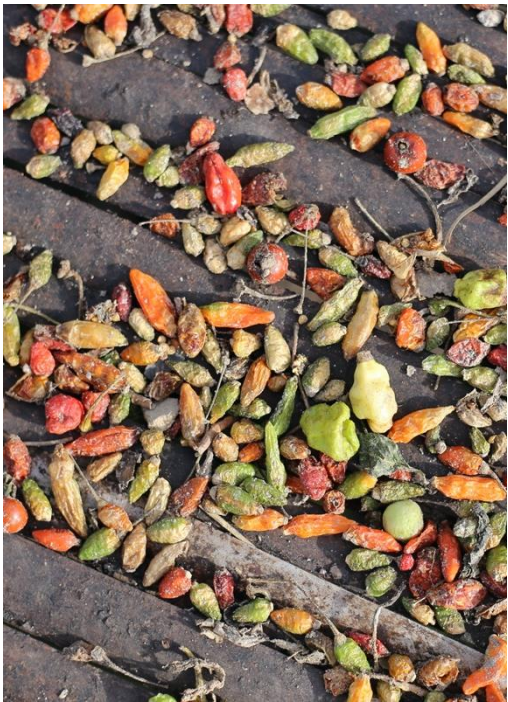




GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN

**GlobalFood**



# 4<sup>th</sup> GlobalFood Symposium

**Conference Program (Preliminary Version)**

24-25 April 2020

(Pre-Conference Workshops on 23 April 2020)

Göttingen, Germany

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, social welfare, and sustainability 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 4<sup>th</sup> GlobalFood Symposium will take place on 24-25 April 2020 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. A set of Pre-Conference Workshops will take place on 23 April 2020.

**Organizing committee:** Ayobami O. Adetoyinbo, Mahmoud Ahmed, Ann-Kathrin Fahlbusch, Melanie Grosse, Denise Hörner, Sarah Iweala, Jessie Lin, Martin Parlasca, Anette Ruml, Jorge Sellare, Liza von Grafenstein

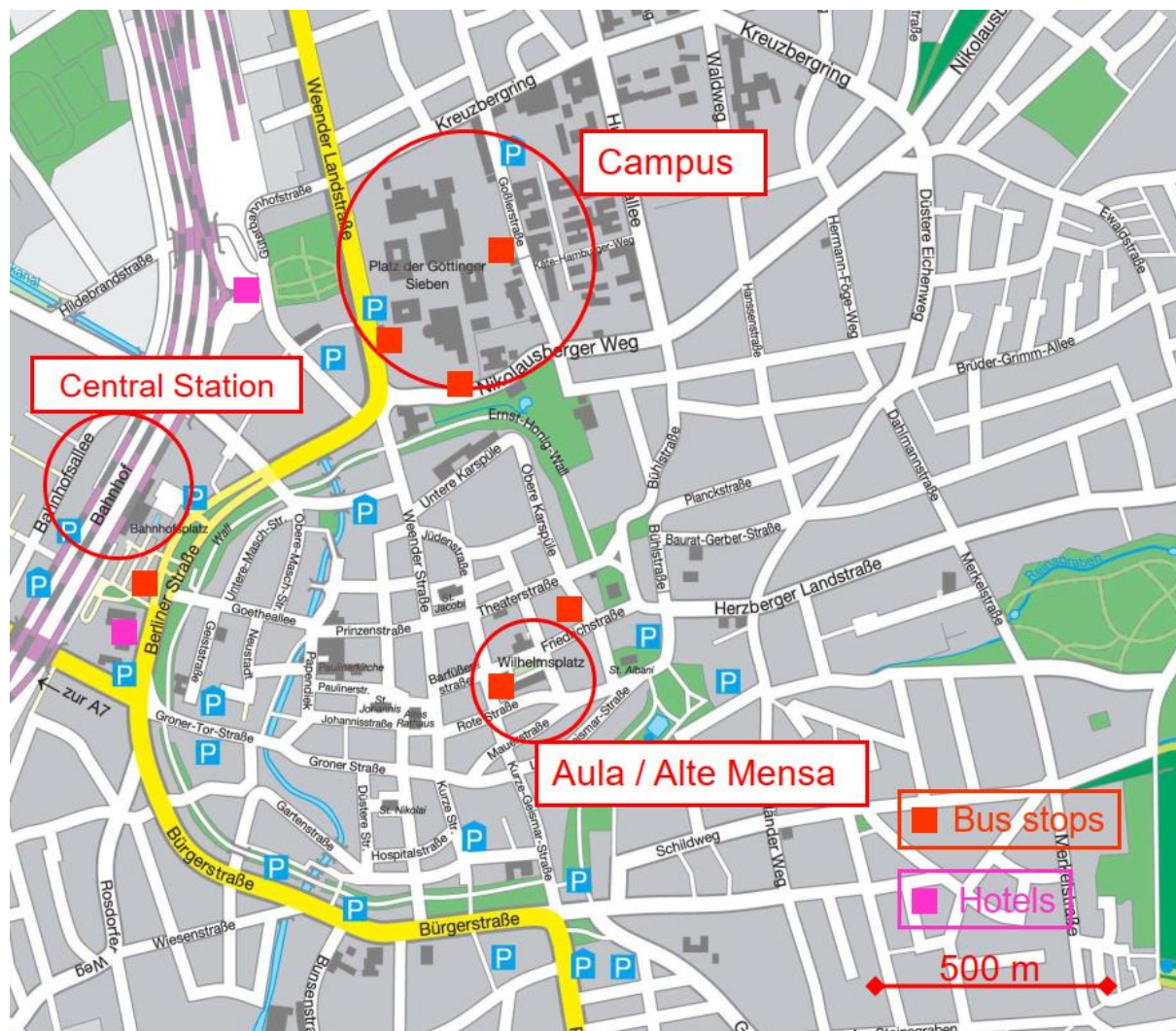
**Scientific committee:** Matin Qaim (chair), Yasemin Boztug, Achim Spiller, Meike Wollni

