



AgriFoodBoost

Project title
**Boosting Excellence in Experimental Research
for Agri-Food Economics and Management**

Deliverable 2.2

2nd year report on WP2 activities

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Lead contractor: FAZ

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Duration: 36 Months

Project leader: Marija Cerjak

WP2 - Enhancement of FAZ scientific excellence in experimental economics

WP2 Leaders Responsible: Leader: Marija Cerjak (FAZ)

Twin-Leader: Carl-Johan Lagerkvist (SLU)

Deliverable responsibility: Marija Cerjak (FAZ)

Other Contributors: Kristijan Bilić (FAZ)

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Dissemination Level

PU	Public	X
PP	Restricted to other programme participants (including the	
RE	Restricted to a group specified by the consortium (including the	
CO	Confidential, only for members of the consortium (including the Commission Services)	





This report is a summary of all WP2 activities performed in the second year of the project.

Period covered by the report: **from 01/10/2021 to 30/09/2022**

Abbreviations used in the text:

AUA - Geoniko Panepistimion Athinon

FAZ - Sveučilište u Zagrebu Agronomski fakultet

SLU - Sveriges Lantbruksuniversitet

UNIBO - Alma Mater Studiorum - Università di Bologna

Introduction to the project

The University of Zagreb Faculty of Agriculture (FAZ) has qualified scientists in the field of agri-food who are willing to improve their scientific, innovative and academic capacities in order to become competitive in the scientific market, but also to offer new expertise to the agri-food sector. For this reason, a 3-year project was developed in collaboration with 3 partners from Italy, Greece and Sweden, focusing on the application of experimental economics to the agriculture, food and environment sectors. The project was developed in collaboration with the University of Bologna (UNIBO), Agricultural University of Athens (AUA) and Swedish University of Agricultural Science (SLU). The AgriFoodBoost project will support FAZ to become a regional leading Centre for experimental agri-food economics and management. The project is aligned with the EU and Croatian Smart Specialisation Strategies and addresses sectors that are among the most competitive in Croatia. AgriFoodBoost activities include researcher exchanges, thematic summer schools and workshops, expert visits, participation in conferences, the establishment of an experimental economics laboratory and a research HUB, which aims to bring together universities, industry and public administration. Special attention has been given to early stage researchers, including long-term visits and dual supervision, participation in summer schools, workshops and PhD conferences. A specific task will help improve the project management/administration skills of FAZ researchers and administrative staff. Communication, dissemination and exploitation activities include efforts to raise awareness of recent developments in experimental economics among the scientific community in Croatia and the neighbouring region. In addition, these activities target businesses and policy makers with the aim of improving their awareness and understanding of the purposes of the experimental economy, its potential areas of application and its benefits. It also aims to promote experimental economics to the general public as a support for rational and responsible decision-making in order to achieve positive social and economic impacts on society.

Objectives of the project

The overall objectives of the project are:

- 1) to enhance the scientific excellence and technological capacity of the Faculty of Agriculture in Zagreb (FAZ) in experimental research for agri-food economics and management





- 2) to raise the research profile of FAZ and its scientists by increasing their knowledge and research capacity in economic experiments and decision-making in the agri-food sector, that can be translated into effective and efficient practice
- 3) to address the existing networking gap by increasing knowledge exchange and collaboration between partner institutions and researchers familiar with challenges of applying experimental economics in the agri-food sector.

In addition to the overall objectives specific to FAZ, two further objectives have been identified:

- 1) to establish a research HUB for experimental economics that supports networking between faculty and industry, including regional as well as external research centres (starting with partner institutions)
- 2) to advance research and scientific knowledge in the field of experimental economics by conducting research that addresses questions of general relevance in the field of experimental economics (methodological issues).

Following are the specific objectives that would allow the achievement of the overall objectives:

- 1) To **upgrade and intensify the scientific research** of FAZ researchers through the use of **modern/ new methodological achievements** in the field of experimental economics in the agri-food sector. This will be enabled by knowledge transfer from internationally-leading EU institutions through innovative training activities such as expert visits, summer schools, workshops.
- 2) To **foster integration** of FAZ and its researchers into the **European Research Area** (ERA) by increasing our scientific visibility (e.g. publications, presentations at conferences) and communication (e.g. participation in open events) as well as by expanding our international cooperation ending with the submission of funding proposals (such as H2020)
- 3) To **boost scientific capacity of early stage researchers** to ensure the sustainability of the research group
- 4) To **improve university-industry collaboration** to ensure a bi-directional flow of information between research and practise and to integrate experimental economics into the Croatian agri-food sector
- 5) To **strengthen the research management and administrative skills** to improve FAZ proposal preparation and project management/administration skills
- 6) To identify and prioritize **follow-up strategy** to use the knowledge gained, but also to expand the insights gained during project implementation.

