119th EAAE Seminar June 30–July 2, 2010
Capri, Naples (Italy)
Sustainability in the Food Sector: Rethinking the Relationship between the Agro-Food System and the Natural, Social, Economic and Institutional Environments

Date and Location
June 30–July 2, 2010, Capri (Naples), Italy
The Seminar is jointly organized by the Centro per la Formazione in Economia e Politica dello Sviluppo Rurale (Italy), University of Bonn (Germany) and Dipartimento di Economia e Politica Agraria at the Federico II University of Naples (Italy).
Capri is one of the most best-known islands in the entire world. The Federico II University of Naples owns a Congress Centre located in Anacapri in an 18th century Villa (Villa Orlandi) where the Seminar will be held.

Background
The need for a sustainable agro-food system is linked to the wider/general theme of sustainable development and the necessity to define a proper way to improve sustainable resource uses in our societies. Although the idea of sustainability is not new to scientists and stakeholders in the agro-food system, it is still struggling both in theory and practice: (1) we recognize sustainability as a dynamic concept which proceeds with “intergenerational” linkages (equity) and relates to the way later generations can inherit a stock of assets (natural plus human-made capitals) whose value is not less than the value of the stock of assets we received from previous generations; (2) we also recognize that the future needs and capacities (technologies) of society are unknown and therefore we are not sure to what extent human-made and natural resources are interchangeable, as stated in the well-known strong versus weak sustainability rules; (3) we also accept a “mosaic-view” of sustainability and its four economic, social, environmental and institutional dimensions.
This last point concerns the ability of human activity (such as land management, food productions and transactions) to maintain ecological processes (ecological dimension), to be feasible (economic dimension) and to be acceptable to society (social dimension) and compatible with organizations involved in the world of work (formal and informal) (institutional dimension).
Ecological sustainability guarantees the conservation or even the improvement of the current quality of natural resources. Economic sustainability describes the long-term economic viability of the agro-food system guaranteed, for example, by the performance of the food chains and/or affordability for consumers. The social dimension includes a variety of issues, ranging from the quality and security of the food supply, the distribution of income within the agricultural system and among other sectors, the efficiency and fairness of the food distribution systems, to community and social cohesion in rural areas and
working conditions in the agricultural system. Finally the institutional dimension implies compatibility between agro-food activities and the existing social capital and institutional environment.

The effect of such a complexity of theoretical and operational definitions and approaches is that scholars, operators and policy-makers face trade-offs between those aspects and the different methods of measuring and communicating them along the food chains and within societies.

The consequence is that sustainability is currently one of the most pressing issues for the agro-food system. A large number of initiatives have been launched by producers, processors, and retailers alike; major industry groups have established task forces dedicated to sustainability issues, including the Sustainable Agriculture Initiative by major food processors.

The implication of a modern approach to sustainability in the agro-food system is that an interdisciplinary approach is required to provide useful theoretical tools and innovative analytical outcomes.

**Objectives**

The seminar aims to stimulate discussion on sustainability in the food system moving from farm level to system level, from a local dimension to a global dimension, and from an economic perspective to an interdisciplinary vision (sociology, logistics, food technology, environmental science). The seminar is also intended to generate a discussion of policy instruments and their effectiveness for encouraging sustainability at both private and institutional levels.

**Topics**

Six main topics will be discussed during the seminar:

- Methodologies for Measuring Sustainability in the Food System - Integrated Life-Cycle Assessment and Performance Indicators for Measuring Environmental, Social, Institutional and Economic Sustainability

- Economic Valuation of New Technologies and Institutional Innovations for Improving Sustainability in the Food System

- Impact Assessment of New Sustainable Food Chains - Quantitative and Qualitative Models for Economic Impacts, Low Impact Logistics, New Technologies and Governance Structures

- Consumer Behaviour – Preference Analysis and Behavioural Models toward Different Sustainable Dimension Characteristics of Chain and Products in the Food System


- The Impact of Public Policy on Sustainability in the Food Chain - Changes in the Relationship with the Food and Retail Industries

**Call for papers**
Participants who would like to present a paper are requested to submit an abstract in English (max 2 pages; Times New Roman font size 12, double spacing) before **February 28, 2010** at the following e-mail address: `eaae.seminar.capri@unina.it`. The abstract should indicate: the question addressed, the concepts and theories referred to, the methodology used and the results obtained. Notification of acceptance/rejection will be communicated by March 15, 2010. The deadline for the submission of the full version of the accepted papers is May 28, 2010. All accepted papers will be collected on a CD-ROM. A selection of contributed papers will be published in a special issue of an academic journal.

**Language**

The official language of the seminar will be English.

**International Scientific Committee**

- Gianni Cicia (Chair) – University of Napoli Federico II and Centro di Portici, Italy
- David Barling – University of London, UK
- Julie Caswell – University of Massachusetts, USA
- Luigi Cembalo - University of Napoli Federico II and Centro di Portici, Italy
- Teresa Del Giudice - University of Napoli Federico II and Centro di Portici, Italy
- Melanie Fritz - University of Bonn, Germany
- John Ingram - University of Oxford, UK
- Konstadinos Mattas - Aristotle University of Thessaloniki, Greece
- Thomas Ohlsson - Swedish Institute for Food and Biotechnology, Sweden
- Riccardo Scarpa - University of Waikato, New Zealand
- Gherard Schiefer - University of Bonn, Germany
- Gary Thompson – University of Arizona, USA
- Fabio Verneau – Università di Napoli Federico II and Centro di Portici, Italy
- Raffaele Zanoli – Università Politecnica delle Marche, Italy

**Local Organisation Committee**

- Gianni Cicia – University of Napoli Federico II and Centro di Portici, Italy
- Melanie Fritz - University of Bonn, Germany
- Luigi Cembalo - University of Napoli Federico II and Centro di Portici, Italy
- Teresa Del Giudice - University of Napoli Federico II and Centro di Portici, Italy
- Stefano Pascucci - University of Napoli Federico II and Wageningen University
- Fabio Verneau - University of Napoli Federico II and Centro di Portici, Italy

**Registration**

Participants are kindly asked to register by March 31, 2010 through the Seminar website at: [www.centroportici.unina.it/EAAE_Capri/](http://www.centroportici.unina.it/EAAE_Capri/)

**Participation fee**
Participants in an EAAE-Seminar must be members of the EAAE (membership fee €45).

The fee has been set at 290 € and includes a copy (CD-ROM) of the conference proceedings, an information package, coffee breaks, 2 lunches, one welcome reception, and one social dinner (on the second day). Accommodation is not included.

For Ph.D. students the registration fee will be 150 €.

Non-EAAE members must pay their EAAE membership (45 € for the period 2008 - 2011) on arrival at Villa Orlandi reception.

EAAE-Members: 290 Euro
Non- EAAE Members: 335 Euro (290 + 45)

Registration will be possible until **March 31, 2010**. Late registration will be possible with an extra-fee of 100 Euro.

A list of suitable hotels and information concerning transport will be provided on the Seminar web page.

**Important dates**

Abstract Submission: February 28, 2010  
Notification of acceptance: March 15, 2010  
Final registration: March 31, 2010  
Full paper submission: May 28, 2010

**Contact Person for EAAE:**

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