

# **International EAAE-SYAL Seminar**

**Spatial Dynamics in Agri-food Systems: Implications  
for Sustainability and Consumer Welfare**

Faculty of Economics – University of Parma  
27<sup>th</sup> – 29<sup>th</sup> October 2010

## **Seminar Program**



[www.eaae-syal2010.unipr.it](http://www.eaae-syal2010.unipr.it)



# **GENERAL PROGRAM**

## Wednesday 27<sup>th</sup> October 2010

08:30–11:00	<b>Registration and Welcome Coffee</b>
11:00–13:00	<b>Presentation of the EAAE-SYAL2010 Seminar</b>  <b>PLENARY 1</b> <b>THE CURRENT STATE OF SPATIAL DYNAMICS IN AGRIFOOD SYSTEMS IN TERMS OF PRODUCTION, DISTRIBUTION AND MARKETING</b> — <b>The role of industrial district and spatial dynamics of agri-food systems in the globalization era</b> Maria Cecilia Mancini, Fabio Sforzi University of Parma, Italy
13:00–14:30	<b>LUNCH BREAK</b>
14:30–16:30	<b>Contributed Session 1</b> 1A: The current state of spatial dynamics in agri-food systems 1B: Socio-environmental impact of agri-food systems on rural development 1C: The role of local resources in agri-food systems 1D: Governance and public policies of local agri-food systems (LAFS)
16:30–16:45	<b>COFFEE BREAK</b>
16:45–19:00	<b>Contributed Session 2</b> 2A: Socio-environmental impact of agri-food systems on rural development 2B: The role of local resources in agri-food systems 2C: Governance and public policies of local agri-food systems (LAFS) 2D: Progress in methodological approaches for analyzing agro-food systems  <b>Poster Session</b>
20:00	<b>WELCOME DINNER</b>

## Thursday 28<sup>th</sup> October 2010

<b>08:30–10:30</b>	<p><b>Contributed Session 3</b></p> <p>3A: The current state of spatial dynamics in agri-food systems            3B: Socio-environmental impact of agri-food systems on rural development            3C: The role of local resources in agri-food systems            3D: Governance and public policies of local agri-food systems (LAFS)</p>
<b>10:30–11:00</b>	<b>COFFEE BREAK</b>
<b>11:00–13:00</b>	<p><b>PLENARY 2</b></p> <p><b>SOCIO-ENVIRONMENTAL IMPACT OF AGRIFOOD SYSTEMS ON RURAL DEVELOPMENT</b></p> <p>—</p> <p><b>Rethinking rural development paradigm facing new socio-environmental challenges</b>            Guido van Huylenbroeck            University of Gent, Belgium</p> <p><b>PLENARY 3</b></p> <p><b>THE ROLE OF LOCAL RESOURCES IN AGRIFOOD SYSTEMS</b></p> <p>—</p> <p><b>Local food quality and local resources</b>            François Casabianca*, Giovanni Belletti**, Andrea Marescotti**            *INRA-Corte, France            **University of Florence, Italy</p>
<b>13:00–14:30</b>	<b>LUNCH BREAK</b>
<b>14:30–16:30</b>	<p><b>Contributed Session 4</b></p> <p>4A: Socio-environmental impact of agri-food systems on rural development            4B: The role of local resources in agri-food systems            4C: Governance and public policies of local agri-food systems (LAFS)            4D: Progress in methodological approaches for analyzing agro-food systems</p>
<b>16:30–16:45</b>	<b>COFFEE BREAK</b>
<b>16:45–19:00</b>	<p><b>Contributed Session 5</b></p> <p>5A: The current state of spatial dynamics in agri-food systems            5B: The role of local resources in agri-food systems            5C: Governance and public policies of local agri-food systems (LAFS)            5D: Progress in methodological approaches for analyzing agro-food systems</p> <p><b>Poster Session</b></p>
<b>20:00</b>	<b>SOCIAL DINNER</b>

## Friday 29<sup>th</sup> October 2010

<b>08:30–10:00</b>	<p><b>Contributed Session 6</b></p> <p>6A: The current state of spatial dynamics in agri-food          6B: Socio-environmental impact of agri-food systems on rural development          6C: Governance and public policies of local agri-food systems (LAFS)          6D: Progress in methodological approaches for analyzing agro-food systems</p>
<b>10:00–10:30</b>	<p><b>EAAE General Assembly</b></p> <p style="text-align: center;">—</p> <p><b>SYAL General Assembly</b></p>
<b>10:30–11:00</b>	<b>COFFEE BREAK</b>
<b>11:00–13:00</b>	<p><b>PLENARY 4</b></p> <p><b>GOVERNANCE AND PUBLIC POLICIES OF LOCAL AGRIFOOD SYSTEMS (LAFS)</b></p> <p style="text-align: center;">—</p> <p><b>Governance of SYAL from the south perspective</b>          Gerardo Torres Salcido          Universidad Nacional Autónoma de México, Mexico</p> <p><b>PLENARY 5</b></p> <p><b>PROGRESS IN METHODOLOGICAL APPROACHES FOR ANALYZING AGRIFOOD SYSTEMS SPATIAL DYNAMIC</b></p> <p style="text-align: center;">—</p> <p><b>Factor influencing contractual choice and sustainable relationships in European agri-food supply chain</b>          Christian Fischer          University of Bolzano, Italy</p>
<b>13:00–14:30</b>	<b>LUNCH BREAK</b>
<b>14:30–16:30</b>	<p><b>Presentation of the main results of the contributed sessions</b></p> <p><b>Round Table</b></p> <p><b>IMPACT OF SPATIAL DYNAMIC AGRIFOOD SYSTEMS ON AGRICULTURAL POLICIES, FOOD POLICIES AND LOCAL DEVELOPMENT</b></p>

