



GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN

**GlobalFood**

# 2<sup>nd</sup> GlobalFood Symposium

25-26 April 2014

Göttingen, Germany

## Conference Program

(Final version)

**Organizing committee:** Edward Asiedu, Hanna Ihli, Nelissa Jamora, Sebastian Kunte, Simone Muders, Anna Müller, Verena Otter, Katrin Pape, Matin Qaim, Cristina Romero, Marie von Meyer-Höfer, De Zhou

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Global agri-food systems are undergoing a rapid transformation towards higher-value products, stricter food standards, and closer international and vertical integration. The ramifications for trade flows, industry structure, competitiveness, and social welfare may be far-reaching but are not yet well understood. Developing countries in particular face technical and institutional constraints, potentially impeding a successful participation in emerging value chains. This may have implications for poverty, food security, and sustainable development.

The GlobalFood Program at the University of Göttingen carries out research along these lines in collaboration with the International Food Policy Research Institute (IFPRI) and other partners. As part of this Program, the 2<sup>nd</sup> GlobalFood Symposium will take place on 25-26 April 2014 in Göttingen (Germany). The aim of this Symposium is to discuss new research findings and policy challenges related to the global agri-food system transformation. The two-day event will feature plenary sessions with invited speakers, contributed paper sessions, and posters.

The GlobalFood Program is funded by the German Research Foundation (DFG).

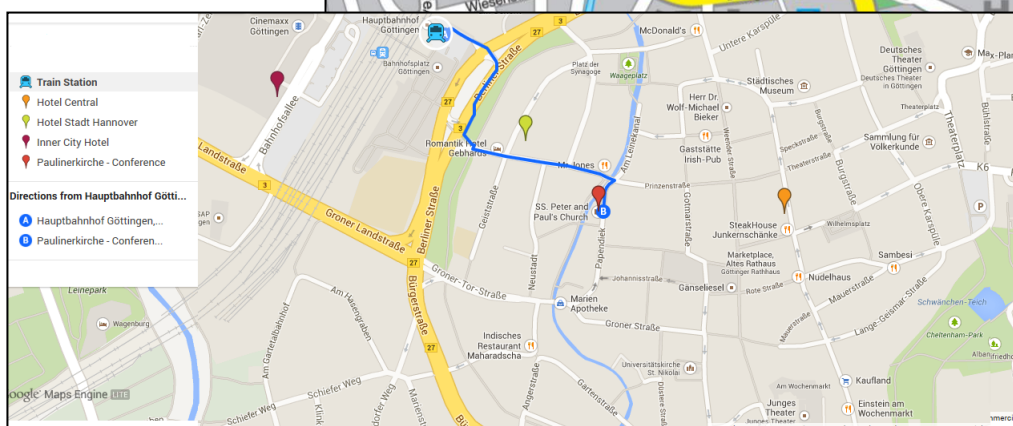


Paulinerkirche  
Papendiek 14  
37073 Göttingen  
Germany

Heyne-Haus  
Papendiek 16  
37073 Göttingen  
Germany  
(parallel sessions D and E)

Paulinerkirche is  
in walking  
distance from  
Göttingen train  
station

Heyne-Haus is  
directly opposite  
Paulinerkirche



In case of problems, the registration desk can be reached at +49 176 81899777.

**Friday · 25 April 2014**

08:00 – 09:30    **Registration**

09:30 – 10:00    **Plenary Session 1: Opening Session**

Reiner Finkeldey (Vice President, Univ. Göttingen, Germany): “Welcome address”

Patricia Schmitz-Möller (DFG, Bonn, Germany): “Welcome address”

Matin Qaim (Univ. Göttingen, Germany): “Introductory remarks”

10:00 – 12:00    **Plenary Session 2: Global Food System Transformation: Trends and Issues**

*Chair:* Ulrike Grote (Univ. Hannover, Germany)

Joachim von Braun (ZEF, Univ. Bonn, Germany): “The agri-food system transformation toward bioeconomy: implications for food and nutrition security”

Julie Caswell (Univ. Massachusetts, USA): “Impacts of the next generation of food standards on food trade”

Simon C. Kimenju (Univ. Göttingen, Germany): “Do supermarkets contribute to the obesity pandemic in developing countries?”

