

# Call for Sessions - WEHC 2015 [S20109]

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## **Proposed title of the session**

Production, trade and business organization in the dairy sector between early industrialization and globalization.

## **Abstract**

The dairy sector plays a major role in today's global food market. From the second half of the 19th century, industrialized countries made notable advances in the production and processing of milk. These advances were primarily due to scientific discoveries, technological innovations and transport improvements. However, a crucial role was played by the growth of the market on a global level. Globalization led the sector into a profound transformation throughout the 20th century and gave rise to a growth in the size of businesses. In recent decades, a handful of multinational corporations have dominated the global market. Nevertheless, dairy farm and factory sizes continued to vary enormously in order to maintain specific market niches.

The aim of the session is to provide new insights into the development of the dairy sector in different countries and local realities in a wide comparative and international perspective covering the 19th and 20th centuries. Studies on non-European cases are most welcome. We discuss the evolution of dairy sector referring to the development of food industry, from protoindustry to multinationals and so papers on different topics in the food sector will also be considered.

Contributions may address but are not limited to the following themes:

### - Structural changes of the late 19th century

In the second half of the 19th century new scientific knowledge, and innovative mechanical and chemical manufacturing systems led several dairy factories to increase in size, separating themselves from direct involvement in farming. An important role in processing milk and selling dairy products was also played by farmer-owned cooperatives. What importance have technological change and scientific advances had in the transition towards new business structures?

### - Domestic and international markets in the 19th and early 20th centuries

Between 1870 and 1915 new advances in the cold cycle process, and the transport revolution, made it easier to move perishable commodities across long distances, allowing the growth of the market on a global level. The opening of new opportunities in international markets and migration to the Americas and to other continents caused the broad commercialization of dairy products which were once restricted to local boundaries. The Netherlands, France, Switzerland, Denmark, and Italy increased their exports. How has globalization affected the evolution of the dairy sector in different continents and countries?

### - The novelty of the Second World War: large and small enterprises in the world market

### - New taste, new cheese: the evolution of consumption and dairy products after WWII

After World War II international commerce started to grow again and new competitors emerged (i.e. New Zealand). Economic progress and improvements in living conditions led to changes in demand, since than oriented towards standardized products. Large corporations (especially French, German and North American) emerged, challenging small and medium-size enterprises. Nevertheless, at the end of the century, small dairy factories were still surviving alongside the industrial giants and maintaining a solid niche market. What role have large and small enterprises played throughout the 20th century? What relationship has there been between changes in consumption and innovation of production systems?

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## **I. Corresponding Session Organiser**

Prof. Silvia A. Conca Messina (University of Milan [Italy])

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## **II. Co-Organiser(s)**

1. Corresponding Organiser.
2. Prof. Francesco Chiapparino (Marche Polytechnic University, Ancona [Italy])
3. Prof. Claudio Besana (Catholic University of Milan [Italy])
4. Prof. Rita D'Errico (Roma Tre University [Italy])

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## **III. Expected Participant(s)**

1. same as correspondent.
2. Claudio Besana (Catholic University of Milan [Italy])
3. Francesco Chiapparino (Marche Polytechnic University, Ancona [Italy])
4. Rita D'Errico (Roma Tre University [Italy])
5. Ingrid Henriksen (University of Southern Denmark, Odense [Denmark])
6. Andrea Maria Locatelli (Catholic University of Milan [Italy])
7. Stefano Magagnoli (University of Parma [Italy])
8. Hildete de Moraes Vodopives (University of Paris IV Sorbonne [France])
9. Paul Richard Sharp (University of Southern Denmark, Odense [Denmark])