

194th EAAE Seminar

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*Matching Agri-Food Systems
and Ecosystems via AI:
Aligning Digital Innovation
with Sustainability and Policy Goals*

Seminar Program

10 - 11 September, 2026

Chania, Greece

Mediterranean Agronomic Institute of Chania (CIHEAM MAICH)



European Association of the
Agricultural Economists (EAAE)



Mediterranean Agronomic
Institute of Chania (CIHEAM MAICH)

Seminar Program

THURSDAY, 10 September 2026

08:30 – 09:30 Registration
Conference Center of CIHEAM-MAICh

09:30 – 11:00
Room: **ARISTOTLE**

Introductory session,
Chair: **Konstadinos Mattas**

Welcoming address:
Baourakis George,
Director CIHEAM-MAICh

Opening address:
Teodoro Miano,
Secretary General of CIHEAM, Paris, France

Key-Note Speaker
Donato Romano,
University of Florence, Italy
THEME: **From food as a commodity to the geopolitics of food**

11:00 – 11:30 Coffee break

11:30 – 13:00 PARALLEL SESSIONS

SESSION 1A

Labels and Sustainable Food Choices

Room: **ARISTOTLE** Chair: **Murat Yercan**

Consumer Perceptions of Fish Raised in Treated Wastewater-Based Aquaponics Through the Human–Animal–Environment Nexus

Yeter Gizem - Vecchio Yari - Baourakis George - Slater Matthew James - Adinolfi Felice

Aggregate or Detailed? How Eco-Label Design Shapes Trust and Sustainable Food Choices

Tiganis Antonios - Vásquez Geraldine - Chrysochou Polymeros - Alexi Niki

Cross-European Mapping of Crop Matching Practices

Paltaki Aikaterini - Viti Elena - Michailidis Anastasios - Gulli Mariolina - Veneziani Mario - Arfini Filippo - Mattas Konstadinos

Sustainability in Mediterranean Dairy Farming Systems: A Consumer-Based Study

Vecchio Yari - Masi Margherita - Yeter Gizem - Accattino Francesco - Chaibi Khadija - Baourakis George - Visentin Giulio - Adinolfi Felice - Costa Angela

Understanding Consumer Responses to Environmental and Organic Labels: A Cognitive and Behavioral Approach

De Marchi Elisa - Fadini Irene - Banterle Alessandro - Cavaliere Alessia

SESSION 1B

Consumer Analytics and Food Choice

Room: **SOCRATES** Chair: **Aslı Zuluğ**

Using machine learning to forecast consumers' uptake of branded potatoes

Revoredo Giha Cesar - Dogbe Wisdom - Toma Luiza

Digital Agriculture for What Transition? An AI-Augmented Structural Analysis of Research Trajectories and Contextual Alignment

Theofilou Asterios - Nastis Stefanos - Mattas Konstadinos - Theofilou Konstantinos

Online Grocery Environments and Their Impact on Dietary Management

Baumer Jana - Russell Tomás - Xhakollari Vilma

A Systematic Review of the Adoption of Artificial Intelligence (AI) for Sustainable Food Choices

Dutta Soma - Mitchell Eileen - McCallum Chloe

Can Artificial Intelligence Support Sustainable Gastronomy? Exploring Chefs' Adoption, Perceived Benefits, and Future Expectations

Zuluğ Aslı

13:30 – 15:00

Lunch (Restaurant Mediterranean)

15:00 – 16:30

AFTERNOON SESSIONS

SESSION 2A

Smart Farming and Decision Support

Room: **ARISTOTLE** Chair: **Revoredo Giha Cesar**

Predicting Water Quality Changes from the Implementation of Agricultural Conservation Practices Using a Machine Learning Approach

Cho Seojin - Zhang Wei

Enhancing Water Productivity of 'Picual' Olive Using Aloe vera Biostimulant under Different Irrigation Systems in Arid Regions

Abd El Motelb Maryam M. Mostafa - Abdel Azim Khaled G. - Bakr Radwa - Fawzey Mostafa Emad

