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***The role of information in the creation of food standards for the fresh produce sector.***

*Francesco Galioto<sup>1</sup>, Francesca Minarelli<sup>1</sup>, Meri Raggi<sup>2</sup>, Davide Viaggi<sup>1</sup>*

*<sup>1</sup>Department of Agricultural Sciences, University of Bologna*

*<sup>2</sup>Department of Statistical Sciences, University of Bologna*

**Abstract**

With the present paper, we contribute to investigating the issue of AI by designing a typical agency problem between intermediate buyers and suppliers with reference of the fresh fruit and vegetable sector. The paper introduces and discuss the implication of some information failure issues and analysing how these sources of information failure might condition buyer's differentiation strategies, including how the presence of mandatory minimum quality standards interferes with private incentives. This is to offer a theoretical explanation about why there is still a poor creation of public and private standards for the sector under investigation. The results show some well known effects caused by the presence of asymmetric information among the parties involved in the transaction but also hint at the role of intermediate chain actors and institutions in providing a segmentation of the market with effect both on the supplier, the buyer and the consumer side. The study concludes addressing that the proposed model can be object of future developments and application by relaxing some of the background assumptions. This is to better qualify the competitive environment in which chain actors operate, including their ability to influence the market and especially their capacity to provide incentives to solve any AI issues.

**keywords:** Asymmetric information, Food standards, Coordination Mechanisms, Quality and Safety

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