



#06  
Newsletter  
AgriFoodBoost



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## WORKSHOP ON HEURISTICS AND BIASES IN THE AGRI-FOOD SYSTEM WITH A SPECIAL EMPHASIS ON ACCOUNTING FOR HEURISTICS IN DISCRETE CHOICE MODELING

From 27 - 29 November 2023 Department of Economics, Swedish University of Agricultural Sciences, Campus Ultuna in Uppsala hosted a workshop on heuristics and biases in behavioral economics.

Participants were introduced to heuristics and biases in behavioral economics and their treatment in the econometric estimation of discrete choice models in relation to research in the agri-food system. The course combined lectures, group discussions, seminars, and small assignments.

There was an optional opportunity for participants to present and discuss finalized, ongoing, or planned work on Discrete Choice Experiments with other workshop participants.

The workshop was conducted by Vincenzina Caputo (Michigan State University), Anna Kristina Edenbrandt (SLU), Carl-Johan Lagerkvist (SLU), Jens Rommel (SLU) and Julian Sagebiel (SLU).

## WORKSHOP „HOW TO ACHIEVE A SUCCESSFUL EU PROJECT IN THE REGION, WITH A FOCUS ON PROJECT OPPORTUNITIES IN BOSNIA AND HERZEGOVINA”

The workshop “How to achieve a successful EU project in the region, with a focus on project opportunities in Bosnia and Herzegovina” took place on March 15, 2024 at the University of Zagreb Faculty of Agriculture and gathered more than 20 participants. The aim of this workshop was to learn more about the planning, reporting and management of EU-funded projects, with a focus on projects in this region. Participants were given a useful tips for applying for and implementing projects in this area. In addition, some practical guidelines, suggestions and links are provided for anyone wishing to participate in international projects.

The workshop was conducted by an experienced certified project consultant, Nerka Jugo, member of professional organisations: International Management Consultants, Authorised Business Consultants, Volunteer on Women Empowerment projects (mentor), Cherie Blair Foundation (mentor).



## WORKSHOP ON FOOD CHOICE DECISION & PSYCHOLOGICAL ASPECTS

The workshop "Food Choice decision & Psychological Aspects" took place on March 18 and 19, 2024 in Imola, Italy, at the University of Bologna.

The aim of the workshop was to give participants an insight into the latest developments in the field of food choice experiments. The main topics were the design of food choice experiments and the analysis of discrete choice data. Participants had the opportunity to familiarize themselves with the psychological aspects of human decision making and how these can be incorporated into the design of choice experiments.

After the welcome by the workshop leader, Prof. Maurizio Canavari, the work continued with presentations, analysis of recent publications and practical exercises on the use of software for the design of choice experiments (NGENE) and the analysis of choice models (NLOGIT6). The speakers Vincenzina Caputo (Michigan State University) and Claudia Bazzani (University of Verona) made this workshop very interesting and useful for all participants.



## PROMOTION OF THE AGRIFOODBOOST PROJECT ACTIVITIES

### 2023 Economic Science Association Africa Regional Conference

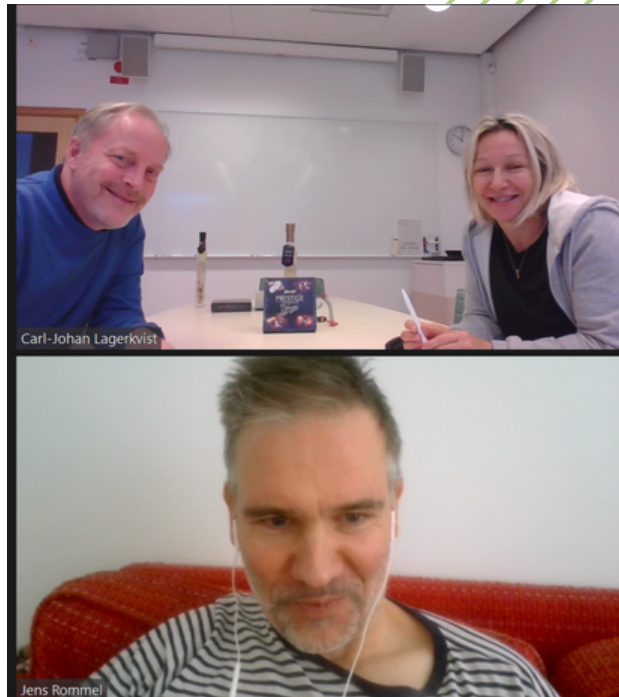
The results of the AgriFoodBoost project were presented at the ESA Africa Regional Conference in Cape Town on December 14, 2023. The presentation was given by the AgriFoodBoost project team Prof. Andreas Drichoutis (AUA).

### 59th Croatian and 19th International Symposium on Agriculture

Andreas Drichoutis (AUA) presented the results of research activities in connection with the AgriFoodBoost project (study on willingness to pay for organic/conventional apples), while Marina Tomić Maksan (FAZ) presented the results of the study on Omega3 eggs at the 59th Croatian and 19th International Symposium on Agriculture in Dubrovnik, Croatia (February 11-16, 2024).



## SHORT TERM MOBILITIES



Project leader prof. Marija Cerjak spent one week (26.11.- 4.12.2023.) at the Swedish University of Agricultural Sciences (SLU). She met with SLU team members Carl-Johan Lagerkvist and Jens Rommel to discuss the ongoing joint projects and possible future collaboration using the experimental economics methodology.



FAZ team member Željka Mesić spent a week (14.-24.2.2024.) at the Agricultural University of Athens (AUA). During her mobility, she worked on a joint paper with prof. Andreas Drichoutis (study on Omega3 eggs). She identified opportunities for future collaboration with colleagues at AUA in the creation of projects.

## RECENT PROJECT ACTIVITIES



A survey of over 100 honey consumers was conducted at the Centre for Experimental Economics, University of Zagreb Faculty of Agriculture. The aim of the study was to determine the impact of the label on consumer preferences. The study was conducted in the period from 28.2-1-3.2024.



We have prepared the last video to promote the activities of the Centre for Experimental Economics (established during this project).

In this video we present some research activities where some studies were conducted in collaboration with industry and local authorities. The Centre for Experimental Economics plans to continue working with industry and local authorities to help them achieve their goals.



The final conference of the Agrifoodboost project will take place on March 28, 2024 in Zagreb. At the final conference, topics on the significance and application of experimental economics in agricultural and food economics will be discussed.

# UPCOMING EVENTS

## **International Food Marketing Research Symposium**

18 - 20 June 2024.  
Tromsø, Norway

[IFMRS 2024](#)

## **EAAE Congress 2025**

August 26th to 28th,  
2025, Bonn,  
Germany

[EAAE Congress 2025](#)

## **32nd International Conference of Agricultural Economists**

August 2-7, 2024,  
New Delhi, India

[ICAE 2024](#)



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