

# Horticultural Economics & Management Newsletter

September 2013. No 13

## 1<sup>st</sup> International Symposium on ECONOMICS AND CONSUMER RESEARCH in HORTICULTURE

This symposium was held in Portland, Oregon, USA in  
August 2013.

The Symposium was convened by Professors Bridget Behe of  
Michigan State University and Jennifer Dennis of Purdue  
University.

**See page 3 for details.**

## CALL FOR APPLICATIONS FOR BEST DOCTORAL DISSERTATION 2014

**SEE DETAILS Page 9**

Please forward all correspondence to:

**Peter P. Oppenheim**

Chairman

Commission - Economics and Management

**Email:** *peter.oppenheim@ymail.com*



# 1<sup>st</sup> Symposium on Economics and Consumer Research in Horticulture

Convened by

Jennifer H. Dennis (Purdue University) and  
Bridget K. Behe (Michigan State University)

The conveners hosted the first ISHS Symposium on Economics and Consumer Research in Horticulture on August 19 and 20, 2013, in Portland, Oregon, USA. The meeting was held in conjunction with the Far West Trade Show and Educational Seminars which are hosted annually in Portland by the Oregon Association of Nurserymen and the conveners are especially grateful to the staff at OAN for their gracious provision of meeting room space for the symposium.

Dr. Robin G. Brumfield (Rutgers University) was the ISHS delegate who presented the conveners with a medal of appreciation for their organization. Delegates from five countries presented 23 papers over the two-day period. They enjoyed a welcome reception on Monday evening featuring a seafood buffet, local cheeses and wines. Local arrangements were especially well prepared by Ms. Tammy Goodale (Purdue University staff), without whom this meeting would not have been possible. Delegates enjoyed stimulating discussion during the symposium which continued on a choice of tours on August 21. Some enjoyed a tour of three Oregon coastal wineries while other enjoyed a tour of local nursery producers.

Many of the American delegates stayed for a USDA Regional Project summer meeting of the S-1051 group. Dr. Marco Palma (Texas A&M University) is the chair of this national committee and Dr. Jennifer Dennis (Purdue University) is the secretary for the group. The group invited ISHS delegates to attend the meeting (August 22) where consumer and other horticultural economic research is planned and discussed. ISHS delegates also were provided with free passes to the Far West Trade Show where hundreds of nursery producers, suppliers, and allied trade showcase their products.

## IHC2014

# CALL FOR ABSTRACTS

The IHC2014 Scientific Program Committee invites authors to submit abstracts for presentation within any of the IHC2014 symposia and WOCMAP symposia.

Submissions are sought for oral and poster presentations and can be made via the Presenters Portal at [www.ihc2014.org](http://www.ihc2014.org)

All abstracts must follow the template provided and be submitted online by **1 November 2013**. Please note that the closing date for abstract submission will not be extended and abstracts will only be accepted if the author has registered and paid the presenter registration by the deadline of 17 February 2014.

All accepted abstracts will be included within the Congress Proceedings.

**All enquiries regarding abstracts for IHC2014 should be emailed to [program@ihc2014.org](mailto:program@ihc2014.org)**

Call for Abstracts	1 November 2013
Authors notified of results	14 January 2014
Presenter registration deadline	17 February 2014

***INTERESTED IN CONTRIBUTING TO THE EXECUTIVE OF THE ISHS?***

**THEN CONSIDER NOMINATING FOR A POSITION AS CHAIR OR VICE-CHAIR OF A SECTION OR A COMMISSION.**

**NOMINATIONS FOR THESE POSITIONS WILL BE CALLED TOWARDS THE END OF THIS YEAR.**



**Addressing the 1<sup>st</sup> Symposium on Economics and Consumer Research in Horticulture**

## What's on at IHC2014

### The Commission Horticultural Economics and Management will convene:

XVII<sup>th</sup> International Symposium on Horticultural Economics and Management, and  
V<sup>th</sup>. International Symposium on Improving the Performance of Supply Chains in the Transitional Economies

