



## **Virtual International Conference**

Organized for Economic Analysis and Policy Journal Special Issue on

### **“Linking Farmers to Markets: Barriers, Solutions, and Policy Options”**

Hosted by the Asian Development Bank Institute (ADBI), Tokyo, Japan

**16 - 18 August 2023**

(Japan Standard Time)

#### **Guest Editors:**

Assoc. Prof. Wanglin Ma, Lincoln University, Christchurch, New Zealand

Dr. Dil Rahut, Vice Chair Research, Asian Development Bank Institute, Tokyo, Japan

Dr. Tetsushi Sonobe, Dean, Asian Development Bank Institute, Tokyo, Japan

Prof. Binlei Gong, Zhejiang University, Hangzhou, People’s Republic of China

#### **Conference Website:**

<https://www.adb.org/news/events/linking-farmers-to-markets-barriers-solutions-and-policy-options>



## Conference Agenda

<b>Day One: 16 August 2023</b>	
<b>11:00-11:10</b>	<b>Introduction/Technical Guidance/Photo Session</b>  Dil Rahut, Vice-Chair of Research/Senior Research Fellow, Asian Development Bank Institute (ADBI), Japan
<b>11:10-11:20</b>	<b>Opening Remarks</b>  Tetsushi Sonobe, Dean, Asian Development Bank Institute (ADBI), Japan
<b>11:20-11:45</b>	<b>Keynote Speech</b>  “Linking Smallholder Farmers to Markets: Challenges and Opportunities Post the COVID-19 Pandemic.”  Maria Fay Rola-Rubzen, Deputy Director and Associate Professor, The University of Western Australia, Australia
<b>11:45-12:00</b>	<b>Q&amp;A</b>
<b>12:00-12:05</b>	<b>Session Chair: Baiding Hu</b> , Associate Professor, Lincoln University, New Zealand
<b>12:05-12:35</b>	<b>Paper 1: Government-Supported Marketing Channels and Smallholders’ Incomes: Evidence from High-Value Crop Producers in India</b>
<b>12:05-12:20</b>	Presenter: <b>Alexis Villacis</b> , Assistant Professor, Arizona State University, United States
<b>12:20-12:30</b>	Discussant: <b>Vijay Laxmi Pandey</b> , Professor, Indira Gandhi Institute of Development Research, Mumbai, India
<b>12:30-12:35</b>	Q&A
<b>12:35-13:05</b>	<b>Paper 2: IMPROVING INDONESIA’S PALM OIL SUSTAINABILITY AND MARKET ACCESS THROUGH FINANCING: DISCONNECTS AND POLICY SOLUTIONS</b>
<b>12:35-12:50</b>	Presenter: <b>Wewin Wira Wahid</b> , Program Officer, Resilience Development Initiative, Indonesia
<b>12:50-13:00</b>	Discussant: <b>Alexis Villacis</b> , Assistant Professor, Arizona State University, United States
<b>13:00-13:05</b>	Q&A
<b>13:05-13:35</b>	<b>Paper 3: Market Power: Why China's Temporary Corn Storage Policy Failed</b>
<b>13:05-13:20</b>	Presenter: <b>Chen Tonghui</b> , PhD Student, Chinese Academy of Fiscal Science, People's Republic of China



13:20-13:30	Discussant: <b>Xu Tian</b> , Professor, China Agricultural University, People's Republic of China
13:30-13:35	Q&A
<b>13:35-14:05</b>	<b>Paper 4: Do “top-down” policy interventions promote the development of rural e-commerce? Empirical evidence from rural China</b>
13:35-13:50	Presenter: <b>Jing Gao</b> , Doctoral Candidate, Lanzhou University, People's Republic of China
13:50-14:00	Discussant: <b>Jingsheng Cao</b> , Doctor, Central University of Finance and Economics, People's Republic of China
14:00-14:05	Q&A
<b>14:05-14:10</b>	<b>Ending Session: Baiding Hu</b> , Associate Professor, Lincoln University, New Zealand
<b>14:10-15:00</b>	<b>Long Break (50 minutes)</b>
<b>15:00-15:05</b>	<b>Session Chair: Bhagirath Behera</b> , Professor, Indian Institute of Technology Kharagpur, India
<b>15:05-15:35</b>	<b>Paper 5: Linking wine farmers to international markets: Is direct export better than indirect export?</b>
15:05-15:20	Presenter: <b>Marta Fernández Olmos</b> , Associate Professor, University of Zaragoza, Spain
15:20-15:30	Discussant: <b>Hongyun Zheng</b> , Associate Professor, Huazhong Agricultural University, People's Republic of China
15:30-15:35	Q&A
<b>15:35-16:05</b>	<b>Paper 6: Market Participation and Subjective Well-being of Maize Farmers in China</b>
15:35-15:50	Presenter: <b>Junpeng Li</b> , Associate Professor, Huaiyin Normal University, People's Republic of China
15:50-16:00	Discussant: <b>Xinru Han</b> , Associate Professor, Chinese Academy of Agricultural Sciences, People's Republic of China
16:00-16:05	Q&A
<b>16:05-16:35</b>	<b>Paper 7: Does e-commerce promote the price premium for smallholder livestock products? Evidence from egg trading data from China's e-commerce platform</b>
16:05-16:20	Presenter: <b>Jingsheng Cao</b> , Doctor, Central University of Finance and Economics, People's Republic of China
16:20-16:30	Discussant: <b>Sokcheng Sim</b> , Director, Cambodian Development Resource Institute (CDRI), Cambodia
16:30-16:35	Q&A



