

## Saturday, June 17, 2023

### Block 1 09:30 – 10:30

	Room S2	Room R1	Room R2	Room D6	B-Linc Seminar Room
	<b>Food Security and Safety</b> Moderator: Meike Rombach	<b>Entrepreneurship in Agribusiness Innovation</b> Moderator: Vera Bitsch	<b>Commodity Markets and Trade</b> Moderator: Alan Renwick	<b>Customer Orientation and Marketing in Agribusiness</b> Moderator: Lei Cong	
09:30 – 9:55 am	<b>An assessment of the level of adoption of biosecurity practices among swine raisers amidst African swine fever (ASF) outbreak in Calamba, Laguna, Philippines</b> Maria Noriza Herrera, R.S. Pajutan, R.S. De Guzman, C.B. Bonalos, L.A. Ebal, <i>University of the Philippines Los Baños (Philippines)</i>	<b>The use of the social and economic connectedness Indices in evaluating the performance of Mew-Media marketing in the green industry</b> Priyanka Sharma, A. Shanoyan, <i>Kansas State University</i> , B. Yao, <i>USAID (USA)</i>	<b>Farmer case study: Thulalni free range pastured eggs.</b> Bruce Greig, <i>Lincoln University (New Zealand)</i>	<b>Getting certified? Exploring Cambodian vegetable growers' knowledge and motivation to adapt CamGAP</b> Alison Bailey, S. Ol, M. Rombach, K. Old, <i>Lincoln University (New Zealand)</i>	
9:55 – 10:20 am	<b>Competitiveness of Namibia's agri-food commodities: Implications for food security</b> Yonas Bahta, S. Mbai, <i>University of the Free State, Bloemfontein (South Africa)</i>		<b>Assessing research needs for informing pet food industry decisions</b> Lonnie Hobbs, Jr., A. Shanoyan, G. Aldrich, <i>Kansas State University (USA)</i>	<b>Aligning gene editing technologies with food system actor values: A systematic review</b> Katie Henderson, B. Lang, <i>Massey University</i> ; J. Kemper; <i>University of Canterbury</i> ; D. Conroy, <i>Plant and Food Research (New Zealand)</i>	

### Block 2 11:00 – 12:15 pm

	Room S2	Room R1	Room R2	Room D6	B-Linc Seminar Room
	<b>Agribusiness Strategies to Optimize Value Chains</b> Moderator: Victoria Salin		<b>Agribusiness Strategies and Technology</b> Moderator: Brian Briggeman	<b>TEACHING CASE SESSIONS</b>	
11:00 – 11:25	<b>Plant protein, plant milk, and gluten-free flour value chain opportunities in New Zealand</b> Alan Renwick, R. Radics, J. Botero, <i>Lincoln University (New Zealand)</i>		<b>Agricultural mechanization and structure transformation in Asia</b> Euijun Kim, <i>Louisiana State University (USA)</i>	<b>Demystifying the beef chain: The case of the Carne do Bem project</b> Marcos Fava Neves, <i>Harven Business School (Brazil)</i> 11:00 - 11:35 am	
11:25 – 11:50	<b>The constant struggle to maintain competitiveness: What measures can a focal firm take in chain management?</b> Barbara Richter, J. Hanf, <i>Hochschule Geisenheim University (Germany)</i>		<b>Preferences of U.S. Consumers for Conservation Agriculture</b> Jay Lillywhite, A. Wilson, C. Robinson <i>New Mexico State University (USA)</i>		
11:50 – 12:15	<b>Prioritising opportunities to achieve sustainable farm sector growth: A case study in New South Wales, Australia</b> Derek Baker, M. Coleman, <i>University of New England</i> ; C. Tran, M. Goodacre, <i>Charles Sturt University (Australia)</i>		<b>Automatic milking systems and industry's outlook: Perception of Wisconsin dairy farmers</b> Luis Pena Levano, S. Burney, J. Beaudry, <i>University of Wisconsin (USA)</i>	<b>Local-based feed supply system of Techlex: the development of social responsibility and cost control approaches of a Chinese agribusiness</b> Yunyi Zhou, <i>Zhejiang University (China)</i> 11:40 - 12:15 am	

