

**INTERNATIONAL AGRIBUSINESS
MANAGEMENT ASSOCIATION**

INAUGURAL SYMPOSIUM

Global Agribusiness for the '90s

*March 3-5, 1991
Boston, Massachusetts*

SUNDAY, MARCH 3, 1991

8:30 - 10:00 a.m.

GENERAL SESSION: The Academic Challenge — Agribusiness Management Research and Educational Needs in the '90s: Concepts and Content

Moderator: **David Taber**, Vice President - Marketing
Fresh Western Marketing, Wilmington, DE

Curriculum Challenges: **Kerry K. Litzenberg**, Professor of Agricultural Economics
Texas A&M University

Research Challenges: **Michael Mazzocco and Steve Sonka**, Professors of Agribusiness
University of Illinois

Public Policy Challenges: **Bruce Gardner**, Assistant Secretary
U.S. Department of Agriculture

10:00 - 10:30 a.m.

BREAK

10:30 - 12:00 noon

SYMPOSIUM

Topic: Developing an International Perspective in Graduate and Undergraduate Students of Agribusiness

Moderator: **John Lee**, Administrator
Economic Research Service, U. S. Department of Agriculture

The purposes of the symposium are to (1) assess how effectively recent recommendations for change in the agribusiness curricula have addressed future global agribusiness education needs; and (2) develop recommendations regarding how to internationalize curricula most effectively for undergraduate and graduate students in agricultural business.

Sunday, March 3, 1991, continued

Papers:

Internationalizing the Agricultural Business Curriculum: The Purdue Approach

Jay T. Akridge, Professor
Purdue University

Internationalizing the Agricultural Business Curriculum: The University of Wisconsin Approach

William Dobson, Professor
University of Wisconsin

Internships in an Agribusiness Degree Program: The Muresk Experience

John Dymond, Professor
Muresk Institute of Agribusiness, Curtin University, Australia

M.B.A. in Agribusiness: The International Component

Greg Baker, Professor
Santa Clara University

12:00 - 1:30 p.m.

LUNCH ON YOUR OWN

1:30 - 3:00 p.m.

SELECTED PAPERS

Topic: Differential Strategies in the Agribusiness Sector

Moderator: **Max S. Wortman, Jr.**, Pioneer Hi-Bred International Professor of Agribusiness
Iowa State University

Papers:

Information Partnerships in the Food and Agribusiness Sector: An Alternative Coordination Strategy

Deborah H. Streeter, Assistant Professor
Cornell University

Michael A. Hudson, Bruce F. Failing, Sr. Professor of Personal Enterprise
Cornell University

Measuring and Monitoring Economic Progress in the Food and Fiber System of Pakistan

Forrest F. Walters, Professor
Colorado State University

Mubarik Ali, Consultant
Ronco Consulting Corporation, Pakistan

Rural Small Business Incubator: Does It Offer Potential for Enhancing the Competitiveness of U.S. Agribusiness?

Steven A. Schulz, Professor
University of Nebraska, Lincoln

Raymond A. Marquart, Professor
University of Nebraska, Lincoln

The Agribusiness Systems Approach: Cases and Concepts

Mary Shelman, D.B.A. Candidate
Harvard Business School (Coauthor with Goldberg)

SYMPOSIUM

Topic: Agribusiness Education Needs — Assessment, Development and Delivery Outside the U.S.

Moderator: **James Beierlein**, Professor
Pennsylvania State University

The purpose of this symposium is to examine the assessment, development and delivery of agribusiness education for a few foreign countries. The countries chosen are going through radical changes in their political and economic systems, and include the U.S.S.R., Poland and nations in Africa.

Panelists:

A Descriptive View of Russia

Michael Turner, Professor
University of Nebraska

Insights into Poland

Dennis M. Conley, Professor
University of Nebraska

Practical Agribusiness Training Needs: One International Consultant's Perspective

Mark D. Newman, Director
Agribusiness Research and Consulting,
Abt Associates, Inc., Washington, DC

Delivery of Programs: The Thunderbird School of Experience

Michael Woolverton, Continental Grain Professor of Agribusiness,
American Graduate School of International Management

3:00 - 4:00 p.m.

BREAK

Sunday, March 3, 1991, continued

4:00 - 5:30 p.m.

KEYNOTE ADDRESS: Global Agribusiness in the '90s

Chairman of Session: **Dwayne O. Andreas**, Chairman of the Board and CEO,
Archer Daniels Midland
Overview of Agribusiness Trends from the Private Sector

Speakers: **The Honorable Clayton Yeutter**, Secretary
U.S. Department of Agriculture

John Salt, Counselor
Australian Embassy, Washington, DC

5:30 - 6:30 p.m.

SOCIAL HOUR

6:30 - 9:00 p.m.

DINNER AND PRESIDENT'S ADDRESS: Why the International Agribusiness Management Association?

Moderator: **Warren E. Johnston**, Professor
University of California, Davis
and President, American Agricultural Economics Association

Speakers: **Ray A. Goldberg**, Moffett Professor of Agriculture and Business
Harvard University and President, International Agribusiness
Management Association

Tony Webster, President
Agribusiness Association of Australia and New Zealand

MONDAY, MARCH 4, 1991

8:00 - 10:00 a.m.

SESSION A: Developing Global Strategic Agribusiness Alliances

Moderator: **Ian Fairnie**, North American Director
Curtin University, Australia

Speakers: **Jonathan Taylor**, President
Booker PLC, London

Norman Blanchard, President
SmithKline Beecham, West Chester, PA

F. Curtis Beatty, Vice President and Director, International Sales
John Morrell & Co., Cincinnati, OH

10:00 -10:30 a.m.

