

Program IGLS-Forum 2022

(as of February 11, 2022, subject to change)

Preparations: Monday, February 14, 2022, 09:00-09:30, 17:00-17:30	
Airmeet meeting tables (open Zoom environment when at least 2 people at table) for individual meetings with up to 8 people per table are accessible throughout the conference: https://www.airmeet.com/e/60284350-7170-11ec-af34-f391faf26141	
Link to abstracts: https://bscw.ilb.uni-bonn.de/bscw/bscw.cgi/319373 (user and password: forum2022)	
09:00/17:00 Open Q&A meetings for tests in system use as asked for by participants (everybody may join or test the opening of a presentation)	Schiefer
Link for 09:00: https://uni-bonn.zoom.us/j/96695547179?pwd=Z2d2MUVjZENja1hwODVxQkx6ZHBLQT09	
Link for 17:00: https://uni-bonn.zoom.us/j/97262608891?pwd=cHlCYWhuUzQrNlpsSzZwZD3l1SmFJUT09	
Presentations	Chair/Discussant
<i>Technical online support and always present:</i> room A: Gerhard Schiefer, room B: Jivka Deiters, room C: Mirella Schreiber	
Monday, February 14, 2022, 18:00 – 18:30	
Link room A: https://uni-bonn.zoom.us/j/97262608891?pwd=cHlCYWhuUzQrNlpsSzZwZD3l1SmFJUT09	
Room A	
18:00 Official Opening Plenary	Schiefer
Tuesday Morning, February 15, 2020, 9:00-12:00	
Links valid for all sessions Tuesday morning	
Link room A: https://uni-bonn.zoom.us/j/96695547179?pwd=Z2d2MUVjZENja1hwODVxQkx6ZHBLQT09	
Link room B: https://uni-bonn.zoom.us/j/94275393168?pwd=cHlvRUJteDhnVGw4UVpwejQyeWUzUT09	
Link room C: https://uni-bonn.zoom.us/j/95682140284?pwd=bnNOV01xOG1sK0U3VXF5UG9vN3Bsdz09	
Room A	
Plenary P1: Climate challenge (09:00-09:30)	Schiefer
Prof. Allen Myles , Leader Climate Research Programme, Oxford	
Short break 09:30-09:45	
Room A	
Plenary P2: Circularity, market performance (09:45-10:45)	Canavari
Design for Circularity in Agri-Food Value Networks: Towards A Systematic Framework. <i>Isabel Bremer, Behzad Behdani, Belgium, Norway</i>	
Firm Ownership, Market Orientation, and the Use of Market Information in the Pursuit of Small Firms' Market Performance. <i>Ismail Golgeci, Simone Didonet, Andrew Fearn, Denmark, Brazil, UK</i>	
Short break	

Room A	
A 1: Value chains (11:00-12:00)	Meixner/Fearne
Sustainability governance and diversity of value chain management practices: insights from European businesses. <i>Bodo Steiner, Jean-Pierre Imbrogiano, Finland</i>	
Reviewing the costs, benefits, and resilience impacts of mixed farming and agroforestry systems on value chains. <i>Low, G., Meuwissen, M. P. M., Dalhaus, T. P. F., The Netherlands</i>	
Competitiveness of the milk value chains in Ghana and Senegal: What can we learn? <i>Anoma Gunarathne, Mavis Boimah, Germany</i>	
Room B	
B 1: Animal welfare and sustainability (11:00-12:00)	Lombardi/Trienekens
Emotional response to pictures of farm animals: Influence of picture content and recipient characteristics. <i>Iris Schröter, Marcus Mergenthaler, Germany</i>	
Relevance of animal welfare among poultry meat consumers in Denmark, France, the Netherlands and the United Kingdom. <i>Cathleen Lehmann, Inken Christoph-Schulz, Germany</i>	
Consumers' pork purchasing criteria and the relevance of animal welfare – a cross-national study. <i>Rebecca Derstappen, Inken Christoph-Schulz, Germany</i>	
Room C	
C 1: Branding and product rating (11:00-12:00)	Müller/Haas
Agri-food National Brand as a Trend: Portuguese Case Study. <i>Azinheira F., Dias R., Portugal</i>	