Contact: [globalfood@uni-goettingen.de](mailto:globalfood@uni-goettingen.de)

Website: [www.uni-goettingen.de/globalfood](http://www.uni-goettingen.de/globalfood)

“Alte Mensa”  
 Wilhelmsplatz 3  
 37073 Göttingen  
 Germany

All Symposium Sessions  
 and Pre-Conference  
 Workshops take place in the  
 “Alte Mensa” in the City  
 Center of Göttingen.



From the Göttingen railway train station (Central Station), it is a 15 minute walk to the *Alte Mensa*: leave the train station in direction to the City Center and go straight to Goetheallee, continue onto Prinzenstraße, and, at the sightseeing spot *Nabel* turn right towards Weender Straße, follow the street for 130 meters, and then turn left onto Barfüßerstraße, follow the street for 160 meters until reaching Wilhelmsplatz. *Alte Mensa* is located on the right side of Wilhelmsplatz.

The nearest bus stops to *Alte Mensa* are *Jüdenstraße* and *Friedrichstraße*. A public transport network map can be found [here](#). More information about the public transport in Göttingen and the timetable of buses can be found on the [Homepage of the GöVB](#).

In case of problems, the registration desk can be reached at **Mobile Phone No.**

### Thursday · 23 April 2020

- 12:30 – 18:30 Pre-Conference Workshops (see separate program)  
19:00 Informal networking dinner (place to be announced)

### Friday · 24 April 2020

08:00 – 09:30 **Symposium Registration**

09:30 – 10:00 **Symposium Opening Plenary**

Matin Qaim (University of Goettingen, Germany): “Welcome address and introductory remarks”

Johan Swinnen (IFPRI, USA): “Welcome address”

10:00 – 12:00 **Plenary Session 1: Food Systems and Household Welfare**

*Chair:* Kathy Baylis (University of Illinois, USA)

Prabhu Pingali (Cornell University, USA): “Redirecting food systems transformations for better nutrition”

Tom Reardon (Michigan State University, USA): “The quiet revolution in the hidden middle of the food system in Africa and Asia”

Anette Ruml (University of Goettingen, Germany): “Heterogeneous effects of marketing contracts and resource-providing contracts on household income”

12:00 – 13:00 **Lunch Break**

13:00 – 15:00 **Plenary Session 2: Food Quality, Consumer Trends, and Social Trust**

*Chair:* Thomas Heckeley (University of Bonn, Germany)

Jill Hobbs (University of Saskatchewan, Canada) : “Responding to heterogeneous consumers: Quality differentiation in food supply chains”

Jessica Aschemann-Witzel (Aarhus University, Denmark): “On food waste avoiders, frugality nerds, and early adopters of waste-to-value: Consumer research examples across countries”

Martin Parlasca (University of Goettingen, Germany): “Can mobile phones build social trust? Insights from rural Kenya”

