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Editorial

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We are happy to introduce our journal's final issue of volume 25 of *Economia agro-alimentare/Food Economy* - Open Access. This issue contains five regular articles, all written in English. The articles cover issues related to a variety of topics, namely: the development of the Orchid sector in West Java, rural development in Colombia, the EU agrifood system in light of the recent Ukrainian-Russia conflict, and two articles on consumer preferences: for environmentally-labeled coffee in Taiwan, and for organic dried pasta in Italy.

The scope of the analysis spans from mainly local or national to international, covering geographical areas in Europe (Italy), South America (Colombia), and Asia (Indonesia, Taiwan).

The authors are affiliated with Institutions based in Colombia, Indonesia, Italy, Thailand, and Taiwan.

The article “Strategic foresight: scenario planning for business development of the Indonesian Orchid Association (IOA) West Java, Indonesia” by Tasya Salman, Aos Aos, and Agus Permana discusses the use of strategic foresight and scenario planning for the business development of the IOA West Java in the orchid industry. The study's respondents were selected using purposive sampling, considering business actors who are

members of IOA West Java with at least one year of business experience and stakeholders who are experts and have intervention in the orchid business development in West Java. One of the Scenarios was selected as the vision for the business at IOA West Java in the next 15 years, with a focus on the role of IOA West Java in supporting orchid business development and the application of tissue culture technology. The medium to long-term planning (5-15 years) was chosen to cover overall business opportunities and risks. The backcasting process is used to achieve the vision outlined in the chosen scenario.

The article “Endogenous Rural Development Planning: A Case Study of Vereda El Vergel in Palmor, Ciénaga Magdalena, Colombia”, by Arleth Esther Manjarres Tete, Aminta Isabel De La Hoz Suarez, and Hector Urzula Berrio, examines the rural development of Vereda Vergel in Palmor-Ciénaga Magdalena, Colombia, and the productive activities carried out by its inhabitants. The research reveals that there is a lack of planning in the territory to promote rural development, resulting in limited commercialization opportunities for the community’s products. The community engages in diverse productive activities, including fruit and bread crops, animal husbandry, and beekeeping, but these products are only commercialized within the locality through ancestral barter systems. The absence of paved roads and basic infrastructure hinders the expansion of rural development and limits the commercialization of agricultural production to other territories. Despite the community’s efforts, the lack of commitment from municipal governance prevents the rural development from transcending beyond the village. The research emphasizes the need for state government support, including economic assistance, technological equipment, and the formulation of productive projects led by the community. The authors conclude that governments should implement strategies based on territorial problems and manage strategic territorial projects to generate rural development. However, the qualification of human resources is identified as a problem that slows down development in the territory, as the community lacks knowledge about project formulation.

The paper “Exploring organic consumer preferences for dried pasta”, authored by Serena Mandolesi, Emilia Cubero Dudinskaya, Simona Naspetti, Francesco Solfanelli, and Raffaele Zanolì, explores the knowledge, attitudes, and preferences of organic consumers towards dried pasta, with a focus on organic and “ancient” durum wheat varieties. Limited consumer knowledge about dried pasta characteristics and the importance of extrinsic cues, such as taste and local origin, is identified. The findings suggest that companies should invest in innovation, production processes, and packaging design to meet consumer preferences and improve communication strategies for dried

pasta. The study provides insights into the pasta market, which can help organic companies enter this new market and make their products more appealing to consumers. Participants in the study did not associate dried pasta with luxury or exclusiveness, indicating that pasta is perceived as a food for everyone. The focus on organic and “ancient” durum wheat varieties in the study contributes to the existing literature by providing new insights and knowledge about a niche market that has been previously neglected. The results of the study can also assist companies in selecting marketing claims to make this type of pasta more appealing to consumers.

