**SYMPOSIUM SCHEDULE**  
**SATURDAY, JUNE 18**

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<th>Time</th>
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<td>07:30</td>
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<td><em>Lobby, EARTH University</em></td>
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<td>08:15 – 08:45</td>
<td><strong>INAUGURATION</strong></td>
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<td><em>Emory Cocke Auditorium, EARTH University</em></td>
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<td><strong>EARTH Welcome:</strong> Irmino Perera Díaz, Director of Student Affairs</td>
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<td>Co-Chair: Irene Alvarado Van Der Laat</td>
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<td>Co-Chair: Esteban R. Brenes</td>
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<td>Co-Chair: Juan José Bolaños Herrera</td>
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<td>IFAMA Welcome: Raj Vardhan, IFAMA President</td>
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<td>08:45 – 09:45</td>
<td><strong>KEYNOTE ADDRESS</strong></td>
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<td><em>Emory Cocke Auditorium, EARTH University</em></td>
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<td><strong>University transformation and entrepreneurship in response to the agribusiness and societal needs</strong> Jim French, Secretary General at GCHERA, USA</td>
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<td>See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.</td>
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<tr>
<td>10:00 – 10:15</td>
<td><strong>COFFEE BREAK</strong></td>
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<td><em>Ranchón Posadas</em></td>
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<td>10:00 – 11:30</td>
<td><strong>SESSION 1: CIRCULAR ECONOMY</strong></td>
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<td><em>Aula 1 Posadas</em></td>
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<td></td>
<td><strong>Upcycling our way to a circular economy: A research case study</strong></td>
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<td>Christopher McNeil; Santa Clara University, USA</td>
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<td><strong>Analyzing circular horticulture business models: The use of the value web approach in the case of the Netherlands</strong> Gerry Kouwenhoven and J. Bossert; Inholland University of Applied Sciences, The Netherlands</td>
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<td><strong>Carbon footprint comparison of organic and conventional tomatoes in Italy</strong> Alessandro Scuderi, B. Pecorino, G. Timpanaro, C. Bellia, and M. Cammarata; University of Catania, Italy</td>
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<tr>
<td>10:00 – 11:30</td>
<td><strong>SESSION 1: AGRIBUSINESS STRATEGY</strong></td>
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<td><em>Aula 2 Posadas</em></td>
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<td><strong>Investigating the U.S. Ornamental Plant Growers’ Market Choice Decisions and Market Share</strong> Hayk Khachatryan and Xuan Wei; University of Florida, USA</td>
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<td><strong>Managers and their influence on strategic decisions in interfirm partnerships</strong> Linda Bitsch and J. Hanf; Geisenheim University, Germany</td>
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<td><strong>Recent retaliatory trade tariffs and factors affecting U.S. almonds export demand for major destinations</strong> Sayed Saghai and A. Ajibade; University of Kentucky, USA</td>
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</table>
**10:00 – 11:30**  **SESSION 1: GOVERNING SUSTAINABILITY**  
Moderator: Elena Garnevska

*Salón A Conferencias*

**Determinants of agricultural trade in Latin American and the Caribbean region**
Jeremias Mate Balogh and G. M. Borges Aguiar; Corvinus University of Budapest, Hungary

**Prioritizing policies and investments for driving inclusive agricultural transformation: A case study from Tanzania**
Tracy Davids and H. Ottermann; Bureau for Food and Agricultural Policy, South Africa

**Common cultural background: The key to success of two Agricultural Bolivian Cooperatives**
Ramiro Reinaga, N. Shadbolt, and E. Garnevska; Massey University, New Zealand

**10:00 – 11:30**  **SESSION 1: VALUE CHAIN AND TRACEABILITY**  
Moderator: Fernando Mogni

*Salón B Conferencias*

**Food traceability in the eyes of German consumers**
Verena Mückenhausen; TUM School of Management, Germany

**Collaboration for sustainability-oriented innovation in agrifood chains: A conceptual framework and insights from European Fruit & Vegetable value chains**
Celia Cholez, M. Mahdad, and J. Bijman; BMO Group, Wageningen University & Research, The Netherlands