12:00 – 13:00    **Lunch Break**

13:00 – 15:00    **Plenary Session 3: Market Restructuring, Poverty, and Food Security**

*Chair:* Travis Lybbert (Univ. California, Davis, USA)

Johan Swinnen (Univ. Leuven, Belgium): “Rent distribution and price transmission in value chains: towards a general model”

Christine K. Chege (Univ. Göttingen, Germany): “Supermarkets and impacts on farm household nutrition in Kenya”

Maximo Torero (IFPRI, USA): “A text message away: information and communication technologies as a tool to improve food security”

15:00 – 15:30    **Coffee Break**

15:30 – 17:30    **Parallel Sessions 1**

See details of sessions and rooms further below

17:30 – 19:30 **Plenary Session 4: Panel Discussion “Is food standard setting and compliance worth the effort?”**

*Moderator:* Ludwig Theuvsen (Univ. Göttingen, Germany)

Susanne Amann (DER SPIEGEL, Germany)

Cornelia Berns (Federal Ministry of Food and Agriculture, Germany)

Martina Fleckenstein (WWF, Germany)

Merlin Koene (Unilever)

Peter Ton (Cordaid, Netherlands)

19:45 – 21:30 **Dinner** (vouchers required; can be purchased at the registration desk)

## **Saturday · 26 April 2014**

08:30 – 10:30 **Parallel Sessions 2**

See details of sessions and rooms further below

10:30 – 11:00 **Coffee Break**

11:00 – 12:30 **Parallel Sessions 3**

See details of sessions and rooms further below

12:30 – 13:15 **Poster Session**

Church Hall, see details of poster session below

13:15 – 14:00 **Lunch Break**

14:00 – 16:00 **Plenary Session 5: Supply Chain Relations and Rent Distribution**

*Chair:* Wendy Umberger (Univ. Adelaide, Australia)

Camilla I.M. Andersson (Örebro Univ., Sweden): “Following up on smallholder farmers and supermarkets”

Julio Berdegúe (RIMISP, Chile): “Determinants of the spatial distribution of agri-processors and impacts on employment and poverty: evidence from Latin America”

Jill Hobbs (Univ. Saskatchewan, Canada): “The evolving landscape of food safety and food quality standards: implications for supply chain relationships”

16:00 – 16:10 **Closing Remarks**

All Plenary Sessions take place in the “Alfred-Hessel-Saal” of Paulinerkirche.  
Coffee, lunch, and dinner will be offered in the ground floor during the breaks indicated.



### Parallel Sessions 1: Friday · 25 April · 15:30-17:30

#### A1: Supply chain management I

(Alfred-Hessel-Saal)

Chair: Alexander Saak (IFPRI, USA)

Anthony Halog (University of Queensland, Australia): "Agri-food industrial transformation: towards creating circular economy-oriented industries in Australia"

Theresia Dominic (University of Göttingen, Germany): "Strategic management practices of agribusiness firms: the role of firm attributes and firm resources"

Verena Otter (University of Göttingen, Germany): "The influence of the interplay of supply chain network relationships on smallholder performance"

#### B1: Economic experiments in agriculture

(Church Hall)

Chair: Marcela Ibanez (University of Göttingen, Germany)

Angelino Viceisza (Spelman College, USA): "Cheap talk and coordination: experimental evidence from farmer groups in Senegal"

Travis Lybbert (University of California-Davis, USA): "Experimental markets for ready-to-use supplementary foods (RUSFs) in Burkina Faso: implications for private and public sector involvement in RUSF supply chains"

Hanna Julia Ihli (University of Göttingen, Germany): "Investment behavior of Ugandan smallholder farmers: an experimental analysis"

Sebastian Kunte (University of Göttingen, Germany): "Making it personal: breach and private ordering in a contract farming experiment"

#### C1: Nutrition transition

(Vortragsraum)

Chair: Olivier Ecker (IFPRI, USA)

Iris Butzlaff (University of Göttingen, Germany): "Nutrition transition in transition countries – the case of Russia"

Ramona Rischke (University of Göttingen, Germany): "Supermarkets and the nutrition transition in Kenya"

Xiaobo He (University of Adelaide, Australia): "Supermarkets, diet transition and child health: is there a link? Evidence from a survey of urban Indonesian households"