Block 3 1:00 pm – 3:00 pm					
POSTER SESSIONS	Room S2	Room R1	Room R2	Room D6	B-Linc Seminar Room
	Poster Session	Poster Session	Poster Session Moderator: Meike Rombach		
1:00 - 1.10 pm	<b>What are consumers' views on dietary fiber? A target group analysis</b> Kristin Jürkenbeck, <i>University of Göttingen (Germany)</i>	<b>Estimation of elasticity of demand for meat in the US method by Approximated Almost Ideal Demand System (LA-AIDS and QU-AIDS)</b> Euijun Kim, <i>University of Louisiana (USA)</i>	<b>Educating the next generation of sustainability leaders: Lessons learned from teaching sustainability-related courses at the master's level</b> Vera Bitsch, <i>Technical University of Munich (Germany)</i>		
1:10 - 1.20 pm	<b>Emerging markets for diversifying agriculture: Case studies in the U.S. Corn Belt</b> Katherine Pivaral, L. Prokopy, <i>Purdue University (USA)</i>	<b>Do socioeconomic and institutional determinants can accelerate agricultural technology adoption: Perspective of developing economies</b> Faiza Manzoor, A. Rasool, <i>Zhejiang University (China)</i>	<b>The influence of brand awareness, electronic word-of-mouth and digital marketing funnel on buying decision of fruits through Sayurbox e-Grocery</b> Vinka R. Amalia, N. Adiarni, I. Aminudin, <i>Syarif Hidayatullah State Islamic University Jakarta (Indonesia)</i>		
1:20 - 1.30 pm			<b>Keeping U.S. dairy producers in business: Risk management strategies approved by experts</b> Aaron Johnson, <i>Kansas State University</i> ; D. W. Winston, <i>StoneX</i> ; A. Trujillo-Barrera, H. A. Tejada, <i>University of Idaho (USA)</i>		
	<b>New Financial Schemes and Insurance in Agribusiness</b> Moderator: Alison Bailey	<b>Customer Orientation and Marketing in Agribusiness</b> Moderator: Lisa House	<b>Transitions to Sustainability</b> Moderator: Vera Bitsch	<b>TEACHING CASE SESSIONS</b>	
1:45 - 2:10 pm	<b>Developing financial tools for hemp growers</b> Shaheer Burney, <i>University of Wisconsin - River Falls (USA)</i>	<b>Consumers' preferences towards collagen-based food products – A cross-national study in the U.S., China, India and New Zealand</b> Lei Cong, X. Sharon Lucock, V. Manna, <i>Lincoln University</i> ; S. G. Giteru, <i>Alliance Group Limited (New Zealand)</i>	<b>Profiling the US market for salad mixes through the lens of environmental preferences</b> Camila Ulloa, J.E. Velasco Ortiz, S. Philocles, A. Torres, <i>Purdue University (USA)</i>	<b>Expanding opportunities for the corn production chain: The case of the Somos Milhões project</b> Marcos F. Neves, <i>Harven Business School (Brazil)</i>	1:45 - 2:20 pm
2:10 - 2:35 pm	<b>Heterogeneity of farmers' demands and preferences for pear planting insurance – research from china's main pear production areas</b> Jia Niu, X. H. Geng, Q. W. Chen, <i>Nanjing Agricultural University (China)</i>	<b>Food-related lifestyles and the online sharing of food experiences</b> David Dean, S. White, L. Cong, T. Baird, P. Arbouw, <i>Lincoln University (New Zealand)</i>	<b>Acceptance of German dairy farmers to establish animal welfare practices and programs</b> Henrike Grottsch, H. Schulze, <i>Fachhochschule Kiel (Germany)</i>		