**10:00 – 11:30**  **SESSION 1: TEACHING CASE STUDIES I**  
Moderator: Rocio Renia

*Academic 3 Room 4*

**Urban–Rural Clash: Strategy of Peri Urban Farmers in Argentina**
Bernardo Piazzardi and M. Paladino; Universidad Austral de Argentina, Argentina

**Compañía Azucarera Valdez**
Esteban R. Brenes, Daniel Montoya & Paula Chacón; INCAE Business School

**Geo Biogas & Biotech: Leading solution for Biogas in Brazil**
Marcos Fava Neves, L. Martinez, G.O Teixeira, B. P. Casagrande, and D. B. Mancini; FEA–RP/University Sao Paulo, Brazil

**11:30 –13:00**  **SESSION 2: INSTITUTIONAL ENVIRONMENT, NETWORK AND MANAGEMENT**  
Moderator: Roger Castellón

*Aula 1 Posadas*

**Regional development and evolutionary dynamics of the Pisco Cluster in Chile**
Tomas Gabriel Bas and M. Chacana Ojeda; Universidad Católica del Norte, Chile

**Institutional environment and its influence in the performance of the Argentine wheat agribusiness system**
Sebastian Senesi; University of Buenos Aires, Argentina; B. Fuhr, H. Palau

**A qualitative assessment of farmer director skills in Kansas Agricultural Cooperatives**
Jody Wendt and B. Briggerman; Kansas State University, USA
11:30 – 13:00 SESSION 2: CONSUMER ORIENTATION AND BEHAVIOUR
Moderator: James French

**Aula 2 Posadas**

**Do organic consumers buy less vice food?**
Xibo Wan and W. Zhang; Iowa State University, USA

**Consumers attention and preferences for Eco–labels in aquaculture food products**
Migena Proi, E. Cubero Dudinskaya, E. Ozturk, S. Naspetti, and R. Zanoli; Università Politecnica delle Marche, Italy

**Factors affecting consumer purchase behavior after a food safety scare in South Africa**
Melissa van der Merwe, Z.P. Hadebe, J. Greyling, and C. Punt; Stellenbosch University, South Africa

11:30 – 13:00 SESSION 2: NEW CHALLENGES: TARGETS, EVOLUTIONS AND DIAGNOSIS
Moderator: Luis Gillen

**Salón A Conferencias**

**Evolution of Peruvian agro-export towards the era 3.0**
Leoncio Fernández Jeri; Universidad Nacional Agraria La Molina, Peru

**Considering COP26 targets: Opportunities and challenges from biogas systems in Brazilian cattle household farms**
João Mathias and S.S. Silva; UFRJ, Brazil

**The productive chain of biogas in Brazil: A short analysis of its steps and three main points of improvement**
Marcos Fava Neves, L. Martinez, G.O. Teixeira, B.P. Casagrande, and D. B. Mancini; FEA–RP, University Sao Paulo, Brazil

11:30 – 13:00 SESSION 2: SUSTAINABLE DEVELOPMENT
Moderator: Jacques Trienekens

**Salón B Conferencias**

**Measuring the role of voluntary sustainability standards on sustainable transitions and the achievement of the sustainable development goals**
Karla Rubio–Jovel and T. Dietz; University of Münster, Germany; J. Sellare, Y. Damm, and J. Börner; Bonn University, Germany

**Sustainable development: A New Zealand agri food corporate business and cooperative response**
Apral Deterville, E. Garnevska, N. Shadbolt, and L. Callagher; Massey University, New Zealand

**Sustainable resource seeking motivations for Chinese dairy foreign direct investments in the agri–food sector**
Douglas Robinson; Georg-August-Universität, Goettingen, Germany; V. Otter; Wageningen University, The Netherlands

