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Editorial

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Volume 24, Issue 1, of *Economia agro-alimentare / Food Economy*, features seven regular Articles and one Note, all written in English. The topics cover several important issues: food product value-enhancement, dietary habits, farming profitability, efficiency and trade, price transmission and innovation analysis. The range of the analysis goes from local to global and covers geographical areas in Italy, Indonesia, Nigeria, Guatemala, Kazakhstan, and Switzerland.

The authors are affiliated with Institutions based in Italy, Indonesia, Nigeria, Guatemala, the USA, Kazakhstan, the Republic of Korea, Switzerland, and Morocco.

Fabio Gaetano Santeramo, Roberto Manno, Marco Tappi, and Emilia Lamonaca authored the article “Trademarks and Territorial Marketing: Retrospective and Prospective Analyses of the trademark *Prodotti di Qualità*”. Through a multidisciplinary approach, they investigate the potential role of Trademarks as territorial marketing tools to help the economic growth of regions. The analysis deals with the case of the Apulian “Prodotti di Qualità” (PQ) quality label, a territorial marketing initiative of the Apulia Region (Italy). The study was carried out through both a prospective

analysis of marketing issues and a prospective analysis of the legal issues, emphasising the importance of communication and promotion campaigns to exploit the potential of quality schemes. In fact, as a result of their analysis, authors argue that consumers' greater awareness can provide larger benefits for producers and rural communities, such as higher prices, preservation of traditional practices in the agri-food sector, and job opportunities throughout the supply chain, among others.

Kiki Yuliati, Ruth Samantha Hamzah, Basuni Hamzah authored the article "Feasibility study on indigenous confectionery business – the case of gulo puan industries". This paper examines the financial feasibility of a value-added product named gulo puan, a value derivative of swamp buffalo milk in rural sub-district Pampang in Indonesia. The justification is that rural lower-middle income countries need artisanal food industry in local communities to extend perishable farm commodity shelf life, product diversification and income generation. However, a financial analysis must be done to assess the probability of success to have a successful product. This study shows that the product's return under different cost scenarios is financially sound. The contribution of this manuscript is a case study analysing the returns of developing a unique, value-added farm commodity in a lower-middle-income country using Cost-Benefit Analysis.

Kehinde Paul Adeosun, Kabir Kayode Salman, Nnaemeka Andegbe Chukwuone, Chukwuma Otum Ume, Chiamaka Adaobi Chukwuone, Cynthia Njideka Ezema contributed with the article "Factors Influencing Fruits And Vegetables Consumption among Pregnant Women: Evidence from Enugu State, Nigeria". The article contributes to the knowledge of fruit and vegetable consumption in Nigeria through a survey of a sample of 100 pregnant women from ten selected hospitals/health centres in the Nsukka local government area of Enugu State. The objective is to measure the amount and frequency of fruit and vegetable consumption among pregnant women. Using multiple and quantile regression, the authors also determine the socio-demographic factors and maternal conditions affecting fruit and vegetable consumption and these factors' influence on the expenditure levels. The results indicate that socioeconomic factors, such as income, occupation, education and distance from home to market affect the consumption of fruits and vegetables in pregnant women. Among the personal (maternal) conditions, the main predictors are the stage of pregnancy and the receipt of nutritional advice.

Rupananda Widanage, Catherine Chan, Yin-Phan Tsang, Brent Sipes, Haddish Melakeberhan, Amílcar Sanchez-Perez, Alfredo Mejía-Coroy

authored the article “Enhancing Technical Efficiency and Economic Welfare: A Case Study of Smallholder Potato Farming in the Western Highlands of Guatemala”. Efficiency is nowadays part of any business. Unfortunately, the productivity of smallholder farmers in the Western Highlands of Guatemala is currently 29% lower than the world average. It is important to correct this inefficiency because the country relies highly on farming. This paper examines the criteria to improve smallholder potato farming and increase productivity with a stochastic production frontier analysis. It has been found that higher elevation, smaller farm size, and location of the farms are the main factors that need an improvement to have a better potatoes production.

