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
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Please forward all correspondence to:
Peter P. Oppenheim
Chairman
Commission - Economics and Management
Email: peter.oppenheim@ymail.com
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.; Köbel, 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
Pérosa, J. M.; Simon, E. J.; Padoan, 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)
Burger, A.; Szép, K. | Sm10.008
13.45 - Oral | Consumer Driven and Innovative Fruit Supply Chains
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.; Zwiekhorst, 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 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.; Díaz, M. | Sm10.205

Poster | Social Capitals for Establishing Effective and Competitive Horticulture Value Chains in Indonesia
Dimyati, A. | Sm10.206

Organised by Associate Professor Peter J. Batt from Curtin University in Perth, Western Australia and Dr Nolila 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 Antalaya, 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
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

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

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

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 Niedrigenergiegewächshäuser - The Low Energy Greenhouse)
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
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.

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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/cmем/)

SAVE THE DATE

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

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