Lena Hohfeld (University of Hannover, Germany): "Poverty and nutrition: a case study of rural households in Thailand and Vietnam"

#### D1: Consumer preferences I

(Heyne-Haus, Room 1)

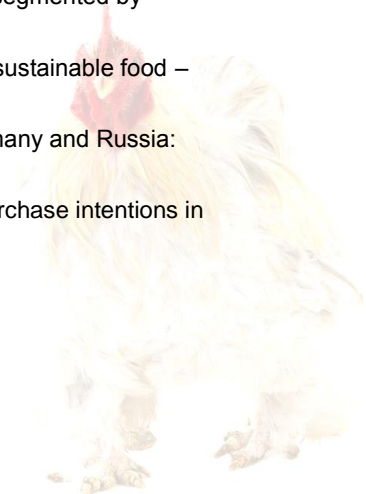
Chair: Xiaohua Yu (University of Göttingen, Germany)

Yunjun Ren (University of Kiel, Germany): "A food demand system estimation for households segmented by income in rural China"

Marie von Meyer-Höfer (University of Göttingen, Germany): "Consumer expectations towards sustainable food – an explorative survey in industrialised and emerging countries"

Irina Dolgoplova (IAMO Halle, Germany): "Consumers' perception of functional foods in Germany and Russia: qualitative comparative study"

Natascha Loebnitz (Aarhus University, Denmark): "The effect of food shape abnormality on purchase intentions in China"



## Parallel Sessions 2: Saturday · 26 April · 8:30-10:30

### A2: Standards & trade

*(Alfred-Hessel-Saal)*

Chair: Oliver Mußhoff (University of Göttingen, Germany)

Brian Chiputwa (University of Göttingen, Germany): "Certification of smallholder farmers and poverty: the case of coffee producers in Uganda"

Anna Müller (University of Göttingen, Germany): "GlobalGAP adoption among smallholder farmers in Guatemala: do business skills matter?"

Amjad Masood (University of Göttingen, Germany): "How important private food standards are in international trade? Evidence from GlobalGAP certified banana imports of European Union"

Beatrice Muriithi (University of Bonn, Germany): "Impact of EU private food safety on commercialization of horticulture: analysis of panel data on smallholder vegetable producers in Kenya"

### B2: High-value markets

*(Church Hall)*

Chair: Claudia Keser (University of Göttingen, Germany)

Wendy Umberger (University of Adelaide, Australia): "How do farmers' preferences for crop attributes affect high value crop adoption?"

Cristina Romero (University of Göttingen, Germany): "Supplier dynamics in the broccoli export sector: why are small farmers leaving a 'profitable' market?"

Cornelis Gardebroek (Wageningen University, Netherlands): "The impact of contracts on Ethiopian organic honey producers' incomes"

### C2: Networks & collective action

*(Vortragsraum)*

Chair: Theda Gödecke (University of Göttingen, Germany)

Inka Gersch (University of Cologne, Germany): "Contract farming or producer organization: which marketing model works better for smallholders? A comparative study in the floriculture sector of South India"

Tisorn Songsermsawas (University of Illinois at Urbana Champaign, USA): "Friends or traders? Do social networks affect the use of market mechanisms by farmers in India"

Nico Herforth (University of Göttingen, Germany): "Modern marketing channels, blackberry farmers, and social networks: evidence from Ecuador"

### D2: Supply chain management II

*(Heyne-Haus, Room 1)*

Chair: Ludwig Theuvsen (University of Göttingen, Germany)

Ayako Ebata (University of Göttingen, Germany): "Impact evaluation of project ACORDAR"

Wytse Vellema (Ghent University, Belgium): "Inclusive business models: beyond contract farming"

Ihtiyor Bobojonov (IAMO Halle, Germany): "The impact of supply chain transformation on welfare of small farmers in Kazakhstan"

Alexander Saak (IFPRI, USA): "Traceability and reputation in value chains"

## **E2: Consumer preferences II**

*(Heyne-Haus, Room 2)*

Chair: Stephan Klasen (University of Göttingen, Germany)

De Zhou (University of Göttingen, Germany): "Calorie elasticities with income dynamics: evidence from the literature"