Branding resp. Finding of Criteria for Agro-Ecological- and Climate-Positive Milk Products: On Imperfect Competition between Retailers, Dairies and Farmers. <i>E.-A. Nuppenau, Germany</i>	
How consumers rate different degrees of imperfection in apples. <i>Ronja Hueppe, Katrin Zander, Germany</i>	
Afternoon Break	
Tuesday Afternoon, February 15, 2022, 16:30-18:40	
Links valid for all sessions Tuesday afternoon	
Link room A: https://uni-bonn.zoom.us/j/97262608891?pwd=cHICYWhuUzQrNlpsSzZWd3I1SmFJUT09	
Link room B: https://uni-bonn.zoom.us/j/95651939963?pwd=emxDUFdGeWR4eE84VnFSRVIMSDdpQT09	
Link room C: https://uni-bonn.zoom.us/j/98486732761?pwd=bzVjaXVjZmxldTVCOVkwcEJTUVBpUT09	
Room A	
A 2: Efficiency and competition (16:30-17:30)	Fearne/Gustavsen
Investment Efficiency and Corporate Social Responsibility. <i>Tadesse Getacher Engida, Christopher F. Parmeter, Xudong Rao, Alfons G.J.M. Oude Lansink, The Netherlands</i>	
Lack of Competitiveness as Driver for Mandatory Country of Origin Labelling? Analysis at the Example of the EU Dairy Sector. <i>Milan Tatic, Monika Hartmann, Ching-Hua Yeh, Germany</i>	
The Corporate Social Responsibility Dimension of Firm Inefficiency. Evidence from the US Food and Beverage Manufacturing Industry. <i>Magdalena Kapelko, Alfons Oude Lansink, Poland, The Netherlands</i>	

A3: Challenges of new products and technologies (17:40-18:40)	Fearne/Oude-Lansink
Demand for synthetic meat in Norway. <u>Geir Wæhler Gustavsen</u> , <u>Klaus Mittenzwei</u> , Norway	
What can we learn to be successful in the plant-based food market? Identifying and benchmarking the success factors of the renowned plant-based food brands in Europe. <u>Listia Rini</u> , <u>Joachim J. Schouteten</u> , <u>Ilona Faber</u> , <u>Kai-Brit Bechtold</u> , <u>Federico J. A. Perez-Cueto</u> , <u>Xavier Gellynck</u> , <u>Hans De Steur</u> , Belgium, Denmark, Germany	
Holistic approach for the testing of innovative technology at SME bakeries. <u>V. Parrag</u> , <u>A. Sebök</u> , <u>R. Berruto</u> , <u>B. Hitzmann</u> , <u>S. Braun</u> , <u>R. Solacher</u> , <u>A. Berczeli</u> , <u>A. Hegyi</u> , Hungary, Germany, Italy	
Room B	
B 2: Retail, price transmission, and sustainability (16:30-17:30)	Terlau/Hynes
Price Transmission in the Global–Domestic Coffee Supply Chain in Papua New Guinea. <u>Gary Griffith</u> , <u>Ray Huffaker</u> , <u>Charles Dambui</u> , <u>Maurizio Canavari</u> , Australia, USA, Italy	
Exploring the Impact the Market Divide has on Industry Legitimacy for Controlled Environment Agriculture. <u>Lucy McGowan</u> , USA	
Digital transformation in food supply chains. <u>Sebastian Jarzebowski</u> , Poland	
B 3: Networks and chains (17:40-18:20)	Terlau/Huffaker
Network Structure and Organizational Identity as the Foundations for Collective Action. <u>Randall Westgren</u> , <u>Lucy McGowan</u> , USA	
Emergent Organizational Networks: The Case of Food Hub Managers' Advice Network. <u>Tatevik Avetisyan</u> , <u>R. Brent Ross</u> , USA	
Room C	
C 2: South-American Agribusiness I (16:30 - 17:30)	Palau/Müller
Visual attention and choice of beef attributes. <u>Pedro C Burnier</u> , <u>Eduardo Spers</u> , Brazil	
Structure, strategy, and culture in Agrifood SMEs. An exploratory study in the canton Mejia, Pichincha, Ecuador. <u>Cristina Revelo</u> , <u>Sebastian Senesi</u> , <u>Hernan Palau</u> , Ecuador, Argentina	
