PROGRAM

Wednesday, June 30th - 18:30
Room: Mario Merz (conference center Villa Orlandi)
Registration
Welcome Reception
Official seminar opening: G. Cicia and M. Fritz

Thursday, July 1st - 9:00
Room: Mario Merz (conference center Villa Orlandi)

Welcoming address and formal opening

Chaired by:
Gary Thompson – University of Arizona, USA

Adresses by:
Francesco de Stefano – Centro per la Formazione in Economia e Politica dello Sviluppo Rurale, Italy
Gerard Schiefer – University of Bonn, Germany
Paolo Masi – University of Naples Federico II, Italy

Keynote speakers:
Julie Caswell - Creating and Signaling Sustainability: Do Standards & Labeling Work?, University of Massachussets, USA
Klaus Grunert - Sustainability in the food sector - a consumer behaviour perspective, University of Aarhus, Denmark
Antonio Di Giulio - EU funded research in support of food chains sustainability, European Commission, Head Unit E3 Food, Health and Well-being; DG for Research

Coffee break 11:30-12:00
Thursday, July 1st (cont.) - (conference center Villa Orlandi)

Parallel Sessions, 12:00 – 13:15
1. Consumer’s behaviour; chair: L. Lankosky; room: Jannis Kounellis
2. Carbon emission measures; chair: T. Spreen; room: Joseph Beyus
3. Labelling and sustainability; chair: K. Mattas; room: Cy Twombly

Lunch 13:30-15:00 (conference center Villa Orlandi)

Parallel Sessions, 15:00 – 15:55
4. Consumers and WTP; chair: T. Del Giudice; room: Jannis Kounellis
5. Bioenergy and Biofuel; chair: F. Braga; room: Joseph Beyus
6. Organic chains; chair: R. Zanoli; room: Cy Twombly
7. Consumers and perception; chair: L. Vraken; room: Edwin Cerio

Parallel Sessions, 16:00 – 16:55
8. Policies1; chair: M. Heyder; room: Jannis Kounellis
9. Institutional; chair: M. Fritz; room: Joseph Beyus
10. Food perspectives; chair: L. Chant; room: Cy Twombly
11. Wine sector differentiation; chair: L. Cembalo; room: Edwin Cerio

Coffee break 17:00-17:30

Social Dinner at Gelsomina Restaurant - Punta Migliera
19:30 Meeting point P.zza Díaz, Anacapri
30 minutes of gorgeous walking to the Social Dinner at Gelsomina Restaurant - Punta Migliera
Friday, July 2nd - (conference center Villa Orlandi)

Parallel Sessions, 9:00 – 9:55
12. Environmental Indicators; chair: I. Perez Dominguez; room: Jannis Kounellis
13. Filiere studies; chair: M. Mikkola; room: Joseph Beyus
14. Innovation in food chain; chair: G. Schiefer; room: Cy Twombly

Parallel Sessions, 10:00 – 10:55
15. Food safety & security in LDC; chair: A. Zawojska; room: Jannis Kounellis
16. Sustainability; chair: K. Mondelaers; room: Joseph Beyus
17. Consumers and quality labelling; chair: G. Kavanagh; room: Cy Twombly

Coffee break 11:00-11:30

Parallel Sessions, 11:30 – 12:25
18. Wine and sustainability; chair: M. D'Amico; room: Jannis Kounellis
19. Marketing and labelling; chair: F. Verneau; room: Joseph Beyus
20. Food chain dynamics; chair: A. Tanyeri-Abur; room: Cy Twombly

Parallel Sessions, 12:30 – 13:40
21. Institutions and consumption; chair: J. Aertens; room: Jannis Kounellis
22. CO₂ Emission & institution; chair: A. Banterle; room: Joseph Beyus
23. Ethical aspects of public policies; chair: L. Casini; room: Cy Twombly

Lunch 13:30-15:00 (conference center Villa Orlandi)