BREAK

10:30 a.m.- 12 noon

SESSION B: Restructuring Global Agribusiness to Enhance Competition

Moderator: **R.J. Hildreth**, Managing Director
Farm Foundation

Speakers: **Willard Mueller**, Professor
University of Wisconsin

Lowell Hill, Professor
University of Illinois

Charles Handy, Leader
Food Manufacturing and Distribution Research, Economic Research Service,
U.S. Department of Agriculture
and Dennis Henderson, Professor
The Ohio State University

Daniel I. Padberg, Professor
Texas A&M University

12:15 - 1:45 p.m.

LUNCHEON ADDRESS: Major Forces Setting the Business Environment in the '90s

Moderator: **Gail Cramer**, L.C. Carter Professor
University of Arkansas

Speakers: **Mike Cook**, Robert D. Partridge Professor
University of Missouri

Monday, March 4, 1991, continued

2:00 - 3:30 p. m.

SESSION C: Role of Agribusiness in International Development

Moderator: **Wayne Boutwell**, President
National Council for Farmer Cooperatives, Washington, DC

Speakers: **Charles E. French**, President
C.E. French and Associates, Nellysford, VA

Stuart Callison, Deputy Executive Director
BIFADEC, Washington, DC

James J. O'Connor, President
O'Connor-Abell, Inc., Arlington, VA

John B. Flynn, Director
Office of Technical Resources, Europe and Near East
Agency for International Development, Washington, DC

3:30 - 4:00 p.m.

BREAK

4:00 - 6:00 p.m.

SESSION D: Development and Global Marketing of Biotechnology Products for Agriculture

Moderator: **Clarence Davan, Jr.**, President
Davan Consulting International

Speakers:
Biotechnology Products for Animal Agriculture: Challenges of Entering New Markets

James P. Tobin, Manager, Market Development – Animal Nutrition and
Health, Monsanto Agriculture Company, St. Louis, MO

Designing New Crops via Biotechnology: Timing and Strategies for Market Penetration

Roger H. Salquist, Chairman and Chief Executive Officer
Calgene Inc., Davis, CA

*Agricultural Sciences in Land-Grant Universities: The Impact of New Technology on Research
and Education Strategies*

Charles J. Arntzen, Deputy Chancellor and Dean of Agriculture and
Life Sciences, Texas A&M University

The National Initiatives for Agriculture: Responding to Technology and a Global Agriculture

John Patrick Jordan, Administrator

Cooperative State Research Service, U.S. Department of Agriculture

6:15 - 7:00 p.m.

INAUGURAL BUSINESS MEETING: International Agribusiness Management Association

In Charge:

Vernon E. Schneider, Distinguished Professor

Texas A&M University, and Secretary/Treasurer, International
Agribusiness Management Association

Roland Robinson, Economist

Cooperative States Research Service, U.S. Department of Agriculture
and Director, International Agribusiness Management Association

7:00- 8:00 p.m.

Dinner On Your Own

TUESDAY, MARCH 5, 1991

8:00 - 9:30 a.m.

SESSION E: Challenges for Global Agribusiness in the '90s

Moderator:

Roger Mitchell, Dean

College of Agriculture, University of Missouri

Speakers:

As Viewed by Chief Executive Officer of Agribusiness Food Complex

Charles M. Harper, Chairman and Chief Executive Officer

ConAgra, Inc., Omaha, NE

As Viewed by Chief Executive Officer of Major Food Retailer

Robert G. Tobin, President and CEO

Stop N' Shop Supermarket Co., Boston, MA

As Viewed by Chief Financial Officer

Doug Sims, President and Chief Operating Officer

COBANK, Farm Credit, Denver, CO

As Viewed by Chief Marketing Officer

Michael Gorham, Vice President - Marketing and Research

Chicago Mercantile Exchange

Tuesday, March 5, 1991 continued

10:00 - 11:45 a.m.

SESSION F: Challenges for Agribusiness Education and Research in the '90s

Moderator: **David Schrock**, Dean
College of Business, Iowa State University

Speakers: **Donald Zacharias**, President, Mississippi State University

James L. Rainey, President
Farmland Industries, Kansas City, MO

Duane Acker, Administrator
Office of International Cooperation and Development
and Foreign Agricultural Service
U.S. Department of Agriculture

12:00 - 2:00 p.m.

CLOSING LUNCHEON SESSION: Where Do We Go From Here?

Moderator: **Emerson Babb**, Professor
University of Florida

Speakers: **Ney B. Araujo**, President and Director
Sementes Agrocere, Brazil

Ray A. Goldberg, Moffett Professor of Agriculture and Business
Harvard University

SYMPOSIUM PLANNING COMMITTEE

William D. Gorman (Cochairman), Professor
New Mexico State University

Max S. Wortman (Cochairman), Pioneer Hi-Bred International
Chair in Agribusiness
Iowa State University

Michael L. Cook, Robert D. Partridge Professor
University of Missouri - Columbia

Ian Fairnie, Executive Vice-President
Curtin University, Western Australia

Charles E. French, President
Charles E. French & Associates

Clarence Davan, President
Davan Consulting International, Inc.

Ray A. Goldberg, Moffett Professor of Agriculture and Business
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Roland Robinson, Agricultural Economist
Cooperative State Research Service,
U.S. Department of Agriculture

Vernon E. Schneider, Distinguished Professor
Texas A&M University