



AgriFoodBoost

#01  
Newsletter  
AgriFoodBoost



*European Union's Horizon 2020 research and  
innovation programme under grant agreement No 952303*



# Welcome to the first edition of the AgriFoodBoost project newsletter

The main aim of the project is to **improve research excellence** and **scientific visibility** of agri-food economics at the Faculty of Agriculture in Zagreb (FAZ).

The project focuses on the **use of experimental economics** applied to agriculture, food and environment.

AgriFoodBoost twinning will enhance **scientific, innovation and academic capacities of FAZ researchers** in order to become competitive on the scientific market, but also to offer new expertise to agri-food business sector.

The project will assist in improving **faculty-industry networking** by establishing a research HUB for experimental economics, enabling FAZ to become a regionally leading centre for experimental agri-food economics and management.



# ABOUT THE PROJECT



**01/10/2020**

*start date*

**899.315,00 €**

*overall budget*



**Remaining time**



**Spent time**

**H2020 - TWINNING**

**Duration: 36 months**

**Coordinator: University of Zagreb**

**Faculty of Agriculture**

**Project leader: Marija Cerjak, prof. dr. sc.**

AgriFoodBoost

# GOALS



1.

**To improve the scientific profile of FAZ in the field of experimental economics in the agri-food sector**

**To establish research HUB in order to integrate experimental economics in the agri-food sector in Croatia**

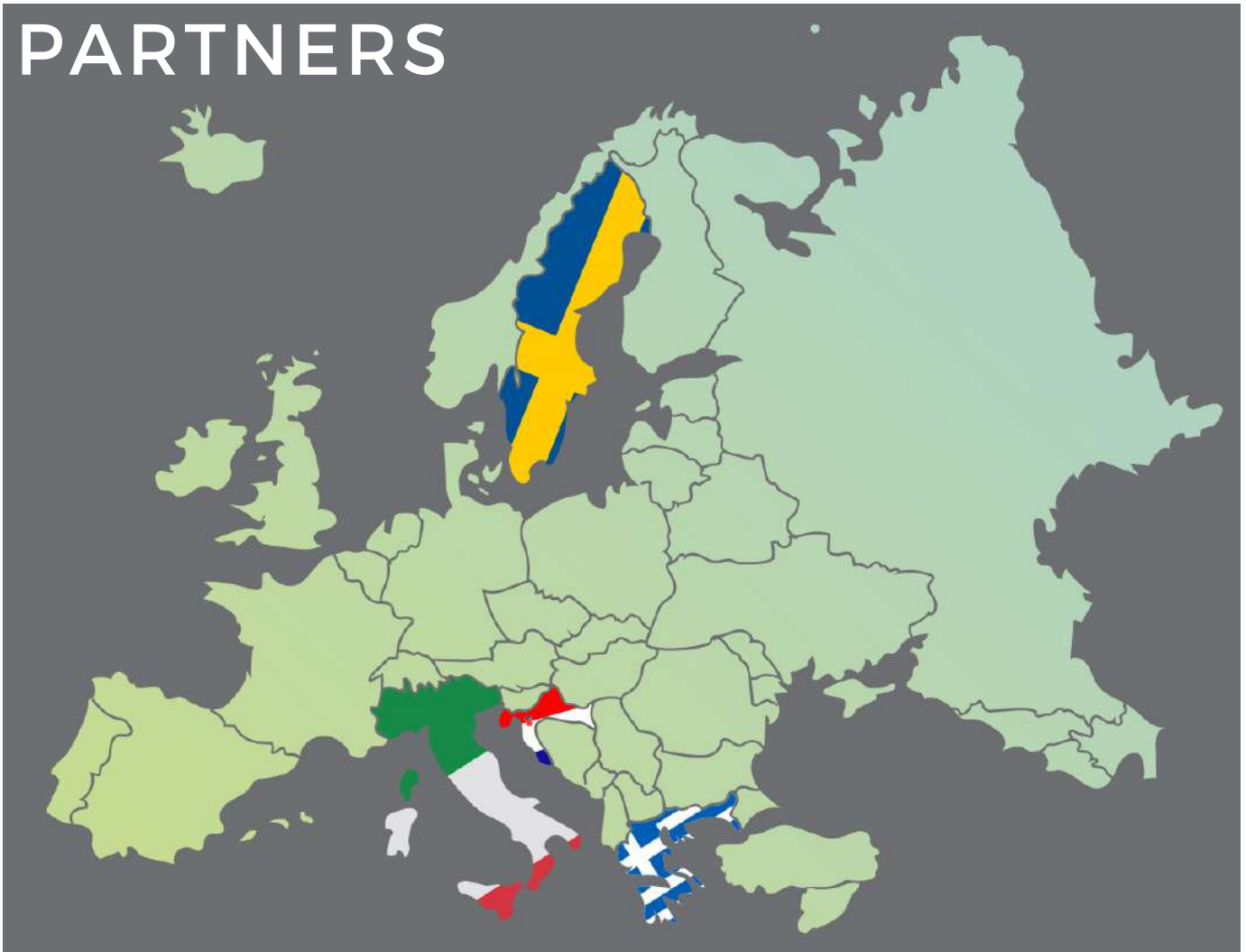
2.