The article “The EU agri-food system in the recent crisis scenarios”, authored by Carla Zarbà, Gioacchino Pappalardo, Roberta Selvaggi, and Biagio Pecorino, examines the level of the EU agri-food self-reliance system, in light of the challenges due to the Covid-19 pandemic and the Russian-Ukrainian war, through the development of self-sufficiency calculation and import dependency indices. The Gerard-Lafay Index and the relative comparative advantage proposed by Vollrath are used to assess the EU’s comparative advantage. The indices show a good level of self-sufficiency in wheat but poor levels in maize, indicating potential vulnerabilities in the event of a crisis. Recommended actions have been suggested to secure the EU food supply and satisfy future demand in case of adverse events, to react and cope with emergency scenarios.

Finally, the article “Unraveling Psychosocial Drivers of Environmentally-labeled Coffee”, authored by Veenarat Ut-tha and Rebecca Chung, investigates the purchase intentions of Taiwanese consumers towards environmentally-labeled coffee using the Theory of Planned Behavior (TPB). Structural equation modelling reveals positive associations between attitude, subjective norms, perceived behavioural control, and purchase intention. Factors influencing attitude include sensory, upscale, and environmental beliefs, while health beliefs do not play a significant role. Probit regression analysis confirms that purchase intention positively influences consumers’ willingness to engage in coffee consumption. Consumer characteristics such as past experience, household size, knowledge, and age also impact coffee consumption willingness. The study proposes a model to predict coffee consumption willingness and examines influencing factors such as purchase intention, past experience, knowledge, gender, age, marital status, education, occupation, household size, and household income. The TPB framework suggests that purchase intention can predict an individual’s willingness to consume coffee, specifically environmentally-labeled coffee. The study provides valuable insights for stakeholders seeking to promote sustainable consumption and guide environmentally-conscious decision-making strategies.

Since 2011, it has become customary for us to implement a rotation system for certain members of the Scientific Advisory Board (SAB) in order to enhance the scientific progress of our journal's community of practice. We want to express our heartfelt appreciation to the SAB members who concluded their tenure on the Board at the end of 2023, namely Wuyang Hu, Giuseppe Di Vita, Martin Hingley, Anna Irene De Luca, John L. Stanton, Marco Costanigro, Drini Imami and Song Soo Lim, for their invaluable contributions in previous years. We highly value the exceptional scholarly input of all SAB members and are deeply grateful for their assistance in reviewing, suggesting reviewers, and evaluating papers for the "Best Paper Award" in the previous year.

The updated list of 48 Scientific Advisory Board (SAB) members for the year 2024 can be found in the preliminary section of the journal as well as on the journal's website, <https://economiaagroalimentare.it>. We are delighted to welcome the new members who will assist us in upholding the international character of the journal. Our present SAB is composed of scholars associated with diverse institutions in Italy (13), USA (7), Germany and the UK (4), France and Greece (3), Brazil (2), Albania, Australia, Austria, Belgium, Hungary, the Netherlands, Norway, Poland, the Republic of Korea, and Sweden (1), as well as 2 international institutions. The Editor-in-Chief and the Editorial Board welcome the new members and anticipate fruitful collaboration with all SAB members.

There have been no other changes to the Editorial Board of the journal. We seize this opportunity to thank the Italian Society of Agri-food Economics (SIEA) Presidential Board for renewing their trust in the Editor-in-Chief and Associate Editors. We are thankful for the continued support from the scholarly community represented by SIEA, and we pledge to uphold the highest standards of academic excellence in all our editorial decisions.

We recognize and appreciate the continued support of our community of authors, reviewers, and readers for their contributions to the success of our journal. Particularly, we are thankful for the irreplaceable input of the reviewers, who have a vital role in ensuring the quality and significance of the manuscripts we publish. Their insightful feedback and expertise are highly esteemed. The complete list of reviewers who served during the year 2023 is available at the end of the issue.

Lastly, we would like to sincerely thank FrancoAngeli Edizioni's staff for their exceptional work in editing and publishing the journal. Their unwavering dedication to maintaining the elevated standards of our publication is praiseworthy, and we look forward to continued collaboration with them in the upcoming year.