Aligning Digital Innovation with Economic Reality: Quantifying the Economic Value of Prediction Accuracy in Crop Disease Decision Support Tools

Progl Leonie - Storm Hugo

Governing AI for Resilient Agri-Food Systems: An Agricultural Economics Perspective on Climate Adaptation and Policy Coherence in Europe and Beyond

Doukas Yannis

Growing with Less: Hydroponic Transitions and Digital Innovation for Resilient Agri-Food Systems in Water-Scarce Regions: Economic, Policy, and Societal Dimensions

Pomoni Dimitra - Doukas Yannis - Koukou Maria - Vrachopoulos Michail

SESSION 2B

Crop Diversification and Agroecology

Room: **SOCRATES**

Chair: **Toma Luiza**

Uniform Incentives, Heterogeneous Landscapes: Within-Farm Allocation of Biodiversity Areas under Agri-Environmental Schemes

Plankensteiner Tobias - Niedermayr Andreas - Kantelhardt Jochen

Attitudes of Olive Growers toward Climate Change and Nature-Based Solutions: Evidence from the Region of Eastern Macedonia and Thrace, Greece

Tsourgianis Lambros - Markopoulos Theodoros - Papadopoulos Sotirios

Impact of Local Government Agricultural Support on Rural Development: Evidence from the İzmir Region, Türkiye

Alpaslan Ali Selim - Yercan Murat

How stakeholders assess the compatibility of digital technologies and agroecology in Europe

Reimand Karl - Niedermayr Andreas - Moroder Alma – Bellingrath Kimura Sonoko – Meyer Aurich Andreas - Schwierz Friederike - Anastasiou Evangelos - Behrendt Karl - Fountas Spyros - Gabriel Andreas - Gandorfer Markus - Landi Andrea - Lowenberg DeBoer James - Maritan Elias - Mumbi Anne - Papantonatou Maria Zoi - Pedersen Søren Marcus - Pesonen Liisa - Reis Pereira António - Spykman Olivia - Timm Stephanie - Vila Verde Cidália - Kantelhardt Jochen

Behavioral Barriers to Crop Diversification in Türkiye

Atakan Pelin - Günden Cihat - Yercan Murat - Mattas Konstadinos

16:30 – 17:00

Coffee break

17:00 – 18:30

AFTERNOON SESSIONS

SESSION 3A

AI Governance and System Resilience

Room: **ARISTOTLE**

Chair: **Christian Schob**

Understanding food security drivers in the face of climate change and biodiversity loss: a resilience framework from EU Living Labs

Kandel Giri

AI-Enabled Circular Transitions in Agri-Food Systems: Linking Behaviour, Ecosystem Goals and Regional Resilience

Toma Luiza - Revoredo Giha Cesar

Administrative Complexity Bias in AI-Driven Agriculture: Evidence from the CAP

Alexander Durach

Bridging the Macro-Micro Divide: A State-of-the-Art Review on Integrating Big Data and Eye-Tracking to Understand Consumer Food Choice

Zouaghi Amine - Menozzi Davide - Sogari Giovanni

PHENOTYPOS - A whole-plant high throughput phenotyping platform to improve plant productivity, agricultural sustainability, and resilience to climate change. "The cereal case study"

Louka Stavros - Bassil Elias - Antoniou Chrystalla - Karpasitou Katerina - Soteriou Georgos - Emmanouilidou Maria - Pallides Andreas - Papadopoulos Harris - Zhao Xindi - Constantinides Andreas - Katsiotis Andreas - Fotopoulos Vassilis - Nikoloudakis Nikos - Panayiotou Charalambos - Constantinou Christos - Tsapparellas Kyriakos - Spyritos Petros - Petasis Kyriakos - Kyriacou Marios - Kyratzis Angelos

SESSION 3B

AI Adoption and Digital Skills

Room: **SOCRATES**

Chair: **Foivos Anastasiadis**

Training agricultural advisors for responsible AI and digital farming: A modular capacity-building framework from the DigiFarm project

