

Table of contents

Preface	7
Linking market integration, supply chain governance, quality and value added in tropical food chains Ruerd Ruben, Aad van Tilburg, Jacques Trienekens and Martinus van Boekel	13
Market outlets and governance regimes	47
Determinants of market outlet choice for mango producers in Costa Rica Guillermo Zúñiga-Arias and Ruerd Ruben	49
Meeting and beating market requirements: competing in the big league Sabine Willems	69
Guanxi and quality performance in Chinese vegetables chains Hualiang Lu, Jacques Trienekens and S.W.F. (Onno) Omta	85
Supply chain governance and quality management	109
The plight of small-scale primary producers in international Nile perch marketing channels Emma Kambewa, Aad van Tilburg and Richard Abila	111
Quality management and governance in pork processing industries in China Jiqin Han, Jacques Trienekens, Tao Tan and S.W.F. (Onno) Omta	133
Promoting milk quality in smallholders' cooperatives: evidence from Ethiopia Gian Nicola Francesconi	153
Quality upgrading, bargaining and value distribution	167
Comparing individual and collective group contracts in the fresh pepper market in Costa Rica: a simulation approach Fernando Sáenz-Segura, Marijke D'Haese, Robert Schipper and Ruerd Ruben	169
Who is interested in good quality cocoa from Ghana? Anna Laven	189

Tropical food chains

Standards and market access in Indian cashew processing and international trade Nienke Tander and Aad van Tilburg	211
Management and policy implications	239
Quality Analysis Critical Control Points in consumer-oriented agro-food chains Ruud Verkerk, Anita Linnemann and Martinus van Boekel	241
The role of producer organisations in quality-oriented agrifood chains; an economic organisation perspective Jos Bijman	257
Tropical food chains: issues, lessons and challenges Ruerd Ruben, Aad van Tilburg, Jaques Trienekens and Martinus van Boekel	279
About the authors	293
Index	301