

INTERNATIONAL
AGRIBUSINESS
MANAGEMENT
ASSOCIATION

OXFORD, ENGLAND, UK
MAY 16-19, 1992



S Y M P O S I U M I I
P R O G R A M
E V O L U T I O N O F
T H E F O O D C H A I N
I N A C H A N G I N G
I N T E R N A T I O N A L
E N V I R O N M E N T

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for assisting with travel expenses for students

Without their generous support this program would not have been possible.



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Evolution of the Food Chain in a Changing International Environment

SATURDAY, MAY 16, 1992

10:00 a.m. - 6:00 p.m., Saturday

Registration

Randolph Garden Room

12:00 Noon - 1:30 p.m., Saturday

Luncheon

Randolph Ballroom

Agribusiness Management Research in the United States

Chairman: **John Lee**, Administrator, Economic Research Service
United States Department of Agriculture, Washington, D.C.

Welcome: **Vernon E. Schneider**, Secretary/Treasurer, IAMA

Speakers: **Agribusiness Research: Concepts, Status, and Future**
Charles E. French, President, C-E French Associates, Nellysford, Virginia

The Next Decade: Global R & D Requirements for U.S. Agribusinesses
Clarence Davan, Jr., President, Davan Consulting, International, Englewood, Colorado

2:00 p.m. - 5:30 p.m., Saturday

SESSION 1

Randolph Ballroom

Priorities and Organizational Opportunities for Cooperative International Agribusiness Research

Chairman: **J. Patrick Jordan**, Administrator, Cooperative State Research Service,
United States Department of Agriculture, Washington, D.C.

Role of agribusiness in the global agricultural and food sector, importance of industry, government and academic cooperation in agribusiness research.

Papers: **Cooperative Research on Global Implications of a Single EC Market for the Food Manufacturing Industries**

Dennis Henderson, Professor, Agricultural Economics, Ohio State University

Alan Swinbank, Professor and Head of Department, Agricultural Economics and Management, University of Reading

Ian Sheldon, Associate Professor, International Marketing, Ohio State University

Lessons from planning and conducting cooperative U.S./U.K. research on the implications of a single EC market for the organization and behavior of processed food industries world-wide; findings and implications for future research.

Collaborative Research in the USDA/Land Grant Complex: Lessons for International Agribusiness Research

Roland Robinson, Principal Agricultural Economist, Cooperative State Research Service
U.S. Department of Agriculture

Thomas Sporleder, Farm Income Enhancement, Professor, Ohio State University

Michael Reed, Professor, Agricultural Economics, University of Kentucky

Examination of the U.S. system of regional research and centers for international trade development; implications for organizing and facilitating international cooperation in academic/agribusiness research.

Agribusiness Implications of the EC Mandate for Collaborative Multinational Research

Bruce Traill, Dalgety Professor, Food Marketing, University of Reading

S. Hardy, Agro-Industrial Research Programme, Commission of the European Community

J. Goodhardt, President, Chemunex S.A.

Assessment of the EC's mandate for collaborative community-wide scientific research in terms of facilitating multinational cooperation by economic researchers relevant to agribusiness and the food industries.

3:30 p.m. - 4:00 p.m., Saturday

Break

Randolph Garden Room

Bridging National Boundaries in Academic and Agribusiness Research

Walter Armbruster, Managing Director, Farm Foundation

Bruce Beattie, Professor and Head of Department, Agricultural Economics,
University of Arizona and President, American Agricultural Economics Association

Evaluation of alternative organizational methods for facilitating international collaboration in academic and industrial research; structuring incentives for assuring successful completion of such research.

Panel: Advantages and limitations of international collaborative research in agribusiness; identification of relevant issues; evaluation of organizational options; setting a charge to the international agribusiness research community.

