

Third International Scientific Conference SUSTAINABILITY OF EUROPEAN AGRICULTURE

14 - 16 May 2026

Moise Palace, Cres, Croatia

University of Rijeka, Faculty of Economics and Business

Organized by:



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MINISTRY OF AGRICULTURE,
FORESTRY AND FISHERIES



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Scientific / Programme Committee

Chair of the Scientific / Programme Committee:

Nenad Vretenar, PhD (Croatia)

Vice-Chair of the Scientific / Programme Committee:

Vinko Zaninović, PhD (Croatia)

Members of the Scientific / Programme Committee:

1. *Álvaro Dias, PhD (Portugal)*
2. *Hanna Shcholokova, PhD (Ukraine)*
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7. *Alena Kaščáková, PhD (Slovakia)*
8. *Tomislav Pavlešić, MSc in Agriculture (Croatia)*
9. *Danijela Sokolić, PhD (Croatia)*

Organizing Committee

Chair of the Organizing Committee:

Jana Katunar, PhD (Croatia)

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Jelena Jardas Antonić, PhD (Croatia)

Members of the Organizing Committee:

1. *Ivana Tomas Žiković, PhD (Croatia)*
2. *Petra Medveďová, PhD (Slovakia)*
3. *Lidija Hauptman, PhD (Slovenia)*
4. *Ema Kelin, PhD (Croatia)*
5. *Jasmina Dlačić, PhD (Croatia)*



Conference programme

May 14th, 2026

10:00	<i>Registration and coffee (Moise Palace, address: Zagrad 6, Cres)</i>
11:00	Opening Ceremony <ul style="list-style-type: none">- Welcome speeches by:- Saša Drezgić, Dean of the University of Rijeka, Faculty of Economics and Business- Goran Vukelić, Vice-Rector for Strategic Projects of the University of Rijeka- Marin Gregorović, Mayor of the City of Cres- Ivica Lukanović, County Prefect of Primorje-Gorski Kotar County- Nenad Vretenar, Chair of the Scientific Committee
11:30	Roundtable REVITALIZATION OF ISLAND AGRICULTURE - CHALLENGES AND OPPORTUNITIES (<i>session in Croatian</i>) Moderator: Jana Katunar, University of Rijeka, Faculty of Economics and Business Participants: <ul style="list-style-type: none">- Ivica Lukanović, County Prefect- Marin Gregorović, Mayor of the City of Cres- Ugo Toić, agronomist, director in Cres–Lošinj Island Development Agency- Mateo Ferarić, director at PZ Cres- Danijel Kučica, local agricultural producer, sheep farming- Tomislav Pavlešić, agronomist and enologist
13:30	<i>Lunch at restaurant Nono Frane (address: Ul. Riva creskih kapetana 10)</i>
15:00 – 16:30	1st session STRUCTURAL CHALLENGES AND RURAL DEVELOPMENT IN AGRICULTURE
16:45 – 18:15	2nd session DIGITAL TECHNOLOGIES AND DATA-DRIVEN INNOVATION IN AGRICULTURE
18:30	Study Visit: <i>Traditional Olive Oil Production at PZ Cres & olive oil degustation</i>



Conference programme

May 15th, 2026

8:15 – 9:45	Study Visit: A visit to the collection plantation of autochthonous olive trees Meeting point at Moise Palace at 8.15 AM
9:45	Registration and coffee (Moise Palace, address: Zagrad 6, Cres)
10:00 – 11:30	3rd session AGRI-FOOD VALUE CHAINS, ENTREPRENEURSHIP AND MARKET STRATEGIES
11:45 – 13:15	4th session SUSTAINABILITY AND RESILIENCE IN AGRI-FOOD SYSTEMS
11:45 – 12:15	Presentation of scientific projects (Room B)
13:30 – 15:00	5th session - online session (Room B) INNOVATION, COMMUNICATION AND MARKET DYNAMICS IN AGRI-FOOD SYSTEMS
13:30 – 15:00	6th session BUSINESS MODELS AND MARKET TRANSFORMATION IN AGRI-FOOD SYSTEMS
15:00 – 18:00	Study Visit: Cheese Dairy Tour, followed by Lunch at Restaurant Bukaleta, Loznati (address: Loznati 9a, Cres)

Conference programme

May 16th, 2026

9:30	Registration and coffee (Moise Palace, address: Zagrad 6, Cres)
9:45 – 11:15	7th session AGRICULTURAL POLICY, GOVERNANCE AND RURAL DEVELOPMENT
11:30	Closing ceremony
13:00	Study Visit: Rescue Centre for Griffon Vultures

