

Content	Pages
A 1: Traceability, Certification and Standards	
FoodAuthent – Developing a System for Food Authenticity by Collecting, Analyzing and Utilizing Product Data <i>Lehmann, R. J., Bungart, J., Bartram, T., Germany</i>	1
Benefits and optimal design of agricultural sustainability standards: Insights from a Delphi study in Germany <i>Veronika Hannus, Germany</i>	5
B 1: Food System Metrics and Control	
The difficulties in measuring individual utilities of product attributes: A choice based experiment <i>Oliver Meixner and Rainer Haas, Austria</i>	13
C 1: Dealing with Waste	
Food losses in supply chains for fruits, vegetables and potatoes between field and retail shelf in North-Rhine Westphalia, Germany <i>Christian H. Meyer, Dominik Frieling, Martin Hamer, Gero Oertzen, Germany</i>	24
A 2: Ecosystem Development and Influence	
A mixed methods approach towards mapping and economic valuation of the Divici-Pojejena wetland ecosystem services in Romania <i>Lamprinakis, L., Rodriguez, D. G. P., Prestvik, A. S., Veidal, A. and Klimek, B., Norway</i>	31
A3: Performance and Assessment	
Performance and benchmarking factors in Southern Mediterranean agricultural value chains <i>Samir Mili, Spain</i>	48
An assessment of the food companies sustainability policies through a greenwashing indicator <i>Cesare Zanasi, Cosimo Rota, Simona Trerè, Sharon Falciatori, Italy</i>	61
Leveraging High Performance CIP Processes to Reduce Water Usage in the Beverage Industry <i>Curt Weber, Sharon Roy, USA</i>	82
B 2: Role of Trust	
Trust no one? Citizens' concerns regarding the pork and dairy supply chain <i>Anja Rovers, Inken Christoph-Schulz, Nanke Brümmer, Doreen Saggau, Germany</i>	87
B 3: Push and Pull in Consumer Behavior	
Future developments in demand for aquaculture in Germany – how to integrate qualitative and quantitative market expert knowledge into a modelling system <i>Laura Angulo, Petra Salamon, Martin Banse, Ralf Döring, Matthias Keller, Myrna van Leeuwen, Germany and The Netherlands</i>	94
Communication strategies on palm oil sustainability: agri-food chain actors use of social media Twitter? <i>Antonella Samoggia and Arianna Ruggeri, Italy</i>	101

C 2: Policy Initiatives

- Going Global: shaping governance mechanisms in beef agri-systems **103**
Fernanda Kesrouani Lemos and Decio Zylbersztajn, Brazil
- Strengthening farmers' bargaining power in the new CAP **123**
Alessandro Sorrentino, Carlo Russo, Luca Cacchiarelli, Italy
- Policy Incentives and the Organic Value Chain in Ireland **128**
Cathal O'Donoghue, Mary Ryan, Elaine Leavy, Dan Clavin, Declan Heery, Ireland

C 3: Chain Governance

- Trading growth - A study of the governance of Norwegian whey protein concentrate exports **145**
Jostein Vik and Gunn-Turid Kvam, Norway
- The role of trust, knowledge diffusion and contracts in sunflower production chains in Brazil **155**
Lucas Oliveira de Sousa, Marcus Mergenthaler, Marcelo Dias Paes Ferreira, Germany and Brazil

A 5: Consumer Acceptance of Innovation

- Consumer's perspective on dual-purpose chickens **164**
Nanke Brümmer, Inken Christoph-Schulz, Anja Rovers, Germany

B 4: Organizational Change I

- Importance of organic agriculture and food in Argentina: An explorative analysis of the domestic and the global situation **170**
Wiltrud Terlau, Darya Hirsch, Nicolas Fuchshofen, Germany
- What drives marketing and organizational innovation in the food industry? A comparison between SMEs and large companies in Italy and Germany **177**
Stefano Ciliberti, Laura Carraresi, Stefanie Bröring, Italy and Germany

B 5: Organizational Change II

- Integrating in a Complex Networked Local Fresh Fish Supply System **189**
Per Engelseth and Marius Sandvik, Norway

C 4: Technology Innovation

- Food Chain Innovation: Reviewing over 40 Use Cases to Identify Business Model Success Patterns **209**
Harald Sundmaeker, Germany
- The social robot: A study of social aspects of milking robots in dairy farming **220**
Egil Petter Stræte and Jostein Vik, Norway
- FOODLAB Tool to foster entrepreneurship in the agrifood sector **234**
Patrizia Busato, Remigio Berruto, Alessandro Sopegno, Marco Rosso, Italy