Objectives of the WP2 “Enhancement of FAZ scientific excellence in experimental economics”

The objective of this work package is to enhance the scientific excellence of FAZ by improving the knowledge and skills of its researchers in conducting experiments in the field of agricultural and food economics. More specifically:

- 2.1 To increase FAZ researchers’ understanding of the role of experiments in testing economic theories and developing new theories





- 2.2 To advance know-how of FAZ researchers in designing economic experiments in the field and in the laboratory settings
- 2.3 To build know-how of FAZ researchers in experimental methods (e.g. choice experiments and experimental auctions, bargaining experiments)
- 2.4 To improve FAZ researchers’ skills in analysing experimental data through the use of experiment management software (Z-Tree) and statistical software packages (e.g. Stata or R)

Explanation of the work carried out within the framework of WP2 (M13-M24)

The work of the WP2 is divided into 6 tasks:

Task number	Task name	Month
Task 2.1	Long-term and short-term mobilities	M 6-33
Task 2.2	Summer schools	M 9-29
Task 2.3	Workshops	M 5-31
Task 2.4	Experts visits	M 4-35
Task 2.5	Joint conferences /seminars	M 18-32
Task 2.6.	The laboratory for experimental economics	M 6-33

After the global epidemiological response caused by the pandemic COVID -19 decreased, the planned face-to-face WP2 activities started in October 2021. The activities reported in this document are organised by relevant tasks.

Task 2.1 Long-term and short-term mobilities

During the reporting period, 4 short-term mobilities and one and a half long-term mobilities were carried out.

All short-term mobilities were organised in Bologna and lasted one week each. In addition to discussions with the host researchers, FAZ members consulted with the relevant organisational units at the host institution on project management practises.



Short term mobilities at UNIBO





List of short term and long term mobilities realised in year 2 of the project

FAZ team member	Mobility period	Host institution and mentor
Short term mobilities		
Marija Cerjak	19Dec 2021 to 23 Dec 2021	UNIBO, Maurizio Canavari
Vesna Očić	23 May 2022 to 28 May 2022	UNIBO, Alessandra Castellini
Branka Šakić Bobić	23 May 2022 to 28 May 2022	UNIBO, Alessandra Castellini
Josip Juračak	23 May 2022 to 28 May 2022	UNIBO, Alessandra Castellini
Long term mobilities		
Željka Mesić	5 May 2022 to 27 June 2022	AUA, Andreas Drichoutis
Marija Cerjak	15June 2022 to 13 July 2022	AUA, Andreas Drichoutis

One two-month mobility has been realised at AUA. The other long-term mobility was split into two parts, with one month in June/July 2022 and the second part of the same mobility in October/November 2022.

All researchers who participated in the mobilities submitted the mobility requests and reports required by the mobility protocol.



Long term mobility at AUA

Task 2.2 Summer schools

During the reporting period, 4 summer schools were organised. The list of the realised summer schools, their leaders, location, dates and number of participants is given in the table below.

Apart from FAZ team members, all summer schools were attended by participants from other institutions, either from Croatia or from other countries.

The outlines of all summer schools are annexed to this report.





1st autumn school, Zagreb



2nd summer school, Bologna

List of summer schools organised in year 2 of the project

Name of the summer school	Summer school leaders	Dates	Location	No. of hours	Total no. of participant	No. of FAZ's participants
Autumn school on experimental economics methods for preference elicitation	Prof. Andreas Dricoutis, AUA	2-5 November 2021	Zagreb	16	14 (2 countries)	11
Measuring Sensory Preferences of Consumers	Prof. Tullia Gallina, UNIBO	6-10 June 2022	Bologna	30	8 (4 countries)	4
Summer School on Choice Experiments, basic concepts	Prof. Maurizio Canavari, dr. Vilma Xhakollari, UNIBO	18 – 20 July 2022	Zagreb	15	13 (3 countries)	7
An Introduction to Behavioural Economics	Dr. Achilleas Vassilopoulos, AUA	20 – 23 September 2022	Athens	15	22 (8 countries)	4

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3rd summer school, Zagreb



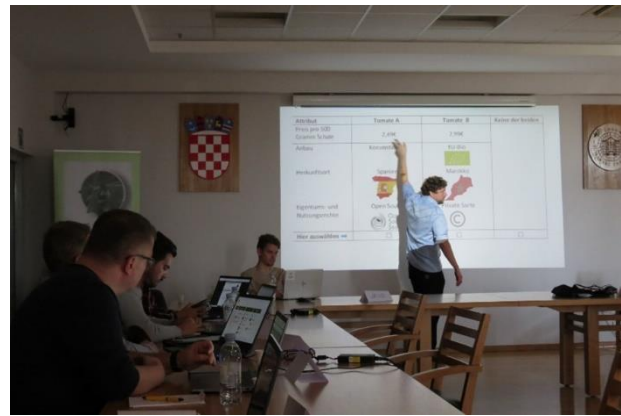
4th summer school, Athens

Task 2.3 Workshops

During the second year of the project, two workshops were organised. The aim of the workshops was to gain deeper knowledge and skills on specific topics. In the second workshop, participants worked on their own research ideas or data with the aim of developing them towards publication in a peer-reviewed academic journal.

The outline of the first workshops is annexed to this report.





