Contents	Page
Opening Session	
E-Commerce and E-Markets: an Overview Schiefer, G. (Germany)	3
E-Commerce in Agri-Business-Chains Helbig, R. (Germany)	17
E-Commerce in Agrifood: implications for policy Beers, G., Bogaardt, M.J., Beulens, A.J.M. (The Netherlands)	29
Session 2: Country Overviews I	
Electronic Commerce in Agribusiness: Current Situation and Perspectives in the Netherlands  Bogaardt, MJ., Beers, G., Beulens, A.J.M. (The Netherlands)	37
E-Commerce Developments in the French Agriculture and Food Industry Waksman, G. (France)	49
Electronic Commerce in Agriculture: Current Situation and Perspectives in Britain Offer, A.L. (United Kingdom)	55
Session 3: Country Overviews II	
Electronic commerce of agricultural products in Italy Bonati, G. (Italy)	65
Internet Usage in Brazilian Agriculture: Current Situation and Perspectives da Silva, C.A.B., da Silva, A.G. jr. (Brazil)	73
Session 4: Theoretical Issues	
Theory and Practice of Auctions Becker, T. C. (Germany)	83
Impact of E-Commerce on the Competitiveness and Structure of Agricultural and Food Sectors  Bredahl, M., Luecker, K. (USA)	101
New economics for the new economy?  Müller, R.A.E. (Germany)	111

## Session 5a

Wang, W. (Germany)         Perspectives in Czech Agribusiness - Today and Tomorrow       143         Vaniček, F., Šlaisová, J. (Czech Republic)       151         Problems of Traffic Control at Synthesis LON Technology and Dc&Sa Technique in E-Commerce at Armenian Agribusiness       151         Mkrttchian, V., Iskoyan, A., Ayvazyan, S. (Armenia)       Session 5b: Information Provision         The Use of Market Monitoring Agents in E-commerce       163         Kreuder, A.C., Fritz, M., Helbig, R., Schiefer, G. (Germany)       171         Session 6a: Case Studies       171         German wineries on the web: A survey of web sites of Mosel-Saar-Ruwer and Pfalz wineries       171         Bernert, A., Stricker, S. (Germany)       179         Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany       179         Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)       179         The Use of the Internet in Wine Commerce and Marketing: The Spanish Case Gómez-Limón, J.A., San Martin, R. (Spain)       191         Session 6b: Chain Information Flows         EAN Enabling Technologies for the Meat Supply Chain Kuhlmann, Frank, CCG (Germany)	From Field Data Management to e-Commerce  Blum, B. (Switzerland)	115
Vaniček, F., Šlaisová, J. (Czech Republic)  Problems of Traffic Control at Synthesis LON Technology and Dc&Sa Technique in E-Commerce at Armenian Agribusiness Mkrttchian, V., Iskoyan, A., Ayvazyan, S. (Armenia)  Session 5b: Information Provision  The Use of Market Monitoring Agents in E-commerce Kreuder, A.C., Fritz, M., Helbig, R., Schiefer, G. (Germany)  Session 6a: Case Studies  German wineries on the web: A survey of web sites of Mosel-Saar-Ruwer and Pfalz wineries Bernert, A., Stricker, S. (Germany)  Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness	Rural China	121
E-Commerce at Armenian Agribusiness  Mkrttchian, V., Iskoyan, A., Ayvazyan, S. (Armenia)  Session 5b: Information Provision  The Use of Market Monitoring Agents in E-commerce  Kreuder, A.C., Fritz, M., Helbig, R., Schiefer, G. (Germany)  Session 6a: Case Studies  German wineries on the web: A survey of web sites of Mosel-Saar-Ruwer and Pfalz wineries  Bernert, A., Stricker, S. (Germany)  Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany  Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case  Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain  Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness		143
The Use of Market Monitoring Agents in E-commerce  Kreuder, A.C., Fritz, M., Helbig, R., Schiefer, G. (Germany)  Session 6a: Case Studies  German wineries on the web: A survey of web sites of Mosel-Saar-Ruwer and Pfalz wineries  Bernert, A., Stricker, S. (Germany)  Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany  Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case  Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain  Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness	E-Commerce at Armenian Agribusiness	151
Kreuder, A.C., Fritz, M., Helbig, R., Schiefer, G. (Germany)  Session 6a: Case Studies  German wineries on the web: A survey of web sites of Mosel-Saar-Ruwer and Pfalz wineries  Bernert, A., Stricker, S. (Germany)  Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany  Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case  Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain  Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness	Session 5b: Information Provision	
German wineries on the web: A survey of web sites of Mosel-Saar-Ruwer and Pfalz wineries  Bernert, A., Stricker, S. (Germany)  Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany  Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case  Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain  Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness		163
wineries  Bernert, A., Stricker, S. (Germany)  Wine on the Web: Rapid Appraisal of Web Sites by Wineries and Wine Merchants from Australia, California, and Germany  Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case  Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain  Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness  223	Session 6a: Case Studies	
from Australia, California, and Germany Stricker, S., Müller, R.A.E., Sumner, D.A. (Germany, USA)  The Use of the Internet in Wine Commerce and Marketing: The Spanish Case Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness  223	wineries	171
Gómez-Limón, J.A., San Martin, R. (Spain)  Session 6b: Chain Information Flows  EAN Enabling Technologies for the Meat Supply Chain Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness  223	from Australia, California, and Germany	179
EAN Enabling Technologies for the Meat Supply Chain  Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness  205		191
Kuhlmann, Frank, CCG (Germany)  Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness  223	Session 6b: Chain Information Flows	
Hausen, T., Helbig, R., Schiefer, G. (Germany)  XML and EDI/EDIFACT in Agribusiness  223		205
TAVIE and DDD DDT TOT IN TIGHTOO	Networked Trade Platform  Hausen, T., Helbig, R., Schiefer, G. (Germany)	213
		223