Coordination As A Competitive Factor: The Peruvian Blueberries Agribusiness System Case. <u>Publio Oscar Castro Santander</u> , <u>Diana Fiorella Enriquez Castillo</u> , <u>Julio Santiago Chumacero Acosta</u> , <u>Juan Carlos Solano Gaviño</u> , <u>Sebastián Senesi</u> , <u>Hernán Palau</u> , Peru, Argentina	
C 3: South-American Agribusiness II (17:40 - 18:40)	Palau/Burnier
Diagnosis of the yerba mate agribusiness system in Paraguay. <u>Mauricio Rebollo</u> , <u>Hernán Palau</u> , <u>Sebastián Senesi</u> , Paraguay, Argentina	
Peru's poultry agribusiness system. Current situation and perspectives. <u>Hernan Palau</u> , <u>Laura Azaña Huaicha</u> , <u>Sebastián Senesi</u> , Peru, Argentina	
Institutional perturbances in the Argentine wheat agribusiness system. <u>Sebastián Senesi</u> , <u>Benjamín Fuhr</u> , <u>Hernán Palau</u> , Argentina	

Wednesday Morning, February 16, 2022, 08:30 – 12:00	
Links valid for all sessions Wednesday morning	
Link room A: https://uni-bonn.zoom.us/j/96695547179?pwd=Z2d2MUVjZENja1hwODVxQkx6ZHBLQT09	
Link room B: https://uni-bonn.zoom.us/j/94275393168?pwd=cHlvRUJteDhnVGw4UWpwejQyeWUzUT09	
Link room C: https://uni-bonn.zoom.us/j/95682140284?pwd=bnNOV01xOG1sK0U3VXF5UG9vN3Bsdz09	
Room A	
A 4: Utilizing new technologies I (08:30-09:30)	Kapelko/Poppe
Use of digital technology in small-scale arable farming - an analysis of the economic and ecological impacts. <i>Johannes Munz, Rolf Weber, Germany</i>	
Strengthening Economic Resilience through Broadband – Lessons from the COVID-19 Pandemic. <i>Michaël de Clercq, Belgium</i>	
Logistics of Urban Farming Using Hydroponics Technology in a Value Chain Context. <i>Per Engelseth, Norway</i>	
Room B	
B 4: Circular economy I (organized session) (08:30 - 09:30)	Cembalo/Henchion
Fostering transition into circular agri-food system: an analytical strategy for business model design. <i>Massimiliano Borrello, Stefano Pascucci, Luigi Cembalo, Italy, UK</i>	
Designing a circular agri-food system: insights from the apulian olive-oil supply chain. <i>Sarah Stempfle, Massimiliano Borrello, Luigi Roselli, Luigi Cembalo, Bernardo C. de Gennaro, Domenico Carlucci, Giacomo Giannoccaro, Italy</i>	
Designing business models for the circular economy: insights from the olive oil supply chain in sicily. <i>Gaetano Chinnici, Massimiliano Borrello, Luigi Cembalo, Manal Hamam, Giulia Maesano, Roberta Selvaggi, Carla Zarbà, Mario D'Amico, Italy</i>	
Room C	
C4: New processing/packaging designs (08:30-09:10)	Azinhiera/Bakucs
Beef produced without the use of uncontrolled burning methods: A contingent valuation study. John Deely, <i>Stephen Hynes, Ireland</i>	
The Influence of Packaging Design on the Perception of Child Food in Kenya: Conjoint Analysis Combined with Eye Tracking. <i>Ina Cramer, Iris Schröter, Diba Tabi Roba, Hussein Tadicha Wario, Marcus Mergenthaler, Germany</i>	
Cancelled. Are Food Manufacturers Reducing Sugar Content? Evidence from Scanner Data. <i>Ezgi Cengiz, Christian Rojas, USA</i>	
Break (09:30-09:55)	
Room A	
A 5: Utilizing new technologies II (09:55-10:55)	Weber/Engelseth
Not in my backyard? General versus Local Acceptance of Bio-Based Technologies. <i>Janine Macht, Jeanette Klink-Lehmann, Monika Hartmann, Germany</i>	