15:00 – 15:30 **Coffee Break**

15:30 – 17:00 **Parallel Sessions 1**

See details of sessions and rooms further below

17:15 – 19:15 **Plenary Session 3: Visions for Sustainable Food Systems (Panel Discussion)**

*Moderator:* Regina Birner (University of Hohenheim, Germany)

*Panelists:* Jessica Fanzo (Johns Hopkins University, USA)  
Lucia Reisch (Copenhagen Business School, Denmark)  
Johan Swinnen (IFPRI, USA)  
Rob Vos (IFPRI, USA)

20:00 – 00:00 **Symposium Dinner \***  
Deutsches Theater, Theaterplatz 11, 37073 Göttingen

## Saturday · 25 April 2020

08:30 – 10:00 **Parallel Sessions 2**  
See details of sessions and rooms further below

10:00 – 10:30 **Coffee Break**

10:30 – 11:30 **Poster Session**  
See details of sessions and rooms further below

11:30 – 13:00 **Parallel Sessions 3**  
See details of sessions and rooms further below

13:00 – 14:00 **Lunch Break**

14:00 – 16:00 **Plenary Session 4: Food system innovations and technology adoption**  
*Chair:* To be determined  
Chris Barrett (Cornell University, USA): “Innovations needed to meet global food security challenges”  
Catherine Ragasa (IFPRI, USA): “Monitoring and evaluation of agricultural extension services: Policy issues, innovations, and future research”  
Abdulrazzak Tamim (McGill University, Canada): “The long-term effects of information on adoption and retention: Evidence from a randomized experiment in Tanzania”

16:00 – 16:15 **Best Poster Award**

16:15 – 16:30 **Closing Remarks**

All sessions take place in the Alte Mensa (Wilhelmsplatz 3; 37073 Göttingen).  
Coffee and lunches are offered on the ground floor during the indicated breaks.

\* The Symposium Dinner (Friday, at 20:15) takes place in “Deutsches Theater” (Theaterplatz 11; 37073 Göttingen), which is a 5 minute walk from Alte Mensa. Participation in the Dinner is included in the Symposium registration fee. But please note that drinks during the Dinner are at your own expense. Please do not forget to pay for your drinks before leaving the Dinner.

### Parallel Sessions 1: Friday · 24 April · 15:30-17:30

#### A1: Behavioral Economics

(Venue)

Chair: Anika Trebbin (University of Marburg, Germany)

Viviana Urueña (University of Goettingen, Germany), Marcela Ibañez, Gerhard Riener: "The Bittersweet Taste of Vanilla: Effects of Crime on Farmers' Behavior in Madagascar"

Christina Martini (University of Goettingen, Germany), Marcela Ibañez, Menusch Khadjavi: "Role Models, Aspirations and Collective Action in Rural Settings: A Field Experiment in Zambia"

Lisa Jäckering (IFAD, Italy), Eva-Marie Meemken, Jorge Sellare, Matin Qaim: "Spoken words fly away, written words remain: Employment contracts between farm workers and farmers"

Sarah Iweala (University of Goettingen, Germany), Rodolfo Nayga, Dominic Lemken, Achim Spiller: "Different shades of altruism: How do consumers respond to informative versus affective marketing messages in an auction for chocolate and tea with ethical claims?"

Anna Fabry (KU Leuven, Belgium), Goedele Van den Broeck, Miet Maertens: "Decent work in modern food value chains: Evidence from Senegal"

#### B1: Food and Agricultural Trade

(Venue)

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

Jürgen Kähler (University of Erlangen-Nuernberg, Germany), Moses Mananyi Kupabado: "Financialization and Price Transmission in Markets for Agricultural Commodities"

Dela-Dem Doe Fiankor (University of Goettingen, Germany), Ken-Oliver Haase: "The heterogeneous effects of standards on agrifood trade flows"

Angga Pradesha (IFPRI, USA), James Thurlow, Paul Dorosh: "Evaluating Food Policy Options in Bangladesh: Economywide Analysis Under Uncertainty"

Annemarie Groot-Kormelink (Wageningen University, Netherlands), Jacques Trienekens, Jos Bijman: "What is the influence of quality standards on contract arrangements? A study on Uruguayan supply chains"

Daniele Curzi (University of Milan, Italy), Martijn Huysmans: "The impact of protecting EU Geographical Indications in trade agreements"

#### C1: Health and Nutrition

(Venue)

Chair: Eva-Marie Meemken (Cornell University, USA)

