



Tuesday 6 November 2012: Research Day

Address: ESSEC Business School at CNIT 92053 Paris-La Défense

Wednesday 7 November 2012: Professionals and researchers

Address: Crédit Coopératif at 12, boulevard de Pesaro 92000 Nanterre (near Paris-La Défense)

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Tuesday 6 November 2012: Research Day at ESSEC Executive Education, at CNIT Palace in Paris-La Défense

Address: ESSEC at CNIT 92053 Paris-La Défense

Access : exit «CNIT » of the station « Grande Arche de La Défense » RER line A or Métro line 1

By car, parking 6 « CNIT ».

On the CNIT ground floor, walk to the middle of the hall, a very large hall. On your left, after the “Café de la Place” is the doorway to ESSEC.

Objective: to share and discuss research results presented by international researchers

9h30-10h00: Welcome to participants (room 202)

10h00-10h30: Introduction - Florence JACQUET, President of SFER, Researcher INRA (room 202)

10h30-12h00: 4 workshops of research paper presentations (rooms 201, 202, 206 and 237)

12h00: Lunch (in the atrium)

13h45-15h15: 4 workshops of research paper presentations (rooms 201, 202, 206 and 237)

15h15-15h45: Coffee break

15h45-17h15: 4 workshops of research paper presentations (rooms 201, 202, 206 and 237)

17h30-18h30: “Gouvernances” / “Governances” (room 202)

Researcher INRA, introduction by Vincenzo ESPOZITO VINZI, ESSEC Dean of Faculty and Radu VRANCEANU, ESSEC Dean of Research

18h30: Cocktail (in the atrium)



Wednesday 7 November 2012: Professionals and researchers

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Access: 3 mn walk from the RER line A station “Nanterre Préfecture”

Exit the station, go to the left in the street “rue Célestin Hébert”, walk and then turn to the left on “boulevard de Pesaro ” (D23).

Objective: to discuss experiences of co-op professionals and researchers’ results

8h30-9h00: Welcome to participants

9h00-9h30: Introduction

- **Jean-Claude DETILLEUX**, President **Coop FR**
- **Benoît DEDIEU**, Director of Research, Head of the Department “Sciences pour l’Action et le Développement” (SAD), **INRA**
- **Hubert GRALLET**, Vice-President de **COOP-DE-FRANCE**

9h30-10h30: “The evolution of agricultural co-operatives in Europe” par Krijn POPPE, Professor in agri-food economics at the University of Wageningen, the Netherlands

10h30-11h: Coffee break

11h00-12h30: Round table n°1

SOCIAL RESPONSIBILITY, SUSTAINABLE DEVELOPPEMENT AND CO-OP SOLIDARITY

Stakes: social responsibility is at the heart of relationships with co-op stakeholders (co-op members, employees, clients). How to turn sustainable development into an asset? Which new experiences with regard to the 3 pillars: economics, society and environment?

Speakers:

- Sustainable development: **Hubert GARAUD**, President of **TERRENA co-op group**
- Solidarity grain farmers and breeders: **Thierry BLANDINIÈRES**, General Manager of **MAISADOUR co-op group**
- Social responsibility of enterprises: **Michel LAFLEUR**, Professor at Institut de recherche et d’éducation pour les coopératives et les mutuelles (IRECUS), **University of Sherbrooke, Montréal, Canada**

Animation: **Maryline FILIPPI**, Professor of Economics, **Bordeaux Sciences Agro - INRA**

12h30-14h00: Lunch

14h00-15h15: Round table n°2

PRICE VOLATILITY AND CONTRACTS MADE BY COOPS

Stakes:

Price volatility on agricultural markets: which consequences on agri-food chains (grain, milk and meat)? Which management tools to use in co-op? Contracts with co-op members to secure quantity risk (volumes to collect) and price risk:

- Grain: Supply of contract and pricing formula to co-op members and to processors
- Milk: Prices differentiated according to dairy product uses such as butter or/and milk powder (volume B) or according to other uses (prices negotiated by professionals with contracts for volume A)
- Meat: Relationships between breeders and grain farmers and grain price volatility

Speakers:

- Grain chain: **Guillaume Van de VELDE**, Executive Manager of **CEREMIS**
- Dairy chain: **Jean-Paul PICQUENDAR**, Regional Co-op Manager **SODIAAL-UNION**
- Agri-food chains: **Xavier GELLYNCK**, Professor, Agri-Food Marketing Division, Head of the Department of Agricultural Economics, at **Gent University**, Belgium
- Agricultural Markets and Policies: **Alexandre GOHIN**, Director of research at **INRA Rennes**

Animation: **Francis DECLERCK**, Professor, Department of Finance and Institut de management international agro-alimentaire (ESSEC-IMIA), **ESSEC Business School**

15h15-16h30 Round table n°3

GOVERNANCE AND CO-OP MEMBERS: TRANSITIONS / NEW MODELS?

Stake:

Which type of governance may generate and confirm a commitment from new co-op members in case of restructuring, alliance, acquisition of corporation, and internationalisation?

More and more co-ops go international to follow their customers, to achieve economies of scale, to mitigate risk of vanishing domestic markets in France. Different modes of governance and relationships with co-op members are observed: *co-operativisation* of corporations acquired by co-ops, corporation as a subsidiary of co-ops. The legal status of foreign subsidiaries of co-ops affects the type of control and power by co-op members: Is the co-op becoming a parent company without operating activity?

Speakers:

- *Cooperativisation* of corporations acquired by co-ops: **Jean-François JAVOY**, Secretary General of **CRISTAL UNION**
- Corporate subsidiaries of co-ops and internationalisation: **Paul ROUX**, CFO of **VIVESCIA**
- **Strategy:** **René MAUGET**, Researcher at Institut de Management International Agro-alimentaire (ESSEC-IMIA) of **ESSEC Business School**
- Economy in transition: **Rainer KUHL**, Professor of Agri-Food Economics at the **University of Giessen**, Germany

Animation: **Chantal CHOMEL**, Legal and Tax Manager at **COOP-DE-FRANCE**

16h30-17h00: Conclusion by Benoît DEDIEU, Director of Research, Head of the Department “Sciences pour l’ Action et le Développement” (SAD), **INRA**