## **DETAILED PROGRAM**

**Wednesday 27<sup>th</sup> October 2010**

**11:00 – 13:00**

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**Room “Congressi”**

**Opening Session**

**11:00-12:00**

**Presentation of the EAAE-SYAL2010 Seminar**

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**Welcome to the participants**

**Speech of the Rector of the University of Parma, Prof. Gino Ferretti**

**Speech of the Dean of the Faculty of Economics, Prof. Gianpiero Lugli**

**Speech of the Vice President of the Province of Parma, Dr. Pierluigi Ferrari**

**Speech of the President of the SYAL: The Concept of SYAL**

José Muchnik, INRA, France

**Speech of the President of the EAAE: Presentation of EAAE**

Monika Hartmann, University of Bonn, Germany

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**Room “Congressi”**

**Plenary Session 1**

**12:00-13:00**

**The current state of spatial dynamics in agri-food systems in terms of production, distribution and marketing strategies**

**Chair: Tozanli S., IAM-Montpellier, France**

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**The role of industrial district and spatial dynamics of agri-food systems in globalization era**

Maria Cecilia Mancini and Fabio Sforzi

University of Parma, Italy

**Discussant: Xavier Gellynck, University of Gent, Belgium**



**Wednesday 27<sup>th</sup> October 2010**

**14:30 – 16:30**

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**Room K1**

**Contributed Session 1A**

**14:30-16:30**      **The current state of spatial dynamics in agri-food systems in terms of production, distribution and marketing strategies**  
**Chair: Anania G.**, University of Calabria, Italy

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**Transparency in meat production: Consumer perceptions at the point of sale**

Deimel M., Arens L. and Theuvsen L.

Georg-August-Universität Göttingen, Germany

**Agglomeration Economies in Ukrainian Dairy Sector: a Marked Point Process Approach**

Brümmer B., von Cramon-Taubadel S., Nivievskyi Oleg and Schlather M.

University of Goettingen, Germany

**Dynamics in trade streams in international food supply networks. The case of fresh produce, meat, and cereals**

Deiters J., Fritz M.

University of Bonn, Germany

**Efficiency Cluster in Organic Grassland Farming in Germany – Methodological and Practical Implications**

Lakner, S.

Georg-August University Göttingen, Germany

**Consumers and sellers heterogeneity, search cost spatial price dispersion in retail food markets**

Anania G. and Nisticò R.

University of Calabria, Italy

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**Room K2****Contributed Session 1B**

**14:30-16:30**      **Socio-environmental impact of agri-food systems on rural development**  
**Chair: Barjolle D.**, ETHZ, Switzerland

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**Organization and structure of the chain in the integrated projects of food chain in Basilicata region: the effects on the new rural dynamics**

Contò F.1, La Sala P.2 and Papapietro P.3

1 University of Foggia, Italy

2 University of Basilicata, Italy

3 University of Bari, Italy

**Impact of Agrifood Systems on Landscape Appearance**

Kapfer M. 1, Ziesel, S. 2 and J. Kantelhardt J. 1

1 University of Natural Resources and Life Sciences, Austria

2 WGF Landschaft, Germany

**Territoriality of the agroecological and conventional systems in family farming in Rondônia - the Amazon forest – Brasil**

Gianasi L.M. and Tubaldini M.A.

Institute of Geosciences-UFMG, Brazil

**Certification schemes and sustainable rural development: analytical framework for assessment of impacts**

Barjolle D. 1, Damary P. 2 and Schaer B 3

1 ETHZ, Switzerland

2 AGRIDEA, Switzerland

3 EcoZept, Germany

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**Room K3****Contributed Session 1C**

**14:30-16:30**      **The role of local resources in agri-food systems**  
**Chair: Muchnik J.**, Institut National de Recherche Agronomique-Syal, France

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**Sustainability of Local Agri-food Products in the Border Area of Northern Portugal and Castilla-Léon**

Baptista A., Tibério L. and Cristóvão A.

Universidade de Trás-os-Montes e Alto Douro, Portugal

**Sistemas agroalimentarios localizados: de la agroindustria al conglomerado**

Piña Zambrano H. J.

Universidad Francisco de Miranda, Venezuela

**Del lomo de las mulas a la clandestinidad: dilemas entre las exigencias legales y el sistema tradicional de producción del Queso Serrano de los Campos de Cima da Serra (Brasil)**

Krone E. E. 1, Thomé da Cruz F. 2 and Menasche R. 3

1 Universidad Federal de Santa Maria, Brasil

2 Universidad Federal del Rio Grande del Sur, Brasil

3 Universidad Federal de Pelotas, Brasil

**¿Se hace humo el territorio del asado? : un enfoque constructivista de la calidad de los alimentos. Experiencias argentinas**

Champredonde M. 1 and Muchnik J. 2

1 Instituto Nacional de Tecnología Agropecuaria (INTA), Argentina

2 Institut National de Recherche Agronomique-Syal, France

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**Room K4**

**Contributed Session 1D**

**14:30-16:30**

**Governance and public policies of local agri-food systems (LAFS)**

**Chair: Paus M.,** AGRIDEA, Switzerland

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**La certification des AOP-IGP: réflexions générales et analyse du cas de la Damassine AOC (Suisse)**

Bacci V. 1 et Thévenod-Mottet E. 2

1 Université de Florence, Italie

2 Laboratoire d'Études Rurales, France

**Interprofession and typical products: the case of Parmigiano Reggiano cheese**

Giacomini C. 1 and Arfini A. 1, De Roest K. 2

1 University of Parma, Italy

2 CRPA, Italy

**L'action publique et la consolidation des Systèmes Agroalimentaires Localisés : réflexion à partir d'un territoire fromager du Sertão du Sergipe - Brésil**

Menezes S. S. M. 1, Cerdan C. 2

1 Universidade Federal de Sergipe, Brazil

2 Universidade Federal de Santa Catarina, Brazil

**Crystallization of Collective Action in the Emergence of a Geographical Indication System**

Paus M. and Reviron S.