2:35 - 3:00 pm	<b>The use of social media by U.S. Green Industry firms</b> Ariana Torres, <i>Purdue University</i> , A. L. Rihn, <i>University of Tennessee</i> , M. Knuth, <i>North Carolina State University</i> , B. K. Behe, <i>Michigan State University</i> , S. S. Barton, <i>University of Delaware</i> , C. Boyer, <i>Kansas State University</i> , H. Khachatryan, <i>University of Florida (USA)</i>	<b>"Got milk alternatives?" Understanding key factors determining U.S. consumers' willingness pay for plant-based milk alternatives</b> Meike Rombach, D. Dean, <i>Lincoln University (New Zealand)</i> ; V. Bitsch, <i>Technical University of Munich (Germany)</i>	<b>Sustainability transitions in agrifood firms and industries: A bibliographic analysis of research themes</b> Nic Lees, X. Sharon Lucock, S. Sivakumar, <i>Lincoln University (New Zealand)</i>	<b>HB4 Wheat: The world's first commercially available GMO wheat</b> Bernardo Piazzardi, <i>University of Austral (Argentina)</i>	2:25 - 3:05 pm
Block 4 3:30 pm – 4:45 pm					
	Room S2	Room R1		Room D6	B-Linc Seminar Room
	<b>The Role of Cooperatives in Sustainable Value Chains</b> Moderator: Bruce Greig	<b>Sustainable Supply Chains</b> Moderator: Douglas Robinson		<b>SPECIAL WORKSHOP</b>	<b>SPECIAL WORKSHOP</b>
3:30 - 3:55 pm	<b>The role of governance in the sustainable development of Nigerian cocoa cooperatives: A theoretical framework</b> Joseph Ajayi, N. M. Shadbolt, E. Garnevska, T. Ramilan, D. M. Tweed, <i>Massey University (New Zealand)</i>	<b>Reconfiguration of contract arrangements between the conventional dairies and territorialized collective initiative: An analysis of the new milk producers' collectives in southwest France</b> Melise Bouroulllec-Machado, <i>Ecole d'Ingénieurs de Purpan</i> ; A. F. Guimarães, M. Dervillé, <i>Université de Toulouse /IEP Toulouse/ENSFEA (France)</i>		<b>The Future of the Agribusiness Profession – Education</b> Derek Baker, <i>University of New England (Australia)</i> ; X. Sharon Lucock, <i>Lincoln University (New Zealand)</i> , Melissa Van Der Merwe, <i>Stellenbosch University (South Africa)</i>	<b>Case Methods Workshop</b> Bernardo Piazzardi, <i>University of Austral (Argentina)</i> ; R. Brent Ross, <i>Michigan State University (USA)</i>
3:55 - 4:20 pm	<b>The role of China's agriculture cooperatives in sustainable agri-food value chains: a theoretical framework</b> Yan Liu, E. Garnevska, N. Shadbolt, J. Elms, <i>Massey University (New Zealand)</i>	<b>Identifying a niche market for local, hand-made, and socially responsible wool products in South Africa</b> Michelle Marais, W. A. Lombard, H. Jordaan, <i>University of the Free State (South Africa)</i>			
4:20 - 4:45	<b>Boosting social responsibility in food chains, agricultural cooperatives as game changers?</b> Maryline Filippi, <i>Bordeaux Sciences Agro, INRAE-AgroParisTech, Paris Saclay (France)</i>	<b>Insurtech applications to facilitate crop insurance for smallholder farmers in developing countries</b> Priyanka Sharma, A. Shanoyan, <i>Kansas State University (USA)</i>			<b>The triple bottom line approach of AJE Group": Creating share value between a multinational beverage group from Peru and indigenous communities</b> Esteban Brenes, <i>INCAE Business School (Costa Rica)</i>
					4:10 - 4:45 pm