Friday, July 2nd afternoon at Hotel San Michele - room: Axel Munthe

15:00 – 16:00 Summary statements by chairs

16:00 – 17:30 G. Cicia and M. Fritz will address a discussion session on Sustainability in the Food Chain: the Road Ahead

17:45 Farewell coffee at VILLA ORLANDI
**PARALLEL SESSIONS**

**Thursday, July 1st**

**12.00 - 13.15**

**Consumers behaviour**
- **Room: Jannis Kounellis**
  - Session 1, 12.00 - 13.15
    - Simona Zampino, Massimo Bagarani, Maria Forleo - Food expenditures styles, socioeconomic welfare and environmental sustainability: an attempt to evaluate the “nutrition ecology” of Italian households.

  - Room: Joseph Beuys
  - Session 2, 12.00 - 13.15
    - Biancariam Torquati, Franco Cotana, Lorenzo Fasola, Chiara Taglioni, Graziano Mariani - 360° Green Revolution: 0 greenhouse emissions through environmentally responsible agricultural production.

  - Room: Cy Twombly
  - Session 3, 12.00 - 13.15
    - Roberta Moruzzo - Retail Power, Private Standards, And Sustainability In The Global Food System.

**Carbon emission measures**

**Labelling and sustainability**
- Anette Cordts - Meat Consumption, Health and Climate Protection – Determinants of a Meat-Reduced Diet in Men and Women.

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<tr>
<th>Room: Joseph Beuys</th>
<th>Room: Cy Twombly</th>
<th>Room: Edwin Cerio</th>
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<td>Anca Dachin - Consumption Patterns in Rural Areas in Romania.</td>
<td>Luigi Cembalo, Domenico Tosco, Luigi Mennella - The challenge of bioenergies.</td>
<td>Leena Lankoski - Customer willingness to pay for sustainability in the food sector: An examination of three WTP types and their implications.</td>
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**15.00 - 15.55**

**Consumers and WTP**
- Chair/discussant: L. Lankosky

**Bioenergy and Biofuel**
- Chair/discussant: T. Spreen

**Organic chains**
- Chair/discussant: K. Mattas

**Consumers and perception**
- Chair/discussant: T. Del Giudice

**Session 1, 15.00 - 15.55**
- Hanna Stolz, Matthias Stolze, Raffaele Zanoli - Consumer preference and willingness to pay for OrganicPlus communication arguments.

**Session 2, 15.00 - 15.55**
- Jussi Lankskos, Markku Ollikainen - Biofuel policies and the environment: Do climate benefits warrant increased production from biofuel feedstocks?

**Session 3, 15.00 - 15.55**

**Session 4, 15.00 - 15.55**
- Stefano Boccaletti - The Role of Environmental Concern on Organic Food Consumption.

**Session 5, 15.00 - 15.55**
- Liesbet Vranken, Sandra Rousseau - The Impact of Information on the Willingness-to-Pay for Labeled Organic Food Products.

**Session 6, 15.00 - 15.55**

**Session 7, 15.00 - 15.55**

**Session 8, 15.00 - 15.55**
- Leena Lankoski - Customer willingness to pay for sustainability in the food sector: An examination of three WTP types and their implications.
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<td><strong>Session 8, 16.00 - 16.55</strong></td>
<td>Fabio A. Madau, Idda L., Pulina P., Foresi R. - Assessing Sustainability And Policies In The European Agriculture: An Approach Using The &quot;Feem&quot; Indicators</td>
<td><strong>Session 9, 16.00 - 16.55</strong></td>
<td>Stefano Pascucci, Minna Mikkola - Linking sustainability between places: increasing institutional compatibility with sustainability in the agro-food and rural domain</td>
<td>Cathal Murphy, Maeve Henchion, Mary McCarthy, Gwilym Williams - Prospects for Food from Cloned Animals: An Insight into Irish Stakeholder</td>
<td><strong>Session 10, 16.00 - 16.55</strong></td>
<td>Annabell Franz - Consequences and Perspectives of a European Animal Welfare Label from a German Point of View</td>
<td>Antonio Stasi, A. Secchio, A. Lopolito, G. Nardone - Can Organic Wine Be A Profitable Differentiation Strategy?</td>
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**Thursday, July 1st**
**16.00 - 16.55**