Askitopoulos Athanasios - Bormpoudakis Dimitrios - Kontogiorgakis Ioannis - Theodoridis Spyros - Tsardanidis Iason - Tsoumas Ilias - Papadopoulos Stavros - Miskas Vangous - Karagiannis Michalis - Prantsidou Maria - Iachetti Alessandro - Hadjichristodoulou Marianna - Stylianos Thrasos - Loulli Eleni - Papoutsas Christiana - Hadjimitsis Diofantos - Tsafara Argyro - Argyropoulos Dimitrios - Stavrinos Menelaos - Kontos Charalampos

Artificial intelligence chatbot adoption in Mediterranean agrifood SMEs: A Q-methodology study

Dolfi Emanuele - Alshaer Yazan - Vecchio Yari - Adinolfi Felice - Baourakis George

• Skills and Sustainable Futures: Building Competence Frameworks for Twin Transitions in European Agrifood Systems

De Rosa Marcello - Bartoli Luca - Charatsari Chrysanthi - Diezmann Belén - Lioutas Evangelos - Michailidis Anastasios - Moya Adolfo - Valero Constantino - Pagnani Tiziana

Digital Maturity and Transformation of the Agricultural Sector: Developing an Assessment Tool Based on the Digital Maturity Assessment Framework

Sanzone Gennaro - Adinolfi Felice - Vecchio Yari - Olivieri Giuseppina - Del Giudice Teresa

AI-Enabled Food Security: Matching Agri-Food Systems, Ecosystems, and Policy Responses in Times of Disruption

Anastasiadis Foivos - Tsolakis Naoum-Koumpoti Antonia - Saridi Marina

18:30 – 19:00

POSTER SESSION

Room: **Outdoor area**

Chair: **Bournaris Thomas**

Enhancing consumer acceptance of underutilized crops through sensory science, hybrid food design and AI-driven innovation for sustainable diets

Knez Marija - Gurinovic Mirjana - Ranic Marija - Milesevic Jelena - Pavlovic Suzana - Mattas Kostadinou - Baourakis George - Zouaghi Amine - Takic Marija - Stamataki Eleni - Karapatakis Katerina

The Second Harvest: Farmer-Centric Circular Data Governance in Compliance-Driven Agricultural Value Chains

Pavon Andrea - Bendana Espinoza Maria Alejandra

Market Integration of Buckwheat-Based Foods: Consumer Insights from Five European Countries

Ranic Marija - Knez Marija - Schaer Burkhard - Tisseyre Cyril - Gurinovic Mirjana - Vidovic Nevena - Karapataki Katerina - Zouaghi Amine - Yercan Murat - Günden Cihat - Atakan Pelin - Csillag Péter - Horváth Renáta - Mattas Konstadinos

Cooperatives as Innovation Ecosystems in Dairy Farming: Evidence from Greece's Sustainable Livestock Transition

Charalampidou Athina - Bournaris Thomas - Sergaki Panagiota - Tafidou Anna - Dimitriadou Eleni - Moulogianni Christina

Smart Hops for a Sustainable Future: Mapping the Role of AI and Digital Tools in Climate Adaptation

Pilařová Tereza

Understanding Technology Adoption in the Agricultural Sector of Cyprus

Polykarpos Kallouris - Yiorgos Gadanakis

19:00

Dinner – Cretan Night (Restaurant Mediterranean)

FRIDAY, 11 September 2026

9:30 – 11:00

MORNING SESSIONS

SESSION 4A

Livestock and Animal Welfare

Room: **ARISTOTLE**

Chair: **Franz Sinabell**

Assessing economic consequences of an animal health enhancing policy. The case of the "Claw Coin" animal welfare reimbursement scheme in Sweden.

af Sandeberg Agnes

Assessing the impact of stringency in animal welfare regulation on farm performance: Evidence from sow housing regulation

Uddenfeldt Lisa

Decomposing and explaining greenhouse gas emission efficiency of Austrian dairy farms

Salhofer Klaus - Eder Andreas - Landon Tess - Seiringer Martin

Exploring Responsible Decision Support Systems Adoption in Dairy Farming through Q Methodology

Masi Margherita - Vecchio Yari - De Rosa Marcello - Yeter Gizem - De Cesare Alessandra - Adinolfi Felice