May 14th, 2026, 15:00 – 16:30 - 1st session (room A)

moderators: Ivana Tomas Žiković & Ema Kelin

STRUCTURAL CHALLENGES AND RURAL DEVELOPMENT IN AGRICULTURE

1. Crafting Value Beneath the Sea: The Technology and Economics of Underwater Wine Ageing
Tomislav Pavlešić (CRO), Hrvoje Katunar (CRO)

2. Value Gained and Value Sacrificed – Insights into Agriculture Support Policies with a Brief Reference to Croatia

Marija Kaštelan Mrak (CRO), Kristina Kaštelan (CRO)

3. Intersection of Intellectual Property Protection and Sustainable Agriculture: The Legal Role of Geographical Indications in Croatia

Ivana Kunda (CRO)

4. Sustainability of Small-Scale Olive Farms: Integrating Economic Sustainability, Environmental Protection and Digital Innovation *Alen Jugović (CRO), Tanja Poletan Jugović (CRO), Luka Vukić (CRO), Marin Donadić (CRO)*

5. Small Farms Sustainability Challenges in Eastern Croatia

Anamarija Delić (CRO), Katarina Štavlić (CRO), Bojana Šum Orsić (CRO)

6. Human Capital Challenges and Labour Market Trends in Croatian Agriculture

Kristina Črnjar (CRO)

May 14th, 2026, 16:45 – 18:15 - 2nd session (room A)

moderators: Jelena Jardas Antonić & Hrvoje Katunar

DIGITAL TECHNOLOGIES AND DATA-DRIVEN INNOVATION IN AGRICULTURE

1. Croatian Karst Pastures: An Assessment Based on Statistical Data and Productivity Modeling
Ranko Gantner (CRO), Goran Herman (CRO), Zdenko Lončarić (CRO), Ružica Lončarić (CRO), Vesna Gantner (CRO)

2. Automatic Detection of Olive Fruits and Yield Estimation

Vladan Papić (CRO), Toma Sikora (CRO), Frane Strikić (CRO), Mladenka Šarolić (CRO), Josip Gugić (CRO)

3. B2B and B2C Decision Support Tools in the Agri-Food Sector

Tanja Dergan (SLO), Marko Debeljak (SLO)

4. Digital Innovation and AI for Sustainable Development in Agriculture: Legal Perspectives

Adrijana Martinović (CRO), Narda Krnetić Blečić (CRO)

5. Interdisciplinary Development of Intelligent Systems in Olive Growing

Alen Jakupović (CRO), Slavica Dudaš (CRO), Ozren Rafajac (CRO)

6. Light-Tech Tools for Smallholders in Istrian Agritourism: A Low-Investment Framework

Alen Jugović (CRO), Matija Burić (CRO), Tanja Poletan Jugović (CRO), Luka Vukić (CRO)

May 15th, 2026, 10:00 – 11:30 - 3rd session (room A)

moderator: Jasmina Dlačić

AGRI-FOOD VALUE CHAINS, ENTREPRENEURSHIP AND MARKET STRATEGIES

1. Productivity and Competitive Advantages of Wine Producers: Old Vs. New Wine Producing Countries

Vinko Zaninović (CRO)

2. ESG and Circular Models in Agri-Food Value Chains

Danijela Sokolić (CRO), Antonia Gržinčić (CRO)

3. Organic food producers' perceptions of retailers' opportunistic behaviour in the agri-food supply chain

Dušanka Gajdić (CRO), Kristina Petljak (CRO), Helga Pavlić Skender (CRO)

4. Family Farms and Hotels: A Path toward Destination Sustainability

Jelena Jardas Antonić (CRO), Ivana Tomas Žiković (CRO), Romina Antić (CRO)

5. Exploring the Adoption Gap: Why Small Agricultural Producers Rarely Use Influencer Marketing Despite Its Growing Popularity

Nina Grgurić Čop (CRO)

6. Between tradition and digital transformation: The future of Hvar viticulture

Ivana Marić (CRO)

May 15th, 2026, 11:45 – 13:15 - 4th session (room A)

moderator: Danijela Sokolić

SUSTAINABILITY AND RESILIENCE IN AGRI-FOOD SYSTEMS

1. Urban Agriculture as Social Infrastructure

Nenad Vretenar (CRO), Dragana Grubišić (CRO), Linda Goić (CRO)