Integration of Financial and Environmental Data with Robotic Accounting. <i>Krijn Poppe, Albert Vreeman, Nicole de Graaf, Hans Vrolijk, Trevor Donnellan, Brian Moran, Emma Dillon, The Netherlands, Ireland</i>	
Assessing the effects of farmers' training on intention to use mobile smartphone based agricultural technologies: Extended Theory of Acceptance and use of Technology. <i>Elizabeth Ahikiriza, Joshua Wesana, Hans De Steur, Ronald Kabbiri, Guido Van Huylenbroeck, Ludwig Lauwers, Xavier Gellynck, Uganda, Belgium</i>	

A 6: Shopping and household expenditure (11:00-12:00)	Weber/Ziggers
Online food shopping under Covid-19 – a technology acceptance model to evaluate consumption motives and barriers. <u>Oliver Meixner</u> , <u>Julian Dittmann</u> , <u>Rainer Haas</u> , <i>Austria</i>	
Mitigating and aggravating factors of pantry loading during COVID-19: A cross-country analysis. <u>Ching-Hua Yeh</u> , <u>Monika Hartmann</u> , <u>Lenka Malek</u> , <u>Wendy Umberger</u> , <i>Germany</i>	
Promotion effects on household expenditures and budget allocation among shopping basket items. <u>Mehaba, W.</u> , <u>Rahmani, D.</u> , <u>Gil, J.M.</u> , <i>Spain</i>	
Room B	
B 5: Circular economy II (organized session) (09:55-10:55)	Cembalo/Cicia
Socio-ecological assessment using innovative approaches: the case of ALMaSS. <u>Antonio Paparella</u> , <u>Luigi Cembalo</u> , <i>Italy</i>	
Circular pathways for the olive-oil supply chain: from a theoretical overview to empirical practices enacted in the apulia region. <u>Sarah Stempfle</u> , <u>Domenico Carlucci</u> , <u>Bernardo C. de Gennaro</u> , <u>Luigi Roselli</u> , <u>Giacomo Giannoccaro</u> , <i>Italy</i>	
How can life cycle approaches measure the effects of circularity? a proposal of customized life cycle model in agri-food sector. <u>Teodora Stillitano</u> , <u>Giacomo Falcone</u> , <u>Nathalie Iofrida</u> , <u>Emanuele Spada</u> , <u>Anna Irene De Luca</u> , <i>Italy</i>	
Measuring consumer effort in circular economy initiatives in food domain: an exploratory analysis. <u>Antonio Paparella</u> , <u>Riccardo Vecchio</u> , <u>Luigi Cembalo</u> , <u>Alessia Lombardi</u> , <i>Italy</i>	
B 6: Circular economy III, climate change, biodiversity (11:00-12:00)	Schröter/Cembalo
Climate change, monetary policy and food price inflation: a global perspective. <u>M.T. Trentinaqlia</u> , <u>L. Baldi</u> , <u>M. Peri</u> , <i>Italy</i>	
Towards a circular economy in the agrifood supply chain: Water Footprint Assessment of Italian food loss. <u>Benedetta Coluccia</u> , <u>Federica De Leo</u> , <u>Pier Paolo Miglietta</u> , <u>Giulio Paolo Agnusdei</u> , <i>Italy</i>	
Cancelled. Does Climate Change Influence Bio-Production? <u>József Tóth</u> , <u>Giuseppina Rizzo</u> , <i>Hungary, Italy</i>	
Room C	
C 5: Market information and system transparency (09:55 - 10:55)	Hirsch/Jarzebowski
Exploring information needs of the Italian horticultural supply chain to support a market intelligence app design. <u>Gaia Raponi</u> , <u>Giovanna Sacchi</u> , <u>Chiara Selene Facchini</u> , <u>Sergio Rivaroli</u> , <u>Marco Medici</u> , <u>Roberta Spadoni</u> , <u>Maurizio Canavari</u> , <i>Italy</i>	
Information Security Management governed by Security and Privacy by design: Some Economic and Technical aspects of a Risk based approach. <u>Adrie(aan) J.M. Beulens</u> , <i>The Netherlands</i>	
A Review of Olive Oil Price Relations through a Systematic Map. <u>Pamela Theofanous</u> , <u>Ourania Tremma</u> , <u>Dimitrios Paparas</u> , <u>Karl Behrendt</u> , <i>UK</i>	