Prompting sustainability-driven ventures in the Spanish dairy industry

Mili Samir

SESSION 4B

Diets, Climate and Resource Policy

Room: **SOCRATES**

Chair: **Marija Knez**

Climate Resilience of Mediterranean Maquis Ecosystems: Evidence from Economic Valuation Studies

Türkecul Berna - Yercan Murad - Örmeci Kart Mürşide Çağla - Öztep Ruken - Koukounaras Athanasios - Gkotzamani Anna

Developing policy strategies to decrease the consumption of high-water-footprint food

Kamenidou Irene (Eirini) - Gkitsas Stergios - Mamalis Spyridon

Consumer Perspectives on Cultured Meat and Seafood: Insights from Consumer Innovation Living Labs in Denmark

Favari Vittoria - Lähteenmäki Liisa - Chrysochou Polymeros

Diversifying diets and scaling the potential of underutilized crops for sustainable and resilient food systems: insights from the DIVERSICROP action

Knez Marija - Milesevic Jelena - Pavlovic Suzana - Mattas Konstantinos - Negrao Sonia - Balázs Bálint - Lara Szymon - Gurinovic Mirjana - Cujic Nikolic Nada

From Guideline Visibility to Dietary Pathways: Mapping Pea, Chickpea and Rye in European Sustainable Diet Transitions

Milesevic Jelena - Khakimova Nadiia - Simonovic Bogdana - Knez Marija

SESSION 4C

Innovation and Food-System Transitions

Room: **PYTHAGORAS**

Chair: **Vecchio Yari**

Directing agricultural innovation toward sustainable productivity growth: directionality, governance and measurement challenges

CAMPI Mercedes

Financing Sustainable Food-System Transitions: A Comparative Analysis of Nordic and European AgriFoodTech Financing Ecosystems

Vanhuyse Fedra

Crop yield stability in organic and conventional farming systems

Beber Caetano - Ana Klinnert - Schneider Kevin - Baldoni Edoardo - Fellmann Thomas - Tillie Pascal - Rodriguez Cerezo Emilio

From Terroir to Algorithms: Technology Transfer and Digital Innovation Adoption in Greek PDO Viticulture

Fakotakis Eleftherios - Malliri Maria - Paltaki Aikaterini - Mattas Konstadinos - Mamalis Spyridon

Hospital-based farmers' markets as socio-economic food infrastructure: An Italian Initiative between Prevention, Embeddedness and Digital Coordination

Fargione Riccardo - De Rosa Marcello - Vecchio Yari - Adinolfi Felice - Gasbarrini Antonio

11:00 – 11:30

Coffee break

SESSION 5A

Digitalisation and Stakeholder ReadinessRoom: **ARISTOTLE** Chair: **Filippo Arfini**

Assessing System-Level Impacts of Agricultural Digitalisation: A Participatory Multi-Criteria Analysis across Living Labs

Vergamini Daniele - Bartolini Fabio

Assessing Stakeholder Readiness for IoT Adoption in the Greek Agri-Food Supply Chain

Roumpaki Aikaterini - Staboulis Christos - Tsakiridou Efthimia - Mattas Konstadinos

BPMN-CBA for Evaluating Environmental and Social Trade-offs in Vineyard Digitalisation: Evidence from CODECS Living Labs in Italy and Slovenia

Vergamini Daniele

Bridging the Intention – Action Behaviour Gap in the Promotion of PDO-certified Cheese in Greece

Koullias Konstantinos - Mattas Konstadinos - Tsakiridou Efthimia - Lazaridou Dimitra - Panagiotidou Theodora

SESSION 5B

Digital Value Chains and TraceabilityRoom: **SOCRATES** Chair: **Giulio Malorgio**

Consumer Behaviour Towards Traceability Information: Evidence from Digital Wine Labelling

Giannakopoulou Marianthi - Stylianou Andreas - Ioannou Stavroula - Adamides George

Cognitive Distance between Science, Business and the Public: A Comparative Analysis of Mastic

Psathas Antonios - Kalogeras Nikos - Tsagarakis Konstantinos

Farmers' Position in the Food Supply Chain: Marketing Margin Evidence from 26 Fruits and Vegetables in Cyprus

Stylianou Andreas - Giannakopoulou Marianthi

The future of blockchain adoption in agricultural cooperatives: Drivers, barriers and application prospects.