In the article “Productive efficiency and trade opportunities for Kazakhstan dairy farms”, Sang Woo Han, Song Soo Lim, and Aida Balkibayeva provide an interesting forecast of the Kazakhstan dairy sector for export via “The Belt and Road Initiative (BRI)”. A survey is carried out on a sample of 23 dairy farms across nine regions in Kazakhstan. Then, the authors use a DEA approach to assess the efficiency of dairy farm production and estimate Kazakhstan’s exportation potential. Findings from the study show the heterogeneous farming conditions dairy farms face and their dichotomous productive efficiency. The authors discuss feasible strategies to update and adapt Kazakhstan’s dairy industry in order to boost its potential for export efficiently.

In the article “The Short-Term Impact of a Zero Concentrate Supplementation on Organic Dairy Production”, Daniel Hoop and Fredy Schori from Agroscope, investigate the short-term economic impact of a zero-concentrate supplementation in organic dairy production systems. Based on a field trial conducted in Switzerland, the research also aimed to understand how a cut in concentrates influences the main drivers determining the economic performance of the production system. Authors provide evidence on how the culling rate, milk price and price of concentrates are crucial for the economic success of a zero-concentrate supplementation. As a result, a short-term trade-off between profitability and zero-concentrate supplementation is highlighted in the specific setting analysed.

The article “Asymmetric Price Transmission in the Cocoa Supply Chain in Indonesia” written by Ahmad Ridha, Raja Masbar, Aliasuddin Aliasuddin, Vivi Silvia investigates the asymmetric price transmission of global cocoa beans and cocoa pasta prices to farm prices in Indonesia. They take the monthly price series for January 2007 to December 2020 from Statistics Indonesia, the International Cocoa Organization, and the International Trade Center. In addition, they use the export tax policy of cocoa beans as a

dummy variable to observe the price fluctuations of cocoa beans at the farm level before and after the performance. Using a nonlinear autoregressive distributed lag model, the authors show that negative price shocks in global markets and cocoa pasta are more rapidly transmitted to farmer prices than positive price shocks. The authors relate these findings, which mostly confirm existing literature, with some structural characteristics of the Indonesian market, i.e. the presence of many intermediary agents, the ineffectiveness of Indonesia's farm cooperatives and the existing Indonesian export policy. The authors call for government interventions aimed at reducing the loss of farmers' welfare.

Finally, in the Note by Youssef Beni Houd, Mohamed El Amrani titled "Social Network Analysis: A useful tool for studying Innovation diffusion processes" the authors propose a review of the use of Social Network Analysis in the analysis of innovation diffusion in the agricultural sector. They first observe that the studies reviewed are mainly from developing countries. Then they point out that while in some research, the authors only described the network using sna indicators, other methods and theoretical frameworks were used together with SNA in most studies. The authors argue that SNA is useful for interpreting innovation diffusion mechanisms, partly because it can be applied in many situations. The description of the networks of relationships between actors that can foster or block innovation allows one to obtain relevant information on how they are shared and evaluate the different roles and importance of the actors involved.

We have some updates regarding the journal's indexing and abstracting. *Economia Agro-alimentare* is now indexed in the World Journal Clout Index (WJCI) Report of Scientific and Tecnological Periodicals, an initiative developed by the China Academic Journals Electronic Publishing House Co., Ltd. and commissioned by the China Association for Science and Technology. The index incorporates an evaluation of Web attention in the International and Chinese scientific audiences. The journal details for the 2021 edition are available at this link: <https://wjci.cnki.net/UserIndex/JournalOverseaDetails?filename=ISSN1972-4802&Year=2020>.

With this issue, we welcome 13 new members of the Scientific Advisory Board (SAB) for the current year, who have replaced 10 SAB members. We thank the colleagues Themis Altintzoglou, Gervasio Antonelli, Susan Cholette, Francesco Di Iacovo, Phoebe Koundouri, Inmaculada Martinez-Zarzoso, Robert Richardson, Mara Thiene, Stefania Troiano, and Ellen van Loo, for their invaluable service in the last years. Altogether, the SAB now counts 48 members, including scholars from institutions based in Italy (14),

the USA (7), the UK (4), Germany (4), Greece (2), Brasil (2), France (2), Switzerland (1), Republic of Korea (1), Portugal (1), Belgium (1), Sweden (1), Hungary (1), Albania (1), Austria (1), Norway (1), Poland (1), plus 3 international institutions. 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.