Mousumi Das (Indira Gandhi Institute of Development Research, India): "Dietary diversity and child nutrition in rural India: a quantile regression analysis"

Shi Min (University of Hannover, Germany): "Impact of demographic and aging on meat consumption in China"

Oyakhilomen Oyibo (Ahmadu Bello University, Nigeria): "Household consumption preference for imported and domestic rice in Kaduna state, Nigeria: implication for rice quality improvement"

## **Parallel Sessions 3: Saturday · 26 April · 11:00-12:30**

### **A3: Gender**

*(Alfred-Hessel-Saal)*

Chair: Angelino Viceisza (Spelman College, USA)

Edward Asiedu (University of Göttingen, Germany): "The weaker sex? Gender differences in punishment across matrilineal and patriarchal societies"

Isabel Lambrecht (KU Leuven, Belgium): "Does it make sense to target women for agricultural technology adoption? Evidence from Eastern DR Congo"

Debosree Banerjee (University of Göttingen, Germany): "Market discrimination, market participation and control over revenue: a gendered analysis of Cameroon's cocoa producers"

### **B3: Food prices**

*(Church Hall)*

Chair: Manuel Hernandez (IFPRI, USA)

Carolin Mengel (University of Göttingen, Germany): "Distance and border effects on price transmission – a meta-analysis"

Nelissa Jamora (University of Göttingen, Germany): "Thresholds in international rice markets"

Matthias Kalkuhl (University of Bonn, Germany): "How strong do global commodity prices influence domestic food prices? A global price transmission analysis"

### **C3: Agriculture & sustainability**

*(Vortragsraum)*

Chair: Bernhard Brümmer (University of Göttingen, Germany)

Marcela Ibanez (University of Göttingen, Germany): "Environmental and socioeconomic impact of growing certified organic coffee in Colombia"

Munyaradzi Mutenje (CIMMYT, Zimbabwe): "Farmers' maize seed variety choices: implication on household food security in Eastern Zambia"

### **D3: Food security**

*(Heyne-Haus, Room 1)*

Chair: Stephan von Cramon-Taubadel (University of Göttingen, Germany)

V. Rajendra Prasad (Agricultural College, Bapatla, India): "Analysis of sustainable path for food security in India"

Jan Brockhaus (University of Bonn, Germany): "Food policies – implication for food sector in India"



**Poster Session: Saturday · 26 April · 12:30-13:15**

*(Church Hall)*

**Cluster 1: Consumer preferences**

- (1) Barbara Degenhart (University of Bayreuth, Germany): "Research project: consequences of globalization processes on the food habits of the middle class in the mid-sized cities context of Mek'ele"
- (2) Nishant Shende (College of Agriculture Nagpur, India): "Food consumption pattern in Maharashtra state (India)"

**Cluster 2: Gender**

- (3) Céline Bigneat (INRA, UMR MOISA, France): "The role of exports in farms' labour force composition: female agricultural workers in the Moroccan vegetable sector"
- (4) Evans Osabuohien (German Development Institute, Germany): "Land deals and empowerment of rural women in East African community: the case of Tanzania and Uganda"

**Cluster 3: Supply chains**

- (5) Hauke Brankamp (German Development Institute, Germany): "Transformation of fresh fruit and vegetable value chains in India: the case of Andhra Pradesh"
- (6) Dominika Malchar-Michalska (Opole University, Poland): "Contractual relationships of fruit and vegetable producer's groups with agrifood sector in Poland: the case of producer's groups operated in Dolnoslaskie and Opole regions"
- (7) Geraldine Arbogast Rasheli (Mzumbe University, Tanzania): "Vegetable value chain analysis in Morogoro, Tanzania"
- (8) Hildegard Garming (Thünen-Institute, Germany): "From traditional markets to modern value chains – how do smallholders get their share?"
- (9) Vera Belaya (Thünen-Institute, Germany): "Power and conflict in Russian agri-food supply chains"
- (10) Zoltán Ferenczi (Humboldt University Berlin, Germany): "Diversifying food systems – horticultural innovations and learning for improved nutrition and livelihood in East Africa"