C 6: Communication and markets (11:00-12:00)	Hirsch/Canavari
Levels of adaptability to the livestock sector transformation. Jessica Berkes, Carla Ollier, Ivica Faletar, Inken Christoph-Schulz, <u>Marcus Mergenthaler</u> , Germany	
Relationship between citizens' perception of farmers and overall assessment of farm animal husbandry in Germany: The case of four animal types and two production systems. <u>Ivica Faletar</u> , <u>Inken Christoph-Schulz</u> , Germany	
Food access and dietary diversity in subsistence farming contexts: farm production and markets. <u>Willy Désiré Emera</u> , <u>Carl Lachat</u> , <u>Wannes Slosse</u> , <u>Marijke D'Haese</u> , Belgium	
Afternoon Break	
Wednesday Afternoon, February 16, 2022, 16:30–18:40	
Links valid for all sessions Wednesday afternoon	
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Room A	
Plenary P3: Study programs (16:30-17:30)	Berruto
Evaluation of Immersive Study Program: Impact on Student Learning and Perspectives. <u>Gregory A. Baker</u> , <u>Erika French-Arnold</u> , USA	
Erasmus+ Fields project: a European skills Strategy for the Agrifood Sector. <u>Jacques Trienekens</u> , <u>Remigio Berruto</u> , <u>Francesca Sanna</u> , <u>Patrizia Busato</u> , The Netherlands, Italy	
Room A	
A 7: Modelling and models (17:40-18:40)	Baker/Beulens
Product placement in the meat substitute sector: Application of a spatial demand model. <u>Stefan Hirsch</u> , Germany	
Assessing homogeneity of durum wheat production protocol, using Data Envelopment Analysis (DEA) in Italy and Greece. <u>Leonidas Sotirios Kyrgiakos</u> , <u>George Andrikopoulos</u> , <u>George Vlontzos</u> , Greece	
“Value creation pays”: a business model canvas approach to improving the competitiveness of Senegal’s poultry industry. <u>Mavis Boimah</u> , <u>Craig Chibanda</u> , <u>Johanna Schott</u> , <u>Daniela Weible</u> , Germany	
Room B	
B 7: Circular economy IV and business models (17:40-18:40)	Henchion/Ryan
The challenge of the circular economy to boost the aquaculture sector: some insights from Italy. <u>Masi, M.</u> , <u>Vecchio, Y.</u> , <u>Adinolfi, F.</u> , Italy	
The business models of french wines, between continuity and disruption: an analysis of the Bordeaux region. <u>Jean-Guillaume Ditter</u> , <u>Paul Muller</u> , <u>Corinne Tanguy</u> , France	
A Business Model CANVAS targeted to sustainable packaging idea development. <u>Francesca Sanna</u> , <u>Remigio Berruto</u> , <u>Sara Beduschi</u> , <u>Patrizia Busato</u> , <u>Milena Corredig</u> , Italy	

Room C	
C 7: System changes and developments (17:40-18:40)	Huffaker/ <i>open</i>
Institutional and Spontaneous Cooperation as Substitutes - Cooperation and Cooperatives in Ngozi Province, Burundi. <i>Wannes Slosse, Belgium</i>	
Determinants of life satisfaction in transition economies: Evidence of Albania. <i>Leonora Sopaj, Kushtrim Braha, Artan Qineti, Ján Pokrivčák, Slovakia</i>	
The Eclectic Motivations of Chinese Foreign Direct Investments in the Agrochemical Industry. <i>Douglas M. Robinson, Sebastian Kleingraeber, Verena Otter, Germany</i>	
Thursday Morning, February 17, 2022, 08:30 – 12:00	
Links valid for all sessions Thursday morning	
Link room A: https://uni-bonn.zoom.us/j/96695547179?pwd=Z2d2MUVjZENja1hwODVxQkx6ZHBLQT09	