**ABSTRACTS MUST BE SUBMITTED BY  
1<sup>st</sup> November 2013 (See page 4 )**

### ISHS HORTICULTURAL ECONOMICS AND MANAGEMENT BEST DOCTORAL DISSERTATION AWARD 2014

The ISHS Commission, Horticultural Economics and Management is pleased to announce that nominations for the Best Doctoral Dissertation in Horticultural Economics and Management are now being sought. To be eligible for the award in 2014, nominated dissertations must report a study, for which a doctoral degree was awarded in the year ending 31<sup>st</sup> December, 2013.

**Applications close February 28, 2014.**

Details of the award may be found on page 9 or by visiting:

<http://www.ishs.org/economics-and-management>

**Further information may be obtained by writing to:**

*[peter.oppenheim@ymail.com](mailto:peter.oppenheim@ymail.com)*



The Organizing Committee for the 1<sup>st</sup> Symposium on Economics and Consumer Research in Horticulture.

(Left to Right T. Goodale, J Dennis, B. Behe)



Participants of ISHS Horticultural Business Management Workshop in Yogyakarta, Indonesia

## **XVIII International Symposium on Horticultural Economics and Management**

The XVIII<sup>th</sup> International Symposium on Horticultural Economics and Management is scheduled for:  
May 31 – June 3, 2015, in Alnarp (Sweden):

Further information may be obtained from Prof. Dr. Lena Ekelund Axelson, Dept. of Work Science, Business Economics., Environmental Psychology, Box 88, S-230 53 Alnarp, Sweden. Phone: (46)40-415000, Fax: (46)40-415076,

E-mail: [lena.ekelund@ltj.slu.se](mailto:lena.ekelund@ltj.slu.se)

### **CONTRIBUTE TO OUR NEWSLETTER**

To ensure that this newsletter is distributed regularly it is essential that members send items of interest to me at regular intervals. Items of interest could include:

- Copies of papers or abstracts,
- Web sites of interest,
- Opportunities for collaboration,
- News of individuals,
- Requests of any nature,
- Employment opportunities,
- Details of work in progress,
- Forthcoming conferences,
- Photographs of interest etc. etc.

Please send all contributions to: [peter.oppenheim@gmail.com](mailto:peter.oppenheim@gmail.com)



**ISHS Horticultural Economics and Management  
Best Dissertation Award  
2013**

**1.0 About the ISHS Best Dissertation Award:**

The International Society for Horticultural Science Best Dissertation Award is given to foster and disseminate research in Horticultural Economics and Management. It is presented annually to the person who has submitted the best doctoral dissertation for which a doctoral degree has been granted. The committee reserves the right to not issue the award should none of the nominations be deemed worthy.

**2.0 Criteria:**

1. The dissertation must report a study for which a doctoral degree is awarded in the year ended December 31<sup>st</sup> 2013.
2. The study must focus on some issue of relevance to the theory or practice of Horticultural Economics and Management.
3. For the purpose of this award the discipline of Horticultural Economics and Management is taken to include business or management studies within a horticultural context. Such studies might be based on parent disciplines such as: macro-economics, micro-economics, marketing, business management, business strategy, human resource management etc.
4. The best doctoral dissertation will be judged on the basis of the contribution that it makes to the Horticultural Economics and Management discipline.
5. All research methodologies will be considered on an equal basis including for example, field surveys, laboratory experiments, quantitative, and qualitative investigations.
6. The candidate must be nominated by his or her doctoral supervisor. A supervisor may nominate more than one candidate provided the criteria listed above are met.
7. All materials submitted must be in English, in Word format and submitted as email attachments with the exception of the certification letter (see section 3 below). The original signed certification letter must be submitted, (by registered air-mail post) in addition to an electronic PDF version of the letter. Nominations must adhere to the format prescribed in section 3.

