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.


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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:

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- dr. Jan Maat - Top Institute Food & Nutrition, NL
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- 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)

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**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, 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@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 15th 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
E-mail: rkahane@globalhort.org
ANNOUNCEMENT ********

A DATE for your DIARY

The XVIth International Symposium on Horticultural Economics and Management in 2012 will be held at The Swedish University of Agricultural Sciences

Convener - Professor Lena Ekelund
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. Häkansson 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
Ursery 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

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

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

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
Marketing and Marketing Analysis

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

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

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. Santosoto

Is Consumer Preference for Apple Driven only by Fruit Quality?

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.

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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