## Sunday, June 18, 2023

### Block 5 09:00 – 10:15

	Room S2	Room R1	Room R2	Room D6	B-Linc Seminar Room
	<b>Economic Performance</b> Moderator: Victoria Salin	<b>Agribusiness Strategies to Optimize the Value Chain</b> Moderator: Meike Rombach	<b>SPECIAL SESSION</b>	<b>TEACHING CASE SESSIONS</b>	
09:00 – 09:25 am	Exploring the issue of access to capital in the New Zealand food and fibre sector Dhananjay Apparao, <i>Ministry for Primary Industries, Wellington (New Zealand)</i>	Transparency and changing stakeholder roles in the digital age of agri-food supply chain networks Douglas Robinson, V. Otter, <i>Wageningen University &amp; Research (The Netherlands)</i>	How to get your research published Kevin Chen, <i>Zhejiang University (China)</i> , Greg Baker, <i>Santa Clara University (USA)</i>	Angola, the world is waiting for your coffee! Angonabeiro, the challenge of having a globally competitive value chain Bernardo Piazzardi, M. Paladino, <i>University of Austral (Argentina)</i> ; S. Falcão, <i>Foundation Ondjiva</i>	
09:25 – 9:50 am	Assessing smallholders' heterogeneity towards sustainable agrifood value chain in developing countries Dwi Ratna Hidayati, E. Garnevska, R. Thiagarajah, <i>Massey University (New Zealand)</i>	Exploring the shift towards value from volume by New Zealand's food and fibre sector: a competitive advantage perspective Luke Kelman, M.D. Apparao, <i>Ministry for Primary Industries (New Zealand)</i>		9:00 - 9:35 am	
9:50 am – 10:15 am	Impact of tariff and non-tariff barriers on bilateral agricultural trade Ram Acharya, <i>New Mexico State University (USA)</i> ; Y. Choi, S. Devados, <i>Texas Tech University (USA)</i> ; M. Regmi, <i>New Mexico State University (USA)</i>	Rice value chains development through a multi-stakeholder partnership in Indonesia Maryono Maryono, A. Abdul Aziz, R. Adhikari, <i>University of Queensland (Australia)</i>		E-Commerce in rural China (Report) Longbao Wei, <i>Zhejiang University (China)</i>	
				9:40 - 10:15 am	

### Block 6 10:45 - 12:00 pm

	Room S2	Room R1	Room R2	Room D6	B-Linc Seminar Room
	<b>Sustainable Supply Chains</b> Moderator: Melissa Van Der Merwe	<b>Agribusiness Strategies to Optimize Value Chains</b> Moderator: Robert Radic	<b>Current Topics</b> Moderator: Meike Rombach	<b>TEACHING CASE SESSIONS</b>	<b>SPECIAL WORKSHOP</b>
10:45 – 11:10 am	Factors affecting consumers' attitudes towards genetically modified food products: the case of edible oil Sayed Saghaian, <i>University of Kentucky (USA)</i> , R. Jaleh, H. Mohammadi, A. Firooz Zare, <i>Ferdowsi University of Mashhad (Iran)</i>	The impact of agri-exporters' perception of institutional environment on their network breadth and entrepreneurial orientation: Taking the perspective of Sri Lankan agrifood industry Vanitha Prasannath, R. Adhikari, S. Gronum, <i>The University of Queensland (Australia)</i>	The eclectic motivations of Chinese foreign direct investments in the agrochemical industry Douglas Robinson, <i>Purdue University (USA)</i>	Valor A production of ingredients for the plant-based food industry in the town of El Tio, Argentina Bernado Piazzardi, <i>University of Austral (Argentina)</i>	The Future of the Agribusiness Profession – Research Alan Renwick, <i>Lincoln University (New Zealand)</i> ; Derek Baker, <i>University of New England (Australia)</i>
11:10 – 11:35 am	Awareness and acceptability of commercial cultivation of golden rice among farmers in selected municipalities of Laguna, Philippines Maria Noriza Herrera, R.S. Pajutan, R.S. De Guzman, C.B. Bonalos, L.A. Ebal, <i>University of the Philippines, Los Baños (Philippines)</i>	Does value chain governance affect food loss and growers' economic performance? Evidence from potato industry in Pakistan Azhar Rasool, <i>University of Florida (USA)</i> , <i>University of Agriculture, Faisalabad (Pakistan)</i> H. Badar, <i>University of Agriculture, Faisalabad (Pakistan)</i> ; T.D. Blare, <i>University of Florida (USA)</i> , A. Ghafoor, <i>University of Agriculture, Faisalabad (Pakistan)</i>	Entry and Exit of Agricultural SMEs in China during the COVID-19 Pandemic Qingwen Cai, <i>Zhejiang University (China)</i>	10:45 - 11:20 am	
11:35 – 12:00 pm	FMD and beef exports: Identifying alternatives for Namibia Ernst Idsardi, E.A. Steenkamp, <i>North-West University, Potchefstroom (South Africa)</i>	Technology-driven transformations in agri-food systems Roberto Feeney, <i>Universidad Austral (Argentina)</i> , P. Mac Clay, J. Sellare, <i>University of Bonn (Germany)</i>	Inter-firm relations and resource-based performance: A contingent relational view of small-scale farmers in Zambia Ayobami Adetoyinbo, D. Mithöfer, <i>Humboldt Universität (Germany)</i>	J&C Tropicals: Preparing suppliers for the US market Developing a supply chain for fresh fruits from Central America to the U.S. Esteban Brenes, <i>INCAE Business School (Costa Rica)</i>	
				11:25 - 12:00 pm	