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Link room C: https://uni-bonn.zoom.us/j/95682140284?pwd=bnNOV01xOG1sK0U3VXF5UG9vN3Bsdz09	
Room A	
A 8: Consumers (08:30-09:30)	Tran/Meixner
“Is organic really organic?” – Why consumers do (not) trust in organic food and what they expect from the organic sector. Results of focus group discussions. <i>Nina Di Guida, Inken Christoph-Schulz, Germany</i>	
Healthiness, appearance or fashion? The drivers behind sushi consumption: evidence from a National sample survey in Italy. <i>Cavallo C., Carfora V., Cicia G., Di Monaco R., Puleo S., Saidi A., Del Giudice T., Italy</i>	
The interplay between values and situations in the purchase of abnormally shaped foods. <i>Natália Rohenkohl do Canto, Marcia Dutra de Barcellos, Mariana Mizutani Ribeiro, Natascha Loebnitz, Klaus G Grunert, Brazil, Denmark</i>	
Room B	
B 8: Farm issues, consequences for advisory and policy (08:30-09:10)	Behdani/Schröter
Multi-family Counseling – Proposition of a New Advisory Concept for Intrafamilial Farm Succession. <i>Clara Wagner, Marianne Nobelmann, Vera Bitsch, Germany</i>	
Linking Smallholder Small Grain Growers to Markets in Zimbabwe: Role of Contract Coordination and Policy Implications. <i>Tryphina Dube-Takaza, Blessing M Maumbe, Cosmas Parwada, Zimbabwe</i>	
3 rd paper cancelled	
Room C	
C 8: Information theory of ag-information (08:30-09:30)	Müller and Berg
Towards an information theory of ag-innovation - A framework: Theory and application. <i>Rolf A. E. Mueller, Germany</i>	
Towards an information theory of ag-innovation - A framework: Critique. <i>Ernst Berg, Germany</i>	
General discussion	
Break (09:30-09:55)	

Room A	
A 9: Consumers and WTP (09:55-10:55)	Haas/Mili
The effect of rational and emotional promotional messages on consumer sensory evaluation, buying intention and willingness to pay for products with protected designation of origin (PDO). <i>Rahmani, D., Kallas, Z., Gil, J.M., Spain</i>	
A preliminary study on mountain food products Italian consumers. <i>Adele Finco, Giacomo Staffolani, Deborah Bentivoglio, Giulia Chiaraluce, Teresa Del Giudice, Giuseppin Olivieri, Italy</i>	
Meta-analysis for willingness-to-pay of food traceability. <i>Duc Tran, Hans De Steur, Xavier Gellynck, Belgium</i>	
A 10: Sustainability and values (11:00-12:00)	Haas/De Steur
Integrating sustainability in fresh produce business models: Case study approach. <i>Samir Mili, Tasnim Loukil, Spain</i>	
Playing with the Mediterranean Diet: May little changes benefit the environment without compromising health? <i>A. Cavaliere, E. De Marchi, E.N. Frola, J. Bacenetti, F. Orlando, Alessandro Banterle, Italy, Portugal</i>	
The underlying values of Irish organic and conventional beef farmers. <i>Hyland, J., Henchion, Maeve, Kilcline, K., Hansson, H., LeDuc, G., J., Jin, Y., Leavy, E., Lynch, R., Ryan, Mary, Ireland</i>	
Room B	
B 9: Environmental initiatives (09:55-10:55)	Wagner/Steiner
Causal diagram of the relationships between agricultural production and solar photovoltaic energy. <i>Moisés Martínez-Soto, Carlos Rodríguez-Monroy, Eduardo Lemus-León, María de Lourdes Olivo-Garrido, Eveligh Prado-Carpio, Venezuela, Colombia, Ecuador, Spain</i>	
Impact of Agro-Environmental Schemes on Hungarian farms' eco-efficiency in the light of climate change. <i>Zoltán Bakucs, Hungary</i>	
