Supply chain management assessment to improve the performance of contract farming between a multi national company and smallholders in East Java

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Abstract	
Authors	B Irianto, P Santoso
Journal Name Acta horticulturae, 2006	
Publish Year	2006
Citation	1
Url	https://scholar.google.com/scholar?q=+intitle:"Supply chain management assessment to improve the performance of contract farming between a multi national company and smallholders in East Java"
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