1st workshop, Zagreb

List of workshops organised in year 2 of the project

Name of the summer school	Summer school leaders	Dates	Location	No. of hours	Total no. of participant	No. of FAZ's participants
Hands-on workshop on statistical tools in social and economic sciences applied to agriculture, food and the environment	Dr. Jens Rommel, Dr. Julian Sagebiel and Jacob Dalgaard Christensen, SLU	19 - 22 October 2021	Zagreb	20	17 (2 countries)	11
Workshop on Study Designs and Analyses of Experimental Data	Prof. Carl-Johan Lagerkvist, dr. Jens Rommel, dr. Anna Kristina Edenbrandt and dr. Julian Sagebiel, SLU	7 – 9 March 2022	Uppsala	15	5 (2 countries)	4

Participants of all summer schools and workshops received a certificate of attendance.

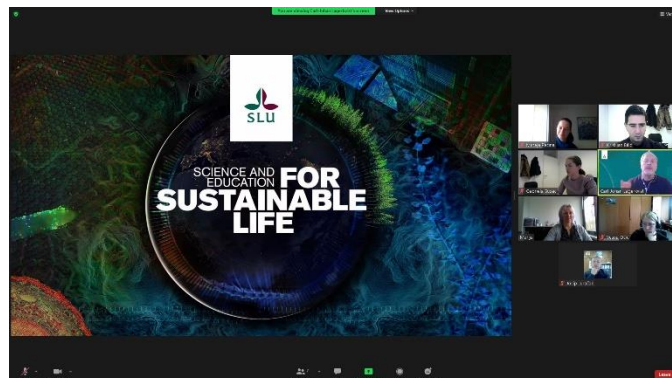
Short reports on all educational event are presented in AgriFoodBoost web site.





Task 2.4 Experts visits

In December 2021, the last online consultation was held with Prof. Carl-Johan Lagerkvist, Swedish University of Agricultural Sciences.



Online consultation, Dec. 2021

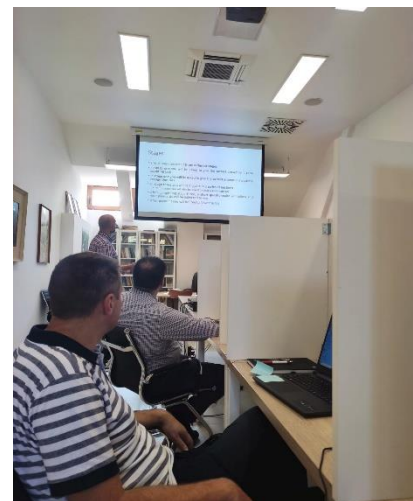
Three expert visits were carried out in 2022, all three in September 2022. Prof. Carl-Johan Lagerkvist (SLU) visited FAZ and held consultations with young FAZ researchers to discuss their PhD topics and other possible research.

Prof. Andreas Drichoutis (AUA) together with dr. Achilleas Vassilopoulos (AUA) helped FAZ researchers set up the IT infrastructure for experimental auctions in their experimental economics lab. They also conducted a pilot auction as a showcase for the FAZ researchers.





Expert visits, September 2022



Task 2.5 Joint conferences / seminars

FAZ researchers, together with the project partners organised an international scientific seminar “[Experimental and Behavioral Economics Research in Agri-Food and the Environment](#)” as the 183rd seminar of the European Association of Agricultural Economists (EAAE). The seminar was held in the period 8-9 September, 2022 in Zagreb. The Seminar was co-organised by the Croatian Society of Agricultural Economists (HAED) and supported by the Croatian Ministry of Agriculture and the City of Zagreb.

At the seminar, 58 papers (2 plenary lectures, 45 oral and 11 poster contributions) were presented by outstanding experts from many global, European and national universities and institutes. In addition to the numerous guests, 68 authors and co-authors from 18 countries participated directly in the seminar over the two days. All presented contributions were published in the Book of Abstracts. The programme of the Seminar can be found in the annex of this report.





Seminar participants had the opportunity for individual discussions with AgriFoodBoost experts: Andreas Drichoutis (AUA), Maurizio Canavari (UNIBO) and Carl-Johann Lagerkvist (SLU). In addition, a training session on "Power analysis" was held by Jens Rommel (SLU).



183rd EAAE seminar



Workshop on power analysis



Discussion with experts





Annexes:

1st Autumn school on experimental economics methods for preference elicitation

Leader: prof. Andreas Drichoutis, Agricultural University of Athens

Schedule:

Tuesday, 2 November 2021

14:00-17:00 Introduction to Experimental economics

Wednesday, 3 November 2021

9:00-12:00 Social preferences (Ultimatum - Dictator game)

12:00-14:00 Break

14:00-17:00 Social preferences (Trust game)

Thursday, 4 November 2021

9:00-10:00 Social preferences (Bargaining games)

10:00-11:00 Risk and time preferences

Friday, 5 November 2021

9:00-11:00 Risk and time preferences

11:00-12:00 Conclusion and discussion





2nd Summer School: Measuring Sensory Preferences of Consumers

Leader: prof. Tullia Gallina, University of Bologna

The course aims to introduce the basic elements of sensory studies performed by recruited, untrained subjects (consumers, users, citizens), and the main factors that determine preferences and physiological variability among subjects.

The objectives are to learn and apply the sensory methods related to studies on untrained subjects, with reference also to some economic aspects and to set-up an experimental plan for evaluating preference and/or acceptability of certain foods.

