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## **EDITOR'S NOTE**

Dear Readers,

Welcome to the first issue of the IFAMR for 2013. I would like to draw your attention to our focus on teaching cases—we have three. First, *ANZCO Foods Limited: Pursuing the Chinese Market* was written by Nicola Shadbolt and her team at Massey University, New Zealand. This case was developed exclusively for the 2012 International Student Case Competition which occurred during the IFAMA conference in Shanghai, China. Those attending the competition saw the richness and high value of this case for use when attempting to develop a market-entry strategy. The case is significant because it was a project initiated by Professor Daniel Conforte who passed away in early 2012, then finished by the Massey team with the help of experienced IFAMR case writers. Secondly, Dr. Greg Baker and his colleagues at GB Pant University in Northern India have written, *Supply Chain Re-engineering in the Fresh Produce Industry: A Case Study of Adani Agrifresh*. This case study helps students explore supply chain management within a developing country. Cold chain management and the role of small holders in modern supply chains remain not only an important research topic but an issue with practical implications for managers. Finally, Dr. Blessing Maumbe and Dr. Cheryl Brown present, *Entrepreneurial and Buyer-Driven Local Wine Supply Chains: Case Study of Acres of Land Winery in Kentucky*, a case study on the development of the wine industry in Kentucky, USA. This is very interesting because it highlights for students the complexities of a firm radically changing its strategic architecture, and then poses the questions of if, and how, a firm might accomplish such a task.

The IFAMR has 48 case studies available for use in the classroom. You can find them by visiting our website under the Publication section for the IFAMR Journal, and selecting the Case Study Articles or by [clicking this link](#). These cases are open access and freely available for your students. Faculty and professional members may request the Teaching Notes by directly emailing the IFAMA or IFAMR Business Office. Included in our case study bank is also a fine article, *Case Writing: An Art and a Science*, written by Kenneth Harling and Emily Misser.

Enjoy the issue.

**Peter Goldsmith, Executive Editor, IFAMR**