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Editorial for the Issue 1/2025

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We are happy to introduce our journal's first issue of volume 27. This issue is the first entirely managed by the editorial board, whose composition was finalized by SIEA in October 2024.

This issue contains six regular articles, all written in English. The articles cover various topics related to the agri-food sector, spanning geographical areas in Europe (Italy and Croatia), South America (Brazil), and Asia (Indonesia and Thailand). The authors are affiliated with Institutions based in Brazil, Croatia, Greece, Indonesia, Italy, Portugal and Thailand. While addressing different issues and disparate geographic contexts, the contributions collectively offer a rich and nuanced overview of the current dynamics of the agribusiness sector globally. Following the tradition of this journal, the papers range from rigorous quantitative analyses to in-depth qualitative studies, providing useful insights for researchers, practitioners and policymakers.

We open this issue with an interesting study conducted by Hani, Muhlison, Saputra, Yulianto, Ilman Widuri, Kustiawan Alfarisy and Yanuarti in Jember region, Indonesia, entitled "Strategy for Accelerating the Environmentally Friendly Use of Gamal Leaves as Forage Feed Additives with in Location-Specific Insights in Jember". This research explores the potential for accelerating the production and adoption of environmentally

friendly, location-specific Gamal leaf fertilizers. Through the application of a Business Model Canvas and SWOT analysis, the paper identifies six significant internal forces that represent potential areas of professional and business development in the local context, from leaf processing equipment management to Gamal enhancement in livestock feed to farmer group leadership and product durability.

The second paper, “Simultaneous Equation of Concentration, Efficiency, and Competitiveness of Indonesia’s CPO Industry: Impacts and Policies”, by Ariodillah Hidayat, Bernadette Robiani, Taufiq Marwa, Suhel, Didik Susetyo, Mukhlis, Imam Asngari analyzes, through econometric models, the concentration, efficiency, and competitiveness of Indonesia’s Crude Palm Oil (CPO) industry, a key sector for the country’s economy. The results show a negative correlation between technical efficiency and industry concentration, as measured by CR4 (Four Firm Concentration Ratio), and a positive relationship between industry concentration and competitiveness, suggesting that more efficient firms tend to dominate the market, which in turn may foster competitiveness.

Moving to Thailand, the third paper, “Factors affecting economic profits of stocker cattle farming business in Sakon Nakhon, Thailand”, by Chanoknan Srilapat, Thanada Konkan, Narawut Rapankum analyzes factors affecting the profitability of stocker cattle farmers in Sakon Nakhon province. Through a survey of 390 breeders and the use of descriptive statistics and binary logistic regression, the research identifies five significant factors that influence economic profits: membership in trade associations, herd size, feed and labor costs, and sale price.

The fourth paper, titled “Innovative behavior of family farmers in Brazil in the face of innovations in the agricultural sector”, by Luis Felipe Dias Lopes, Silvana Bortoluzzi Balconi, Raquel Dalvit Flores, Martiele Gonçalves Moreira, Deoclécio Junior Cardoso da Silva, Rayssa Cleide de Oliveira, Daniela Pegoraro, Gilnei Luiz de Moura, Daniel Knebel Baggio, Adriane Fabricio, Joana Vieira dos Santos, explores the relationship between participatory leadership, external contacts and innovative outcomes in the rural agricultural context. The study, which distinguishes between organic and conventional farms, uses a quantitative approach with Likert scales and structural equation models (PLS-SEM) to analyze how shared leadership and external interactions influence innovation capacity on farms.

The fifth contribution, “Understanding consumers’ willingness to use omega-3 enriched eggs”, by Marina Tomić Maksan, Željka Mesić, Branka Šakić Bobić, Damir Kovačić, Andreas C. Drichoutis focuses on consumer behavior in the market for omega-3 enriched eggs. Applying the Health Belief Model, the research examines how consumers’ perceptions of barriers, benefits, efficacy, susceptibility and severity of certain health conditions,

as well as action cues, influence their willingness to purchase and consume functional eggs.

Finally, in the sixth paper, titled “Incorporating social dimensions and sustainable marketing into an agri-food company’s development strategy”, Brunella Arru, Roberto Furesi, Pietro Pulina and Fabio A. Madau present a case study on integrating social sustainability and sustainable marketing into an agri-food company’s strategy. The analysis focuses on the evolution of corporate strategy, considering the impact of the social dimension on stakeholders and the achievement of corporate objectives. The study analyzes the company’s business development in the Italian market and expansion to foreign markets in light of an increasing focus on social sustainability.

Taken together, these six articles offer a multifaceted view of the challenges and opportunities facing the agribusiness sector today. From strategies for the development of sustainable local supply chains to analysis of competitiveness at the international level, from the study of factors influencing the profitability of livestock farmers to understanding consumer behavior toward innovative and sustainable products, this collection of papers contributes significantly to the scholarly debate and provides valuable insights for addressing the complexities of the contemporary agrifood system.