Schedule:

Monday 06 June 2022

Morning session 9.00-13.00

09.00-09.15 Registration (Tutors: Dr. M. Tura; Dr. D. Mercatante)

09.15-10.00 Welcome address and course overview (Prof. T. Gallina Toschi) – Introduction to sensory analysis (Prof. T. Gallina Toschi)

10.00-10.55 The sense of smell, The sense of taste + practical exercise (Prof. T. Gallina Toschi)

10.55-11.10 *Coffee break*

11.10-12.00 The sense of smell, The sense of taste + practical exercise (Prof. T. Gallina Toschi)

12.00-13.00 The sense of view, The sense of touch+ practical exercise (Prof. T. Gallina Toschi)

Afternoon session 14.00-16.00

14.00-15.00 Case study: Meat products enriched in phenols from olive mill wastewater (Prof. M. T. Rodriguez Estrada)

15.00-16.00 Practical exercise: discrimination test on meat products (Prof. M. T. Rodriguez Estrada)

Tuesday 07 June 2022

09.00-10.00 Sensory analysis of virgin olive oils (Prof. T. Gallina Toschi)

10.00-10.55 Practical exercise on sensory analysis of virgin olive oils (Prof. T. Gallina Toschi)

10.55-11.10 *Coffee break*

11.10-12.00 Sensory affective tests (Dr. M. Piochi)

12.00-13.00 Rapid methods to describe food products + practical exercise (Liking or disliking a product? How to describe food?) (Dr. M. Piochi)

Afternoon session 14.00-16.00

14.00-15.00 The role of individual variability in oral responsiveness and hedonic response (Dr. M. Piochi)

15.00-16.00 The role of individual variability in oral responsiveness and hedonic response + practical exercise (Taste recognition and perceived intensity) (Dr. M. Piochi)

Wednesday 08 June 2022





09.00-10.00 Integration of sensorial aspects into economical experiments (Prof. M. Canavari, Prof. S. Rivaroli Dr. M. Medici, Dr. V. Xhakollari)

10.00-10.55 Integration of sensorial aspects into economical experiments (Prof. M. Canavari, Prof. S. Rivaroli Dr. M. Medici, Dr. V. Xhakollari)

10.55-11.10 *Coffee break*

11.10-12.00 The role of senses in affecting healthy and sustainable eating behaviour (Dr. C. Proserpio)

12.00-13.00 The role of senses in affecting healthy and sustainable eating behaviour (Dr. C. Proserpio)

Afternoon session 14.00-16.00

14.00-15.00 Sustainability aspects in the measurements of sensory preferences: laboratory classes (Dr. C. Proserpio)

15.00-16.00 Sustainability aspects in the measurements of sensory preferences: laboratory classes (Dr. C. Proserpio)

Thursday 09 June 2022

09.00-10.00 The gender variable in sensory analysis (Prof. T. Gallina Toschi)

10.00-10.55 Case study: The sweet cherries (Prof. Tullia Gallina Toschi)

10.55-11.10 *Coffee break*

11.10-12.00 Consumer preferences and acceptability (Dr. S. Spinelli)

12.00-13.00 Beyond liking: emotional responses and "global" profile (I) with practical exercise (Dr. S. Spinelli)

Afternoon session 14.00-16.00

14.00-15.00 Beyond liking: emotional responses and "global" profile (II) (Dr. S. Spinelli)

15.00-16.00 The impact of expectations on product perception and acceptability (Dr. S. Spinelli)

Friday 10 June 2022

09.00-10.00 Individual work: how to prepare it (Prof. T. Gallina Toschi)

10.00-10.55 Individual work: how to prepare it (Prof. T. Gallina Toschi)

10.55-11.10 *Coffee break*

11.10-12.00 Individual work: Development of a protocol for the sensory evaluation with consumer of a selected food product (Tutors: Dr. D. Mercatante & Dr. M. Tura)

12.00-13.00 Individual work: Development of a protocol for the sensory evaluation with consumer of a selected food product (Tutors: Dr. D. Mercatante & Dr. M. Tura)

Afternoon session 14.00-16.00

14.00-14.30 Individual work: Development of a protocol for the sensory evaluation with consumer of a selected food product (Tutors: Dr. D. Mercatante & Dr. M. Tura)

14.30-15.30 Presentation of the projects to the Director of the school Prof. T. Gallina Toschi

15.30-16.00 Final remarks and conclusions





3rd Summer School on Choice Experiments, basic concepts

Leaders: prof. Maurizio Canavari, dr. Vilma Xhakollari, University of Bologna

18 July 2022 (10:00 – 13:00; 14:00 - 17:00)

- Conceptual basis of choice experiments
 - Scenarios for applying choice experiments
 - Choice behavioral models and Utility function
 - Lancaster's theory and Random Utility Theory
 - Labeled and unlabeled choices
 - The choice set
- Home work – in groups think of a choice experiment scenario. This will be used as a basis for the next two days.

