. Nyéki, J. Szukics and M.C. Dussi*

## Marketing and Marketing Analysis

Changes in Demand for Floriculture Products in Japan since the 1990s  
*K. Kohnno*

Consumer Choice of Retail Outlet: Focus Group Interviews in Malaysia  
*N. Chamhuri and P.J. Batt*

An Analysis of the U.S. Demand for Avocado (*Persea americana Mill.*)  
*E. A. Evans and S. Nalampang*

Modeling Chinese Consumers' Willingness to Pay a Premium for Ethnic Produce in the United States: A Logistic Analysis  
*R. Govindasamy and V. S. Puduri*

Identifying Farmers' Market Organizational Structure: An Indiana Case Study  
*C. Hofmann, J. H. Dennis and M. Marshall*

Development of Small-Scale Vegetable and Fruit Producers for an Expanding Urban Market in Las Vegas, Nevada  
*R. L. Morris, H. Gatzke and K.R. Curtis*

Overcoming constraints to the establishment of collaborative marketing groups for coffee growers in the Highlands of PNG  
*R. Murray-Prior, R. Sengere and P.J. Batt*

Tulip Bulb Industry in Japan since 1988  
*Y. Niisato*

Economic Evaluation of Different Irrigation Regimes in Mango Production in Northern Thailand  
*K. Satiemperakul, P. Manochai, S. Ongprasert, W. Spreer and J. Müller*  
Factors Affecting U.S. Consumer Patronage of Garden Centers and Mass-Merchandisers  
*C. Yue and B. K. Behe*

## Poster Presentations

Regret and the Changing American Gardener  
*J.H. Dennis and B.K. Behe*

Consumer Attitudes to Potatoes and Possible Differentiation Paths of the Commodity – The Case of Sweden  
*F. Fernqvist and L. Ekelund*

A SWOT Analysis of Organic Grapefruit Production in Iran  
*M. Javanmard*

Potency and Constrains of Mangosteen Agro-Business Development in Banyuwangi Regency, East Java, Indonesia  
*T. Purbiati, A. Supriyanto and P. Santoso*

Is Consumer Preference for Apple Driven only by Fruit Quality?  
*J. Racskó, D.D. Miller, Duarte, E.E. Z. Szabó, M. Soltész, J. Nyéki and J. Szukics*

From Agricultural Commodity to Differentiated Horticultural delicacy - The Potato in Sweden  
*S. Spendrup and L. Ekelund*

The Impact of the Technology Adoption of Sugar-Coated Pomelo Pulp Preparation by Village Agro-Industry in Magetan Regency, East Java, Indonesia  
*Yuniarti and Pudji Santoso*

**ADVANCE NOTICE:****28th International Horticultural Congress****Lisbon, Portugal.****22-27 August, 2010.**

The 28th International Horticultural Congress, world conference on horticultural sciences under the patronage of the ISHS will be held in **Lisbon, Portugal**. Mark your calendar for 22-27 August, 2010.

