

## Editorial

In this issue of *Economia agro-alimentare / Food Economy* we propose five articles that evidence the wide-ranging coverage of topics dealing with important issues in the agri-food system.

Subjects addressed include:

- consumer preferences and segmentation, focused on
  - yoghurt;
  - organic food;
  - products with nutritional claims;
- education and food waste;
- social farming.

In the first paper Edvin Zhllima, Drini Imami, Elvina Merhaj, Irma Qinami and Erdit Nesturi present a study on “Consumer preferences for yogurt in Albania”. They contribute by adding knowledge on consumer behaviour in Albania. The study provides results from of an empirical survey conducted in Tirana, based on face-to-face interviews with 250 consumers. In this study, a choice-based conjoint analysis is used to investigate how the main yogurt attributes (price, origin, fat content and safety guarantee) affect consumption choices, thus allowing to segment yogurt consumers in Tirana. Also willingness to pay analysis reveals important information regarding such attributes, highlighting a growing interest towards the consumption of low-fat content yogurt. Based on the survey findings, the authors provide marketing and policy recommendations for the dairy sector’s stakeholders, with particular focus on food safety and quality.

The second paper is authored by Rosa Maria Fanelli and Angela Di Nocera and it deals with the implementation of new educational campaigns against food waste. They propose an exploratory analysis of best practices in European Countries on how to address the prevention of edible food waste and to encourage its reuse, proposing an inventory of existing actions in Europe and specifically, Italy. They conclude that currently most stakeholders rely

upon soft instruments such as awareness campaigns, round tables, networks and information platforms. Indeed, consumer information and involvement in food waste reduction seems to be a key measure. Collaboration and participatory multi-stakeholders approaches are very important in this context. The measures and policies implemented are very diverse and sometimes it is difficult to harmonise them. In addition a measurement of their impact still needs to be carried out, especially at the local level.

In the third paper, Drini Imami, Engjell Skreli, Edvin Zhllima and Catherine Chan address a very timely issue, namely consumers' awareness and knowledge of organic foods in Albania, a country in the Western Balkans area characterized by a transition economy. The issue of understanding consumers' preferences and segmenting those buying organic products is particularly interesting in a perspective of organic market development in Albania. Data collected through face-to-face interviews to 300 urban residents of Tirana have undergone a two-step clustering technique to classify consumers by socio-demographic variables (specifically education, gender and age). The study highlights a general lack of understanding of the definition of organic food, while organic products enjoy a reputation of safety and healthiness among Albanian consumers. Future marketing actions by producers/traders, including a consumer education campaign, could be tailored to consumer profile described in this study.

In the fourth paper, Davide D'Angelo and Saverio Senni analyse the role of Social Farming in Italy and propose an exploratory survey of recent national regulation. By focusing on social farmers and their structure. Main features, and services provided by the authors make an appraisal of this phenomenon. Results show that a high regional and local diversity has generated a wide heterogeneity of existing social farming practices and their relative fragmentation. With reference to the national regulation, only half of them fit with legal definitions and requirements.

Finally, for the section "Notes and Documents", Belinda López-Galán, Tiziana de-Magistris and Vincenzina Caputo present an interesting study on the impact of emotional intelligence of consumers when purchasing products with nutritional claims. They used a measurement tool called "Consumer Emotional Intelligence Scale" (CEIS). The aim is to test the influence of emotional abilities on purchase decision of potato chips. The analysis uses a latent class multinomial logit model. The findings allow a partial confirmation of the hypotheses and they pave the way to a further analysis designed to understand consumer behaviour heterogeneity.

In line with the journal's policy and its internationally oriented aims and scope, also in this issue the authors are from different countries, namely 6 authors from Albania, 4 from Italy, 2 from Spain, and 2 from the US, and again the scope of their analysis spans from local to international. All the papers in this issue are published in English, in accordance with the journal's

goal to address an international audience. This is particularly important for the development of the journal and the SIEA-Italian Society of Agri-food Economics, supports this effort by establishing the Best Paper Award for the papers published in English language in our journal every year. The award will be assigned based on the judgement of the journal's Scientific Advisory Board and announced during the annual meetings of SIEA. Once again, the Editorial Board strongly encourages authors to contribute submitting their research work the journal and reiterate that manuscripts can be submitted either in English or in Italian language.

We also encourage again our authors and readers to consider submitting a special issue proposal to be published in *Economia agro-alimentare/Food Economy*, especially on topics related to emerging research issues. As always, we acknowledge and appreciate the support of our community of authors, reviewers, and readers and we hope in a continued engagement.

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