



## **Final Program**

# **168<sup>th</sup> EAAE Seminar “Behavioural Perspectives in Agricultural Economics and Management”**

**Swedish University of Agricultural Sciences**

**6 – 7 February, Uppsala, Sweden**



**@slu\_ekonomi #EAAE168**



**FORMAS** 

ETT FORSKNINGSRÅD FÖR HÅLLBAR UTVECKLING  
A SWEDISH RESEARCH COUNCIL FOR SUSTAINABLE DEVELOPMENT

# Overview

## Evening before the Seminar, 5<sup>th</sup> of February 2019

18.00 Dinner at *Stationen* (at own cost), Olof Palmes Plats 6, Uppsala, next to Central Station

## Day 1, 6<sup>th</sup> of February 2019

09.30 – 10.00 Registration and coffee (coffee is available from 9.00)

10.00 – 10.10 Welcome addresses (Room W, Ulls hus)

10.15 – 11.15 Parallel sessions 1

11.20 – 12.20 Parallel sessions 2

12.20 – 13.15 Lunch and poster walk

13.15 – 14.10 Keynote 1: *Nudging sustainable consumption*, Lucia Reisch, Copenhagen Business School (Room W, Ulls hus)

14.15 – 15.15 Parallel sessions 3

15.15 – 15.45 Coffee

15.45 – 17.15 Parallel sessions 4

19.00 Dinner, Restaurant *Borgen*, Orphei Drängars Plats 1, by the Fyris river

## Day 2, 7<sup>th</sup> of February 2019

08.30 – 10.00 Parallel sessions 5

10.00 – 10.30 Coffee

10.30 – 11.25 Keynote 2: *A behavioural perspective on resilience of EU farming systems*, Miranda Meuwissen, Wageningen University (Room W, Ulls hus)

11.30 – 12.30 Parallel sessions 6

12.30 – 12.45 Awards (Room W, Ulls hus)

12.45 – 13.45 Lunch and poster walk

## Parallel Session Schedule

**Session 1, February 6<sup>th</sup>, 10.15 – 11.15**

Room W, Ulls hus Session Chair: Patrycja Sleboda		Room X, Ulls hus Session Chair: Andreea Laura Bolos		Room T, Ulls hus Session Chair: Nina Lind	
<b>Anne-Katrin Kleih, Kai Sparke</b>	Visual marketing: Consumer attention to fruit brands at the point-of-purchase	<b>J. Liu, L. Toma, Andrew P. Barnes, L-A. Sutherland, B. Thompson, A.W. Stott</b>	Farmers' uptake of animal health and welfare technological innovations: A latent class analysis	<b>Daniele Asioli, Frode Alfnes</b>	Respondent evaluations of the Becker-DeGroot-Marschak (BDM) and Multiple Price List (MPL) valuation mechanisms
<b>Iris Schröter, Marcus Mergenthaler</b>	Is there a link between visual perception of communication material and attitudes towards aquaponics? A pilot study using eye-tracking	<b>Esmée Janssen, Monique Mourits, H.J. (Ine) van der Fels-Klerx, Alfons Oude Lansink</b>	Exploration of questionnaire data on European wheat farmers' mycotoxin management by Bayesian Network modelling	<b>Johannes Wegmann, Daniel Hermann, Oliver Mußhoff</b>	The evolution of risk attitudes and time preferences along the rural-urban interface: Results from Bengaluru, India

**Session 2, February 6<sup>th</sup>, 11.20 – 12.20**

<b>Room W, Ulls hus</b> <b>Session Chair: Patrycja Sleboda</b>		<b>Room X, Ulls hus</b> <b>Session Chair: Andreea Laura Bolos</b>		<b>Room T, Ulls hus</b> <b>Session Chair: Nina Lind</b>	
<b>Sabine Gross, Megan Waldrop, Jutta Roosen</b>	How does animal welfare taste? Combining sensory and choice experiments to evaluate willingness to pay for animal welfare pork	<b>Jörg Müller, Julia Höhler</b>	Explaining the market behavior of farmers: Findings from a market entry game with different contexts	<b>Jaap Sok, João Augusto Rossi Borges</b>	A critical review of the use of reasoned action theories in the agricultural domain
<b>Patrycja Sleboda, Carl-Johan Lagerkvist</b>	Consumers' acceptance of gene technology in food choices: The role of personalized communication	<b>Michele McCormack, Cathal Buckley</b>	Farmer perceptions of the importance of Nutrient Management Plans	<b>Adam Czarnecki, Maarit Sireni</b>	Direct sales of food products to seasonal consumers in rural locale: Factors and preconditions

**Session 3, February 6<sup>th</sup>, 14.15 – 15.15**

<b>Room W, Ulls hus</b> <b>Session Chair: Patrycja Sleboda</b>		<b>Room X, Ulls hus</b> <b>Session Chair: Andreea Laura Bolos</b>		<b>Room T, Ulls hus</b> <b>Session Chair: Nina Lind</b>	
<b>Luiza Toma, Clare Hall, Cesar Revoredo-Giha, Bethan Thompson</b>	Household food waste behaviours: A causal analysis of cohort data	<b>Julia Höhler, Julia Schreiner</b>	Unfair milk prices? Lessons from a split-sample choice experiment	<b>Alisa Spiegel, Simone Severini, Wolfgang Britz, Attilio Coletta</b>	Analysis of investment and financing behaviour at farm-scale: A stochastic-dynamic programming model applied to investments into hazelnut plantation in Italy
<b>Ulf Römer, Henning Schaack, Oliver Mußhoff</b>	The perception of crop protection: Explicit vs. implicit association of the public and in agriculture	<b>Geir Wæhler Gustavsen, Atle Wehn Hegnes</b>	Unpacking the Impact of Personality on Organic Food Consumption in Norway	<b>Hernan Botero, Andrew Barnes, Lisset Perez, David Ríos, Julian Ramirez-Villegas</b>	Classifying climate risk perception: A latent class analysis of Colombian bean farmers