Anaka Aiyar (Cornell University, USA): "India's Rural Transformation and Rising Overweight Burden"

Bethelhem Debela (University of Goettingen, Germany), Anette Ruml, Matin Qaim: "The effects of contract farming on diets and nutrition in Ghana"

Liza von Grafenstein (University of Goettingen, Germany), Sebastian Vollmer, Santosh Kumar, Abhijeet Kumar: "Double Fortified Salt Usage for Health and Human Capital Acquisition of School Children in Rural Bihar"

Hamid Oskorouchi (University of Goettingen, Germany): "Beyond political violence: Boko Haram's banditry and child nutrition in Chad"

Kathrin Demmler (Global Alliance for Improved Nutrition, United Kingdom), Shauna Downs: "Food environment interventions targeting children and adolescents: a structured review"

### D1: Gender and Youth

(Venue)

Chair: Meike Wollni (University of Goettingen, Germany)

Aslihan Arslan (IFAD, Italy) David Tschirley, Eva Maria Egger: "Understanding rural youth welfare through the Rural Opportunity Space: Evidence from 12 developing countries around the World"

Lilli Scheiterle (IFAD, Italy), Regina Birner: "The Myth of the Market Queens: A Case Study of Women and Power in Ghanaian Markets"

Goedele Van den Broeck (University Louvain, Belgium), Myrthe Mardulier, Miet Maertens: "All that is gold does not glitter: Income, education and nutrition in Tanzania"

Vidya Vemireddy (Indian Institute of Management Ahmedabad, India), Prabhu Pingali: "Women's time allocation in agriculture, nutritional trade-offs and seasonality: evidence from rural India"

Marwan Benali (World Vegetable Center, Benin) : "Do home garden interventions contribute to nutrition outcomes and women's empowerment? Evidence from Mali"

## Parallel Sessions 2: Saturday · 25 April · 8:30-10:30

### A2: Healthy Diets and Nutrition-Sensitive Agriculture

(Venue)

Chair: Prabhu Pingali (Cornell University, USA)

Makaiko Khonje (University of Goettingen, Germany), Olivier Ecker, Matin Qaim: "Can modern retailers help to improve diets and nutrition in urban Africa? Empirical evidence from Zambia"

Lutz Depenbusch (World Vegetable Center, Thailand), Pepijn Schreinemachers, Stuart Brown, Ralph Roothaert: "Impact and distributional effects of an integrated home garden and nutrition intervention in Cambodia"

Isaac Bonuedi (Centre for Development Research (ZEF), Germany), Lukas Kornher: "Making cash crop value chains nutrition-sensitive: Evidence from rural Sierra Leone"

Ernst-August Nuppenau (University of Giessen, Germany): "Using Nutrition Norms for Identification of Malnutrition, Revision of Welfare Analysis and Local Exchange: On Means to Achieve Healthier Diets"

Stephan Goetz (Pennsylvania State University, USA), Yicheol Han, Claudia Schmidt: "Measuring Change in Food Systems"

### B2: Technology Adoption and Diffusion

(Venue)

Chair: Ernst-August Nuppenau (University of Giessen, Germany)

Nathalie Luck (University of Passau, Germany), Michael Grimm: "Removing barriers to the next Green Revolution. Can training enhance knowledge and adoption of organic farming practices? Evidence from a randomized experiment in Indonesia"

Johannes Wegmann (University of Goettingen, Germany), Linda Steinhübel, Monish Jose: "Geographic vs. social distance in technology diffusion – potential for higher-order spatial lag models in applied economics"

Adeyabo Ogunniyi (IFPRI, Nigeria), Olagunju Kehinde, Rufai Mistura, Motunrayo Oyeyemi: "Does Access to Social Protection and Agricultural Extension Services influences Agricultural Technology Adoption and Household Welfare? Evidence from Rural Nigeria"

Nicholas Magnan (University of Georgia, USA), Vivian Hoffmann, Gissele Gajate Garrido, Daniel Kanyam, Nelson Opok: "Information, Technology, and Market Rewards: Incentivizing Aflatoxin Control in Ghana"

Denise Hörner (University of Goettingen, Germany), Meike Wollni: "The Effects of Integrated Soil Fertility Management on Land and Labor Productivity: Evidence from Ethiopia"

### C2: Agri-Food Standards and Certification

(Venue)

Chair: Goedele Van den Broeck (University Louvain, Belgium)

Jorge Sellare (University of Goettingen, Germany), Eva-Marie Meemken, Matin Qaim: "Fairtrade, Agrochemical Input Use, and Effects on Human Health and the Environment"

Mirjam Schoonhoven-Speijer (Wageningen University, Netherlands), Sietze Vellema: "Appreciating skillful intermediary traders handling coordination problems: the implications of contextual diagnostics of an agri-food system in northern Uganda"

Eva-Marie Meemken (Cornell University, USA): "Large farms, large benefits? Sustainability certification among smallholder, medium-sized, and agro-industrial producers in Peru"

Nina Grassnick (University of Goettingen, Germany): "Do private standards carry the (tea and coffee) can for meeting public standards?"