13:00 – 14:00 LUNCH

*Cafeteria*

14:00 – 14:15 INTERLUDE

**Salón Conferencias Tim & Denny Solso**
See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

**Challenges and opportunities for the future of agribusiness**
Michael Gucovsky, Board of Directors, The Sustainability Laboratory
### 14:15 – 15:45  **SESSION 3: TEACHING CASE STUDIES II**  
**Moderator:** Bernardo Piazzardi

**Aula 1 Posadas**

**IMAC (Mato Grosso Meat Institute)**
Marcos Fava Neves, F. R. Valerio, V. Cambaúva, L. F. Martinez, C. Guerreiro; University of Sao Paulo, Brazil
*Santa Eduviges*
Jose Ignacio Sánchez Gómez and A. P. Barboza; INCAE Business School, Costa Rica

### 14:15 – 15:45  **SESSION 3: NEW CHALLENGES: BARRIERS AND RESILIENCE**  
**Moderator:** Erika French Arnold

**Aula 2 Posadas**

**Drivers and barriers for technological transformation related to mild technologies in EU agri–food SMEs**
Giustina Pellegrini, C. Silva de Mattos, V. Otter, G. Hagelaar; Wageningen University, The Netherlands

**Neuropsychological and Managerial Configurations of Resilient Agro–Entrepreneurs**
Esteban R. Brenes, Gabriel Pichardo & Caleb Pichardo; INCAE Business School

**POSTER: Analyzing the Adoption and Intensity of U.S. Carbon Farming Practices**
Raymond Thomas and T. Dalton; Kansas State University, USA

### 14:15 – 15:45  **SESSION 3: FARMERS – CONSUMERS: STANDARDS AND LABELS**  
**Moderator:** Brian Briggeman

**Salón A Conferencias**

**Sustainability standards: Outdated Assurance Systems and their consequences**
Enrique Uribe Leitz; Wageningen University, The Netherlands; F. Ruf; CIRAD, France

**The relationship between farmers’ purchasing behavior and their cognitive styles**
Roberto Feeney; University of Austra, Argentina

**Beyond coffee preferences: Knowledge of sustainable labels and sustainability concerns among undergraduate students**
Brenda Mamani and L. Sandoval; Zamorano University, Honduras

### 14:15 – 15:45  **SESSION 3: MARKETS: INNOVATION, INTERNATIONALIZATION & STRUCTURAL CHANGES**  
**Moderator:** Gerry Kouwenhoven

**Salón B Conferencias**

**Navigating structural change in the South African Wine Industry**
Tracy Davids, K. Cloete, and M. Delport; Bureau for Food and Agricultural Policy, South Africa

**The influence of internationalization, marketing capabilities and export assistance on export performance in the roots and tubers sector from Costa Rica**
Luis Losilla Solano; Universidad de Costa Rica, Costa Rica; J. A. Galvis; CLAYUCA Corporation

**The role of innovation capacity in innovation performance of baobab enterprises**
William Dumenu and D. Darr; Rhine-Waal University of Applied Sciences, Germany; C. Paul; University of Goettingen, Germany

### 15:45 – 16:50  **CAMPUS TOUR**

*Rotonda de Posadas*
17:00 – 18:30 Session 4: VALUE CHAIN  Moderator: Hayk Khachtryan

Aula 1 Posadas

Member Heterogeneity and Organisational Commitment: An empirical study of a New Zealand dairy co-operative
Meka Dhananjay Apparao, N. Shadbolt, E. Garnevska; Massey University, New Zealand

Interfirm partnering in chain management – Taking a deeper look into the concept of competitive parity
Barbara Richter and J. Hanf; Hochschule Geisenheim University, Germany

How agribusinesses can incorporate changing consumers preferences into strategic decision making and marketing
Kandas Cloete; BFAP, South Africa