AGRIDEA, Switzerland

**Wednesday 27<sup>th</sup> October 2010**

**16:45 – 19:00**

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**Room K1**

**Contributed Session 2A**

**16:45-19:00**      **Socio-environmental impact of agri-food systems on rural development**

**Chair: Fort F.**, Montpellier SupAgro, France

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**Consommation alimentaire et revenu familial dans la zone périurbaine de Hanoi**

Vu Dinh Ton 1, Phan Dang Thang 1, Brigitte Duquesne 2, Philippe Lebailly 2

1 Université d'Agriculture de Hanoi, Vietnam

2 Université de Liège, Belgique

**Le tourisme enogastronomique et le système agroalimentaire de la Province de Parme: le réseau des “ Musei del Cibo ” (Musées du Goût)**

Mozzoni I.

Università degli Studi di Parma, Italy

**The LAS approach: a scheme for a sustainable local development of Southern countries rural areas?**

Requier-Desjardins D.

Institut d'Etudes Politiques de Toulouse, France

**« Femmes et Coquillages » pour une gestion durable des ressources conchyliques dans le Delta du Saloum au Sénégal**

Ndoye F. 1, Moity-Maïzi P. 2

1 Enda Graf, Senegal

2 Montpellier Supagro, Institut des régions chaudes, France

**Effets d'un changement institutionnel, la réforme du protocole sucre (ACP-UE), sur la filière légumes frais à l'île Maurice**

Ramasawmy B. et Fort F.

Montpellier SupAgro, France

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**Room K2****Contributed Session 2B****16:45-19:00****The role of local resources in agri-food systems****Chair: Anthopoulou T.**, Université de Panteion d'Athènes, Greece

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**L'échalote dogon (Mali) face à la mondialisation du marché des Alliées**

Fournier S. 1, Chabrol D. 2, De Bon H. 2 et Meyer A. 1

1 Montpellier SupAgro – Institut des Régions chaudes, France

2 CIRAD, France

**Les "villages de métier" du delta du fleuve Rouge (Vietnam): Périodisation, Spatialisation, Spécialisations**

Fanchette S.

IRD Vietnam

**Du local au global : Dynamiques de développement des Indications Géographiques dans les pays en développement. Le cas du poivre de Kampot et du sucre de palme de Kampong Speu au Cambodge**

François M. 1, PRAK S. 2 and Brun J.M. 1

1 GRET, France

2 CIRAD, Cambodge

**Network connections and innovation capacity in traditional agrifood chains**

Kühne B. 1, Gellynck X. 1, and Weaver R.D. 2

1Ghent University, Belgium

2 Penn State University, U.S.A.

**Produits agro-alimentaires locaux et développement territorial: la coordination difficile entre la tradition et la protection institutionnelle de la qualité liée au terroir. L'aubergine d'AOP Tsakonique du Péloponnèse (Grèce)**

Koraka A. 1, Anthopoulou T. 2

1 Institut Agronomique Méditerranéen Montpellier, France

2 Université de Panteion d'Athènes, Greece

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**Room K3****Contributed Session 2C****16:45-19:00****Governance and public policies of local agri-food systems (LAFS)****Chair: Viaggi D.**, University of Bologna, Italy

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**Raising rivals' costs strategy: test on two LAFS in Europe**

Jeanneaux Ph. 1, Barjolle D. 2, Meyer D. 1

1 VETAGRO SUP Campus agronomique de Clermont, France

2 AFFE-IED ETHZ, Switzerland

**The role of stakeholders' involvement to combat desertification: a case study in the Apulia Region**

Maraglino T.1, Ricco V.1, Schiralli M.1, Giordano R.2, Pappagallo G.2

1 National Institute of Agricultural Economics – I.N.E.A., Italy

2 Water Research Institute – I.R.S.A., Italy

**A multi-regional general equilibrium model to assess policy effects at regional level**

Lovo S. 1, Magnani R. 2 and Perali F. 3

1 University of Sussex, UK

2 University of Paris 13, France

3 University of Verona, Italy

**Recherche et innovation dans les clusters viticoles : un nouveau french paradox?**

Touzard J.M. 1, Fournier S. 2

1 INRA-Montpellier, France

2 Montpellier SupAgro IRC, France

**The role of the Common Agricultural Policy in the spatial location of agricultural activities**

Viaggi D., Bartolini F., Raggi M. and Sardonini L.

University of Bologna, Italy

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**Room K4**

**Contributed Session 2D**

**16:45-19:00**

**Progress in methodological approaches for analyzing agri-food systems spatial dynamic**

**Chair: Torquati B., University of Perugia , Italy**

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**Socioeconomic factors and its influence in vertical price transmission: the case of the Mexican Tortilla Industry**

Araujo-Enciso S.R.