**Cluster 4: Food prices**

- (11) Akanksha Negi (IFPRI, India): "Cooling effects of imports on food prices: the case of pulses in India"
- (12) Christine Moser (Western Michigan University, USA): "Maize prices and unobservable quality: evidence from aflatoxin tests in Kenya"
- (13) Joseph Amikuzuno (University for Development Studies, Ghana): "Are these ties that bind? – Causes, costs and tradeoffs of cross-border arbitrage in West African tomato markets"
- (14) Edinam Dope Setsoafia (University for Development Studies, Ghana): "Regional integration in Africa: why cross-border price transmission and integration of agricultural markets matter"
- (15) Nina Dohmeier (University of Hannover, Germany): "Shocks and food insecurity in Lao PDR"

#### **Cluster 5: Food standards & trade**

- (16) Aminou Arouna (AfricaRice, Benin): "Analysis of smallholder's preferences for rice contract to produce high quality in rice sector development hub of Africa"
- (17) K. P. Sudheer (Kerala Agricultural University, India): "Strategies to enhance spice export through improved safety and quality measures"
- (18) Minette Flora de Asis (Humboldt University Berlin, Germany): "The implications of participation to environmental standards by smallholder sugarcane farmers in the Philippines: the case of the muscovado sugar value chain"

#### **Cluster 6: Food security**

- (19) Dele Raheem (University of Helsinki, Finland): "Empowering the youth of Africa to promote food security in an emerging global value chains"
- (20) Samson Katengeza (Lilongwe University of Agriculture and Natural Resources, Malawi): "Assessment of the maize situation, outlook and investment opportunities in Malawi"
- (21) Sarah Marie Nischalke (International Centre for Integrated Mountain Development, Nepal): "Changing mountain food-scapes: effects of agri-food system transformations on food security in the Hindu Kush Himalaya Region"
- (22) Supena Friyatno (Indonesian Center for Social and Economic Policy Studies, Indonesia): "Role of corn commodity analysis on Indonesian economy"

#### **Cluster 7: Agriculture & sustainability**

- (23) Menale Kassie (CIMMYT, Kenya): "Sustainable intensification practices, crop income and input use: a multinomial endogenous switching regression approach"
- (24) Yuliana Griewald (Humboldt-Universität Berlin, Germany): "Looking at peasant farms within the supply chain for wheat in Russia: an institutional economics perspective"

Posters will be exhibited in the Church Hall of Paulinerkirche during the entire Symposium.



**Hotel Stadt Hannover**

Address: Goethe-Allee 21, 37073 Göttingen

E-mail: [info@hotelstadthannover.de](mailto:info@hotelstadthannover.de)

Price/night: 85-110 €

**InterCityHotel**

Address: Bahnhofsallee 1, 37081 Göttingen

E-mail: [goettingen@intercityhotel.de](mailto:goettingen@intercityhotel.de)

Price/night: 70-120 €

**Hotel Central**

Address: Judenstraße 12, 37073 Göttingen

E-mail: [info@hotel-central.com](mailto:info@hotel-central.com)

Price/night: 70-100 €

**Leinehotel Göttingen**

Address: Groner Landstraße 55, 37081 Göttingen

E-mail: [info@leinehotel-goe.de](mailto:info@leinehotel-goe.de)

Price/night: 55-90 €

**Gästehaus Göttingen**

Waldweg 12, 37073 Göttingen

Phone: +49 551 42267

Price/night: 48-68 €

**Jugendherberge Göttingen (only IYH members)**

Address: Habichtsweg 2, 37075 Göttingen

E-mail: [jh-goettingen@djh-hannover.de](mailto:jh-goettingen@djh-hannover.de)

Price/night: 25-35 €

Many of the above offer online reservation service. Additional hotels can be found on booking websites such as [www.booking.com](http://www.booking.com) or [www.trivago.de](http://www.trivago.de).

*We would like to  
thank the following  
organizations and  
programs for their  
financial support and  
cooperation:*



GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN

**GlobalFood**



**DFG** Deutsche  
Forschungsgemeinschaft

Dieses Projekt wird mit Mitteln des Europäischen Fonds für regionale Entwicklung gefördert.



EUROPÄISCHE UNION  
Europäischer Fonds für regionale Entwicklung



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*Apotheke*  
am Steg

**KWS**

**KMU** Netzwerk der Göttinger Graduiertenschule  
Gesellschaftswissenschaften (GGG)



**SÜDZUCKER**