<b>16:35-17:05</b>	<b>Paper 8: Analyzing Market Power of the Agriculture Industry in Asia</b>
16:35-16:50	Presenter: <b>Adrian Rodriguez del Valle</b> , PhD Student, University of Oviedo, Spain
16:50-17:00	Discussant: <b>Jianjun Tang</b> , Associate Professor, Renmin University of China, People's Republic of China
17:00-17:05	Q&A
<b>17:05-17:10</b>	<b>Ending session: Bhagirath Behera</b> , Professor, Indian Institute of Technology Kharagpur, India
<b>17:10-17:15</b>	<b>Closing Session: Dil Rahut</b> , Vice-Chair of Research/Senior Research Fellow, Asian Development Bank Institute (ADBI), Japan

## Day Two: 17 August 2023

<b>11:10-11:20</b>	<b>Introduction/Technical Guidance/Photo Session</b>  <b>Dil Rahut</b> , Vice-Chair of Research/Senior Research Fellow, Asian Development Bank Institute (ADBI), Japan
<b>11:20-11:45</b>	<b>Keynote Speech:</b>  "Understanding farmers' marketing behavior in developing countries: Lessons from selected empirical studies"  <b>Girma Tesfahun Kassie</b> , Principal Agricultural Market Economist, International Center for Agricultural Research in the Dry Areas (ICARDA), Morocco
<b>11:45-12:00</b>	Q&A
<b>12:00-12:05</b>	<b>Session Chair: Alison Bailey</b> , Professor of Farm Management, Lincoln University, New Zealand
<b>12:05-12:35</b>	<b>Paper 9: Linking Farmers to Markets: Assessing Small-Scale Farmers' Preferences for an Official Phytosanitary Regime in the Kyrgyz Republic</b>
12:05-12:20	Presenter: <b>Gulkaiyr Saparova</b> , Student, Hiroshima University, Japan
12:20-12:30	Discussant: <b>Jon Marx P. Sarmiento</b> , Research Associate, University of Western Australia, Australia
12:30-12:35	Q&A
<b>12:35-13:05</b>	<b>Paper 10: Impact of Agricultural Export Duration on New Market Entry: Evidence from China</b>
12:35-12:50	Presenter: <b>Ping Wei</b> , PhD Candidate, China Agricultural University, People's Republic of China
12:50-13:00	Discussant: <b>Xuejun Wang</b> , Professor, Nanjing Agricultural University, People's Republic of China



13:00-13:05	Q&A
<b>13:05-13:35</b>	<b>Paper 11: Interplay between Farm Production Diversity and Dietary Diversity with Market Access: Evidence from India</b>
13:05-13:20	Presenter: <b>Suganthi D</b> , Manager, Reserve Bank of India, India
13:20-13:30	Discussant: <b>Yao Lu</b> , Deputy Dean, Yunnan Agricultural University, People's Republic of China
13:30-13:35	Q&A
<b>13:35-14:05</b>	<b>Paper 12: Farmland Marketing and Agricultural-production Outsourcing Service Growth: Evidence from China's Land Economic Survey</b>
13:35-13:50	Presenter: <b>Mingjun Xu</b> , Student, Nanjing Agricultural University, People's Republic of China
13:50-14:00	Discussant: <b>Wenjin Long</b> , Associate Professor, China Agricultural University, People's Republic of China
14:00-14:05	Q&A
<b>14:05-14:10</b>	<b>Ending session: Alison Bailey</b> , Professor of Farm Management, Lincoln University, New Zealand
<b>14:10-15:00</b>	<b>Long Break (50 minutes)</b>
<b>15:00-15:05</b>	<b>Session Chair: Binlei Gong</b> , Professor, Zhejiang University, People's Republic of China
<b>15:05-15:35</b>	<b>Paper 13: Does digital financial market participation improve the welfare of rural residents in China: Based on individual consumption inequality perspective</b>
15:05-15:20	Presenter: <b>Xiaocheng Li</b> , Student, Nanjing Agricultural University, People's Republic of China
15:20-15:30	Discussant: <b>Christopher Gan</b> , Professor of Accounting and Finance, Lincoln University, New Zealand
15:30-15:35	Q&A
<b>15:35-16:05</b>	<b>Paper 14: Smallholders' Integration and Governance in Indonesian Third Wave Coffee Value Chain</b>
15:35-15:50	Presenter: <b>Evi Mariana</b> , PhD Candidate, Justus-Liebig University of Giessen, Germany
15:50-16:00	Discussant: <b>Adrian Rodriguez del Valle</b> , PhD Student, University of Oviedo, Spain
16:00-16:05	Q&A
<b>16:05-16:35</b>	<b>Paper 15: Market participation and pastoral welfare in drought-prone areas: A dose-response analysis</b>