Georg-August-Universität Göttingen, Germany

**Measuring multifunctional (agritouristic) characterization of the territory**

Bassi I. and De Poi P.

University of Udine, Italy

**Detecting market power along food supply chains: evidence from the fluid milk sector in Italy**

Cavicchioli D.

Università degli Studi di Milano, Italy

**The choice of local marketing chain by organic producers**

Corsi A. 1, Strøm S. 1, Borsotto P. 2 and Borri I. 2

1 University of Torino, Italy

2 INEA, Italy

**Participatory GIS for Integrating Rural Development and Planning Policies in Peri-Urban Agricultural Planning**

Torquati B., Giacchè G., Marino D.

University of Perugia, Italy

**Wednesday 27<sup>th</sup> October 2010**

**16:45 – 19:00**

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**Room Library**

**Poster Session 1**

**16:45-19:00**

**Poster presentation and discussion**

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**Thursday 28<sup>th</sup> October 2010**

**08:30 – 10:30**

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**Room K1**

**Contributed Session 3A**

**08:30-10:30**      **The current state of spatial dynamics in agri-food systems in terms of production, distribution and marketing strategies**  
**Chair: Cavicchi A.**, University of Macerata, Italy

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**The Structural Change in Supply Chain of Oil Palm: A Case of North Sumatra Province, Indonesia**

Nakajima T., Matsuda H., and Rifin A.  
University of Tokyo, Japan

**Valuing nested names in the Portuguese olive oil market: An exploratory study**

Sottomayor M.J.<sup>1</sup>, Souza Monteiro, D. M.<sup>2</sup> and Teixeira, M. S.<sup>3</sup>

<sup>1</sup> Universidade Católica Portuguesa, Portugal

<sup>2</sup> University of Kent, UK

<sup>3</sup> Universidade de Trás-os-Montes e Alto Douro, Portugal

**Les interfaces entre diffusion de l'alimentation d'origine et processus d'acculturation**

Tozanli S. <sup>1</sup>, Dedeire M. <sup>2</sup>

<sup>1</sup> IAM-Montpellier, France

<sup>2</sup> CNRS Université Montpellier III, France

**Distributional Impacts of Food Price Changes on Consumer Welfare in Hungary and Romania following EU Accession**

Hubbard C. <sup>1</sup>, Szigeti J. <sup>2</sup> and Podruzsik S. <sup>2</sup>

<sup>1</sup> Newcastle University, UK

<sup>2</sup> Corvinus University, Hungary

**Consumers' attitude towards farmers' markets in Tuscany**

Rocchi B.<sup>1</sup>, Cavicchi A.<sup>2</sup> and Baldeschi M.<sup>1</sup>

<sup>1</sup> University of Florence, Italy

<sup>2</sup> University of Macerata, Italy



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**Room K2****Contributed Session 3B**

**08:30-10:30**      **Socio-environmental impact of agri-food systems on rural development**

**Chair: Tovar Martínez J.**, Universidad Autónoma del Estado de México, México

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**Impacto económico y ambiental de la quesería en el Valle de Tulancingo, Hidalgo (México)**

Cervantes Escoto F. 1, Gómez Alcántara A. 2 y Altamirano Cárdenas J. R. 1

1Universidad Autónoma Chapingo, México

2Universidad Nacional Autónoma de México, México

**El patrimonio cultural de las haciendas del Municipio de Aculco de Espinoza: posibilidades para un desarrollo agroturístico**

Orozco M. y Miranda G.

Universidad Autónoma del Estado de México, México

**La Ruta de la Sal Prehispánica. Patrimonio alimentario, cultural y turismo rural en Zapotitlán de las Salinas, Puebla, México**

Renard Hubert M. C., Thomé Ortiz H.

Universidad Autónoma Chapingo, México

**La construcción del capital social comunitario en un entorno periurbano - Ejido de San Nicolás Totolapan**

Tovar Martínez J.

Universidad Autónoma del Estado de México, México

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**Room K3****Contributed Session 3C**

**08:30-10:30**      **The role of local resources in agri-food systems**

**Chair: Boucher F.**, CIRAD-IICA, México

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**Is the Protected Designation of Origin (PDO) Policy Successful in Sustaining Rural Employment?**

Bouamra-Mechemache Z. 1, Chaaban J. 2

1 Toulouse School of Economics, INRA-GREMAQ, France

2 American University of Beirut, Lebanon

**Quand une Indication Géographique devient un outil de promotion du développement Local : le cas du Chivito Criollo del Norte Neuquino en Argentine**

Champredonde M.1 and Perez Centeno M. 2

1 Instituto Nacional de Tecnología Agropecuaria de Argentina, Argentina

2 INTA CR Patagonia Norte, Argentina

**La valorisation des Savoir Faire au service d'un territoire : les produits coloniaux de la région Ouets de l'Etat de Santa Catarina - Brasil**

Dorigon C. 1 and Cerdan C. 2

1 Empresa de Pesquisa e Extensão Rural de Santa Catarina (Epagri), Brésil

2 Centre de Coopération Internationale en Recherche Agronomique pour le Développement, Brésil

**La qualification territoriale des produits dans les processus d'activation des SYAL. Le cas des fromageries rurales en Amérique Latine**

Boucher F. 1, Bridier B. 2 et Brun V. 3

1 CIRAD-IICA, México

2 CIRAD, France

3 IICA-México, México

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**Room K4**

**Contributed Session 3D**

**08:30-10:30 Governance and public policies of local agri-food systems (LAFS)**

**Chair: González D. I. S.,** Centro Universitario UAEMex Tenancingo, Mexico

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**La Ley General de Pesca y Acuicultura Sustentables como sustento del desarrollo local: un acercamiento a su aplicación e impacto en el dinamismo de los actores locales de la pesca en Baja California, México**

Astorga J. and De la O V., De la Rosa L.