19 July 2022 (10:00 – 13:00; 14:00-17:00)

- Properties of choice experiments
 - Models Logit/Mixed logit/GEV/Probit
 - “Only differences in utility matter” and “The scale of utility is arbitrary.”
- Design
 - NGENE syntax
 - Orthogonal designs (full and fractional factorial design)
 - Elements of other design methods
 - Qualtrics for data collection

20 July 2022 (09:00 – 13:00)

- Analysis in R (mlogit, glm and other recent packages)
 - Conversion of the data (wide to long)
 - Analysis with mnlogit model
 - Interpretation of results





4th Summer School: An Introduction to Behavioral Economics

Leader: Dr. Achilleas Vassilopoulos, Agricultural University of Athens

The course aims to provide students with an introduction to the principles of Behavioural Economics. The course will introduce the basic theories (neoclassical and behavioural) of choice between alternatives that differ in terms of the outcomes' timeframe, distributional effects, and probability of occurrence. The course is designed for undergraduate or graduate students of economics or related fields, with no prior knowledge on the topic. Although standard economic theory will be explained briefly at the beginning of each section, some prior knowledge of basic microeconomic theory (e.g. utility functions, indifference curves, etc.) is considered useful. No advanced mathematics is required. The depth of the topics covered will be analogous to the textbooks (none required but both recommended):

- Angner, E. (2020). A course in behavioral economics. 3rd ed. London: Palgrave Macmillan ([link](#))
- Lehr, B. (2022). Behavioral Economics: Evidence, Theory, and Welfare. 1st ed. New York: Routledge ([link](#))

Outline

Introduction to Behavioral Economics

- Background
- Experiments and other Methods
- Applications

Making Decisions for now

- Utility Maximization
- Reference Dependence
- Mental Accounting
- Inattention

Making Decisions for the future

- Discounted Utility Model
- Present Bias
- Consumption Dependence

Making Decisions under Risk

- Expected Utility
- Non-standard Beliefs
- Non-Expected Utility

Making Decisions involving Others

- Self-Interested Preferences
- Other-Regarding Preferences

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Tentative schedule

Monday 19/9 / 2022

15.00-16.45 Class

16.45-17.00 Coffee break

17.00-18.45 Class

Tuesday 20/9/ 2022

10.00-11.30 Class

11.30-11.45 Coffee break

11.45-13.15 Class

13.15-14.30 Lunch break

14.30-16.00 Class

Wednesday 21/9/ 2022

10.00-11.30 Class

11.30-11.45 Coffee break

11.45-13.15 Class

13.15-14.30 Lunch break

14.30-16.00 Class

Thursday 22/9/ 2022

09.30-10.45 Class

10.45-11.00 Coffee break

11.00-12.15 Class

12.15-12.30 Conclusions/Discussion





1st workshop:
**Hands-on workshop on statistical tools in social and economic sciences
applied to agriculture, food and the environment**

Leades: Dr. Jens Rommel, Dr. Julian Sagebiel and Jacob Dalgaard Christensen, SLU

Objectives: The course is meant to give a broad overview on the statistical techniques necessary to plan and conduct an economic experiment.

Participants learn about different experimental approaches to study (policy-relevant and practically relevant) questions in Environmental and Agricultural Economics, as well as in Consumer Research. Starting with a broad introduction to experiments and experimental designs, examples are discussed. Participants will learn to design their own experiments (with an emphasis on Discrete Choice Experiments) and get familiar with basic techniques for analysis.

Intended learning outcomes: After successful completion of the course, participants have basic knowledge in the design and evaluation of basic experiments with a focus on food, agriculture, and the environment.

Learning activities: The course combines lectures, exercises, and consultation hours to achieve its objectives. The course is blocked around 2.5 days of full time study and should be given to a group of not more than 15 participants (to ensure sufficient interaction).

Workload and credit: Participants are expected to actively take part in the course equivalent to one week of full time study.

Prerequisites: Participants should have attended basic courses in Microeconomics and Statistics.

Target audience: The course is developed for graduate students (MSc and PhD) or researchers who consider using behavioral experiments in their research work (e.g., a graduation thesis).

Teachers (tbc): Jens Rommel (JR), Julian Sagebiel (JS), Jacob Dalgaard Christensen (JCD)

Preliminary course literature:

Bateman, I. J., Carson, R. T., Day, B., Hanemann, M., Hanley, N., Hett, T., Jones-Lee, M., Loomes, G., Mourato, S., Pearce, D. W., et al. (2002). *Economic valuation with stated preference techniques: A manual. Economic valuation with stated preference techniques: a manual.*

Ellis, P. D. (2010). *The essential guide to effect sizes: Statistical power, meta-analysis, and the interpretation of research results.* Cambridge University Press.

Friedman, D., & Sunder, S. (1994). *Experimental methods: A primer for economists.* Cambridge University Press.

Haghani, M., Bliemer, M. C., & Hensher, D. A. (2021). The landscape of econometric discrete choice modelling research. *Journal of Choice Modelling*, 100303.

Harrison, G. W., & List, J. A. (2004). Field experiments. *Journal of Economic Literature*, 42(4), 1009-1055.

Hensher, D. A., Rose, J. M., and Greene, W. H. (2014). *Applied choice analysis: a primer.* Cambridge University Press.