The journal *Economia agro-alimentare/Food Economy* has undertaken a full review of the membership of its Editorial Board. Sedef Akgüngör, Catherine Chan, Alessio Ishizaka, Simona Naspetti, and Stefanella Stranieri leave the Board with our deepest appreciation for their valuable contributions, hard work, and perseverance over the years. We are sincerely grateful to all former board members who have served the journal with dedication and competence, ensuring its continuity through challenging times and contributing to the high standards of the articles published. While we were preparing this new editorial phase, we were struck by the untimely passing of Professor Maurizio Canavari, Editor-in-Chief of the journal. The SIEA and the journal’s editorial team mourn the loss of a colleague whose tireless commitment and inspiring vision guided *Economia agro-alimentare/Food Economy* with unwavering passion. Until his final days, Maurizio remained devoted to the journal, leaving us an enduring legacy of intellectual rigor and scientific integrity. His remarkable contributions have enriched not only this journal but the broader academic community. Our thoughts are with his family, friends, and colleagues. May his memory continue to guide and inspire us all.

The new Editorial Board include two Editors-in-Chief and six Associate Editors, and it shows a remarkable feature: it increased the involvement of members from non-Italian institutions as evidence of the efforts made to broaden the international reach of our journal. The new Editors-in-Chief, Valeria Borsellino and Søren Marcus Pedersen, were part of the previous

Editorial Board and are committed to continuing the job with the same passion and dedication. The new editorial team, including Giovanna Bertella (UiT The Arctic University of Norway), Luca Cacciolatti (University of Westminster, UK), Nicola Cantore (UNIDO Vienna, Austria), Alessandra Castellini (Alma Mater Studiorum University of Bologna, Italy), Alessio Cavicchi (University of Pisa, Italy), and Fabio A. Madau (University of Sassari, Italy), will no doubt continue to guide the journal to new heights.

The new Editorial Board as a whole thanks the SIEA Presidential Board for trusting us. We are all proud to be part of this team and aware that our commitment to achieving the goals set when we were appointed is important for SIEA and for the community of academics and scholars who are interested in the food economy.

In this framework, a renewed Scientific Advisory Board (SAB) has also been appointed in accordance with the SIEA presidential board.

One of the policies promoted by the journal *Economia agro-alimentare/ Food Economy* has been the involvement of many international scholars from the fields of agricultural and applied economics, agri-food marketing, behavioural sciences, food policy, and others in the editorial process of our SAB. Every year, some of the members of the SAB are substituted. We express our warmest appreciation to those SAB members who have served until 2024 and now leave the Board. Their contribution to the development of the journal has been invaluable, helping to improve the quality of articles published in our journal and consequently the reputation of the journal itself. We are delighted as well to welcome the new members who have recently joined the SAB, namely Hamid El Bilali (CIHEAM-Bari, Italy), Marilena Gemtou (Agricultural University of Athens, Greece), Florence Gachango (Pwani University, Kenya), Luis Gaspar Miret Pastor (Polytechnic University of Valencia, Spain), Bettina Maish (University of Applied Sciences Munich, Germany), Giampiero Mazzocchi (Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria – CREA, Italy), Mangirdas Morkūnas (Vilnius University, Lithuania), Agoston Temesi (Hungarian University of Agriculture and Life Sciences, Hungary), Francesca Varia (Consiglio per la ricerca in agricoltura e l'analisi dell'economia agraria – CREA, Italy). We are grateful for their availability to join us and help us review, suggest reviewers, and evaluate papers for the “Best Paper Award” in the previous year.

Our current SAB includes 17 scholars based in Italy and 29 based in institutions across the globe. They represent a wide range of prominent academic and research institutions. More specifically, the SAB is composed of members affiliated with institutions in Austria, Belgium, Brazil, China, France, Germany, Greece, Hungary, Japan, Lithuania, the Netherlands, Norway, Poland, Spain, the United Kingdom, and the United States. In addition, three members are affiliated with international research

organizations with a global scope. The updated list of 46 SAB members for the year 2025 can be found in the preliminary section of the journal as well as on the journal's website, <https://economiaagroalimentare.it>. The newly appointed SAB will continue to enhance the reputation of our journal by bringing the Board's varied experience across the breadth of disciplines related to the food economy. They will help us maintain the rigour of the review process and guarantee that we continue complying with the highest publishing standards. The Editors-in-Chief and the Editorial Board look forward to working with our new SAB members, relying upon their expertise and commitment.

Lastly, we extend our sincere thanks to the staff of FrancoAngeli Edizioni for their outstanding work in editing and publishing the journal. Their steadfast commitment to upholding the high standards of our publication is truly commendable, and we look forward to continuing this valuable collaboration in the coming year.

The Editors-in-Chief

Valeria Borsellino & Søren Marcus Pedersen

The Associate Editors

Giovanna Bertella, Luca Cacciolatti, Nicola Cantore,

Alessandra Castellini, Alessio Cavicchi, Fabio A. Madau