17:00 – 18:00 Session 4: MARKETING  Moderator: Alessandro Scuderi

Aula 2 Posadas

Specialty Crop Growers’ Attitudes and Motivations Toward Biopesticides
Guil Signorini and V. Cervilieri; Ohio State University, USA

Sustainable finances in agribusiness: An exploratory review in LatAm countries & Argentina
Sebastian Senesi and H. Palau; University of Buenos Aires, Argentina

17:00 – 18:30 Session 4: AGRIBUSINESS EDUCATION  Moderator: Hernan Palau

Salón A Conferencias

Student Immersion Experience Evaluation
Gregory Baker and E. French Arnold; Santa Clara University, USA

Sustainability, bioeconomy and digitalization skill needs in Agribusiness education with a multidisciplinary approach: Erasmus+ FIELDS project
Francesca Sanna; University of Torino, Italy; R. Berruto, P. Busato, D. Rossi, L. Mayor, J. Trienekens; Wageningen University, The Netherlands

New paradigms in agribusiness education: The case of the Food and Agribusiness Program, School of Agronomy, UBA
Mariano Villano; University of Buenos Aires, Argentina

17:00 – 18:00 Session 4: MARKET INNOVATION  Moderator: Sebastian Senesi

Salón B Conferencias

Economic potential of utilizing high–value ingredients extracted from Chili waste to enhance nutritional value of food products
Ram N. Archarya; New Mexico University, USA

Driving markets for vertical farming: The role of perceived affordances and outcomes in market innovation oriented towards sustainability
Maria Bustamante; Stockholm School of Economics, Sweden

18:30 – 21:00 IFAMA 2022 WELCOME RECEPTION — Sponsored by John Deere

Casa del Rector
SYMPOSIUM SCHEDULE

SUNDAY, JUNE 19

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<td>07:30</td>
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<td><em>Lobby, EARTH University</em></td>
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<td>08:00 – 08:50</td>
<td>CAMPUS TOUR</td>
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<td><em>Rotonda de Posadas</em></td>
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<td>08:00 – 09:00</td>
<td>SPECIAL SESSION</td>
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<td><em>Academic 3 Room 4</em></td>
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<td><strong>Getting your research published in an international journal</strong></td>
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<td>Gregory Baker; Santa Clara University, USA</td>
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<td>See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.</td>
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<tr>
<td>09:00 – 10:30</td>
<td>SESSION 1: NEW PARADIGMS FOR AGribusiness</td>
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<td><strong>Analysis of transactions in the Peruvian blueberries agribusiness system case</strong></td>
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<td>Hernan Palau, P. Castro Santander, D. Enríquez Castillo, J. Chumacero, S. Gaviño, C. Juan, and S. Senesi; University of Buenos Aires, Argentina</td>
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<td><strong>Online organic food hub on Porto Alegre and metropolitan region</strong></td>
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<td>Adriano Klein, C.R. de Mello Klein, G. Schultz, and L. Oliveira; Universidade Federal do Rio Grande do Sul, Brazil</td>
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<td><strong>Organizational innovation on western Canadian farms</strong></td>
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<td>Eric Micheels and T. Case; University of Saskatchewan, Canada</td>
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<td>09:00 – 10:30</td>
<td>SESSION 1: BIOECONOMY: ASSESSMENTS</td>
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<td><strong>How can systemic innovation contribute to the bioeconomy transition? A qualitative content analysis</strong></td>
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<td>Laura Carraresi; Nofima, Norway</td>
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<td><strong>Ecological intensification practices in vegetable production in Chile, a case study</strong></td>
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<td>Jacques Trienekens and Francisco Benitez Altuna; Wageningen University, The Netherlands</td>
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<td><strong>POSTER: The role of farmers’ markets in the 21st century – the Hungarian case</strong></td>
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<td>Zalán Márk Maró, Á.Török, G. Maró: Corvinus; University of Budapest, Hungary</td>
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<td>09:00 – 10:30</td>
<td>SESSION 1: EFFECT OF CRISIS (COVID-19 AND CONFLICTS ZONE)</td>
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<td><em>Salón A Conferencias</em></td>
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<td><strong>Building resilient value chains after the impact of COVID-19 disruption: Challenges for the coffee sector in Central America</strong></td>
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<td>Ingrid Fromm; Bern University of Applied Sciences, Chile</td>
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<td><strong>The impact of COVID-19 on digital agriculture in Kenya</strong></td>
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<td>Edward Mabaya, J. Kangacha and J. Porciello; Cornell University, USA</td>
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Sustainable businesses development in post-conflict zones: A case in rural Colombia
Luis Pena Levano; University of Wisconsin, USA; E. Lopez Barrera; Texas A&M, USA; J.L. DeBoer; Harper Adams University, UK; C. Fontanilla; University of Tennessee, USA; M. Mosquera; Cenipalma, Columbia

