

Content	Pages
B 1: Regional development	
Economic evaluation of the Austrian Rural Development Programme: Is EU-funding an appropriate means to increase competitiveness of the agricultural sector within the food supply chain? <i>Oliver Meixner, Franz Schlögl, Manfred Pichlbauer, Austria</i>	1
A 3: Food quality and health	
The Fresh Index: A Real-Time Shelf Life Indicator. <i>Eva Wera Ritter, Mercedes Schulze, Richard Joachim Lehmann, Germany</i>	15
The Use of Iodized Salt in Processed Foods: The Empirical Evidence and the Role of Regulation. <i>Katharina Bissinger, Roland Herrmann, Irmgard Jordan, Anna Pfisterer, Germany</i>	19
Coffee and health in the perspective of young consumers. <i>Roberta Prado Rodrigues, Luciana Florêncio de Almeida, Brazil</i>	25
B 2: Networks and structures	
Consumers Food Choosing Behavior under Nested Structure. <i>Maurizio Canavari, Seyed Mojtaba Mojaverian, Hamid Amirnejad, Sina Ahmadi Kaliji, Italy</i>	41
A 5: Consumer issues 1	
Individual's personality and consumption of local food specialties. <i>Geir Wæhler Gustavsen, Atle Wehn Hegnes, Norway</i>	53
Consumer interest, attitude and behavior towards a sustainable tomato. <i>M.T. Trentinaglia, T. Mancuso, M. Peri, L. Baldi, Italy</i>	65
C 4: Logistics innovations	
Reorganization of the Sugar Beet Supply Process as an Opportunity for a more Sustainable Transport: Based on a Model from the Polish Sugar Sector. <i>Karol Wajszczuk, Marcin Polowczyk, Poland</i>	70
C 5: Production and innovation	
Responsible innovation in layer poultry farming: Are organic consumers sufficiently informed about the current situation of killing day-old male chicks to contribute to the innovation process? <i>Iris Schröter, Marcus Mergenthaler, DE</i>	81
Production And Business Results Of Wine Growers In Continental And Adriatic Croatia. <i>Tajana Čop, Josip Juračak, Mario Njavro, Croatia</i>	93

Content	Pages
A 7: Consumer issues 3	
Functional food healthy claim perceptions and willingness to pay: a survey on FVG region. <i>F. Rosa, L. Iseppi And F. Nassivera, Italy</i>	102
B 7: Looking forward and Innovation	
Delphi-based foresight of global supply and demand for olive oil. <i>Samir Mili, Maria Bouhaddane, Spain</i>	113
Cerrado Mineiro Region D.O. mark: Internationalization strategy. <i>Luciana Florêncio de Almeida, Brazil</i>	133
A 8: Consumer issues, market failure and waste	
Market failures in supplying animal welfare: some conceptual thoughts for future research. <i>Marcus Mergenthaler, Iris Schröter, Germany</i>	145
Estimation of the economic losses of the waste from the most important vegetable and fruit crops in Egypt. <i>Gaber Ahmed Bassyouni Shehata, Egypt</i>	154
A9: Prices and risk	
Procurement price change outcomes for producers and processors along food supply chains. <i>Agnieszka Bezat-Jarzębowska, Włodzimierz Rembisz, Poland</i>	162
B 9: Management support	
Potential applications of food-scanners in fruit and vegetable supply chains and possible consequences for the German market. <i>Simon Goisser, Heike Mempel, Vera Bitsch, Germany</i>	173
C 9: Innovations through technology	
The Foodauthentic Cloud – An Approach Towards A Comprehensive Authentication In Food Supply Chains Using Fingerprinting. <i>Tim Bartram, Richard Joachim Lehmann, Susanne Esslinger, Germany</i>	182
A 10: Agri-food trends	
Internationalization Strategies in the German Dairy Industry and their influence on the economic performance of firms. <i>Johannes Meyer, Christian Schaper, Germany</i>	188
B 10 Success factors and entrepreneurship	
Effect of Information on Appreciation of Bourgogne Red Wines. <i>Monia Saïdi, Georges Giraud, France</i>	203
Social Media Analytics in Food Innovation and Production: a Review. <i>Katarzyna Kosior, Poland</i>	205
C 1: Innovation in the agri-food sector	
Tools and techniques supporting innovation in the agri-food sector. <i>Sebastian Jarzębowski, Agnieszka Bezat-Jarzębowska, Poland</i>	220
B 4: Governance 1	
Land rights protection in the pulp and paper production system. <i>Carolina Torres Graça, Décio Zylbersztajn, Brazil</i>	228

B 5: Governance 2

Knowledge Management And Organizational Innovation Based On The Government-Company-Academy-Producers Alliance To Reactivate The Robusta Coffee Supply Chain In Ecuador. *Luis Alberto Duicela-Guambi, Moisés Enrique Martínez-Soto, Rey Gastón Loo-Solórzano, Carlos Rodríguez-Monroy, Ecuador, Venezuela, Spain*

244