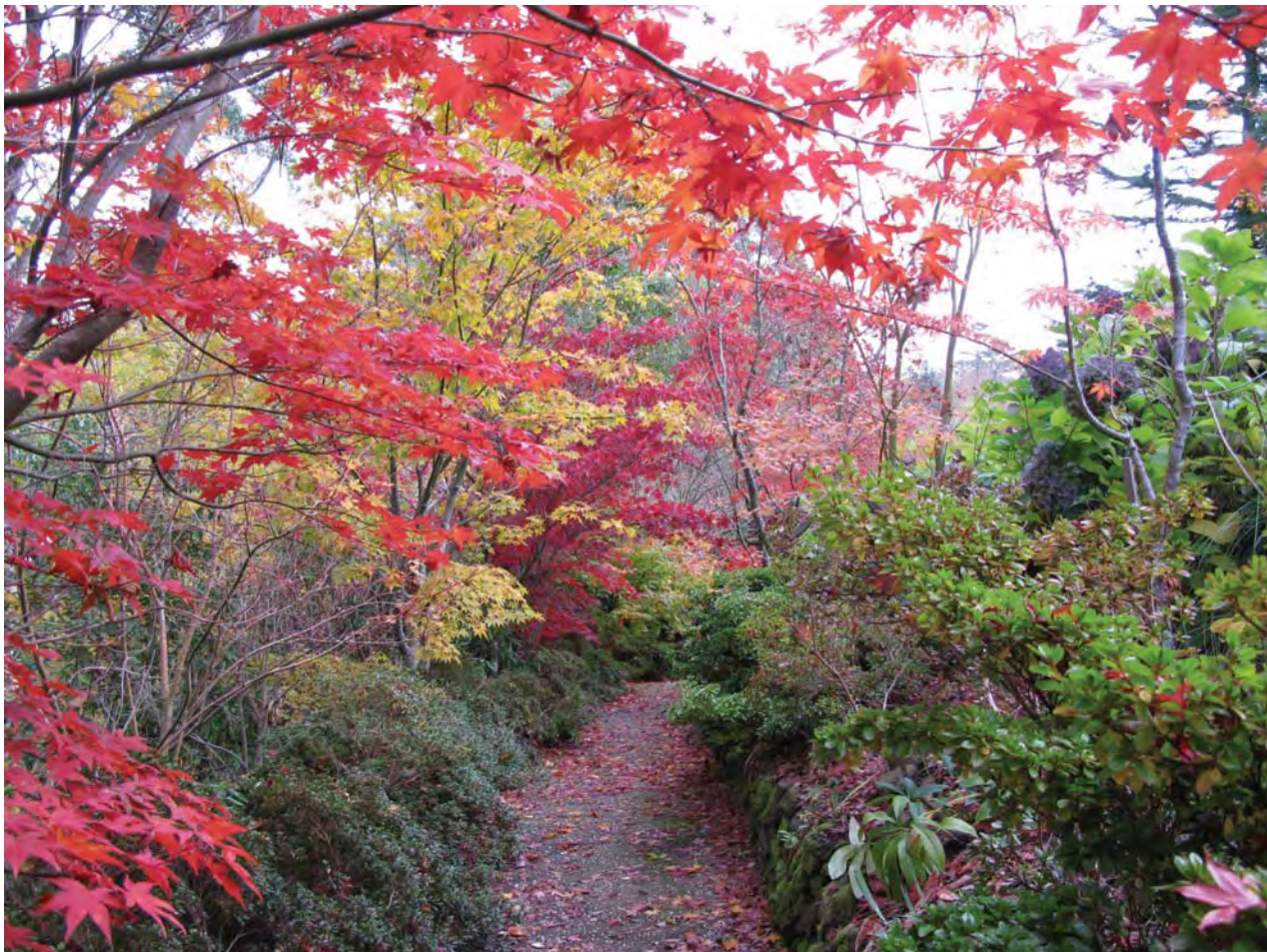
The theme of the Congress, **Science and Horticulture for People**, emphasizes horticulture's scientific components and interactions with scientists, producers, consumers and society-at-large.

Lisbon is a magical city on the Atlantic coast of Portugal with a delightfully cool-summer Mediterranean climate. The city, home of *fado*, fine dining and monuments, is close to major growing regions of horticultural crops in the Iberian Peninsula. A stimulating scientific programme, including a seminar specifically for horticultural economists is planned for inclusion in the Congress program.

***Consumers and Producers in the  
Horticultural Value Chain***

*Convenor: Peter Oppenheim, Deakin University, Australia*

This seminar will provide an opportunity for horticultural economists to meet and discuss the relationship between consumers and producers of horticultural products. In particular, the seminar will seek to address the following questions - How widespread is the concept of a "marketing orientation" among horticultural producers"? To what degree is market research used in horticulture? Is there any evidence that horticultural producers have adopted the principles of strategic management? Why is mathematical programming not used more widely by producers to plan their production? What are the hurdles that need to be overcome in order to achieve widespread adoption of modern economic, marketing and managerial techniques? A call for papers reporting empirical research that have addressed such issues will be issued shortly.



Autumn at Mount Macedon

Please forward all correspondence to:

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Chairman

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