Objectives of farmers' challenges to enhance biodiversity: an assessment within German Nature Protected Areas. <i>Angela Turck, Wiltrud Terlau, Germany</i>	
B 10: Environmental issues (11:00-11:40)	Wagner/Rodriguez-Monroy
Exploring the Environmental Pollution of Agricultural trade in the Non-European countries. <i>Giovanna Maria Borges Aquiar, Jeremiás Máté Balogh, Hungary</i>	
Cancelled. Conceptualizing the scope of the food environment to serve food agency. <i>Marijke D'Haese, Wannse Slosse, Michaël De Clercq, Belgium</i>	
Social demand for multiple ecosystem services provided by Aleppo pine forest management in Tunisia. <i>Ibtissem Taghouti, Djamel Rahmani, Bouali Guesmi, Safa Dhehibi, José María Gil, Spain, Tunisia</i>	
Room C	
C 9: Farming support (09:55-10:55)	Seboek/Berg
Development of Innovative Risk Management Tool- Agricultural Risk Metrics Platform. <i>Mario Njavro, Tajana Čop, Maria de Vries, Lena Neidhardt, Michael Hand, Christopher Genillard, Croatia, Germany</i>	
Co-production of Business Models for Pasture Based Beef– Integrating Consumers Preferences. <i>J. Lauterbach, M. Haack, A. Häring, Germany</i>	
Exploring farmers' willingness to adopt protein crops in Belgium. <i>Margo Degieter, Xavier Gellynck, Denise Ott, Shashank Goyal, Hans De Steur, Belgium, Germany</i>	

C 10: Workshop on EU project cooperation interests (11:00-12:00)	Dorneyei and Corredig
Increasing impact for sustainable food packaging research: A call for participation in the Circul-A-Bility network	
Presentations and discussions guided by Krisztina Dorneyei and Milena Corredig (DK)	
Afternoon Break	
Thursday Afternoon, February 17, 2022, 16:00 – 19:15	
Science meets reality (part 1)	
Link room A: https://uni-bonn.zoom.us/j/98486732761?pwd=bzVjaXVjZmxldTVCOVkwkJTUUVBpUT09	
Room A	
Plenary P4A Innovative farm-based business initiatives (16:00-18:15)	Cicia
Short introduction (Schiefer)	
Nicole Baron, Bayer AG: Bayer Carbon Farming Initiative (preliminary). (16:15-17:30, incl. discussion)	
Martin Wild, CEO, Organic Garden AG: Organic Garden Initiative. (17:30-18:15, incl. discussion)	
18:15 Short break (15')	
Plenary P4B (18:30-19:15)	Schiefer
Padraic Flood, INFARM: Customer-focused indoor farming technologies for market & planetary impact. (18:30-19:15, incl. discussion)	
Friday Morning, February 18, 2022, 08:30 – 12:00 Room A	
Science meets reality (part 2)	
<i>Times are approximate and depend on more/less discussion interest</i>	
Link room A: https://uni-bonn.zoom.us/j/96695547179?pwd=Z2d2MUVjZENja1hwODVxQkx6ZHBLQT09	
08:30	08:30 Introduction into the session (G. Schiefer) 09:00 New production systems (presentations and discussion) (Chair: Prof. Schiefer) Felix Ahlers, CEO FROSTA, Germany Innovations in paper-based packaging 09:45 Short break 10:00 New Food Sources (presentations and discussion) (Chair: Prof. Banterle) Dr. Pasi Vainikka, CEO Solarfoods, Finland Moving towards artificial food - solar-based production of food protein from carbon Dr. Britta Winterberg, Vice-President, FORMO, Germany Moving towards animal-free food - Venture capital support for alternative dairy production 11:30 Short break 11:45 Changing food waste into gourmet experiences (presentation and discussion) (Chair: Prof. Hartmann) Selma Seddik, CEO INSTOCK, Netherlands Turning food waste into new opportunities; from restaurants to wholesale
~12:30+	Concluding session (Prof. G. Schiefer)