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Johnston, R. J., Boyle, K. J., Adamowicz, W., Bennett, J., Brouwer, R., Cameron, T. A., Hanemann, W. M., Hanley, N., Ryan, M., Scarpa, R., et al. (2017). Contemporary guidance for stated preference studies. *Journal of the Association of Environmental and Resource Economists*, 4(2):319–405.

Lancaster, K. J. (1966). A New Approach to Consumer Theory. *Journal of Political Economy*, 74:132–157.

Mariel, P., Hoyos, D., Meyerhoff, J., Czajkowski, M., Dekker, T., Glenk, K., Jacobsen, J.B., Liebe, U., Olsen, S.B., Sagebiel, J. and Thiene, M., (2021). *Environmental valuation with discrete choice experiments: Guidance on design, implementation and data analysis*. Springer Nature.

Moffatt, P. G. (2015). *Experiments: Econometrics for experimental economics*. Macmillan International Higher Education.

Viceisza, A. C. (2012). *Treating the field as a lab: A basic guide to conducting economics*. International Food Policy Research Institute (IFPRI).

Schedule:

7 March 2022

Day 1, 09.00 -- 10.30 Lecture 1: Introduction to experiments and experimental design (JR, JS, JDC)

Day 1, 10.45 -- 12.00 Lecture 2: Factors, treatments and interaction effects (JS)

LUNCH BREAK

Day 1, 14.00 -- 16.00 Exercise 1: Introduction to Power Analysis (JR, JDC)

Day 1, 16.15 -- 17.00 Questions and Answers (JR, JS)

8 March 2022

Day 2, 09.00 -- 10.30 Lecture 3: Experiments in Economics: Examples from our research (JR, JS, JDC)

Day 2, 10.45 -- 12.00 Lecture 4: Choice experiments: Examples, rationale and policy relevance (JS)

LUNCH BREAK

Day 2, 14.00 -- 16.00 Exercise 2: Design your own choice experiment (JS)

Day 2, 16.15 -- 17.00 Discussion of exercise (JR, JS, JDC)

9 March 2022

Day 3, 09.00 -- 11.00 Lecture 5: Analysis of experiments with discrete and continuous outcome variables (JS)

Day 3, 11.15 -- 12.00 Course evaluation, way forward, open questions (JR, JS, JDC)





Experimental and Behavioural Economics Research in Agri-Food and the Environment



Venue: Hotel International, Miramarska 24, Zagreb

Program

8th of September (THU)

- 9:00-9:30** Opening of the 183rd EAAE seminar
- 9:30-10:30** Plenary speaker
-
- 10:30-11:00** Coffee break
-
- 11:00-12:45** Parallel Session 1 and Parallel Session 2
-
- 12:45-14:15** Lunch
-
- 14:15-16:00** Parallel Session 3 and Parallel Session 4
-
- 16:00-16:15** Coffee break
-
- 16:15-18:00** Parallel Session 5 and Parallel Session 6
- 18:00-18:45** Discussion with experts



Experimental and Behavioural Economics Research in Agri-Food and the Environment



Program

9th of September (FRI)

9:00-10:00	Plenary speaker Paolo Crosetto
10:00-10:20	Coffee break
10:20-11:45	Parallel Session 7 and Parallel Session 8
11:45-12:45	Poster session
12:45-14:15	Lunch
14:15-16:00	Parallel Session 9 and Parallel Session 10
16:00-16:15	Coffee break
16:15-19:00	Training - power analysis and Discussion with experts

First Day

8th of September (THU)

183rd EAAE seminar

Zagreb, 8-9 September, 2022

9:00-9:30 **Opening of the 183rd EAAE seminar**

9:30-10:30 **Plenary speaker Nikos Georgantzis**
Emotions in Wine and Spirits consumption

10:30-11:00 **Coffee break**

11:00-12:45

Session 1

Zeeshan Mustafa

Willingness to pay for improved forages and sustainable dairy development in Pakistan

Hiroki Sasaki

Do informational nudges work on fertilizer companies' legal compliance? - Evidence from nationwide natural field experiments in Japan-

Pius Kilasya, Brandon R. McFadden, Kelly Davidsona, Leah H. Palm-Forster

Knowledge Gaps about Micronutrient Deficiencies in Tanzania and the Effect of Information Interventions

Philipp Feisthauer, Jan Börner, Monika Hartmann

Adoption of smart weeding technologies for sustainable crop farming - a framed field experiment with German crop farmers

Oluwagbenga Akinwehinmi

Research design proposal for a study on effects of information on willingness to pay for safe food in Nigeria: The case of aflatoxin contamination

11:00-12:45

Session 2

Djamel Rahmani, Maria Loureiro, José Maria Gil

Consumers perceptions and preferences for winery's social contributions

Leplat Mélody, Loheac Youenn, Teillet Eric

Preferences for meat substitute with plant-based proteins: an experiment with real products consumption

Željko Dulčić, Marija Cerjak, Marin Čagalj

Eliciting consumers' willingness to pay for Mediterranean type of functional food using experimental auctions

Vilma Xhakollari, Marija Cerjak, Damir Kovačić, Luca Mulazzani, Luca Camanzi

Between innovation, sustainability and convenience, which affect mostly the choices for seafood? A survey with participants from Croatia