Universidad Autonoma de Baja California, Mexico

**Reestructuración vitivinícola y activación del SIAL vinos caseros de Mendoza, Argentina. Su impacto en el desarrollo rural**

Bocco A. 1 y Brés E. 2

1 Universidad Nacional de Cuyo, Argentina

2 INTA/EEA Mendoza, Argentina

**El Derecho a la alimentación en la Política de Seguridad Alimentaria, Departamento de Caldas (Colombia)**

Franco Patiño S.M., Tobasura Acuña I.

Universidad de Caldas, Colombia

**Productores de flor de corte de la comunidad de Francisco Zarco, en el municipio Tenancingo, Estado de México: ¿Un caso exitoso de acción colectiva?**

González D. I. S., González D. J. G., García V. R. y Ramírez H. J. J.

Centro Universitario UAEMex Tenancingo, Mexico

**Thursday 28<sup>th</sup> October 2010**

**11:00 – 13:00**

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**Room “Congressi”**

**Plenary Session 2**

**11:00-12:00**      **Socio-environmental impact of agri-food systems on rural development**

**Chair: Vandecandelaere E.**, FAO, United Nations

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**Rethinking rural development paradigm facing new socio-environmental challenges**

Guido van Huyllenbroeck

University of Gent, Belgium

**Discussant:** Gian Luca Brunori, University of Pisa, Italy

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**Room “Congressi”**

**Plenary Session 3**

**12:00-13:00**      **The role of local resources in agri-food systems**

**Chair: Vandecandelaere E.**, FAO, United Nations

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**Local food quality and local resources**

François Casabianca\*, Giovanni Belletti\*\* and Andrea Marescotti\*\*

\* INRA-Corte, France

\*\* University of Florence, Italy

**Discussant:** Cesar Revoredo Giha, Scottish Agricultural College, UK

**Thursday 28<sup>th</sup> October 2010**

**14:30 – 16:30**

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**Room K1**

**Contributed Session 4A**

**14:30-16:30**      **Socio-environmental impact of agri-food systems on rural development**

**Chair: Viganò E.**, University of Urbino, Italy

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**Multifunctional Agriculture, Quality of Life and Policy Decisions: an Empirical Case**

Eboli M.G.1, Macrì M.C.2, Micocci A.3, Verrecchia F.4

1 Sapienza University of Rome, Italy

2 National Institute of Agricultural Economics (INEA), Italy

3 University of Malta Link Campus, Italy

4 ESeC, Italy

**Heritage and wine as tourist attractions in rural areas**

Privitera D.

University of Catania, Italy

**La costruzione di strategie partecipate di sviluppo locale sostenibile per i centri storici minori della Sardegna**

Magni C., Valentino P. A.

Sapienza University of Rome, Italy

**Organic Foods and Local Development: Reflections on Alternative Food Networks**

Viganò E. 1, Mariani A. 2, Taglioni C. 3, Torquati B. 3, Vizioli V. 4

1 University of Urbino, Italy

2 University of Napoli "Parthenope", Italy

3 University of Perugia, Italy

4 Italian Association for Organic Agriculture, Italy

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**Room K2****Contributed Session 4B****14:30-16:30****The role of local resources in agri-food systems****Chair: The Anh Dao**, Centre for Agrarian Systems R&D (CASRAD),  
Viet Nam

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**Harnessing local underused crops to improve household nutrition and income opportunities in Vietnam: case of Hoa vang sticky rice in Red river delta**

Jaenicke H. 1, The Anh D. 2 and Cong Nghiep P. 2

1 International Centre for Underutilized Crops, Sri Lanka

2 Centre for Agrarian Systems Research and Development, Vietnam

**Adding value to local resources specifically tailored for developing São Paulo State's vitiviniculture**

Verdi, A.R.1, Otani, M.N.2, Fredo, C.E.3

Institute of Agricultural Economics (IEA), Brazil

**Hedonic Pricing Evaluation on Agritourism Activity in Italy: Local Culture-based or Facility-based?**

Ohe Y. 1, Ciani A. 2

1 Chiba University, Japan

2 University of Perugia, Italy

**Indication géographique des produits alimentaires et développement durable : les attentes contrastées des consommateurs en France**

Giraud D., Tebby C. and Amblard C.

VetAgro Sup campus agronomique de Clermont, France

**Value chain development for mountainous areas: relation between animal breed an territory. The case of H'Mong beef in Cao Bang, Vietnam**

The Anh Dao, Van Tuan T., Xuan Truong H.

Centre for Agrarian Systems R&amp;D (CASRAD), Viet Nam

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**Room K3****Contributed Session 4C****14:30-16:30****Governance and public policies of local agri-food systems (LAFS)****Chair: Larroa R. M.**, Universidad Nacional Autónoma de México (UNAM), México

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**Territorializando la producción ecológica. Acciones colectivas y políticas públicas en Andalucía**

Lozano C. 1, Aguilar E. 2

1 Universidad Nacional de Educación a Distancia, España

2 Universidad de Sevilla, España

**Políticas estratégicas de innovación en los sistemas vitivinícolas locales: la denominación de origen “Rias Baixas”**

Macias Vázquez A., Vence Deza X.

