

Content	Pages
Plenary P2	
FreshAnalytics – Developing a Platform for AI optimisation of the food supply chain. <i>Julian Rahn, <u>Richard Joachim Lehmann</u>, Germany</i>	1
A 1: Prospective sector developments	
Prospective cultivation area of field peas used in meat substitutes in the EU. <i>Marcus Mergenthaler, Bruno Kezeya Sepngang, Wolfgang Stauss, Frédéric Muel, Germany</i>	5
C 1: Health, diets, and food security	
Health attitudes, environmental attitudes and vegetable consumption. <i>Geir Wæhler Gustavsen, Norway</i>	13
B 2: Supply chain issues	
Inter-organizational trust and Authenticity in supply chain: cross-national research in restaurants at Germany and Italy. <i>Luciana Florêncio de Almeida, Brazil</i>	22
Identifying Value Drivers in Organic Supply Chains. <i>Imen Arfa, <u>Samir Mili</u>, Spain</i>	25
B3: Short food chains	
Elimination of bottlenecks of short food chains by technological and non-technological innovations. <i>Andras Sebok, S. Brown, K. Varsányi, Á. Szegedyné Fritz, A. Hegyi, J.Casado, Hungary, Germany</i>	42
A 4: Data analytics and management characteristics	
Agribusiness Management Characterization and Performance of the Value Chain in the Production of the “Concha Prieta” (<i>Anadara tuberculosa</i>). <i>Eveligh Prado-Carpio, Moisés Martínez-Soto, <u>Carlos Rodríguez-Monroy</u>, Anne Morris Díaz, Ecuador, Spain, Venezuela</i>	63
A 5: Virtualization and data access	
Empowering organizations in the food sector to provide potentially unknown parties easy access to trusted data – Discussion of a Web-based, globally applicable solution based on well-established standards and technologies. <i>Ralf Tröger, Germany</i>	84
C 5: Marketing, prices and management practices	
How Retailers’ Assortment Strategies and Food Prices Are Linked: Some Empirical Evidence for Germany. <i>Svetlana Fedoseeva, <u>Roland Herrmann</u>, Germany</i>	99

Content	Pages
B 6: Farm behaviour and perceptions	
Personality traits of German livestock farmers: Are there differences according to production system? <i>Iris Schröter, Marcus Mergenthaler, Germany</i>	114
Investigating eco-friendly behavior and acceptance of eu identity for arable crop farmers focusing on feed production. <i>Spyros Niavis, Christina Kleisiari, Leonidas-Sotirios Kyrgiakos, George Vlontzos, Greece</i>	125
C 6: Challenges in the Fresh Apple Value Chain in Australia and Germany	
Loss and Waste in the Australian Fresh Apple Value Chain. <i>Sarah Rohr, Stuart Mounter, Euan Fleming, Garry Griffith, Australia</i>	134
B 8: Food waste	
Food Waste Knowledge in Austria: A Consumer Perspective. <i>Oliver Meixner, Felix Katt, Nicolina Eleonora Kolmhofer, Austria</i>	153
A9: Risk, success, and failures in farms	
Are farmers really as risk averse as they think they are? <i>Veronika Hannus, Germany</i>	165
Plenary P4	
The unanticipated promise of sustainable agricultural supply chains. <i>Mary L. Shelman and Damien McLoughlin, USA, Ireland</i>	174
Appendix	
Farm-level Food Loss: Opportunities and Challenges to Reducing Food Loss. <i>Gregory A. Baker, USA</i>	176