16:05-16:20	Presenter: <b>Asresu Yitayew</b> , Director, Amhara Regional Agricultural Research Institute, Ethiopia
16:20-16:30	Discussant: <b>Kathryn Bicknell</b> , Senior Lecturer, Lincoln University, New Zealand
16:30-16:35	Q&A
<b>16:35-17:05</b>	<b>Paper 16: Smallholder Ghanaian rice farmers' preferences for a joint venture inclusive business model</b>
16:35-16:50	Presenter: <b>Priscilla Creppy</b> , Research Fellow, Lincoln University, New Zealand
16:50-17:00	Discussant: <b>Bente Castro-Campos</b> , Senior Researcher, Justus Liebig University Giessen, Germany
17:00-17:05	Q&A
<b>17:05-17:10</b>	<b>Ending session: Binlei Gong</b> , Professor, Zhejiang University, People's Republic of China
<b>17:10-17:15</b>	<b>Closing Session: Dil Rahut</b> , Vice-Chair of Research/Senior Research Fellow, Asian Development Bank Institute (ADBI), Japan

## Day Three: 18 August 2023

<b>11:00-12:00</b>	<b>Introduction/Technical Guidance/Photo Session</b>  <b>Dil Rahut</b> , Vice-Chair of Research/Senior Research Fellow, Asian Development Bank Institute (ADBI), Japan
<b>11:00-11:05</b>	<b>Session Chair: Qingfeng Zhang</b> , Senior Director, Agriculture, Food, Nature, and Rural Development Sector Office, Sectors Group, ADB
<b>11:05-11:35</b>	<b>Paper 17: Smallholder inclusion through cooperative contract farming of Cavendish banana farmers in Davao del Norte, Philippines: A meta-frontier approach</b>
11:05-11:20	Presenter: <b>Jon Marx P. Sarmiento</b> , Research Associate, University of Western Australia, Australia
11:20-11:30	Discussant: <b>Suganthi D</b> , Manager, Reserve Bank of India, India
11:30-11:35	Q&A
<b>11:35-12:05</b>	<b>Paper 18: Linking farmers to markets: Does cooperative membership facilitate e-commerce adoption and income growth in rural China?</b>
12:05-12:20	Presenter: <b>Chen Chen</b> , PhD Candidate, Lincoln University, New Zealand
12:20-12:30	Discussant: <b>Moh Shadiqur Rahman</b> , Associate Professor, University of Brawijaya, Indonesia
12:30-12:35	Q&A



<b>12:35-13:05</b>	<b>Paper 19: Can Citrus Farmers Earn More from Selling Online?</b>
<b>12:35-12:50</b>	Presenter: <b>Hepai Zhang</b> , PhD Candidate, Huazhong Agricultural University, People's Republic of China
<b>12:50-13:00</b>	Discussant: <b>Omphile Temoso</b> , Adjunct Research Fellow, University of New England, Australia
<b>13:00-13:05</b>	Q&A
<b>13:05-13:35</b>	<b>Paper 20: Promoting the Inclusion of Smallholder Farmers through Agriculture Public-Private-Producer Partnerships in Cambodia</b>
<b>13:05-13:20</b>	Presenter: <b>Sokcheng Sim</b> , Director, Cambodian Development Resource Institute (CDRI), Cambodia
<b>13:20-13:30</b>	Discussant: <b>Wei Yang</b> , Senior Lecturer, Lincoln University, New Zealand
<b>13:30-13:35</b>	Q&A
<b>13:35-13:40</b>	<b>Ending session: Qingfeng Zhang</b> , Senior Director, Agriculture, Food, Nature, and Rural Development Sector Office, Sectors Group, ADB
<b>13:40-13:50</b>	<b>Closing Remarks: Dil Rahut</b> , Vice-Chair of Research/Senior Research Fellow, Asian Development Bank Institute (ADBI), Japan