Universidade de Santiago de Compostela, España

**De la producción agroalimentaria al afianzamiento de redes de cooperación solidaria en una comunidad de México**

Héctor Alejandro Ramos Chávez

UNAM, México

**El Sial y sus diferencias con el enfoque del desarrollo territorial en América Latina**

Larroa R. M.

Universidad Nacional Autónoma de México (UNAM), México

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**Room K4**

**Contributed Session 4D**

**14:30-16:30**

**Progress in methodological approaches for analyzing agri-food systems spatial dynamic**

**Chair: Tabeau A.**, Agricultural Economics Research Institute - LEI ,  
The Netherlands

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**L’Approche SYAL comme Démarche pour le Développement Territorial de “L’Amazonia” Brésilienne et “La Pampa” Argentine**

Beber, C.L. 1. , Cerdan, C. 2

1 Université Fédérale de Santa Catarina, Florianopolis, Brésil.

2 Centre de Coopération Internationale en Recherche Agronomique pour le Développement, Brésil

**Observer les circuits courts à l’échelle d’un territoire : proposition d’un modèle d’analyse spatiale des données en termes de systèmes d’information géographique**

Scheffer S. 1, Dalido A.-L. 2

1 Université d’Angers, France

2 CNRS CARTA, France

**Quality agro-food districts, typical products, local governance**

Montresor E., Pecci F., Pontarollo N.

University of Verona, Italy

**Syal : objet, champ et politique de recherche**

Muchnik J.

Inra-Montpellier, France

## **Assessing spatial uncertainties of land allocation using the scenario approach and sensitivity analysis**

Tabeau A. 1, Hatna E. 2 and Verburg P.H. 3

1 Agricultural Economics Research Institute - LEI , The Netherlands

2 Radboud University, The Netherlands

3 VU University Amsterdam, The Netherlands

**Thursday 28<sup>th</sup> October 2010**

**16:45 – 19:00**

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**Room K1**

**Contributed Session 5A**

**16:45-19:00**

**The current state of spatial dynamics in agri-food systems in terms of production, distribution and marketing strategies**

**Chair: Revoredo-Giha, C.,** Scottish Agricultural College (SAC), UK

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**Los valores personales y culturales como elementos clave en la adopción de nuevos alimentos en un mercado globalizado. Aplicación a un producto étnico**

Barrena R. and Sánchez M.

Universidad Pública de Navarra, España

**Value Chains and Chains of Values: Tracing Tanzanian Tea**

Loconto, A.

Center for the Study of Standards in Society, USA

**Alternative agro-food networks and fair prices. Farmers' markets in Tuscany**

Marescotti A. 1, Belletti G. 1, Innocenti S. 2, and Rossi A. 3

1 Università di Firenze, Italy

2 Laboratorio Sismondi, Italy

3 Università di Pisa, Italy

**Los cambios en la división internacional del trabajo agrícola y sus efectos en la dinámica espacial de los sistemas agroalimentarios: el caso de México**

Mario del Roble Pensado Leglise

Centro Interdisciplinario de Investigaciones y Estudios sobre Medio Ambiente y Desarrollo, CIEMAD, MÉXICO

**An analysis of Marketing Channels of Local Food in Scotland**

Revoredo-Giha, C. 1, Watts, D. 2 and Leat, P. 1

1 Scottish Agricultural College (SAC), UK

2 University of Aberdeen, UK



16:45-19:00

**The role of local resources in agri-food systems**

**Chair: Espinoza F.**, Universidad Nacional del Centro de la Provincia de Buenos Aires, Argentina

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**Riesgos y desafíos en la implementación de una indicación geográfica (IG). Las denominaciones de origen (DO) y las indicaciones geográficas (IG) como herramientas para el desarrollo territorial rural con identidad cultural (DTR-IC)**

Champredonde M. 1 and Benedetto A. 2

1 Instituto Nacional de Tecnología Agropecuaria (INTA), Argentina

2 Consejo Nacional de Investigaciones Científicas y Tecnológicas (CONICET), Argentina

**Reflexiones antropológicas en torno a los sistemas agroalimentarios locales: la problemática del desarrollo endógeno en las Costas Australes Chilenas**

Saavedra Gallo G. y Macías Vázquez A.

Universidad Católica de Temuco, Chile

Universidad de Santiago de Compostela, España

**Estratégias de las Vinícolas en el Estado de São Paulo, Brasil: Un Estudio de Casos Múltiples**

Geni Satiko Sato<sup>1</sup>, Humberto Sebastião Alves<sup>2</sup>, Vivian Strehlau<sup>3</sup>

1 Instituto de Economía Agrícola, Brasil

2 Apta São Roque, Brasil

3 ESPM, Brasil

**Diagnóstico del potencial de las Truchas de campos do Jordão para la Indicación Geográfica**

Sato, G. S. 1, Tabata, Y. A. 2, Takahashi, N. S.3

1 Instituto de Economía Agrícola, Brasil

2 Centro Experimental de Salmonicultura, Brasil

3 Instituto de Pesca, Brasil

**Las nociones de calidad percibidas por productores queseros de Tandil, Argentina: diversidad de estrategias y tensiones en procesos de desarrollo territorial**

Velarde I. 1, Vimo P. 2, Corradetti M. A. 3, Vértiz P. 1, Otero J. 1, Raimundi J. 1,