## Session 7a

Effects of new media on the structure of the fertilizer market in Germany Mertz, F., Petersen, V. (German)	235
E-Commerce in horticultural trading as example in tree-nursery-wholesale-trader in Germany Kühhorn, G. (Germany)	245
Penetration of e-commerce tools in the organic food industry: analysis of its impact on the organic noodle and bakery product sector Canavari, M., Rivaroli, S., Spadoni, R. (Italy)	249
Session 7b	
An Internet Commerce Application for Greek Hive Products Costopoulou, C.I., Xagoraris, C.A. (Greece)	261
Problems in the Relationship between Food Trade and Food Industry because of the Increasing Presence of International and Domestic Food Trade Chains Gábor, J. (Hungary)	269
Logistics of Food Trade in Hungary  Stauder, M. (Hungary)	277
The present and possible future role of the wholesale markets in the Hungarian fresh fruit and vegetable trade  Juhász, A. (Hungary)	285
Session 8a: Case Studies in dairy/cheese sector	
Improving the Role of the Farmers and Dairies in the Parmesan Cheese Supply Chain through E-Business, a missed Opportunity?  Zanasi, C., Nasuelli, P., Romano, R. (Italy)	295
Online -Marketing as an instrument of a modern marketing strategy for German dairy companies  Fallscheer, T. (Germany)	305
Parmigiano Reggiano Cheese and @market revolution: dream or reality?  Arfini, F., Mancini, C. (Italy)	319
Session 8b	
Trade Platform of Food Chains: The Case of Grain and Meat  Fritz M. Halbig R. Schiefer G. (Garmany)	331

Analysis of Agricultural Business-to-Consumer Web Sites with different Data Maintenance Concepts - two E-Commerce Case Studies-Haas, R. (Austria)	341
Session 9: Potential and Adoption	
Agricultural ecommerce - developing the capability  Warren, M. (United Kingdom)	349
E-Commerce participation by agribusiness SMEs: Web presence, web functions, and web-site usability  Jessen, S. (Germany)	357
List of Authors	369
List of Addresses	371