Fatima Olanike Kareem (Trade and Development Policy Research Network, Germany): "Organic Certifications, Certification Integrity and US Organic Imports"

### D2: Food Security

(Venue)

Chair: Lisa Jäckering (IFAD, Italy)

Jessie Lin (University of Goettingen, Germany), Meilin Ma, Richard Sexton: "Modern Agricultural Value Chains and Food Security of Urban Consumers in Developing Countries"

Rafael Quijada-Landaverde (Ohio State University, USA), Amy Boren-Alpizar, Sarahi Morales: "Coping Strategies to Food Insecurity and Climate Change in Rural El Salvador: A Farmers study"

Alessandra Garbero (IFAD, Rome), Lisa Jäckering: "The potential of agricultural programs for improving dietary diversity and food security: A global perspective"

Esther Waruingi (Jomo Kenyatta University of Agriculture and Technology, Kenya), Robert Mbeche, Anja Fasse: "Does participation in payment for ecosystem services (PES) improve household food security? Evidence from Mt Elgon forest Kenya"

Hannah Ameye (KU Leuven, Belgium), Joachim De Weerd, John Gibson: "Are Food Security Indicators Robust? Evidence from a Survey Experiment in Tanzania"

## Parallel Sessions 3: Saturday · 25 April · 10:30-12:00

### A3: Consumer Preferences

(Venue)

Chair: Achim Spiller (University of Goettingen, Germany)

Michiel De Bauw (KU Leuven, Belgium), Liesbet Vranken: "Towards Environmentally Friendly and Healthy Food Consumption: Empirical Evidence From An Online Shopping Experiment"

Amir Heiman (Cornell University, United States), David Just, Anne Byrne: "New Insights into Country-Of-Origin (Cool) Labeling: The Effects of Nationalism and Patriotism"

Mahmoud Ahmed (University of Goettingen, Germany), Ossama Elshiewy, Yasemin Boztug: "Willingness to Pay for Fair Trade Products: An Empirical Generalization"

Collins Asante-Addo (Thünen Institute of Market Analysis, Germany), Daniela Weible: "Imported vs. domestic chicken consumption in Ghana: Do attitudes and perceptions matter?"

Aspasia Werner (University of Goettingen, Germany): "Freaks or Foods? What motivates alternative nutrition and lifestyles?"



### B3: Climate Change and Agricultural Shocks

(Venue)

Chair: Xiaohua Yu (University of Goettingen, Germany)

Steven Wilcox (Cornell University, USA), Ariel Ortiz-Bobea, David R. Just: "Land-Use Change after a Staple Food Price Shock: Evidence from Cambodia over 2004-2012"

Kathy Baylis (University of Illinois, USA), Tess Lallemand: "Climate Shocks and Trade Openness: How do Trade Policies Affect the Impact of Climate Shocks on Local Staple Prices"

Aslihan Arslan (IFAD, Italy), Daniel Higgins, Boris Bravo-Ureta: "Dampening the effects of seasonal floods on productivity: A stochastic meta-frontier impact analysis in Bangladesh"

Christian Bunn (CIAT, Colombia), David Puerta, Fabio Castro, Xiomara Quiñones: "Strictly high grown – Central American coffee terroir classifications become obsolete because of climate change"

Daniele Curzi (University of Milan, Italy): "Post-Harvest Losses and Climate Conditions: An Empirical investigation in Sub-Saharan Africa"

### C3: Agricultural Commercialization and Contract Farming

(Venue)

Chair: Marwan Benali (World Vegetable Center, Benin)

Oliver Schulte (Leibniz University Hannover, Germany), Trung Thanh Nguyen, Ulrike Grote: "Land Rental Markets in Rural Vietnam: A Pathway to Commercialization?"

