Editorial

This issue of *Economia agro-alimentare / Food Economy* offers four articles that span marketing management and communication issues and social and labour issues in the agri-food system.

Subjects addressed by the articles published in this issue include:
- advertising strategy;
- consumer preference and authenticity of food;
- a labour organisation device;
- analysis of relationships in a local supply chain.

In the first paper Olga Filaretova, Marie von Meyer-Höfer and Katia Laura Sidali, in their contribution "Is perceived authenticity also desired? Investigating the relation between perceived authenticity and product preference", analyse perceived authenticity in food products as an increasingly important factor of purchase decision. The authors' main findings recall that perceived authenticity displays a positive effect on purchase intention. Besides, consumers are more likely to perceive a product as authentic the more the product is associated with an environmental friendly way of production, with the absence of additives. The congruence of the shop's environment and of the design elements on the food package are also relevant determinants in product authenticity perception.

The second paper entitled "Translating means-end research into advertising strategy using the MECCAS model", is authored by Daniel Eberhard. It starts from a previous study on the means-end chains (MEC) behind the buying motives for anabolic supplements of male German recreational athletes, and it develops advertising strategies using the "means-end conceptualization of the components of advertising strategy" (MECCAS) model. The underlying cognitive structure of buying motives revealed by a hierarchical value map (HVM) is translated into examples of advertising that reflect this structure. The author focuses on six dominant paths in the HVM, each allowing design of an advertising strategy following the identification of the MECCAS

components: Message elements, Consumer benefit, Leverage point, and Driving force. Six print advertising examples have been developed with the help of a graphic designer and are discussed regarding its alleged higher effectiveness compared to ordinary advertising.

In the third paper, Johanna Katharina Schenner authored the study "Gangmaster Licensing Authority: an Institution Able to Tackle Labour Exploitation?". This paper considers the issue of labour exploitation in the primary agricultural industries. The setting is the UK and matter is viewed from the context of Labour market intermediaries (LMIs), often known as 'gangmasters'. These are required to be licenced, but there are historic incidents of (severe) labour exploitation that involve LMIs. The paper considers the effectiveness of licencing authorities and organisations in controlling such abuses. The study is based upon qualitative depth interviews with key actors. Findings raise matters of institutional effectiveness in addressing the issue and proposed future directions.

In the fourth paper, titled "Le capacità relazionali quali risorse critiche per la creazione di valore nella filiera vitivinicola lucana [Relational abilities as critical resources for value creation in wine supply chain of Basilicata]" the authors Piermichele La Sala, Raffaele Silvestri, Emilia Lamonaca and Nicola Faccilongo analyse the role of relational approach on vertical relationships of Italian wine supply chains. The study maps the degree of satisfaction of wine producers towards nursery suppliers. Semi-structured face-to-face interviews to 29 wineries of Basilicata region were administered in 2015. The results of Pearson's correlation analysis show that vertical relations among partners play an important role. Managerial implications in terms of value for customers, product and process quality, customer satisfaction and transfer ability have been drawn.

The geographical scope of the topics dealt with in this issue ranges from Germany, to the United Kingdom, to Italy. Also the authors are from different countries, namely 3 authors from Germany, 5 from Italy, 1 from Austria, while the scope of the analysis spans from local to national. Three out of four papers in this issue are published in English.

This is the last issue of 2017 and, although it is too early to make a thorough review of the job done by the Editorial Board, we can make a first evaluation. In our opinion, the journal Economia agro-alimentare/Food Economy is holding its ground in the academic community, expanding its geographical scope and impact. We started to implement a communication strategy oriented towards mainstream and academic social networks, with the aim to provide our authors with better chances to be read and cited by their colleagues. So far we concentrated our efforts on Facebook, Mendeley, and ResearchGate, but we are working to expand our activities to other platforms.

Regarding the journal's goal to address mainly an international audience, we note that out of 16 articles published in the year 2017, 14 are written in English and 2 are written in Italian language. The goal of publishing at least 75% of our contributions in English language is thus achieved, so far.

The most crucial task that we inherited from the previous Editorial Board is the application to include the journal in the Scopus database. The Scopus application has been resubmitted on May 28, 2017 and we are waiting for a feedback on the few changes that the Scopus Content Selection & Advisory Board requested after the first evaluation completed in August 2016. The Title Suggestion service requires to allow for a minimum period of 6-12 months for the review process to be completed, before they will inform about the outcome of the evaluation process.

In terms of citations, the journal is performing quite well. We run a search in the Scopus database on 23/11/2017, and we found out that 255 cited references in 177 articles were retrievable.

To date, these are the following citations in 2015 documents to articles published in the previous 3 years:
• 2014 (20 citable documents): 3 citations in 3 documents;
• 2013 (24 citable documents): 7 citations in 6 documents;
• 2012 (15 citable documents): 6 citations in 6 documents.

Applying the same method developed by Scopus to calculate the CiteScore, the 2015 value for our journal would be 0,271.

We are also able to calculate the score for 2016, based on the following citations in 2016 documents to articles published in the previous 3 years:
• 2015 (14 citable documents): 4 citations in 4 documents;
• 2014 (20 citable documents): 6 citations in 6 documents;
• 2013 (24 citable documents): 12 citations in 12 documents.

The 2016 score would be 0,379, showing an important progress and increase in the impact measured through citations.

For the 2017 score it is necessary to wait till next year. However, it is possible to track the development of the score so far: with 12 citations in 8 documents in 2017, referred to the 50 citable documents published in the period 2014-2016, the resulting provisional score is 0.240 that again shows a very positive trend.

Once again, the Editorial Board strongly encourages authors to contribute submitting their research work to the journal. We remind that, given the journal's goal to have a global reach, submissions in English are preferred but manuscripts written in Italian are welcome too, especially for comments and notes.

We also encourage again our authors and readers to consider submitting a special issue proposal to be published in Economia agro-alimentare/Food Economy, especially on topics related to emerging research issues.

As always, we acknowledge and appreciate the support of our community of authors and readers and we hope in a continued engagement.

We also wish to acknowledge the people who have completed reviews for articles submitted for publication, since our journal performance depend on them to inform publication decisions and to help the authors to improve the quality of manuscripts. A list of those who contributed with their reviews during the year 2017 is available at the end of this issue.

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