Block 7 1:00 pm - 2:15 Best Paper Session 1					
	Room S2	Room R1	Room R2	Room D6	Room D5
	<b>BEST PAPER COMPETITION</b> Moderator: Ram Acharya, Best Paper Competition	<b>* FEATURED TEACHING CASE SHOWCASE</b>			
1:00 - 1:25 pm	<b>A review of economic, relational, social and environmental measures of agricultural cooperatives performance: Trends, sectoral, and geographical association</b> Joshua Aboah, <i>Commonwealth Scientific and Industrial Research Organisation (Australia)</i> , N.J. Lees, S. De Ponti, <i>Lincoln University (New Zealand)</i>	<b>De mi Tierra: Microcredit to agricultural producers</b> Esteban Brenes, <i>INCAE Business School (Costa Rica)</i> 1.00 - 2:15 pm			
1:25 - 1:50 pm	<b>The impact of entrepreneurial spirit on rural youth participation in agribusinesses: Ex-ante insights from KwaZulu-Natal, South Africa</b> Raesetse Baloyi, <i>University of KwaZulu-Natal</i> , E. Wale, <i>University of Free State</i> , U. Chipfupa, <i>University of South Africa (South Africa)</i>				
1:50 - 2:15 pm	<b>Are online markets a strategic consideration to increase profitability for potato producers in South Africa?</b> Mellisa van der Merwe, <i>Stellenbosch University</i> , J. Hattingsh, <i>BFAP</i> , C. Gandidzanwa, <i>University of Pretoria</i> , A. Jooste, <i>Stellenbosch University (South Africa)</i>				
Block 8 2:45 pm - 4:00 Best paper session 2					
2:45 - 3:10 pm	<b>Risk perceptions of climate change, risk preferences, and cacao farming</b> Alexis Villacis Aveiga, <i>Arizona State University (USA)</i> ; A. K. Mishra, <i>Arizona State University (USA)</i> ; V. Barrera, <i>National Institute for Agricultural Research of Ecuador, Quito (Ecuador)</i> ; J. Dominguez, <i>Escuela Superior Politécnica del Litoral, Guayaquil (Ecuador)</i>				
3:10 - 3:35 pm	<b>The effects of purchase and consumption on beef quality attribute beliefs: A study of tourists visiting Vanuatu</b> Nic Lees, J. Greenhalgh, <i>Lincoln University (New Zealand)</i>				
3:35 - 4:00 pm	<b>How does the platform certification work in food e-commerce? Interaction with reputation mechanisms</b> Xianhui Geng, H. Xue, <i>Nanjing Agricultural University (China)</i>				