Caetano Luiz Beber (University of Goettingen, Germany), Le Ngoc Huong, Lugwig Theuvsen, Verena Otter: "Contract Farming Effects on Technical Efficiency of the Export-Oriented Rice Production Sector in Vietnam"

Jose Romero (World Bank, United States), Chris Delgado, Ian Walker: "The social returns to subsidizing contract farming arrangements and distribution of benefits between contracting firms and the farmers"

Cansin Arslan (University of Goettingen, Germany), Daniel Gregg, Meike Wollni: "Paying more to make less: Value degrading in the coffee supply chain in eastern Uganda"

Marup Hossain (IFAD, Italy), Athur Mabiso, Alessandra Garbero: "Matching Grants to Boost Horticulture in Rwanda: Targeting, Input use, and Income"

### D3: Value Chain Management

(Venue)

Chair: Lutz Depenbusch (World Vegetable Center, Thailand)

Ayobami Adetoyinbo (University of Goettingen, Germany), Jacques Trienekens, Verena Otter: "A contingent resource-based view and network perspective on supply chain organization and performance across tiers"

Sawitree Chamsai (Wageningen University, Netherlands), Peter Oosterveer: "'Crisis Upgrading': how processors survive from shrimp supply shortage"

Jocelyn Marie Boiteau (Cornell University, USA), Prabhu Pingali: "Perspectives on quantity food loss of perishable vegetables: food loss estimates across tomato value chain actors in south India"

Tisorn Songsermsawas (IFAD, Italy Country), Kashi Kafle: "Impacts of an agricultural value chain development project on poverty, income, and assets: Evidence from Nepal"

Hendrik Feyaerts (KU Leuven, Belgium), Goedele Van den Broeck, Miet Maertens: "Global and Local Food Value Chains in Africa: A Review"

**Poster Session: Saturday · 25 April · 10:30-11:30**

*(Venue)*

**Cluster 1: Topic of Session**

- (1) Name (University/Institution, Country), Name of Co-Author: "Title"
- (2) Name (University/Institution, Country), Name of Co-Author: "Title"

**Cluster 2: Topic of Session**

- (3) Name (University/Institution, Country), Name of Co-Author: "Title"
- (4) Name (University/Institution, Country), Name of Co-Author: "Title"
- (5) Name (University/Institution, Country), Name of Co-Author: "Title"
- (6) Name (University/Institution, Country), Name of Co-Author: "Title"
- (7) Name (University/Institution, Country), Name of Co-Author: "Title"
- (8) Name (University/Institution, Country), Name of Co-Author: "Title"

**Cluster 3: Topic of Session**

- (9) Name (University/Institution, Country), Name of Co-Author: "Title"
- (10) Name (University/Institution, Country), Name of Co-Author: "Title"
- (11) Name (University/Institution, Country), Name of Co-Author: "Title"

**Cluster 4: Topic of Session**

- (12) Name (University/Institution, Country), Name of Co-Author: "Title"
- (13) Name (University/Institution, Country), Name of Co-Author: "Title"
- (14) Name (University/Institution, Country), Name of Co-Author: "Title"
- (15) Name (University/Institution, Country), Name of Co-Author: "Title"
- (16) Name (University/Institution, Country), Name of Co-Author: "Title"

**Cluster 5: Topic of Session**

- (17) Name (University/Institution, Country), Name of Co-Author: "Title"
- (18) Name (University/Institution, Country), Name of Co-Author: "Title"
- (19) Name (University/Institution, Country), Name of Co-Author: "Title"
- (20) Name (University/Institution, Country), Name of Co-Author: "Title"

**Cluster 6: Topic of Session**

- (21) Name (University/Institution, Country), Name of Co-Author: "Title"
- (22) Name (University/Institution, Country), Name of Co-Author: "Title"
- (23) Name (University/Institution, Country), Name of Co-Author: "Title"
- (24) Name (University/Institution, Country), Name of Co-Author: "Title"
- (25) Name (University/Institution, Country), Name of Co-Author: "Title"

**Cluster 7: Topic of Session**

- (26) Name (University/Institution, Country), Name of Co-Author: "Title"
- (27) Name (University/Institution, Country), Name of Co-Author: "Title"

- (28) Name (University/Institution, Country), Name of Co-Author: "Title"
- (29) Name (University/Institution, Country), Name of Co-Author: "Title"
- (30) Name (University/Institution, Country), Name of Co-Author: "Title"
- (31) Name (University/Institution, Country), Name of Co-Author: "Title"





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