### 3.0 Nomination Requirements:

Incomplete applications will not be processed and will not be eligible for consideration.

The nomination documents must consist of:

A signed Nomination Form that includes an abridged (50 word maximum), abstract of the dissertation.

Copies of all external examiners' reports together with a copy of a principal supervisor's report.

An extended summary of the dissertation in English. This summary should not exceed eight (8) single-spaced pages in length (including abstract, figures, tables, and references; 2.5cm margins all around; 12-point font, pages numbered, with no author identification in the documentation properties, document body, header, or footer of manuscript). Submissions that exceed the page limitation or do not adhere to the required format will not be considered.

A suitable structure for the extended summary is presented below:

- o Introduction
- ✦ Summary of the problem.
- ✦ Purpose of the study and why is it important.
- ✦ Critique of relevant literature.
- ✦ Research Design
- ✦ Sample selection.
- ✦ Data collection.
- ✦ Analytical procedures.
- ✦ Results and Findings
- ✦ For quantitative studies, provide sufficient statistical detail to enable a clear understanding of the rigor of the analysis and the validity of the results.
- ✦ For qualitative studies, provide a concise outline of the analysis to demonstrate that sufficient methodological rigor was employed in the study to validate the findings.
- ✦ Discussion
- ✦ Contribution of the research.
- ✦ Limitations of the research.

Implications of the results for theory and practice

A signed letter containing a certification statement, on institutional letterhead, prepared by a relevant institutional representative, certifying that the final copy of the dissertation has been submitted, examined and that the doctoral degree has been awarded. The document must explicitly state the date that the degree was awarded to ensure that it falls within the relevant award period.

#### 4.0 The winner of the award for 2013 will receive:

A commemorative certificate.

An announcement naming the winner of the award together with a summary of the major findings of the dissertation in (a) *Chronica Horticulturae* and (b) on the ISHS Web site.

Complementary membership as an Individual Member of the ISHS for the year ended December 31<sup>st</sup> 2014.

#### 5.0 The Selection Process:

The winner of the Award will be chosen by a selection panel comprising at least three members of the ISHS Commission for Horticultural Economics and Management. The selection panel will make their decision in terms of the criteria for this award. The decision of the selection panel will be final and no subsequent correspondence concerning the decision will be entered into. In assessing the strength of nominations the selection panel will pay particular attention to the quality of the dissertations as judged by the external examiners' and principal supervisor's reports, and/or the acceptance or publication of papers arising from the dissertation in scholarly refereed journals. Candidates will be notified of the outcome of their application by June 30<sup>th</sup> 2014.

#### 6.0 The Nomination Process:

All nomination materials must be in English and submitted in electronic form. Nominees should submit an electronic copy of:

A completed nomination form.

Original reports of external examiners and principal supervisor.

An eight page extended summary of the dissertation.

A signed statement, on institutional letterhead, prepared by a relevant institutional representative, certifying that the final copy of the dissertation has been submitted, examined and that the doctoral degree was awarded.

The *original* signed letter must also be sent by air mail post to the address listed below.

All nomination materials must be received no later than the close of business on Friday February 28, 2014 to be considered in the current competition. Nomination materials, and/or queries regarding nominations, should be directed to:

Dr Peter P. Oppenheim

ISHS Chair, Commission Horticultural Economics and Management

EMAIL: [peter.oppenheim@ymail.com](mailto:peter.oppenheim@ymail.com)



**ISHS Horticultural Economics and Management  
Best Dissertation Award**

**2013**

**Nomination Form**

**Nominee:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Institution:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

