

# Summary

---

CONTRIBUTORS .....	9
ACKNOWLEDGEMENTS .....	11
INTRODUCTION:.....	13

## Part 1 TRUST AND CULTURE

A Non-naive Explanation of Trust <i>Decio Zylbersztajn e Peter Zuurbier</i> .....	17
Managing Trust in Supply Chains: identifying mechanisms to achieve performance <i>Danny P. Claro</i> .....	31

## Part 2 COLLABORATION AND VERTICAL COORDINATION

Vertical Coordination in the Agrifood Supply Chain: structure and strategy of the agricultural cooperative <i>Jos Bijman</i> .....	55
The Road to Institutional Scientific Collaboration in Chains and Networks <i>Peter J. P. Zuurbier</i> .....	89

## Part 3 QUALITY AND SAFETY

Best Practice Quality Systems in Food Chains <i>Wijnand van Plaggenhoef, Jacques Trienekens e Onno Omta</i> .....	105
----------------------------------------------------------------------------------------------------------------------	-----

Public and Private Mechanisms in Food Safety	
<i>Eduardo Eugênio Spers e Decio Zylbersztajn</i> .....	129

Designing Risk Profiles in Food Supply Chains; an Assessment of Classification Criteria	
<i>Miranda P.M. Meuwissen, Monique C.M. Mourits, Maria de Graaf e Ruud B.M. Huirne</i> .....	145

Part 4

SUSTAINABILITY AND GOVERNANCE

The Importance of Socioenvironmental Certification in Agri-chains	
<i>Samuel Ribeiro Giordano</i> .....	167

The Evolution of Sustainability Management Research	
<i>H. J. (Harry) Bremmers</i> .....	187

Netchain Leadership in the U.S. Ethanol Sector	
<i>Molly J. Burress e Michael L. Cook</i> .....	207

Corporate Governance and Corporate Responsibility	
<i>Cláudio Antonio Pinheiro Machado Filho</i> .....	231

Relating International Ethanol Supply Chain Performance to Their Governance Structures	
<i>Emiel F.M. Wubben</i> .....	251

Part 5

CHAIN THEORY AND METHOD

Mathematical Modeling and Optimization of Quality and Logistics in Food Supply Chains, an Example	
<i>Paul van Beek</i> .....	279

<i>ChainPlan</i> : A Method for Demand Driven Strategic Planning and Management of Chains	
<i>Marcos Fava Neves</i> .....	287

---

Part 6  
INNOVATION AND ENTREPRENEURSHIP

Strategy and Organization in Agribusiness: the role of the entrepreneur <i>Maria Sylvia Macchione Saes e Fabio Matuoka Mizumoto</i> .....	309
Dutchmen in Latin America: some lessons about cross-cultural business <i>Gert Jan Hofsted e Jan Omvlee.</i> .....	331
Does the Developed World Still Have a Competitive Edge in Innovation? A comparative study of leading food processing companies in the Shanghai area and the Netherlands <i>Frances T.J.M. Fortuin e S.W.F. (Onno) Omta</i> .....	341