**Friday, July 2nd**
**9.00 - 9.55**
### Friday, July 2nd

#### 10.00 - 10.55

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<td>C. A Bana e Costa, G. Vindigni, E. Caniglia, M. D'Amico, G. Di Vita, R. Sanchez Lopez - Supporting small producers in Mexico’s Economic Integration Process. A case study on rural Michoacan based on an MCDA approach</td>
<td>Laura Sardonini, Davie Viaggi, Meri Raggi - Assessing the sustainability of agri-food systems through Bayesian networks applications: an exploratory study</td>
<td>Daniela Covino, Angelo Mariani, Antonella Vastola, Elena Viganò - Which rules and criteria for a fairer market: a conceptual framework and some evidences about the Italian food supply chain</td>
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<td>Arturo Casieri, Rocco Roma, Orlando Cimino - Measuring the effect of a demand shift on the sustainability of table grape production in Apulia</td>
<td>Stefano Bontempi, Cosimo Rota, Marco Setti, Cesare Zanasi, Francesca Falconi, Germana Olivieri - Sustainability and the Life Cycle Management: the Soya Milk case study</td>
<td>Cicia G, Colantuoni F., Del Giudice T., e Pascucci S.: Community Supported Agriculture in the urban fringe: empirical evidence for project potentiality in the metropolitan area of Naples (Italy)</td>
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<td>Maria Carmela Macrì, Roberta Sardone - Voucher for the grape harvest: can a juridical novelty improve social sustainability?</td>
<td>Roberto Henke, Anna Carbone - An application of the export-sophistication concept to the “made in Italy” agri-food sector</td>
<td>Beata Kupiec-Teahan, Philip Leat, Cesar Revoredo-Giha and Chrysa Lamprinopoulou - Scotland’s Food and Drink Policy and sustainability issues in the supply chain: stakeholders’ views</td>
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<td>Stefano Codurri, Diego Begalli, Davide Gaeta - The effectiveness of public intervention policies on business sustainability: a case study of selected wineries in the Valpolicella region</td>
<td>Vincenzina Caputo, Rodolfo M. Nayga, Maurizio Canavari - Organic Consumers’ Valuation for Food Miles Labeling Programs</td>
<td>Konstantinos Galanopoulos, Konstantinos Karantinisis, Konstadinos Mattas, Christos Karelakis - Exploring the Relations, Bargaining Forms and Dynamics of the EU Food Supply Chain Under the Perspective of the Key Actors: Evidence from Greece and Denmark</td>
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<td>Rosa Misso, Catullo Giovanna - Organic Wine Between Health And Competitiveness</td>
<td>Gaetano Vecchione - EU rural policy: proposal and application of an agricultural sustainability index</td>
<td>Silvio Franco, Clara Cicatiello - Short food chain and food sustainability: a territorial perspective</td>
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<td>Institutional and consumption</td>
<td>Raffaele Zanoli, Riccardo Scarpa, Simona Naspetti, Viola Bruschi - Organic Label as Identifier of Environmentally-Related Quality: a Consumer Choice Experiment on Beef in Italy</td>
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<td>CO2 Emission &amp; institution</td>
<td>Paolo Inglese, Giorgio Schifani, Francesca Noto - the establishment of an organic farmers' market as a training case study for graduates Students of organic agriculture in the university of palermo</td>
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<td>Ethical aspects of public policies</td>
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<td>Barbara Pancino, Blasi E, Passeri N. - Local agro-food systems as a key to enviromental sustainability</td>
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<td>G.W. Meijerink - Institutional innovation in African markets: can commodity exchanges address sustainability issues?</td>
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