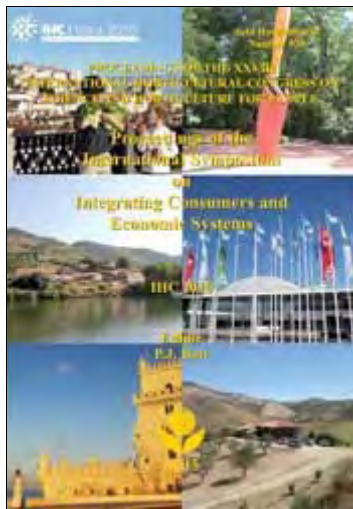
**Email:** \_\_\_\_\_

**Nominating Supervisor:** \_\_\_\_\_

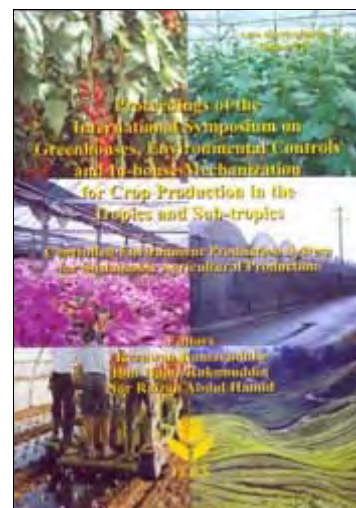
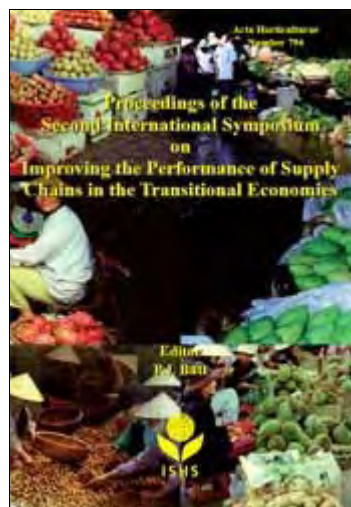
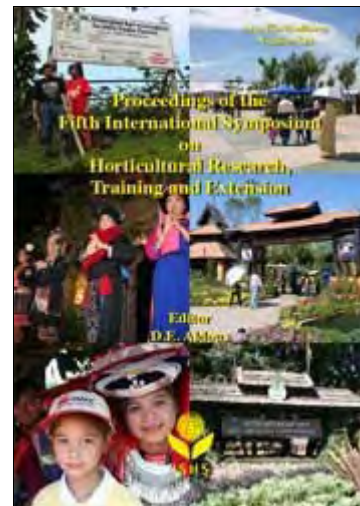
**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Abridged Summary of Dissertation: (max 50 words)**

\_\_\_\_\_



**ACTA S  
OF  
INTEREST**



## **Recent Book releases:**

### **‘The economic value of landscapes’**

Landscape has been ill-served by 20th century economics. The book ‘The Economic Value of Landscapes’ – edited by Martijn van der Heide (LEI Wageningen UR) and Wim Heijman (Wageningen University) puts the topic of landscape on the economic agenda. It reviews and presents our current understanding of the linkages between economics and landscape, and disentangles the complex relations between the two. The book pulls together bits and pieces from a wide assortment of analyses directed at a theoretical and practical exploration of ‘landscape economics’. Besides methodological and conceptual considerations, illustrative case studies looking at a particular landscape valuation issues in Israel, Japan, the Netherlands, and Spain are presented.

The book is meant for scholars of diverse interests, who wish to work on interdisciplinary problems or whose work crosses interdisciplinary lines. Moreover, having insights into the economic value of landscape can support practitioners inside and outside government to allocate scarce resources to achieve specific landscape goals

### **The Economics of Regulation in Agriculture**

CABI has just released the book ‘The Economics of Regulation in Agriculture; Compliance with Public and Private Standards’. This timely book, edited by Floor Brouwer, Glenn Fox and Roel Jongeneel, discusses compliance with standards for environmental protection, food safety and animal welfare, on-farm costs and the competitiveness of farm businesses. The book analyses the economics of regulation both within the internal market of the EU and in the broader world market by examining a broad range of agricultural products. The volume concludes agriculture is much like other economic sectors in that environmental compliance costs, overall, are small relative to production costs in total. In total five chapter contributions are made by staff of LEI.