

# European Symposium

## A Short introduction of our speakers

**Jo Swinnen** currently is Professor of Development Economics and Director of the LICOS-Centre for Institutions and Economic Performance, a Centre of Excellence at the University of Leuven (KUL). He holds a Ph.D from Cornell University.

He is Senior Research Fellow at the Centre for European Policy Studies (CEPS), Brussels. He was previously Lead Economist at the World Bank and Economic Advisor at the European Commission. He also consults for the OECD, FAO, EBRD, UNDP, IFAD, and to several Governments. He further acts as coordinator of several international research networks and projects on food policy, institutional reforms, transition, political economy, globalization and agricultural trade.

He was awarded the Francqui Chair in Gent in 2009 and a Methusalem Research Award at the KUL in 2008. He was elected Fellow of the European Association of Agricultural Economists and President-Elect of the International Association of Agricultural Economists.

His latest books are "Political Power and Economic Policy" (Cambridge Univ Press), "Global Supply Chains, Standards, and the Poor" (CABI), "Distortions to Agricultural Incentives in the Transition Economies of Europe and Central Asia" (World Bank Publications), "The Perfect Storm: The Political Economy of the Reform of the Common Agricultural Policy" (CEPS), and "From Marx and Mao to the Market" (Oxford University Press -- and Chinese translation by Beijing University Press).

**Jan Douwe van der Ploeg** attended Wageningen Agricultural University where he was awarded the degree of agricultural engineer in 1976. In Wageningen he specialized in agrarian sociology of non-western countries, development economics and methods and techniques of social research. During his study he spent more than a year in Peru. Here, in Piura, he studied the contradictions of the land reform process that was taking place at that time. After he had completed his field research he wrote his first book, *De Gestolen Toekomst* (The Stolen Future) in which he compared the development pattern that had evolved within local peasant communities to that imposed by the government.

In the early 1980's, together with Eppo Bolhuis, he designed a multidisciplinary research programme that focussed on a better understanding of the complex and often contradictory relations between farming and markets. This research was carried out in Italy (Emilia Romagna and Campania) and in Peru (Antapampa and Alto Piura) and formed the bases for which was published in the Netherlands under the title *Labour, Markets and Agricultural Production*. His doctoral thesis demonstrated that an increased incorporation into the markets on the supply side (that is an increased commoditization of the agricultural process of production) implied a basic shift in development pattern from ongoing intensification, spurred mainly by an increase in the quantity and quality of labour to an continuous increase in scale and a (relative) extensification. It was a thesis that gave rise to considerable debate.

After a short period as lecturer at the University of Leiden, Jan Douwe van der Ploeg was asked by Norman Long, Professor of Development Sociology to join his team at Wageningen University. In 1987 Jan Douwe van der Ploeg was invited by Vito Saccomandi, Professor of Agricultural Economics in Perugia and later Italian Minister of Agriculture to join his team for a year.

Together with his research group Jan Douwe van der Ploeg demonstrated that "rural development" is not simply a question of political programmes or rhetoric. It is a promising and widespread phenomenon that is based on farmers' practice. Jan Douwe van der Ploeg became increasingly involved in the public debate on the future on agriculture that was gradually increasing in momentum. He was also closely involved in some of the grass root initiatives that aimed at developing (practical) new alternatives to the reigning model of ongoing scale-increase and further industrialization of agriculture.

Currently, Jan Douwe van de Ploeg is involved in several research initiatives:

- a) A systematic and comparative analysis at European Union (EU) level of the socio-economic impact of rural development processes (EU funded)
- b) An inquiry into novelty production, technological regimes and strategic niche management (funded by the NWO, the Dutch Society for Scientific Research)
- c) Support to the development of new lines of research and techno-institutional design methods in South Africa (ARDP and SANPAD)
- d) Analysis of new forms of rurality in the Netherlands and Italy (ACLI/IREF)
- e) The development of new roads towards sustainability in dairy farming (VEL/VANLA)
- f) Processes of de- and re-peasantization (Italy, Eastern Europe, the Netherlands)

His latest publications are "The Virtual Farm: Past, Present and Future of the Dutch Peasantry" (Van Gorcum Ltd, 2003) and "The New Peasantries: Struggles for Autonomy and Sustainability in an Era of Empire and Globalization" (Earthscan, 2008) *Economy of the Reform of the Common Agricultural Policy* (CEPS), and "From Marx and Mao to the Market" (Oxford University Press -- and Chinese translation by Beijing University Press).



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**Tamsin Cooper**, Head of Agriculture and Land Management Programme, IEEP (Institute for European Environmental Policy), Tamsin Cooper has 10 years experience of working on EU agricultural policy. Prior to joining IEEP in 2005 she completed a three year post doc at Imperial College London, following a PhD in the Geography Department at University College London on the 'Social Change in the Wine Sector in Mediterranean France'. She is joint head of IEEP's Agriculture and Land Management programme, responsible for the team's portfolio of research and policy work, and dissemination activities. She has extensive experience in the management of pan-European research projects for a wide range of clients and is the author of a large number of publications. She provides regular policy briefings and advice to the UK statutory agencies, NGOs and to a range of stakeholders in the CAP debate, has participated in a number CAP-related Tasks Forces and Enquiries, and gives frequent workshop and conference presentations. In addition to her work at IEEP, she is a Visiting Fellow at the Centre for Environmental Policy at Imperial College London, and is a Fellow of the 'Rural Economies and Land Use' research programme, funded by the UK Research Councils.

**Marc Vandercammen** is Director-General of CRIOC OIVO, Research and Information Centre of consumer Organizations. Author of different book: La Distribution; Recherche Marketing - Outil Fondamental Du Marketing; Marketing- L'Essentiel Pour Comprendre, Decider, Agir; Refusez Les Arnaques !; Etudes De Marches Methodes Et Outils; Les pratiques du commerce électroniques; Oser le Marketing Durable. Marc Vandercammen is at the origin of the food and consumption observatory launched with the sustain of the Région Wallonne in cooperation with the agro science university of Gembloux.

**Luc Rogge** is Director-General of Colruyt, Okay and Bioplanet. A Belgium group of retail stores. After his studies mathematics, Luc Rogge joined Colruyt in 1978 as a computer engineer. Afterwards he was responsible for pricing, stock management, manager of one of the Colruyt stores, head of personnel, head of meat central, head of logistics and CEO since 1996. Offspring of a large agricultural family, Luc Rogge knows the issues of agricultural life from closeby.