09:00 – 10:30 SESSION 1: TECHNOLOGY ADAPTATION: ASSESSMENT AND ECONOMIC IMPACTS
Moderator: Hildah Lefophane

Salón B Conferencias
Determinants of agricultural technology adoption for small grain farmers in southern Zimbabwe
Tryphina Dube-Takaza; Women's University in Africa, Zimbabwe; B.M. Maumbe; UNICAF University, Zimbabwe; C. Parwada; Zimbabwe Open University, Zimbabwe

Technical and economic analysis of small-scale maize dryers
Peter Akoko, H. DeGroote; CIMMYT, Kenya; and E. Gathungu; Egerton University

Economic impacts of technological changes to land, labor, and productivity growth in Sub-Saharan Africa
Edwin Kpodzo; Purdue University, USA

09:00 – 10:30 SESSION 1: CASE CONFERENCE SHOWCASE
Moderator: Bernardo Piazzardi

Academic 3 Room 4
See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

Manzana verde: Uberizing the food service
Ernesto Gallo; PAD Escuela de Dirección Universidad de Piura, Peru

10:30 – 12:00 SESSION 2: CONSUMER VRS STANDARDS AND LABELS
Moderator: Laura Carraresi

Aula 1 Posadas
The influence of consumers’ knowledge and confusion on purchasing behavior of socially labeled fruits in high income countries
Christoph Wiedenroth, V. Otter; University of Göttingen, Germany; F. Holz, Georg-August-Universität, Göttingen, Germany

Developing the CEN/ISO 34100 series for sustainable and traceable cocoa: Observations from an innovative standard setting process
Enrique Uribe Leitz; Wageningen University, The Netherlands; F. Ruf; CIRAD, France

Implementation of HACCP quality protocol in agri-food SME: The case of Pankek’s
Fernando Mogni, E. Parodi, S. Senesi and H. Palau; University of Buenos Aires, Argentina

10:30 – 12:00 SESSION 2: AGRI TEC: OPPORTUNITIES, GAPS AND EFFECTS
Moderator: Christopher McNeil

Aula 2 Posadas
Technical efficiency and technological gaps in maize production under irrigation in eastern cape
Mzuyanda Christian; Northwest University, South Africa; A. Obi and N. Mujuru; University of Fort Hare; Z. Ncoyini-Manciyac, L. Mdoda; University of Kwa-Zulu-Natal; L. Gidi; University of Limpopo

Opportunities and challenges for the new generation of sustainable agtech startups in LAC
Jorge Camusso and A.I. Navarro; University of Austral, Argentina
Examining the effects of information communication technology (ICT) on South Africa’s agro-processing industries
Hildah Lefophane; University of Limpopo, South Africa

10:30 – 12:00 SESSION 2: AGROBUSINESS STRATEGY  
Moderator: David Lehman

*Salón A Conferencias*

**Economic assessment of the fertigation system with digestate on Mediterranean crops: preliminary results**
Alessandro Scuderi, G. Pappalardo, R. Selvaggi, E. Trimarchi; University of Catania, Italy

