

Content

	Pages
A 1: Retail Issues and Logistics	
Business concept as a relational message: supermarket vs independent grocery as competitors for sustainability <i>Minna Mikkola, Finland</i>	1
Shelf life extension and food waste reduction <i>Pegah Amani, Lars-Erik Gadde, Sweden</i>	7
B 1: Structural Change and System Dynamics	
Explaining the German Hog Price Cycle - a nonlinear dynamics approach <i>Ray Huffaker, Ernst Berg, USA and Germany</i>	15
Analyzing Food Supply and Distribution System using complex systems methodologies <i>V. Armendaritz, S. Armenia, A.S. Atzori, A. Romano, Italy</i>	36
C 1: Information and Communication	
Web Mining and Social Media Analysis for better communication in food crises <i>Christian Meyer, Martin Hamer, Wiltraud Terlau, Johannes Raithel, Patrick Pongratz, Germany</i>	59
A 3: Food Chain Relationships	
Traceability private standards: which is the role of economic incentives? <i>Stefanella Stranieri, Alessia Cavaliere, Alessandro Banterle, Italy</i>	69
Efficiency of food chains – theoretical and methodological framework <i>Sebastian Jarzebowski, Agnieszka Bezat-Jarzebowska, Poland</i>	82
B 2: Responding to Consumer Needs	
Fresh-cut salad and shelf life date extension: a segmentation of Italian consumers <i>Lucia Baldi, Stefanella Stranieri, Italy</i>	89
Harmonising stakeholder's preferences, needs and acceptance on sustainability and technical aspects to develop specifications for biodegradable packaging material <i>A. Sebok, C. Baar, A. Gyuro, A. Hegyi, S. Vidry, P. Putz, D. Banati, Hungary</i>	100
B 3: Trade issues	
Bilateral export trade and income similarity: Does the Linder hypothesis hold for agri-food trade? <i>Sandro Steinbach, Switzerland</i>	110
Impediments to wheat export from Ukraine <i>Iryna Kulyk, Thomas Herzfeld, Germany</i>	115
C 2: Food and Nutrition Security and Claims	
Cashew chain value in Guiné-Bissau: Challenges and contribution for food security <i>Bernardo Pacheco de Carvalho, Portugal</i>	140
Influence of GM soy expansion on the Argentinian Food and nutrition Security <i>Cesare Zanasi, Cosimo Rota, Claudia Severi, Anna Demadonna, Italy</i>	155
Food gap and food security of sugar in Egypt <i>Gaber Ahmed Bassyouni Shehata, Egypt</i>	165

A 4: Consumer Preferences	
Consumer preferences for high welfare meat: Service counter or self-service counter?	175
<i>Ramona Weinrich, Sarah Kühn, Annabell Franz, Achim Spiller, Germany</i>	
Sustainable consumption and the attitude-behaviour-gap phenomenon: Causes and measures	199
<i>Wiltrud Terlau, Darya Hirsch, Germany</i>	
A 5: Consumer Preferences and Claims Support	
Aquaculture production and use of insects for feed: a consumer perspective	215
<i>Lucia Baldi, Teresina Mancuso, Italy</i>	
Needs and difficulties of food businesses in substantiation of nutritional and health claims	226
<i>A. Hegyi, K. Viola, A. Gyuro, A. Sebok, Hungary</i>	
B 4: Linking Farms with consumers and chains	
What is the benefit of organically-reared dairy cattle? Societal expectation towards conventionally and organically dairy farming	254
<i>Inken Christoph-Schulz, Germany</i>	
B 5: Farming Support and Diversity	
The Balanced Scorecard as a management tool for arable farming	262
<i>Margit Paustian, Marie Wellner, Ludwig Theuvsen, Germany</i>	
A Farm Information Model for developing and configuration of interoperable ICT Components to support Collaborative Business Processes – a case of late blight protection	276
<i>Jan Willem Kruize, Cor N. Verdouw, Jacques Wolfert, Huub Scholten, Adrie J.M. Beulens, The Netherlands</i>	
C 4: Prices and Financial Instruments	
Macro and Oil Shocks: Implications for Commodity Prices	285
<i>R. Weaver, USA</i>	
EU dairy sector policy changes induced structural changes: How has this affected price transmission within the Italian dairy chain	286
<i>Franco Rosa, Rob Weaver, M. Vasciaveo, Italy</i>	
Financial Instruments and Conflicts of Interest: Application to French Agricultural Co-operatives	287
<i>Francis Declerck, France</i>	
C 5: Sustainability and Renewable Energy Support	
Biogas 3: Sustainable and economical production of biogas from food waste of European agrifood industry	299
<i>Remigio Berruto, Patricia Busato, Italy</i>	
Biodieselfao: Description of an Integrated Decision Support System for biodiesel investment analysis using UML	309
<i>Aziz Galvão da Silva Júnior, Brazil</i>	
A 6: Consumer Attitudes and Behavior	
Does everyone reject modern pig production?	317
<i>Daniela Weible, Inken Christoph-Schulz, Germany</i>	
When consumers think about purchasing meat, are animal welfare aspects relevant?	328
<i>Jeanette Klink, Nina Langen, Monika Hartmann, Germany</i>	

A 7: Communication

How scary! An analysis of visual communication concerning genetically modified organisms 347

Vera Ventura, Dario Gianfranco Frisio, Italy

The communication of CSR activities via social media - A qualitative approach to identify opportunities and challenges for small and medium-sized enterprises in the agri-food sector 354

Oliver Meixner, Elisabeth Pollhammer, Rainer Haas, Austria

B 7: Innovation and Networks

How does the '[Europe 2020 growth strategy](#)' affect innovation activities in the food industry? A comparison between Germany and Italy using CIS data 363

Stefano Ciliberti, Stefanie Bröring, Gaetano Martino, Italy and Germany

Success factors of innovation networks: Lessons from agriculture in Flanders 390

Evelien Lambrecht, Xavier Gellynck, Belgium

C 6: Food Chain Transparency and the Future Internet

How to combine Smartphone related apps with Flspace 404

Harald Sundmaecker, Germany

C 7: Consumer Link and Modelling

Attribute Non-Attendance and Satisficing Behavior in Online Choice Experiments 415

Lisa House, USA

A 8: Evolving Food Chains and Strategies

Sustainability of food chains - meeting the challenges of the future 433

Gerhard Schiefer, Jivka Deiters

B 8: Talent Management in Agribusiness

Determinants of job search success and job satisfaction among students of agricultural sciences in Germany 449

Birgit Schulze-Ehlers, Germany

Fostering entrepreneurial education in agribusiness through experiential learning 470

Alessio Cavicchi, Christina Santini, Italy