Julian Sagebiel, Elena Castellari, Jens Rommel, Mira Weigel, Malte Welling

Preferences for characteristics of plant-based meat alternatives: A discrete choice experiment on tofu in Sweden

First Day

8th of September (THU)

183rd EAAE seminar

Zagreb, 8-9 September, 2022

12:45-14:15

Lunch

14:15-16:00

Session 3

Richard Koenig, Marielle Brunette

Subjective barriers and determinants to crop insurance adoption

Laura Moritza, Lena Kuhna, Ihtiyor Bobojonov

Crop index insurance, welfare and climate resilience: Findings from lab-in-the-field experiments in Uzbekistan

Michelle Segovia, Marco A. Palma, Jayson L. Lusk, Andreas C. Drichoutis

Visual formats in risk preference elicitation: What catches the eye?

Jaap Sok, Lieneke Bakker, Wopke van der Werf, Felix Bianchi

Examining demographic and unobserved heterogeneity in farmers' intentions to reduce pesticide use

Henning Schaak, Jens Rommel, Julian Sagebiel, Jesus Barreiro-Hurlé, Douadia Bougherara, Luigi Cemablo, Marija Cerjak, Tajana Čop, Mikołaj Czajkowski, María Espinosa-Goded, Julia Höhler, Carl-Johan Lagerkvist, Macario Rodriguez-Entrena, Annika Tensi, Sophie Thoyer, Marina Tomić Maksan, Riccardo Vecchio, Katarzyna Zagórska

How Well Can Experts Predict Farmers' Risk Preferences?

14:15-16:00

Session 4

Lorenzo Bandieri, Maurizio Canavari, Alessandra Castellini

Experiential marketing and wine tourism: a promotional auction in the Folicello winery

Tobias Sven Morban, Toke Reinholt Fosgaard

Understanding consumer acceptance of upcycled food: experimental evidence from Denmark –a preliminary study design

Claudia Bazzani, Peter J. McGee, Rodolfo M. Nayga Jr.

Familiarity and the Endowment Effect

Christoph Schulze, Bettina Matzdorf, Jens Rommel, Julian Sagebiel, Wojciech Zawadski, Mikołaj Czajkowski, Marina García Llorente, Inés Gutiérrez Briceño, Eszter Keleman, Lenny van Bussel, Katarzyna Zagórska

Consumer preferences with exogenous and endogenous information treatment: Willingness to pay for biodiversity-friendly labels on milk and flour in six EU countries

Gloria Solano-Hermosilla, Jesús Barreiro-Hurle, Wouter Landzaat, Federica Di Marcantonio, James Suter, Pavel Ciaian

From experiments to supermarkets: the impact of enhancing purchase environment realism of consumer perceptions

First Day

8th of September (THU)

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Zagreb, 8-9 September, 2022

16:00-16:15

Coffee break

16:15-18:00

Session 5

Chloe McCallum, Robert Finger, Lucca Zachmann

The relationship between farmers' risk preferences and risk management: Does the domain of risk preferences matter?

Ruggiero Ripppo, Simone Cerroni

Probabilistic beliefs and farmers' decision to join the Income Stabilization Tool: A super-contextualized field experiment

Selina Bruns, Daniel Hermann, Oliver Musshoff

Is gamification a curse or blessing for the design of risk elicitation methods in the field? Experimental evidence from agricultural students and farmers

Tajana Čop, Mario Njavro, Simone Cerroni

Farmers' acceptance of the income stabilization tool: A discrete choice experiment application

16:15-18:00

Session 6

Dora Gaćeša, Ružica Brečić, Luca Panzone

The role of children's and parents' attitudes in food product purchases

Martina Vecchi, Linlin Fan, Kathleen L. Keller, Sarah Myruski, Rodolfo M. Nayga, Wei Yang

Understanding the Impact of Online Food Advertisements and Emotions on Adolescents' Food Choices

Ahmad Zia Wahdat, Jayson L. Lusk

Grocery shortages and consumer shopping behavior

Marie Zauber, Jeanette Klink-Lehmann, Monika Hartmann

Does social or environmental information affect German consumers' purchase intention for apples with peel imperfections?

Laurent Muller, Sabrina Teyssier

Consumers Food Choices and the impact of Constraints on Greenhouse Gas Emissions

18:00-18:45

Discussion with experts: Andreas Drichoutis, Maurizio Canavari and Carl-Johan Lagerkvist

Second Day

9th of September (FRI)

183rd EAAE seminar

Zagreb, 8-9 September, 2022

9:00-10:00 **Plenary speaker Paolo Crosetto**
**Using the laboratory to investigate nutritional policies:
past, present and future**

10:00-10:20 **Coffee break**

Session 7

10:20-11:45

Kelvin Balcombe, Iain Fraser

Parametric Prospect Theory: Survey Design, Certainty Effects and Complexity Bias

Nathan Kemper, Jennie Popp, Rodolfo M. Nayga, Jr., Claudia Bazzani

Consequentiality in a discrete choice experiment: evidence from query theory

Stavroula Tsigkou, Andreas Drichoutis, Achilleas Vassilopoulos, Jayson L. Lusk

A meta-analysis on induced value auctions

Chi Nguyen, Uwe Latacz-Lohmann

Conservation auctions in the presence of spatially endogenous bonus: A landscape approach for biodiversity conservation