3.

**To strengthen the research capacity of young researches**



# PARTNERS



## CONSORTIUM:

University of Zagreb Faculty of Agriculture (FAZ)  
Alma Mater Studiorum – University of Bologna (UNIBO)  
Agricultural University of Athens (AUA)  
Swedish University of Agricultural Sciences – Uppsala  
(SLU)

## IMPLEMENTED ACTIVITIES (I)

Due to the COVID-19 situation The AgriFoodBoost team members gathered online on the 27th of October 2020 to start implementing the activities of the AgriFoodBoost project.

To enhance scientific excellence of researchers from FAZ in experimental economics (WP2), we started with online consultation on 23rd of December 2020.

The first online consultation was led by Andreas Drichoutis, from AUA partnering institution. He gave a short presentation of his scientific profile, followed by a great discussion. The discussion was conducted on topics of relevant scientific fields, related to his experience, which is of interest for improving the scientific excellence of FAZ.



## IMPLEMENTED ACTIVITIES (II)

A second online consultation, organized by AUA, was held on February 10, 2021. The consultation was chaired by Dr. Achilleas Vassilopoulos (AUA).

Dr. Vilma Xhakollari, a research fellow of the Department of Agricultural and Food Sciences at UNIBO held a ZOOM consultation with FAZ project members on February 17, 2021.

The online consultation with Dr. Jens Rommel, a researcher at the Department of Economics at SLU was held via Zoom meetings application on February 24, 2021.



# ZAGREB GETS A REGIONAL CENTRE FOR EXPERIMENTAL ECONOMICS

The Research Centre for experimental economics will be established and located at the **University of Zagreb Faculty of Agriculture.**

In the Research Centre for experimental economics scientific and applied research aimed at increasing the **competitiveness of the agri-food value chain** will be conducted.

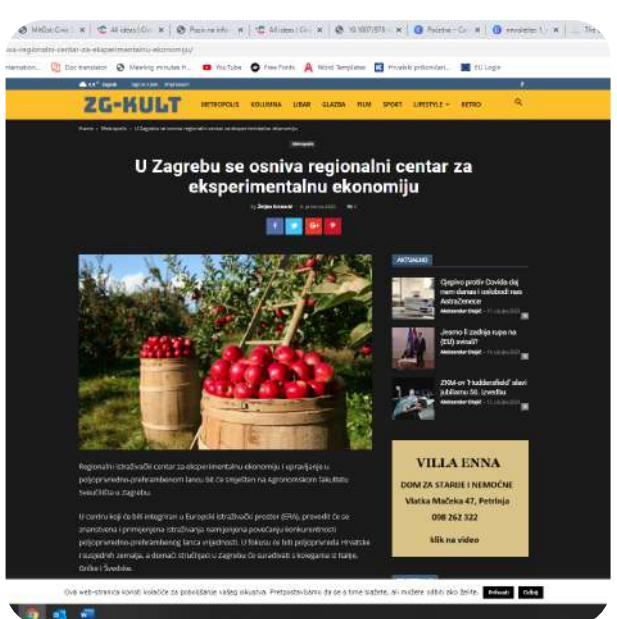
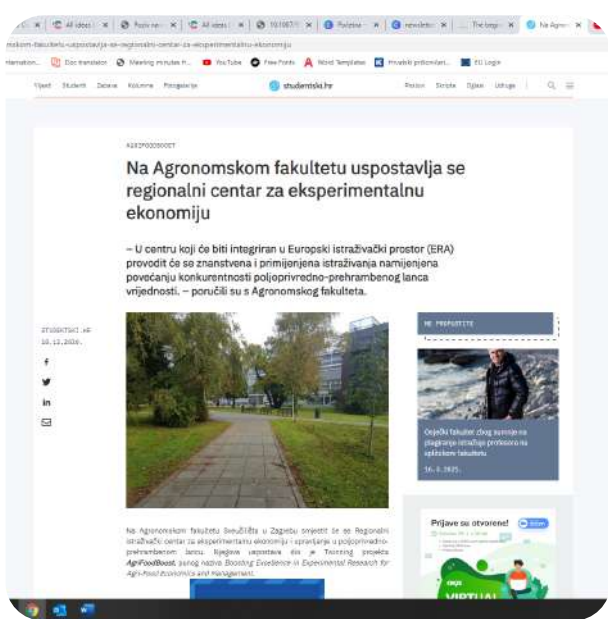
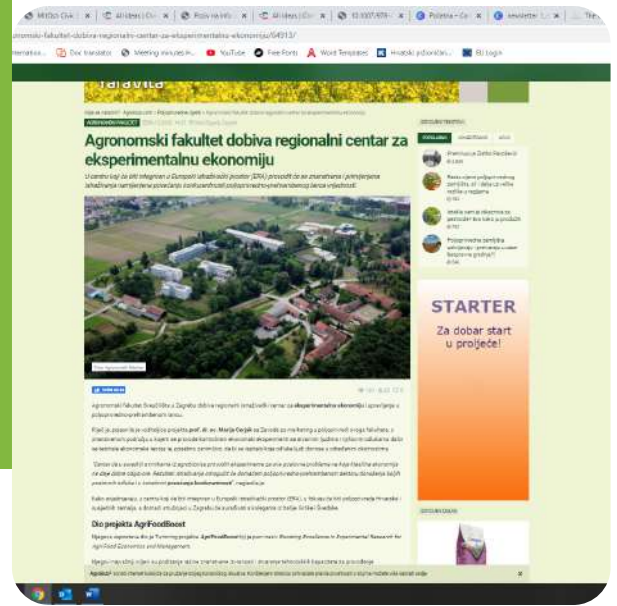
FAZ researchers will conduct **economic experiments** in order to provide suitable answers to **business problems.**