Xylagras Panagiotis - Sergaki Panagiota - Kalogeras Nikos - Staboulis Christos - Mattas Konstantinos - Pennings Joost M.E.

SESSION 5C

Farm Behaviour and PolicyRoom: **DEMOCRITUS** Chair: **Klaus Salhofer**

A typology of “good farmers” - exploring viewpoints of a good farmer identity with Austrian dairy farmers in the context of GHG Emissions

Schreiber Mariella - Leonhardt Heidi - Salhofer Klaus

From Recognition to Adoption: Stakeholder Perceptions of Legumes in European Agri-Food Systems

Syndoukas Nikolaos – Mattas Konstadinos - Tsakiridou Efthimia - Staboulis Christos

Economic and Environmental Performance of Organic and Conventional Farms in Austria: A Multi-Indicator Analysis

Landon Tess - Salhofer Klaus

13:15 – 13:45 PLENARY SESSION

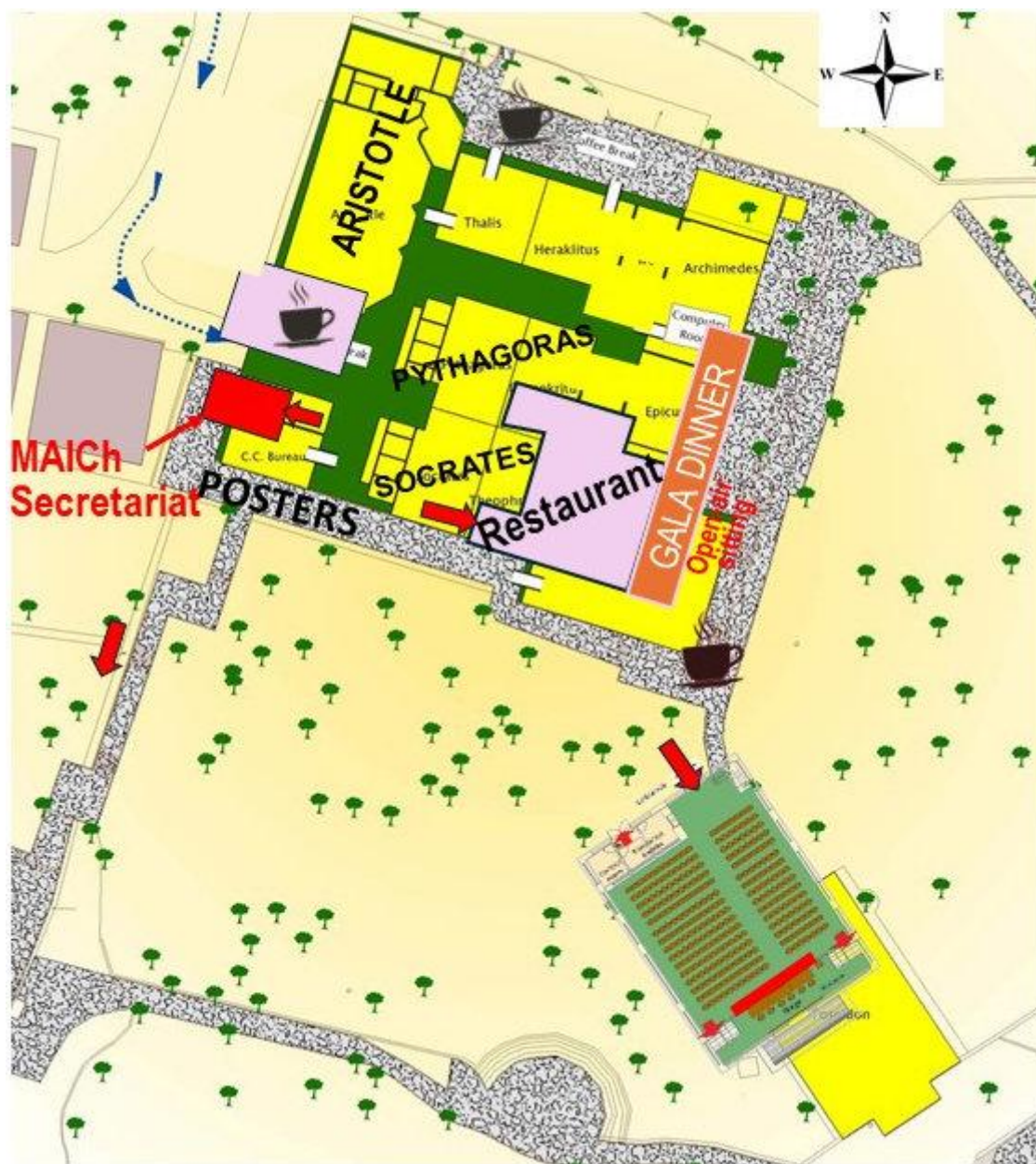
Mattas Konstadinos - Closing Remarks

Room: **ARISTOTLE**

13:45-15:00 Lunch (Restaurant Mediterranean)

*** Selected papers presented at the Seminar will be considered for possible publication either in a Special Issue of New Medit or in a multi-authored edited volume in Springer's Cooperative Management series.

Map of MAICH Conference Centre



confer.maich.gr



maps.app.goo.gl/B6n9cwVgHDXkx6zt5

IMPORTANT INFORMATION

LANGUAGE

The official language of the conference is English.

REGISTRATION /CHECK IN

Registration will take place at the Conference Center Office of MAICh venue on Thursday, 10 September 2026 from 08:30 till 09:30. There, you will receive your badge and conference bag.

ROOM ALLOCATION AT THE MAICh CONFERENCE VENUE

Conference Room will be **ARISTOTLE, SOCRATES AND PYTHAGORAS**

Poster session: the posters will be displayed in the outdoor area.

Lunches and Gala Dinner: MEDITERRANEAN restaurant

CONFERENCE BADGES

Badges function as tickets for the conference rooms and for the “Mediterranean” Restaurant, which is located in the conference venue. Therefore, badges should be worn at all times.

PROGRAM

