International Seminar on Consumer Preferences in Rice

Date: Tuesday February 17th, 2015
Place: KU Home, Kasetsart University
       Bangkhen Campus

Organized by

Agricultural and Food Economics Research Unit (AFER)
Faculty of Economics
Center for Advanced Studies for Agriculture and Food (CASAF)
Kasetsart University

Knowledge Network Institute of Thailand (KNIT)

Thailand Research Fund (TRF)
Program

8:30 – 9:00  Registration

9:00 – 9:15  Welcoming Addresses:
Associate Professor Bordin Rassameethes
Vice-President, Kasetsart University

Associate Professor Chancharat Reodecha
Deputy Director for Research Utilization, Thailand Research Fund

9:15 – 9:45  Aromatic Rice Trade and Market Situation
Mr. Subramanian Venkatram
Vice-president, the Rice Trader

9:45 – 10:15  Consumer Preferences of Rice in Asia
Ms. Claire Custodio, Consumer Specialist
International Rice Research Institute (IRRI)

10:15 – 10:45  Global Export Marketing of Cambodian rice
Dr. Martin F. Albani, Consultant
Export Development & Promotion, Cambodia Rice Sector Support Project
Sustainable Business Advisory Services, International Finance Corporation

10:45 – 11:15  Geographical Indications, a new strategy for products valorization and international promotion
Mr. Stephane Passeri, Project Coordinator of the FAO-AFD Regional Project on the Promotion of Rural Development through Development of Geographical Indications at Regional Level in Asia
Food and Agriculture Organization of the United Nations (FAO) and Government of France’s Agence Française du Développement (AFD)

11:45 – 12:30  Q&A and Wrap-up

12:30 – 13:30  Lunch Break

13:30 – 14:00  Revealed Preferences of African Consumers for Rice Quality Attributes
Dr. Matty Demont, Senior Economist
International Rice Research Institute (IRRI)
14:00 – 14:30  Assessing Consumers’ Willingness to Pay for Hybrid Rice: Tradeoffs between GHG Emissions, Food Miles, and Origin of Production  
Professor Rodolfo M. Nayga  
Tyson Endowed Chair in Food Policy Economics, Department of Agricultural Economics and Agribusiness, University of Arkansas

14:30 – 15:00  Assessing Korean Consumers’ Valuation for Domestic, Chinese, and US Rice: Importance of Country of Origin and Food Miles Information  
Professor Doo Bong Han  
Department of Food and Resource Economics, Korea University

15:00 – 15:30  Consumers’ Willingness to Pay for Geographical Indication Labeling of Thailand’s Hom Mali Rice  
Professor Masahiko Gemma, Applied Economics, Waseda University  
Asst Prof Orachos Napasintuwong, Department of Agricultural and Resource Economics, Kasetsart University

15:30 – 16:00  Q&A and Wrap-up

Note: Coffee and snacks will be served in the room

About  
Agricultural and Food Economics Research Unit

In 2010, the National Research University Program of Kasetsart University was established with the aim to promote high-quality research. Agricultural and Food Economic Research Unit (AFER) focuses on applied economics researches that address agricultural and food economic problems and promote agricultural and food economy in Thailand and at international level by generating new academic knowledge. The researches emphasize on current and emerging issues for policy implications and for production and industrial recommendations in agricultural and food sectors, particularly on economics of food safety, food security, economics of climate change and climate variability, agricultural risk management, energy and bioenergy economics, economics of agricultural biotechnology, economics of food industry and consumer issues, international trade and agreement, economic integration and other issues in agricultural and food economics.

For more information, please visit agri.eco.ku.ac.th/CASAF
**Dr. Martin F. Albani** received a diploma in Chemistry and Ph.D. in Biochemistry. His career was in the pharmaceutical industry which eventually brought him to Thailand in 1984. He was a regional management responsibility from Sri Lanka to Korea (including Bangladesh, Burma, Cambodia, Laos, Vietnam). Other extracurricular activities and engagements include President, Vice President and Director in Thailand (Chambers of Commerce, Board of Trade of Thailand). Since 2001 he became an independent consultant exclusive focus on International Development Assistance mainly concentrating on export development and trade promotion with project works in Vietnam, Laos and Cambodia. Since 2011, working with the IFC-International Finance Corporation, which is part of the World Bank Group, as a consultant for export promotion for the Cambodian Rice Sector. He is passionate about export marketing of Cambodian Premium Jasmine Rice as opposed to commodity trading of rice.

