Vertical partnershipping is the central activity of many organisations in the agri and food industry today. From the time when its conceptual foundations were laid, its theory and practice have been subjected to intensive research, argument and development under headings like value-added management, chain management and supply management.
But, no matter what its name, vertical partnershipping includes collaboration between retailers, food manufacturers, agricultural producers and agri-input suppliers to match consumers' demands.

The Second International Conference on Chain Management in Agri and Food Business, held in Ede, the Netherlands, on May 30-31 1996, presented results of chain projects and ideas for action, expanded theoretical thinking and facilitated dialogues between CEO's from agribusiness and food companies, researchers and consultants.

In this volume, the keynotes and papers delivered at the conference have been collected. Topics covered deal with structuring and developing of chains, economic modelling of chains, allocation of prices and costs, marketing and environmental issues in chains, logistics and quality and many more.

Wageningen Agricultural University and the Foundation of Agri-Chain Competence have shown in this volume the stimulating and challenging nature of the chain concept in the Agri and Food Business.