2. Creating Sustainable Rural Communities Through the Development of Hunting Destinations

Maja Bašić Žic (CRO), Jasmina Dlačić (CRO), Jana Pliško (CRO)

3. Sustainable Practices as Green Innovations in Olive Farming: A Systematic Literature Review

Ana Čehić Marić (CRO), Ana Težak Damijanić (CRO), Sanda Grudić Kvasić (CRO)

4. A Symbiotic Relationship Between Agriculture and Nature: Griffon Vulture Conservation

Marko Modrić (CRO)

5. Agricultural Production Structure and Greenhouse Gas Emissions in the European Union

Ana Marija Filipas (CRO)

6. Reducing Food Waste Through Local Civil Society Initiatives: The Case of Žmergo

Elizabeta Ribarić (CRO), Diana Kovačić (CRO)

7. Food waste prevention policies in Croatia

Marija Batinić Sermek (CRO)

May 15th, 2026, 13:30 – 15:00 - 5th session - ONLINE SESSION (room B)

moderator: Vinko Zaninović

INNOVATION, COMMUNICATION AND MARKET DYNAMICS IN AGRI-FOOD SYSTEMS

1. Conceptualizing Social Dynamic Capabilities

Álvaro Dias (POR)

2. From Access to Trust: Digital Information Habits and Social Media Credibility Among Croatian Farmers

Sanja Jelić Milković (CRO), Zdenko Lončarić (CRO), Vedran Stapić (CRO), Martina Pavlović (CRO), Ružica Lončarić (CRO)

3. Small Brands, Big Impact: Social Media Strategies for Communicating Sustainability in Organic Agriculture

Barbara Buljat Raymond (MC), Greta Margarita (MC), Artyom Yepremyan (MC)

4. Social Economy Approaches Supporting Innovation, Inclusion and Sustainability in Agriculture

Valentin Radu (ROM), Alina Iuliana Tăbîrcă (ROM)

5. Regional Trade Integration and Export Performance in the Wine Sector

Elena Makrevska Disoska (MK), Tomáš Sadílek (CZ), Viktor Stojkoski (MK), Přemysl Průša (CZ)

6. Farm-to-Table: Innovations by Small Producers as a Catalyst for Sustainable Development in Tourism and the Restaurant Business

Marharyta Kucher (UA), Maxim Korneyev (UA), Hanna Shcholokova (UA)

May 15th, 2026, 13:30 – 15:00 - 6th session (room A)

moderator: Jelena Jardas Antonić

BUSINESS MODELS AND MARKET TRANSFORMATION IN AGRI-FOOD SYSTEMS

1. Techno-economic Assessment of Biofuel Production Profitability in Croatia

Lorena Dabac (CRO), Ivana Tomas Žiković (CRO), Saša Žiković (CRO)

2. Innovation Orientation and Resilience as Drivers of Performance in Croatian Agriculture and Hospitality MSEs

Mirjana Grčić Fabić (CRO), Antonija Petrić (CRO), Elisa Bellesi (CRO)

3. Sustainable Organic Farming and the Digital Transition in the European Union

Igor Cvečić (CRO)

4. The Use of Horses in Sustainable and Low-Impact Agriculture

Nika Mandarić (CRO), Alen Jugović (CRO), Marijan Brubnjak (CRO) i Dalibor Brnos (CRO)

5. Sustainable Water Management in Agriculture Under Climate Change Conditions

Ana Pedić (CRO), Davor Mance (CRO), Borna Debelić (CRO)



May 16th, 2026, 09:45 – 11:15 - 7th session (room A)

moderator: Jana Katunar

AGRICULTURAL POLICY, GOVERNANCE AND RURAL DEVELOPMENT

1. The Perception of Urban Gardens Among Citizens of Selected Croatian Cities

Nenad Vretenar (CRO), Dragana Grubišić (CRO), Ivan Prudky (CRO)

2. Wheat Prices in the European Union: Drivers and Dynamics

Ema Kelin (CRO), Jana Katunar (CRO)

3. European Agricultural Fund for Rural Development (EAFRD) and the Republic of Croatia: What We Have Achieved?

Marko Tomljanović (CRO), Goran Preberina (CRO)

4. Generational Differences in Environmental Attitudes and Their Role in Circular Economy Policy

Andrea Seberini (SK), Petra Medveďová (SK), Alena Kaščáková (SK)

5. Global Capitalism and Rural Resilience: Does Agriculture in Gorski Kotar Have a Developmental Future? Pavle Jakovac (CRO)