The program of the 194th EAAE Seminar, “Matching Agri-Food Systems and Ecosystems via AI: Aligning Digital Innovation with Sustainability and Policy Goals,” is available online at:

<http://194eaae.maich.gr/en/program/program>

RECEIPTS/INVOICES

You should have already received your receipt/invoice through email. In case there is no receipt/invoice received so far, please contact the conference secretariat.

WIFI

In MAICh conference venue WIFI can be accessed without a password throughout the conference. There are different access points. Please use the one with the strongest signal. MAICh provides **50Mbit** internet connection that can easily support hundreds concurrent users.

SOCIAL PROGRAMME

Lunches and Gala conference dinner will be served in the “Mediterranean” Restaurant within MAICh.

The dinner-Cretan Night will take place on 10th of September from 19:00 to 23:00.

INSTRUCTIONS FOR POSTER PRESENTATIONS

The poster session will take place in the outdoor area.

The posters should be in their place on **Thursday the 10th of September BEFORE** the poster sessions start and be **removed** until **Friday the 11th of September**, after the end of the EAAE Seminar.

Boards with size 0,85m (width) x 1,20m (height) will be available.

The poster exhibitors should ask at the conference secretariat upon arrival where they will hang their poster(s). Adhesive material for placing the posters on the poster panels will be provided by the conference secretariat. Pins are strictly prohibited.

HOTELS-AIRPORT

Participants are responsible to arrange their own transportation from MAICh to the airport and vice versa. The best way is taking a taxi which costs approximately 30€ from/to the city center.

GOOD TO KNOW

Taxi numbers in Chania: 0030 2821098700

Conference secretariat can assist and call taxi if requested (congress hours)

Most shops downtown are open during the following times:

Monday, Wednesday and Saturday: 9.00-14.00 Tuesday, Thursday and Friday: 9.00-14.00 and 18:00-21.00

Tourist Shops in the old city of Chania are open all day.