10:20-11:45

Session 8

Sebastian Stępień, Katarzyna Smędzik-Ambroży

Understanding farmer's behaviour towards the application of artificial intelligence. Evidence from smallholder farms in Poland, Romania and Lithuania

Ziva Alif, Tanja Šumrada

Fallow, landscape features or semi-natural meadows: exploring farmers' preferences for three biodiversity measures in Slovenia

Peter Howley, Neel Ocean

Using Choice Framing to Improve the Design of Agricultural Subsidy Schemes

Kati Häfner, Jürgen Meyerhoff, Klaus Glenk

Effect of different price vectors on the preference and willingness to accept (WTA) of farmers to participate in an agri-environmental scheme

Second Day

9th of September (FRI)

183rd EAAE seminar

Zagreb, 8-9 September, 2022

Poster session

11:45-12:45

Joanna Wiśniewska-Paluszak

Farmers' network biases: The research agenda in frames of behavioural economics

Marina Tomić Maksan, Željka Mesić, Branka Šakić Bobić, Damir Kovačić, Jens Rommel, Anna Kristina Edenbrandt

A discrete choice experiment on consumers' willingness to pay for omega-3-enriched eggs in Croatia

Burns, J.G., Thomson, S.G., Liebe, U., Potts, J.M., Glenk, K.

Perceived priorities by the Scottish public for objectives of a future agricultural support scheme: a Best-Worst Scaling approach

Zalán Márk Maró - Áron, Török - Péter, Balogh - Péter, Czine

Purchasing behavior in the case of a hungarian geographical indication product

Matteo Bruno Ricozzi, Argyris Kanellopoulos, Jaap Sok, Sander de Leeuw

Addressing regional agri-environmental problems by integrating social-behavioural components in bio-economic modelling

David Skala

The impact of interventions on changing children's attitudes and behavior toward food choice

Claudia Magnapera, Roberta Raffaelli, Simone Cerroni

Farmers' willingness to pay (WTP) for innovative cattle feeds additives

Williams Ali

Delayed premium payments improve crop insurance uptake, but at what costs? The role of time preferences

Julius J. Okello, Kelvin S. Mashisia, Carl-Johan Lagerkvist, Jens Rommel, Wellington Jogo, Sylvester Ojwang, James Elungat

Social learning, incentives, and the decision to adopt improved sweetpotato varieties: Experimental evidence from Uganda

Laurent Muller

Observing Purchasing Behaviours: Laboratory Store vs. Supermarkets

Marija Cerjak, Maurizio Canavari, Gabriela Sušac

The influence of information on the willingness of young people to participate in preservation of biodiversity - the case of the Istrian donkey

Daniele Nosenzo, Laure Saulais, Simeon Schudy, Sabrina Teyssier

Beef or fish in restaurant: On the role of information about CO2 emissions and social influence

Hui Tao, Hang Xiong, Fan Li, Jerry Sun, Liangzhi You

Farmers' willingness to pay for smart farming technologies: A choice experiment with smart drip irrigation users

Second Day

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12:45-14:15

Lunch

14:15-16:00

Session 9

Lena Eitelberg, Silke Hüttel, Jeanette Klink-Lehmann, Reinhard Uehleke

The effect of husbandry system information on consumer willingness to pay for dairy products from cow-calf-contact systems

Alberto Bertossi, Francesco Marangon, Stefania Troiano

Sustainable snacks – what do consumers prefer?

Nasiri Mustafa, Gassler Birgit, Teuber Ramona

The role of framing effect and priming in shaping demand for safer food choices: Evidence from an experimental auction with four different mutton meat in Afghanistan

Luca Panzone

Nudging the food basket green: the effects of commitment and badges on the carbon footprint of food shopping

L.Muller, P. de Lattre

Environmental, nutritional, economic and behavioral impact of six environmental labelling systems: experimental evidence

14:15-16:00

Session 10

Dominic Lemken

A field study on Forced Active Choices and Default Nudges to reduce meat portions in cafeterias

Adam Wąs, Paweł Kobus, Edward Majewski, Agata Malak-Rawlikowska

The optimal design of contracts aimed at reducing methane emissions from dairy production

Rico Amoussouhoui, Aminou Arouna, Bavorova Miroslava, Wilfried Yergo, Jan Banout

Service-based adoption using agricultural digital technology: An Experimental Evidence in Nigeria

Lecomte Léa, Muller Laurent, Giraud-Heraud Éric, Peres Stéphanie

A Global & Analytical Willingness-to-Pay Elicitation Method, The case of the Corporate Social Responsibility attribute for wine

16:00-16:15

Coffee break

16:15-19:00

Jens Rommel

Training - power analysis*

16:15-19:00

Discussion with experts: Andreas Drichoutis and Maurizio Canavari

*The training session will familiarize participants with the basics of power calculations for experiments. The target audience are researchers who are interested in doing their own power calculations, but who have never heard of the subject. We will do a few small exercises for which it would be good to use a laptop with internet access.