**Session 4, February 6<sup>th</sup>, 15.45 – 17.15**

<b>Room W, Ulls hus</b> <b>Session Chair: Patrycja Sleboda</b>		<b>Room X, Ulls hus</b> <b>Session Chair: Andreea Laura Bolos</b>		<b>Room T, Ulls hus</b> <b>Session Chair: Nina Lind</b>	
<b>Uwe Latacz-Lohmann, Julia Schreiner</b>	Views of farmers and citizens on the design of the Common Agricultural Policy after 2020: Insights from a Q study	<b>Clara Mehlhose, Antje Risius</b>	Highlighting antibiotic usage in food labelling? Prefrontal cortex activity of consumers presented with positive and negative labeling	<b>Robert Huber, Hang Xiong, Kevin Keller, Robert Finger</b>	A generic agent-based modelling approach to inject diverse strategic behavior in farm level models
<b>Stijn Reinhard, Andries Richter</b>	Reciprocal citizen: Cuts in public spending reduce voluntary contributions in a field experiment	<b>Sarah Katharyn Read, Joana G. Ferreira, Andrew Barnes</b>	Intercropping in the European Union: A critical analysis of personal motivations and contextual factors affecting this sustainable agricultural practice	<b>Haseeb Ahmed, Jonathan Yoder, Alicia Davis, William de Glanville, Tito J. Kibona, Sarah Cleaveland</b>	Risk Management and Response to Livestock Disease Losses in Agropastoral Households of Northern Tanzania
<b>Kati Häfner, Julian Sagebiel, Ingo Zasada</b>	Farmers' Preferences for an Agri-Environmental Measure Designed for Climate Friendly Peatland Management	<b>Ashkan Pakseresht, Anna Kristina Edenbrandt, Carl Johan Lagerkvist</b>	Consumers' Risk Responsibility of Genetically Modified Food: Effect of Regulatory Context and Risk Dimensions on Cognitive information processing	<b>Jaap Sok, Egil A.J. Fischer</b>	Farmers' motives, voluntary vaccination and disease spread: An agent-based model

**Session 5, February 7<sup>th</sup>, 8.30 – 10.00**

<b>Room W, Ulls hus</b> <b>Session Chair: Patrycja Sleboda</b>		<b>Room X, Ulls hus</b> <b>Session Chair: Andreea Laura Bolos</b>		<b>Room T, Ulls hus</b> <b>Session Chair: Nina Lind</b>	
<b>Carolien de Lauwere, Martien Bokma</b>	Behavioural factors affecting broiler farmers' decision making with regard to reduction of antibiotics use in the Netherlands	<b>Bartosz Bartkowski, Stephan Bartke</b>	Insights from behavioural research on farmers for agri-environmental policy	<b>Pascal Ohlhausen, Nina Langen</b>	Variety seeking meal choice in business canteens
<b>Matthias Buchholz, Denise Peth, Oliver Mußhoff</b>	Tax or Green Nudge? An experimental impact assessment on German farmers' pesticide use	<b>Jorie Knook, Vera Eory, Matthew Brander</b>	Increasing understanding into the presence of behavioural spillover effects in the agricultural sector	<b>Corrina Reithmayer, Oliver Mußhoff</b>	Investigating heterogeneity in preferences towards the alternatives to chick culling: A latent class approach
<b>Simone Cerroni</b>	Farmers' crop decisions: An economic experiment on subjective beliefs, risk and ambiguity preferences	<b>Beatrice Biondi, Luca Camanzi</b>	The effect of front-of-pack messages on consumers' perception and purchase intentions for innovative food	<b>Yung Hung, Wim Verbeke</b>	Behavioural Determinants Shaping Protein Intake in European Older Adults

**Session 6, February 7<sup>th</sup>, 11.30 – 12.30**

<b>Room W, Ulls hus</b> <b>Session Chair: Patrycja Sleboda</b>		<b>Room T, Ulls hus</b> <b>Session Chair: Nina Lind</b>	
<b>Martin C. Parlasca, Daniel Hermann, Oliver Mußhoff</b>	Interactive social distance and trust: Different measuring approaches among semi-nomadic pastoralists in Northern Kenya	<b>Carl Johan Lagerkvist, Franklin Amuakwa-Mensah, Justice Tei Mensah</b>	Analysis of the effect of perceived risk on consumers' confidence in food safety practices: Evidence from Ghana
<b>Sindu Kebede, Hanna Freudenreich</b>	Experience of shocks and expectation formation: Evidence from smallholder farmers in Kenya	<b>Lasse Loft, Stefan Gehrig, Dung Ngoc Le, Jens Rommel</b>	Exploring the link between equity and effectiveness in Payments for Ecosystem Services: A field experiment in Vietnam
		<b>Wondmagegn Tafesse Tirkaso, Atakelty Hailuy</b>	Does neighborhood matter? Spatial proximity and farmer technical efficiency in Ethiopia