**New enterprises in specialty coffee business. The case of Pasonki, Lima, Peru**
Hernan Palau, M. A. H. Llaja, K H. de Mendoza Merino, and S. Senesi; University of Buenos Aires, Argentina; Reynaldo Justino Silva Paz; Universidad Peruana Unión, Peru

**Preparing Gen Z for a career in agribusiness: What industry wants amid the COVID crisis**
Maria Kalyvaki, DeQuindre Spencer and Shane Bowyer; Minnesota State University, USA

12:00 – 13:00 NETWORKING SESSION

*Rotonda de Posadas*

13:00 – 14:00 LUNCH

*Cafetería*

14:00 – 15:00 CAMPUS TOUR

*Rotonda de Posadas*

14:00 – 15:45 SESSION 3: DISCUSSION | PRACTITIONER SESSIONS  
Moderator: Nele Herrmann Valente

*Aula 2 Posadas*

See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

**Impact of digital technologies on the social dimension of sustainability in agriculture**
Rolf Weber; University of Hohenheim, Germany

**Biodiversity performance of arable farms**
Rolf Weber; University of Hohenheim, Germany

**Precision agriculture to produce corn silage (Mexico)**
Luis Roberto Miranda; Tecnologico de Monterrey, Mexico

**Agave based fodder (Mexico)**
Pablo de Caso Udave; Tecnologico de Monterrey, Mexico

14:00 – 15:30 SESSION 3: CASE CONFERENCE  
Moderator: Brent Ross

*Academic 3 Room 4*

See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

**Case Methods Workshop**
Rocio Renia Paniagua; San Telmo Business School, Spain; Bernardo Pizzardi; University of Austral, Argentina
14:00 – 15:30  SESSION 3: BEEF SUSTAINABILITY TRANSITION  Moderator: Peter Akoko

*Salón A Conferencias*

**Sustainability transitions in beef cattle production: Beyond the triple bottom line**  
Yasmin Casagranda, G. de Vargas Mores, L. Dal Moro, G. Cunha Malafaia, D. Barros de Azevedo, D. Zhang, and J. Wiśniewska-Paluszk; Poznan University of Life Sciences, Poland; G. Paluszak, Huazhong Agricultural University, China

**Transformations in the South African beef value chain**  
Melissa van der Merwe, Stellenbosch University, South Africa; D. Jordaan, University of Pretoria, South Africa

**Marketing environmental-friendly, healthier red meat products: A multi-country consumer choice experiment**  
Emilia Cubero Dudinskaya, S. Naspetti, and R. Zanoli; Università Politecnica delle Marche, Italy

14:00 – 15:30  SESSION 3: FUTURE MARKETS  Moderator: Roberto Feeney

*Salón B Conferencias*

**Breaking down the barriers to exit and creating an enabling environment for young entrants**  
Kandas Cloete and M. Delport; BFAP, South Africa

**Cadmium contamination in cacao (theobroma cacao, l.) in Costa Rica: Could the presence of this contaminant threaten cacao cultivation in the country?**  
Eduardo Chavez, D. Argüello; ESPOL, Ecuador; K.Carrillo, L. Ramírez; INTA, Costa Rica

**Diagnosis of the yerba mate agribusiness system in Paraguay with a focus on the foreign market**  
Hernan Palau, R. Mauricio, and S. Senesi; University of Buenos Aires, Argentina

16:15  TRANSPORTATION TO SAN JOSE – ESCAZÚ

*Lobby, EARTH University*

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**CAMPUS TOURS**

See schedule  |  Rotonda de Posadas

EARTH University is unique among educational institutions. Its commitment to sustainability, entrepreneurship, the ecosystem, and social well-being is woven into the fabric its culture in an unparallel environment.

EARTH’s curriculum integrates agricultural sciences with technical and scientific knowledge, entrepreneurial preparation, natural resources management and a socially and environmentally responsible vision of development. Tours will be offered on tractors that take conference attendees through the main campus and around the key academic farms.