A 6: Health Claims

- Nutrition Sensitive Consumption as Mean to Achieve Healthy Diets **241**
E.-A. Nuppenau, Germany
- Consumers' preferences for private – health related – and public – environmental friendly – food attributes. New insights from an ABR approach **252**
Edi Defrancesco, Maria Angela Perito, Irene Bozzolan, Leonardo Cei, Gianluca Stefani, Italy

A 7: Animal Welfare, Innovation Return and Flexibility

- The pet food industry: An innovative distribution channel for animal welfare meat? **257**
Wiebke Pirsich and Ludwig Theuvsen, Germany
- Creation and Capture of Innovation Returns for Intensive Urban Agriculture Systems **269**
Randall Westgren and Steven Pueppke, USA

B 6: Emerging Chain Organizations

- Exploring a new form of horizontal coordination to improve economic sustainability of the soft wheat chain in the Northwest of Italy **273**
Teresina Mancuso, Lucia Baldi and Massimo Peri, Italy
- Analysis of short food supply chain governances: Innovative collective platforms supplying local produce **283**
Simon Bavec, MéliSe Dantas Machado Bouroullec, Emmanuel Raynaud, France

B 7: Distribution, Logistics, and Strategy

- Value of information in improving daily operations in high-density logistics **289**
Viet Nguyen, Behzad Behdani, and Jacqueline Bloemhof, The Netherlands
- Food supply chain side flows management through Life Cycle Assessment and Life Cycle Costing: a practitioner's perspective **300**
Karin Östergren, Jennifer Davis, Fabio De Menna, Matteo Vittuari, Nicole Unger, Marion Loubiere, Sweden, Italy, Austria, France
- Spatial disparities in unit labour costs in food products manufacturing sector **304**
Aleksandra Pawłowska, Monika Bocian, Poland

C 6: Firm Development

- Succession in Horticultural Family Businesses – Determining Factors **313**
Stefan Mair and Vera Bitsch, Germany

C 7: Special Session: Sustainable Nutrition

- Implementing Sustainable Business Models in the Hospitality Sector with the Help of a Mission Statement **323**
Christine Göbel, Petra Teitscheid, Silke Friedrich, Nina Langen, Melanie Speck, Tobias Engelmann, Holger Rohn, Germany
- Sustainability assessment of out of-of-home meals: potentials and obstacles applying indicator sets NAHGAST Meal-Basis and NAHGAST Meal-Pro **329**
Tobias Engelmann, Melanie Speck, Holger Rohn, Katrin Bienge, Nina Langen, Eva Howell, Christa Liedtke, Germany
- Relevant information to guide consumers towards sustainable nutrition out of home – the perspective of caterer vs. guests **339**
Nina Langen, Ricarda Dubral, Christine Göbel, Melanie Speck, Tobias Engelmann, Holger Rohn, Petra Teitscheid, Germany
- Displaying sustainability related information on meals – The role of design and information depth **349**
Mounaim Rhozyel, Nina Langen, Christine Göbel, Melanie Speck, Tobias Engelmann, Holger Rohn, Petra Teitscheid, Germany

B 8: Consumers Attitudes towards Labelling

- Consumers' willingness to pay for climate-friendly labelled food in Europe **360**
Yvonne Feucht and Katrin Zander, Germany

C 8: Agriculture and Farms

- Determinants of outsourcing contracts in agricultural mechanization services: the Brazilian coffee agribusiness case **378**
Gustavo de Oliveira, Decio Zylbersztajn, Brazil
- Embedded competence: A study of farmers' relation to competence and knowledge **392**
Egil Petter Stræte and Jostein Vik, Norway
- Green root collective action for conservation of Agri-Bio diversity: a case study in Tuscana **404**
G. Stefani, G.V. Lombardi, L. Cej, Italy

B 9: Attitudes of Well-Informed Consumers

- Well-informed consumer? How do different consumer groups handle online information on German animal welfare initiatives? **418**
Darya Hirsch, Christian H. Meyer, Cristina Massen, Wiltrud Terlau, Germany
- Public Acceptance of Antibiotic Use in Livestock Production **424**
Goddard Ellen, Monika Hartmann, Jeanette Klink-Lehmann, Canada and Germany

C 9: Product Innovations

- Egyptian food security of edible oils **438**
Gaber Ahmed Bassyouni Shehata, Egypt

C 10: Moving Forward in Difficult Scenarios

- Extreme weather and global agricultural markets: the example of wheat yield fluctuation due to heat waves **448**
Thomas Chatzopoulos, Belgium
- The Economic Cost of Climate Change and the Benefits from Investments in Adaptation Options for Sri Lankan Coconut Value Chains **460**
Pathiraja, P.M.E.K. , Griffith, G.R. , Farquharson, R.J. , and Faggian, R., Australia
- Integration of the Food Supply Chain as a Factor of Sustainable Development **486**
Agnieszka Bezat-Jarzębowska and Sebastian Jarzębowski, Poland