Fernández L. 1, Lozano C. 3, Espinoza F. 3

1 Universidad Nacional de la Plata, Argentina

2 Instituto Nacional de Tecnología Agropecuaria, Argentina

3 Universidad Nacional del Centro de la Provincia de Buenos Aires, Argentina

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**Room K3****Contributed Session 5C**

**16:45-19:00**      **Governance and public policies of local agri-food systems (LAFS)**  
**Chair: Torres Salcido G.**, UNAM, México

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**Multifuncionalidad y Sistemas Agroalimentarios locales: prioridades de investigación e innovación en medio ambiente, territorio y desarrollo rural en el sector español del aceite de oliva**

Sanz Cañada, J.1, Sánchez Escobar, F.2, Hervás Fernández, I 1 y Coq Huelva, D.2

1 Consejo Superior de Investigaciones Científicas, España

2 Universidad de Sevilla, España

**Saberes, migraciones y nombres de los alimentos: Los genéricos y las denominaciones de origen**

Schiavone E.

Abogada. Red SIAL, Argentina

**El proceso de gobernanza de la Cadena de la Mora. Un estudio de caso en el Departamento de Caldas (Colombia)**

Tobasura A. I. y Ospina P. C.

Universidad de Caldas, Colombia.

**Política agrícola y agroindustria de alimentos animales en México**

Echánove F.

Universidad Nacional Autónoma de México, México

**Los sistemas agroalimentarios locales en México. Aportaciones teoricas y empiricas para el estudio de la gobernanza**

Torres Salcido G.

UNAM, México

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**Room K4****Contributed Session 5D**

**16:45-19:00**      **Progress in methodological approaches for analyzing agri-food systems spatial dynamic**  
**Chair: Hoffmann J.**, University of Bonn, Germany

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**Network performance - What influences it?**

Lefebvre V.M., Molnár A., Gellynck X.

Ghent University, Belgium

**The relationship between spatial price transmission and geographic distance:  
the case of Brazil**

Hernández-Villafuerte K.

Georg-August-Universität Göttingen, Germany

**The regional planning of the Agrifood supply chain: a study for the FVG region**

Rosa F., Sossai E.

University of Udine, Italy

**Spatial price dynamics in the EU F&V sector: the cases of tomato and  
cauliflower**

Santeramo F.G. and Cioffi A.

University of Napoli "Federico II", Italy

**Identification of Spatial Agglomerations in the German Food Processing  
Industry**

Hoffmann J.

University of Bonn, Germany

**Thursday 28<sup>th</sup> October 2010**

**16:45 – 19:00**

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**Room Library**

**Poster Session 2**

**16:45-19:00**

**Poster presentation and discussion**

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**Friday 29<sup>th</sup> October 2010**

**08:30 – 10:00**

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**Room K1**

**Contributed Session 6A**

**08:30-10:00**

**The current state of spatial dynamics in agri-food systems in terms of production, distribution and marketing strategies**

**Chair: Fanchette S.**, IRD Institut de Recherches pour le Développement, France

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**Traceability adoption and organizational change intensity in French agri-food firms: the role of internal vs. external environments**

Galliano D., Orozco L.

INRA, France

Université de Toulouse 1 – Capitole, France

**Heterogeneity of Members' Characteristics and Cooperation within Producer Groups Regulating Geographical Indications: The Case of the "Prosciutto di Parma" Consortium**

Dentoni D. 1, Menozzi D. 2 and Capelli M. G. 2

1 University of Adelaide, Australia

2 University of Parma, Italy

**Les activités agro-alimentaires dans les villages de métier du delta du fleuve Rouge (Vietnam): quelles spécificités ?**

Fanchette S. 1, Sautier D. 2, Dao T.H. 3, Da G. 3

1 IRD Institut de Recherches pour le Développement, France

2 CIRAD-ES, France

3 VAAS Vietnamese Academy of Agricultural Sciences, Vietnam

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**Room K2****Contributed Session 6B****08:30-10:00****Socio-environmental impact of agri-food systems on rural development****Chair: María del Carmen del Valle Rivera**, UNAM-Instituto de Investigaciones Económicas, México

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**La copetitividad de un Sistema Agroalimentario Localizado productor de quesos en el Altiplano Central de México**Espinosa-Ayala E. 1, Arriaga-Jordán C.M. 1, Boucher F. 2, Espinoza-Ortega A. 1  
1 Universidad Autónoma del Estado de México, México  
2 CIRAD, México.**Conformación de la agroindustria del amaranto en Santiago Tulyehualco, Xochimilco, México. Elementos que han permitido la transformación productiva y social en las familias rurales**Manzo-Ramos F. y López-Ornelas G.,  
Colegio de Postgraduados, México**Gestión del conocimiento y desarrollo rural. Enseñanzas a partir del estudio de caso de una empresa familiar innovadora y socialmente responsable en la producción orgánica de leche y lácteos en México**María del Carmen del Valle Rivera  
UNAM-Instituto de Investigaciones Económicas, México

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**Room K3****Contributed Session 6C****08:30-10:00****Governance and public policies of local agri-food systems (LAFS)****Chair: Penker M.**, University of Natural Resources and Life Sciences, Austria

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**The Florida oranges local agro-food system: geographical indication or commodity?**Perret A.O. 1 and Thévenod-Mottet E. 2  
1 AGRIDEA, Switzerland  
2 Laboratoire d'Études Rurales – LER, France**Current challenges of Albanian extension services in the context of EU integration and global markets**Viaggi D. 1, Imami D. 1,2, Zhllima E. 1,2 and Legnetti L. 3  
1 University of Bologna, Italy  
2 Agriculture University of Tirana, Albania  
3 Development Solution Associates (DSA), Albania