USEFUL LINKS

The Chania city official website: <https://www.chaniatourism.gr/>

While in Chania, you can participate in different events that are organized during this period.

More info at: <https://www.chania-culture.com/events>, <http://allevents.in/chania>

LOCAL TRANSPORTATION

Bus No13 connects MAICh venue with the city center. The timetable can be found in the [Chania City Bus website](#). AGORA is the terminal stop as well as the departure point from the city center to MAICh. The same bus also departs from square 1866, which is closer to the KTEL bus station than the AGORA terminal station. More info on how to get to MAICh venue can be found at: <http://confer.maich.gr/info/travel.html>

The Municipality of Chania is operating two outlying open-air "Park & Ride" lots in the Kladisos Parking area and at the Markopoulo Park site.

Residents and citizens can park their vehicles at these outlying lots for free on a daily basis; furthermore, to better serve drivers, the Municipality of Chania provides free electric bus services connecting these locations to the city center, **ensuring comfortable and eco-friendly transportation.**

Kladisos Parking Area <https://share.google/sZRcQrUenW6JalZuh>

- Monday to Saturday: every twenty minutes from 07:00 to 00:40
- Sundays & Public Holidays: No service

Markopoulo Park Site (Ag. Ioannis) <https://share.google/gyvZWsHcAOX5yGajv>

- Monday to Saturday: every twenty minutes from 07:15 to 01:10
- Sundays & Public Holidays: No service

Electric bus route map: <https://www.chania.gr/ta-chania-mou/parkchania/parkride/parknridechania/>

The conference secretariat is open during the conference hours willing to help and assist participants.

Please take into consideration that photos will be taken randomly during the conference. A consent form provided by the MAICh secretariat should be signed during registration. If you do not wish to be photographed and missed to sign the form or you wish to delete a photo, please inform the conference secretariat at MAICh

Health and Safety

SELF-ISOLATION/QUARANTINE (in case of a serious epidemic):

While the Institute takes all precautions to avoid contamination, in case of a confirmed e.g. COVID case in the Institute, you may be asked to self-isolate and/or quarantine. Please note that you are **OBLIGED** to do this if you are asked to by the state authorities. Please always be aware to wash your hands regularly, and to use disinfectant wherever possible. While MAICh takes every care to ensure your health and safety on the campus, you are personally responsible for your own safety. Please always show **PERSONAL RESPONSIBILITY**.

IN CASE OF FIRE:

- ✓ Stay calm and don't panic; Call the fire brigade immediately: **199**
- ✓ If you know how to use a fire extinguisher, use it to put out the fire before the fire spreads; Evacuate the building according to the plans on display in each area; Gather at the assembly area as specified in the plan on display in the building; If you can't leave the room, seal the doors and windows in order not to help the fire spread.

IN CASE OF EARTHQUAKE:

- ✓ Stay calm and don't panic; Stay away from furniture or objects which can fall on you.
- ✓ Find shelter under a table or desk or next to a solid piece of furniture (in a safe triangle). If there is no suitable furniture, crouch in the middle of the room and cover your head with your hands.
- ✓ Find shelter under the frame of a door; Stay away from glass surfaces; Do not go out onto the balcony; Do not run towards the exit; Do not use the elevator; After the shaking stops completely, leave the building with caution; Remember: do not run; Gather at the assembly area as specified in the plans on.

Students/visitors are responsible for their personal belongings in their rooms. In the case of loss, the Institute bears no responsibility. Students/visitors must keep their door locked when they are absent from their room. The Institute holds no responsibility for lost or stolen personal items.

EMERGENCY EVACUATION LOCATIONS

See designated areas in Page 20.

AT ALL TIMES: Please consider all the people who use the Institute's facilities, as well as the cleaning ladies who need to clean up afterwards. All students/visitors are required to adhere to these rules of cleanliness.

An Automated External Defibrillator (AED) is available in the venue.



EUROPEAN REGION OF GASTRONOMY
CRETE AWARDED 2026