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## **EDITOR'S NOTE**

Dear Colleagues,

Enclosed is our second issue of the year. It is important to stop and thank the editorial team at the IFAMR for publishing its 26<sup>th</sup> straight quarterly issue on time. It is another full issue with ten articles, nine research manuscripts and one case study. Well done team.

We continue to support scholars' ambitions who seek to publish special issues on a topic of their choice. Forthcoming in June will be a special issue on the Global Poultry Industry, edited by staff at the USDA-ERS. We will issue calls at the annual meeting next month for two new special issues; one on big data and agribusiness edited by an industry-academic team put together by Conservis, LLC of Minneapolis; and a second special issue by a USDA-ERS team on the future of the global dairy complex. Look for the calls so you can get your work published.

There are a number of very nice pieces in this issue. Let me draw your attention to a couple of highlights.

First is a teaching case study on Syngenta that has students exploring the critical area of relationship marketing and customer intimacy. The work is poignant as firms explore new ways to connect with customers who increasingly have alternative ways to increase profitability. We bring to the IFAMR readership two articles from Asian authors sharing perspectives on new high growth markets in the global food system. There are three articles from Italian authors. Thanks in no small part to our managing editor, Alessio Cavicchi at the University of Macerata, we have seen a dramatic increase in submissions from Italy. Finally, consistent with the IFAMA strategy supporting students looking for jobs and firms seeking high quality talent, we published an interesting paper from the United States on gender balance among food and agribusiness applicants.

**Peter Goldsmith, Executive Editor, IFAMR**