**Ms. Claire Custodio** received Master of Business Administration (MBA) from the University of the Philippines. She has 7 years of market research experience with MR global firms and 2 years with international non-profit agricultural research institute. Her current employment is Senior Associate Scientist at International Rice Research Institute where she conducted researches in rice preferences of consumers in 7 countries in South and Southeast Asia, and rapid rice value chain assessment and rice preferences of consumers, farmers and other rice value chain actors (Philippines, Thailand, and Bangladesh).

**Dr. Matty Demont** is a European agricultural economist currently working at the International Rice Research Institute (IRRI) as Senior Scientist on Market and Value Chain Research. He previously worked at the Africa Rice Center (AfricaRice) as Senior Value Chain Economist. He is a permanent board member of the International Consortium of Applied Bioeconomy Research (ICABR). His early work (1996–1999) included research on food marketing and farming systems in Côte d’Ivoire, for which he received the Xavier Bernard Award by the Academy of Agriculture of France in 1999. Before taking up his previous position at AfricaRice, he conducted his PhD and Post-doc research (1999–2007) at the University of Leuven, Belgium on the impact of biotechnology innovations and the EU coexistence policy on European agriculture. He has published widely in refereed journals, books and magazines and has contributed to a vast array of international conferences and workshops. Matty pioneered rice value chain research in Africa by experimenting how quality-based competitiveness of domestic rice can be improved in import-biased African markets. To this end, he conducted 13 experimental auctions throughout Africa involving more than 1,700 women which has provided unique insights into the bottlenecks in upgrading African rice value chains. In 2012, his value chain work was awarded the T.W. Schultz Award by the International Association of Agricultural Economists and the Louis Malassis International Scientific Prize by Agropolis Fondation, France.

**Professor Masahiko Gemma** received Ph.D. from the University of Minnesota in 1989. He worked as economist at the International Development Center of Japan before joining the faculty of Yokohama City University as lecturer in 1991, later was promoted to become associate professor in 1992. He joined the faculty of Waseda University in 1993 and was promoted to become professor in 1997. He’s currently serving as director of the Institute of Japan-US Studies at Waseda University. Current research interests include issues on food and environmental problems. His recent publications include Chapter 8 Valuing Ecosystem Services in Macroeconomic Settings (co-authored with R. Smith), in Handbook on the Economics of Ecosystem Services and Biodiversity, Springer, May 2014, p.130-p.152, Profit Based Efficiency Measures, with an Application to Rice Production in Southern India (co-authored with R. Smith and K. Palanisami), Journal of Agricultural Economics, Agricultural Economic Society (UK), Volume 62.2, p.340-p.356, June, 2011 and Intelligent Agrifood Chains and Networks : Current Status, Future Trends & Real-life Cases in Japan (co-authored with M. Voros), in Intelligent Agrifood Chains and Networks, Blackwell, P.227-p.247, March 2011.
**Professor Doo Bong Han** is Professor in the Department of Food and Resource Economics at Korea University since 1994 and leaders of Brain Korea 21 plus Project, Social Science Korea Project, and EU-Korea Agricultural, Food and Resource Economics Experts Building Project. He served as Head more than seven and half years for his department at Korea University. His research interests are focused on international food policy, agribusiness and macro finance, and experimental and behavioral economics. Dr. Han received his Ph.D. from Texas A&M University in 1990. Prior to joining Korea University, he was a research fellow at Korea Rural Economic Institute for 6 years. He has been interested in teaching and worked as Director of Center for Teaching and Learning at Korea University and served as a Chair of 1st Asian OCW conference. He was a Fulbright Scholar in the Department of Agricultural Economics and Agribusiness at University of Arkansas and a visiting professor or visiting scholar at Waseda University, Texas A&M University, Queen’s University of Belfast and University of Illinois. He was President of Korean Agricultural Policy Association, Editor of The Korean Journal of Agricultural Economics and Chair of international collaboration committee at Korea Agricultural Economic Association. He has actively participated in advising agricultural and trade policies for the Korean government.

**Asst. Prof. Orachos Napasintuwong** received her Ph.D. in Food and Resource Economics from University of Florida in 2004. She currently is Assistant Professor in Agricultural and Resource Economics, and main researcher of Agricultural and Food Economics Research Unit of the Center of Advanced Studies in Agriculture and Food at Kasetsart University. She has taught courses in economics of agricultural biotechnology, economics of agricultural innovation, agricultural production economics, and international agricultural trade. Her research focuses on economic analysis of agricultural technology, agricultural production, and economics issues of rice in Thailand and Southeast Asia. She has published in refereed journals including AgBioforum, Asian Biotechnology and Development Review, Journal of International Agricultural and Extension Education, International Food Research Journal, Sustainability, and is an editor of Applied Economics Journal.

