



AgriFoodBoost

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

Deliverable 3.4

Report on panel discussion on efficient collaboration practices between research and business communities

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WP3 Visibility and networking

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Dissemination Level

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





This report contains a summary implementation results of the activity 'Panel discussion on efficient collaboration practices between research and business communities' within the task T3.3 'Establishment of a research HUB for experimental economics', WP3 – 'Visibility and networking'

Event and the participants

On November 24, 2022, a panel discussion titled: **Experiences and models of cooperation between research institutions and business in the field of agribusiness** was held at the University of Zagreb Faculty of Agriculture. The co-organiser of the panel discussion was the *Croatian Society of Agricultural Economists*. The panel discussion was co-organised by the Croatian Society of Agricultural Economists. The panel discussion was supposed to take place in September 2022, but was postponed by two months to be held together with the annual conference of the Croatian Society of Agricultural Economists.

The aim of the panel discussion was to bring together representatives of the agribusiness sector and the research community to discuss the importance of economic research for management in agribusiness.

Four panelists participated in the discussion: Ante Andabaka (Syngenta Agro d.o.o.), Miroslav Božić (Croatian Sugar Industry d.d.), Josip Kraljičković (Zagreb County) and Zoran Šimunović (Naše Klasje d.o.o.). The panelists first introduced the companies or institutions they come from and then talked about the forms of cooperation with research institutions, their satisfaction with this cooperation and the possibilities of its improvement.

Zoran Šimunović presented an example of his company's successful collaboration with the Faculty of Food Technology and Biotechnology in Zagreb in the development of a new product (fresh pasta Aurelia). The scientists were involved in all stages of the development and testing of the new product and were rewarded with a share of the profit generated by the commercialization of the innovation.

Syngenta Agro, which produces plant protection agents, seeds and mineral fertilizers, invests significant resources in research to successfully respond to food production challenges that are increasing due to climate change, political uncertainty, the impact of the regulatory environment and difficulties in sourcing raw materials, as well as rising energy prices. Most of the the current research is focused on increasing the productivity in agricultural and environmental sustainability. At the same time, collaboration with the scientific community is essential.

The sugar industry is cooperating intensively with the research community on issues related to decarbonization of the industry and the use of by-products in sugar beet processing (noodles, molasses and carbocalcium) to help strengthen the circular economy.



Zagreb County, as a unit of regional self-government, in cooperation with the research community, has been conducting professional and scientific research for many years in order to create innovative products in rural areas and to carry out a number of other activities that increase the competitiveness of small and medium-sized farms.

A total of 42 people followed the discussion, including students and scientists from the Faculty of Agriculture and other three institutions in Croatia.

Results and conclusion

Following the introduction of the panelists, a discussion ensued from which two major proposals emerged. First, cooperation between the research community and the Ministry of Agriculture should be intensified. The Ministry of Agriculture almost never uses economic research when planning and evaluating agricultural policies. Second, the existing system of promotion (i.e. advancement) of scientists at research institutions does not take into account cooperation with the business community as a criterion, which practice should be changed.

The conclusion of the panel discussion is that the challenging business environment requires quick and risky decisions. Therefore, strategic decisions based on the results of the latest scientific research, among which economic research plays a key role, and are necessary for the successful management of companies. The Center for Experimental Economics at the University of Zagreb Faculty of Agriculture, which began its work in 2023 in frame of the AgriFoodBoost project, is expected to give new impetus to collaboration between the agribusiness and the research community.

The panel discussion *Experiences and models of cooperation between research institutions and the business community in agribusiness* was held as part of the Twinning project led by the Institute for Marketing in Agriculture at the Faculty of Agriculture in Zagreb. The project is funded by the European Union through the Horizon 2020 program (project number 952303). The panel was co-organized by the Croatian Society of Agricultural Economists(HAED).

Numerous online and offline media covered the panel event. Links to media articles and photos from the panel discussion are attached.

Media coverage:

<http://www.glas-slavonije.hr/510190/7/U-rastucoj-krizi-poljoprivrednicima-je-nuzna-potporna-znanstvenika>



<https://www.jutarnji.hr/vijesti/hrvatska/u-rastucoj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nuzna-je-potpورا-znanstvenika-15279850>

<https://www.tportal.hr/biznis/clanak/u-rastucoj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nuzna-potpورا-znanstvenika-foto-20221125>

<https://mojsamobor.info/samobor/u-rastu%C4%87oj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nu%C5%BEa-potpورا-znanstvenika>

<https://dugoselo.info/dugoselo/u-rastu%C4%87oj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nu%C5%BEa-potpورا-znanstvenika>

<https://poduzetnik.biz/produktivnost/u-rastucoj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nuzna-potpورا-znanstvenika/>

<https://www.posao.hr/clanci/vijesti/hrvatska/u-rastucoj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nuzna-potpورا-znanstvenika/14596/>

<https://mojzagreb.info/zagreb/u-rastu%C4%87oj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nu%C5%BEa-potpورا-znanstvenika>

<https://www.glasistre.hr/znanost/2022/11/24/poljoprivrednicima-i-prehrambenoj-industriji-nuzna-je-potpورا-znanstvenika-831739>

<https://www.index.hr/vijesti/clanak/strucni-panel-poljoprivrednicima-je-nuzna-potpورا-znanstvenika/2414997.aspx>

https://ezadar.net.hr/biznis/4300428/u-rastucoj-krizi-poljoprivrednicima-i-prehrambenoj-industriji-nuzna-potpورا-znanstvenika/?ticker_type=latest_news

<https://prigorski.hr/odrzan-strucni-panel-na-zagrebackom-agronomskom-fakultetu-poljoprivrednicima-i-prehrambenoj-industriji-nuzna-je-potpورا-znanstvenika/>



Photos