# MEDIA INTEREST

## The beginning of the project show huge PUBLIC AND MEDIA interest!

# Read more





## EXAMPLES OF APPLIED PROJECTS WITH EXPERIMENTAL ECONOMICS METHODOLOGY

AUA has considerable experience in collaborating with industry! With AUA researchers, food industry build knowledge to develop new technologies and translate knowledge into practical application.

### PROJECT EXAMPLE:

Marketing plan for a university produced carob snack\*

**GOAL 1:** Analyze the market potential of a HEALTHY SNACK PRODUCT that had been already developed in an experimental scale

**GOAL 2:** Explore consumer acceptability and preferences for new product

**GOAL 3:** Determine the maximum willingness to pay to purchase the new product

**METHODOLOGY:** Experimental auctions with actual tasting and sensory evaluation

**RESULTS:** Consumer profiles that are more likely to purchase the new snack (older people, overweight and smokers)

\*new snack was later marketed and distributed by "Creta carob", a family company



## EXAMPLES OF APPLIED PROJECTS WITH EXPERIMENTAL ECONOMICS METHODOLOGY

Researchers from SLU have intensive collaboration with food industry which generates success for both sides!

As researchers they benefit from this collaboration by having access to a product with the real-world characteristics, while the industry learns about market potentials and new marketing opportunities.

### PROJECT EXAMPLE:

Planned collaboration with food processor Lupinta

**GOAL 1:** Understand consumer preferences for regionally grown grain legumes

**GOAL 2:** Explore consumers' willingness to pay for regional lupines production

**METHODOLOGY:** Experimental auctions with consumers in different parts of Sweden

**RESULTS:** Targeting consumers in different parts of Sweden



## EXAMPLES OF APPLIED PROJECTS WITH EXPERIMENTAL ECONOMICS METHODOLOGY

Establishing collaborations with agri-food industry has always been a priority for UNIBO. It is an opportunity for the agri-food industry to get to know more about the research conducted at the universities and address several problematics that they encounter during the everyday work.

### PROJECT EXAMPLE:

Consumers' willingness to pay for a new ready-to-cook chicken-based product

**GOAL 1:** Measuring the willingness to pay of a sample of consumers

**GOAL 2:** Discerning the most relevant attributes when purchasing the chosen product from part of the consumers

**METHODOLOGY:** Experimental auctions with second price level

**RESULTS:** A higher willingness to pay for free range chicken



## EXAMPLES OF APPLIED PROJECTS WITH EXPERIMENTAL ECONOMICS METHODOLOGY

FAZ researchers regularly collaborate with agribusiness stakeholders (public institutions and producers) in order to jointly find the best solutions to business problems.

### PROJECT EXAMPLE:

Cooperation with kulen (dry sausage) producers

**GOAL 1:** To explore consumers sensory preferences towards kulen produced from different pig breeds (Black Slavonian pig vs. modern pigs)

**GOAL 2:** To measure willingness to pay for kulen made of different pig breeds

**GOAL 3:** To examine the influence of pig breed on consumers acceptability of kulen

**METHODOLOGY:** A field experiment with actual tasting and sensory evaluation

**RESULTS:** Consumers don't recognize differences between tasted kulen, but information on pig breed influence their preferences (traditional breed is preferred)

# UPCOMING EVENTS

## 56th Croatian & 16th International Symposium on Agriculture

20 - 25 June 2021,  
Vodice, Croatia

Symposium on  
Agriculture  
(unios.hr).

## Online Conference Food Reformulation - Regulation and Marketing

17-18 June 2021

Food Reform -  
Enable Cluster 2.0  
(enable-  
cluster.de).

## EAAE 2021 Raising the Impact of Agricultural Economics: Multidisciplinarity, Stakeholder Engagement and Novel Approaches

20-23 July 2021

EAAE 2021 - EAAE 2021

## For more information contact us:

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