**Professor Rodolfo M. Nayga** is Professor and Tyson Endowed Chair in Food Policy Economics in the Department of Agricultural Economics and Agribusiness at University of Arkansas. His research interests are focused on the economics of food policy and quality and on obtaining an understanding of how emerging consumer issues affect food and nutrient consumption/demand, obesity, and public policies. Dr. Nayga received his Ph.D. from Texas A&M University. Prior to joining the University of Arkansas, he was a professor at Texas A&M University for 12 years. He also was a faculty member at Rutgers University and at Massey University, New Zealand. He was a visiting professor and Fulbright Senior Scholar at the Marketing and Consumer Behavior department of Wageningen University, The Netherlands in Spring 2001, Taiwan National Science Council Fellow at the National Taiwan University in April 2008, and currently an Adjunct Professor at Korea University, Norwegian Agricultural Economics Research Institute, and Kasetsart University. He has published more than 200 refereed articles in several journals including American Journal of Agricultural Economics, Health Economics, Southern Economic Journal, Economics Letters, Contemporary Economic Policy, Econometric Reviews, Advances in Econometrics, Journal of Economic Surveys, Journal of Socio-Economics/Journal of Behavioral and Experimental Economics, European Review of Agricultural Economics, European Journal of Marketing, Academy of Marketing Science Review, Advances in Consumer Research, Asian Economic Journal, Journal of Consumer Affairs, Agricultural Economics, Food Policy, and many more. His work has been cited at least 4200 journal articles. He has received more than $15 million in research grants and contracts and has given more than 300 invited talks and lectures in the US and several other countries. He is or has been a member of editorial board of 10 scholarly journals, an associate editor of the American Journal of Agricultural Economics, and was co-Editor of Choices, a publication of
the Agricultural and Applied Economics Association. Dr. Nayga has reviewed papers for more than 60 scholarly journals.

Mr. Stephane Passeri, a national of France, holds a master’s degree in Economics from the University of Nice-Sophia Antipolis in France and a post-graduate degree in Finance and Management. He is an Officer of the Food and Agriculture Organization (FAO) of the United Nations since March 2013, and is currently managing the FAO/AFD (French Development Agency) Project on the Promotion of Rural Development through Development of Geographical Indications (GI) at Regional Level in Asia, stationed at the FAO Regional Office for Asia and the Pacific in Bangkok. This 3 year project launched in February 2013 aims to increase the income of small farmers by developing GI value chains, improving market access and increasing the recognition of GI by consumers.

Previous to his current position, he was an independent consultant, member of the Board and elected Chairman of the IPR Working Group of the European-ASEAN Business Centre (EABC) in Thailand, the Director for the European Patent Office (EPO) of the European Union- ASEAN Project on the Protection of Intellectual Property Rights (ECAP III) stationed at the Ministry of Commerce in Thailand, provided consultancy services to the Thai Ministry of Commerce Department of Intellectual Property (DIP) and Thai Ministry of Agriculture, the AFD and the European Commission (EC Delegations, DG AGRI, DG TRADE, DG RELEX, DG AIDCO) in particular regarding the development of the Intellectual Property (IP) environment in Thailand, monitoring of European regional IP related activities, in particular regarding Geographical Indications (GI) in the ASEAN. Mr. Passeri was the Administrator of the European Commission-ASEAN Intellectual Property Rights Co-operation Programme (ECAP II). The ECAP II Programme, a European Commission supported initiative, implemented by EPO in cooperation with the OHIM (EU Design and Trademark Office), was stationed at the French Embassy in Thailand as Intellectual Property Regional Coordinator in Asia-Pacific for the French Ministry of Finance, Economy and Industry and Regional Representative of the French National Institute of Industrial Property (INPI) also responsible for the coordination of the ASEM IPR Working groups in the region.

Mr. Subramanian Venkatram has been with The Rice Trader since Sep 2008 with primary responsibilities in the TRT’s Asian rice market coverage. He was also Managing Editor of Rice Today, the flagship publication of IRRI that is now published was published by the The Rice Trader from 2009 to 2013. His involvement is rice markets dates back to 1995 when he organized IBC Asia’s first Asia Grain Market conference in 1995, subsequently renamed Asia International Rice Conference in 1996. He has been involved in organizing rice, commodity and shipping related events since 1995 and headed IBC Asia’s Maritime and Commodities team.