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Editorial

Volume 22 of *Economia agro-alimentare / Food Economy* will be the first one using the Open Access publishing model, based on the Italian version of the Creative Commons Attribution Non-Commercial No Derivatives 4.0 license (CC-BY-NC-ND-4.0 IT). The publication is now supported by authors, instead of readers; article-processing charges (APC) will be paid after manuscript acceptance and before publication. However, the Italian Society of Agri-food Economics (SIEA) will continue to support the journal: its members will benefit from a full waiver of the APC, and SIEA will cover the publication cost not covered by APCs.

To mark the switch into the new publication model, the publisher FrancoAngeli redesigned the article layout and the journal cover.

In this issue, we feature five regular Articles and two Notes, all written in English. The authors are affiliated to Institutions based in Italy, Denmark, Albania, Turkey, the Netherlands, Spain, the UK, and the Czech Republic. The range of the analysis spans from local, to national, to international. The topics span from farmers' adoption of new crops, to farm accounting methods for specialised farms, from retail prices to consumer preference, from value chains to trade, closing with a review of methods to make online surveys more reliable.

Søren Marcus Pedersen, Kim Martin Lind, Orjon Xhoxhi, Attila Yazar, Sven Erik Jacobsen and Jens Erik Ørum, in their paper "Introducing quinoa in Turkey – farmers perception in the region of Adana", combine qualitative and quantitative research to investigate the conditions for growing quinoa and farmers' perception and intention to adopt this new crop. The critical condition is market access, together with technical knowledge and adaptability to the new growing environment.

The article "Does Italian origin really determine a price premium for fluid milk? Evidence from a hedonic price analysis" by Samuele Trestini and Alice Stiletto reports about the analysis on quality attributes for UHT milk, now mandatorily labelled on all dairy products. Using retail data collected in the Vicenza province, the authors build a hedonic price model to evaluate the

price premium, confirming that the Italian origin of milk, significantly affects price, alongside with other product attributes.

Franco Mari, in his paper “A methodological proposal for the estimation of the Standard Output of dog breeding: a study case from Italy”, addresses the lack of a standard method to evaluate the output of canine breeding. Based on the analysis of dog breeding practices compliant with animal welfare regulation, he proposes a methodology for estimating costs and revenues of canine breeding in a farm, consistently with EU farm accounting.

In the article “Protected-Denomination-of-Origin Cocoa Bean: Chain governance and Sustainability Performance” by Carlos Moreno Miranda, Raúl Moreno, Pablo Moreno, the authors use food chain mapping and Principal Components Analysis to extract socio-economic and governance components and analyse the chain sustainability performance of the PDO “Cocoa Arriba”.

In their article, “Pale Lager and Double Carp Fries, Please”. The McDonaldization of the Culinary Culture in the Czech Republic”, Jiří Zelený, Lucie Plzáková, Jan Hán and Jan Kašpar combine qualitative research on hospitality stakeholders and a quantitative consumer survey based on sensory evaluations to explore and compare the attitudes towards fish gastronomy of these two groups. They analyse the perception of traditional recipes versus faster and easier meal solutions and the impact of globalisation, and suggest possible strategies to defend traditional food and favour a glocalisation approach.

In the section “Notes and Documents” we feature two papers.

The first Note “Is respondents’ inattention in online surveys a major issue for research?” has been written by Riccardo Vecchio, Gerarda Caso, Luigi Cembalo and Massimiliano Borrello. The authors review the impact of participant attentiveness on online self-report survey data, offering an overview of attention-check techniques used to cope with this problem when using the increasingly popular online survey methods.

The issue closes with the Note “Trade relationships in the European Pork Value Chain: a network analysis”, by Elena Viganò, Eduardo Barberis, Daniela Freddi, Raffaele Giammetti, Paolo Polidori and Désirée Teobaldelli. They use network analysis to explore the relationship between the spatial concentration of pig production and the intra-EU trade of processed pork products.

With this issue, we welcome two additional members of the Editorial Board, who will help us to cope with an increased number of submissions from all over the world generated by the increasing popularity of the journal and the adoption of Open Access. We are grateful to Alessio Ishizaka and Søren Marcus Pedersen for being available to serve as Associate Editors and to offer their expertise for the benefit of the journal and its community of readers, authors, and reviewers. With their recruitment, the Associate Editors are now half from Italy and a half from other countries, and we are confident that this enlargement will allow us to fulfil the objective of the journal.

Like every year since 2011, we made changes in the Scientific Advisory Board, substituting some of the members and adding more highly qualified scholars from several countries. We express our warmest appreciation to those SAB members who have served until 2019 and now leave the Board. Their contribution to the development of the journal has been invaluable.

We welcome the new SAB members for the current year. The new SAB now counts 45 members, and it has increased its already strong international character, including members from Albania, Austria, Belgium, France, Germany, Greece, Norway, Poland, Portugal, Spain, Sweden, Switzerland, the Netherlands, the UK, the USA, Brazil, the People's Republic of China and the Republic of Korea. The updated full list of SAB members is available in the journal front matter and on the website www.economiaagroalimentare.it. The Editor-in-Chief and the Editorial Board look forward to working with our new Scientific Advisory Board.

More than ever, we appreciate the support of our community of authors, reviewers, and readers, and we express our heartfelt gratitude to the SIEA Presidential Board for the unconditional support and for granting us full autonomy in the editorial management. We also wish to thank the staff of FrancoAngeli Edizioni for the work done during difficult times marked by a global pandemic, and all those who contribute to maintain and improve the quality and impact of the journal also in its Open Access version.

While we were ready to publish the issue Prof. Fausto Cantarelli, the founder of the journal, passed out. The Italian Society of Agricultural and Food Economics and ourselves, mourn the passing of Prof. Fausto Cantarelli, one of the most passionate supporters of the importance of the integrated study of agro-food systems. His vision of quality and marketing as the main determinants of the success of agri-food products on national and international markets and of the supply chain as the backbone of the systemic development of territories have anticipated important developments in our discipline. Our hearts go out to his family in this time of sorrow, as we are deeply saddened by this huge loss for our scientific community.

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