## **Transaction costs and transaction benefits associated with the process of PGI/PDO registration in Austria**

Penker M.1 and Klemen F.2

1 University of Natural Resources and Life Sciences, Austria

2 Faira, Austria

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### **Room K4**

### **Contributed Session 6D**

**08:30-10:00**

**Progress in methodological approaches for analyzing agri-food systems spatial dynamic**

**Chair: Mancebo Azor S.**, Centro de Ciencias Humanas y Sociales (CCHS), España

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**Reflexiones en torno al enfoque SIAL: Evolución y avances desde la Agroindustria Rural (AIR) hasta los Sistemas Agroalimentarios Localizados (SIAL)**

Boucher F. 1 y Poméon T. 2

1 CIRAD-IICA, México

2 UA Chapingo-CIRAD, México

**Desarrollo metodológico para la valoración de los elementos funcionales de Sistemas Agroalimentarios Localizados**

Rodríguez-Borray G.

Corporacion Colombiana de Investigacion Agropecuaria, CORPOICA, Colombia

**El papel del capital social en la activación y consolidación de los sistemas agroalimentarios localizados. El caso de las indicaciones geográficas**

Mancebo Azor S.

Centro de Ciencias Humanas y Sociales (CCHS), España

**Friday 29<sup>th</sup> October 2010**

**10:00 – 10:30**

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**Room K3**

**General Assembly 1**

**10:00-10:30**

**EAAE General Assembly**

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**Room K4**

**General Assembly 2**

**10:00-10:30**

**SYAL General Assembly**

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**Friday 29<sup>th</sup> October 2010**

**11:00 – 13:00**

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**Room “Congressi”**

**Plenary Session 4**

**11:00-12:00**      **Governance and public policies of local agri-food systems (LAFS)**  
**Chair: Sautier D.,** CIRAD-ES, France

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**Governance of SYAL form the south perspective**

Gerardo Torres Salcido

Universidad Nacional Autonoma de México, Mexico

**Discussant:** Giovanni Anania, University of Calabria, Italy

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**Room “Congressi”**

**Plenary Session 5**

**12:00-13:00**      **Progress in methodological approaches for analyzing agri-food systems spatial dynamic**  
**Chair: Sautier D.,** CIRAD-ES, France

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**Factor influencing contractual choice and sustainable relationships in European agri-food supply chain**

Christian Fischer

University of Bolzano, Italy

**Discussant:** Zohra Bouamra-Mechemache, Toulouse School of Economics, France



**Friday 29<sup>th</sup> October 2010**

**14:30 – 16:30**

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**Room “Congressi”**

**Closing Session 1**

**14:30-15:30**

**Presentation of the main results of the contributed sessions**

**Chair: Allaire G.**, INRA-Toulouse, France

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**Topic 1 – Paulina Rytkönen**, Södertörn University, Sweden

**Topic 2 – Theodosia Anthopoulou**, University of Athens, Greece

**Topic 3 – Dominique Barjolle**, AGRIDEA, Switzerland

**Topic 4 – Alessandro Corsi**, University of Torino, Italy

**Topic 5 – Melanie Fritz**, University of Bonn, Germany

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**Room “Congressi”**

**Closing Session 2**

**15:30-16:30**

**ROUND TABLE**

**Chair: Javier Sanz Cañada.**, Centro de Ciencias Humanas y Sociales,  
Spain

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**Florence Tartanac**

Agro-industry officer, FAO, Rome, Italy

**Antonio Di Giulio**

Head of the Food–Health–Well-being Unit, DG-Research, European Commission,  
Brussels, Belgium

**Valtiero Mazzotti**

General Director of the Directorate General for Agriculture, Regione Emilia-  
Romagna, Bologna, Italy

**Leo Bertozzi**

Director of Consorzio del Formaggio Parmigiano Reggiano, Reggio Emilia, Italy

**Gianluigi Zenti**

President of Academia Barilla, Parma, Italy

## **SOCIAL EVENTS**

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**Wednesday, 27<sup>th</sup> October 2010**  
**h 14:00**

OPENING OF THE PHOTO EXHIBITION  
EUROPEAN FOOD CULTURES: LIVES, FLAVOURS AND HORIZONS

**Palazzetto Eucherio Sanvitale – Ducal Park**

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**Wednesday, 27<sup>th</sup> October 2010**  
**h 19:15**

THE MUSIC AND THE SPIRIT OF GIUSEPPE VERDI  
CHORUS “RENATA TEBALDI”

**Room “Congressi” – Faculty of Economics**

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**Wednesday, 27<sup>th</sup> October 2010**  
**h 20:00**

WELCOME DINNER  
SPONSORED BY CAMPAGNA AMICA COLDIRETTI

**Maria Luigia’s Greenhouses – Ducal Park**

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**Thursday, 28<sup>th</sup> October 2010**  
**h 20:00**

SOCIAL DINNER  
ORGANIZED BY ALMA – INTERNATIONAL SCHOOL OF ITALIAN CUISINE

**Reggia di Colorno – The Ducal Palace of Colorno**

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## **Seminar Facilities**

**Free Wi-Fi internet connection will be available in every seminar room  
(The access codes will be distributed at the beginning of the event)**

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**The room “KEYNES” (in the Faculty Library), with some PC stations, will be  
available for all the participants for the entire duration of the seminar**