Moderator: **James Nielson**, Agricultural Economist, Cooperative State Research Service,
U.S. Department of Agriculture and Founding Member,
International Agribusiness Management Association

Panelists: **G. Allen Andreas**, Vice President and Chief Financial Officer, European Operations,
Archer Daniels Midland Company
David Hughes, Professor, Agribusiness Management and Marketing, Wye College,
University of London
Jean Sussman, Supervisor, Commodity Research and Economic Analysis,
The Quaker Oats Company

SUNDAY, MAY 17, 1992

8:30 a.m. - 10:00 a.m., Sunday

SESSION 2

Randolph Ballroom,
Lancaster and St. John's Rooms

SELECTED PAPERS - CONCURRENT SESSIONS:

Session 2A: **Consumer Behavior and Food Safety**

Randolph Ballroom

Chairman: **Greg Baker**, Assistant Professor, Institute of Agribusiness, Santa Clara University,
Santa Clara, California

Papers: **Due Diligence in the Food Safety Act 1990 - Implications for
UK Agribusiness**

Jill E. Hobbs, Food Marketing Economist, The Scottish Agricultural College,
Aberdeen, Scotland

William A. Kerr, University of Calgary, Canada

International Licensing of Branded Food Products

Ian Sheldon, Professor, Department of Agricultural Economics, Ohio State University

Dennis R. Henderson, Professor, Ohio State University

Consumer Behavior Towards Selected Food Products in Four European Countries

Leila Lueschen, Department of Agricultural Economics, University of Kentucky

Mike Reed, Professor, Department of Agricultural Economics, University of Kentucky

Session 2B: **Grain Industry Competitiveness**

Randolph Lancaster

Chairman: **Gary W. Brester**, Assistant Professor, Department of Agricultural Economics, Kansas State University

Papers: **Multinationals' Strategies, Trade Policies and the International Grain Trade**

Margherita Scoppola, Italy

Competitiveness of the U.S. Durum Wheat and Durum Milling Industries Under Alternative Trade Policies

Won W. Koo, Professor, Department of Agricultural Economics, North Dakota State University

Joel T. Golz, Research Assistant, North Dakota State University

Seung R. Yang, Research Scientist, North Dakota State University

Tax Policy and International Trade: An Analysis of Competitive Advantage in U.S., Canadian and Australian Wheat Exports

Clair J. Nixon, Professor, Department of Accounting, Texas A&M University

Greg Perry, Department of Agricultural Economics, Oregon State University

Robert Batterham, Department of Agricultural Economics, University of Sydney

Session 2C: **Institutional Aspects of Trade**

St. John's

Chairman: **Max Wortman**, Pioneer Hi-Bred International, Professor, College of Business Administration, Iowa State University

Papers: **Minimizing the Negative Effects of Trading Blocks**

Lowell D. Hill, The Laurence J. Norton Professor of Agricultural Marketing, Department of Agricultural Economics, University of Illinois

EC '92 Trade Liberalization and Strategic Role Played by Private and Public Institutions

Rainer W. Kuhl, Department of Agricultural Economics, University of Kiel

Cooperatives, Statutory Marketing Organizations and Global Business Strategy

Dr. W. R. Schroder, Senior Lecturer, Monash University, Australia

Growth and Changes in the Structure of the U.S. Agribusiness Industry, 1972-82: An Input-Output Perspective

Chinkook Lee, Professor, Economic Research Service,
United States Department of Agriculture

10:00 a.m. - 10:30 a.m., Sunday

Break

Playhouse Theatre Lounge

10:30 a.m. - 12:00 Noon, Sunday

SESSION 3

Playhouse Theatre

Global Agribusiness Education and Curriculum Relevancy and Challenges

Chairman: **Eric P. Thor**, Director and Professor, School of Agribusiness and Environmental Resources, Arizona State University, Tempe, Arizona

Speakers: **The Changing Role of Agribusiness Education in North America**
Robert L. Thompson, Dean, College of Agriculture, Purdue University, Lafayette, Indiana

The Relevancy to Agribusiness and Food Industries in Europe
Bruno Henry de Frahan, Lecturer, Institut de Gestion Internationale Agro-Alimentaire, France
Jean Louis Floriot, Director, Institut de Gestion Internationale Agro-Alimentaire, France

Agribusiness Management Education in Brazil
Decio Zylbersztajn, Professor, Universidade de Sao Paulo, Sao Paulo, Brazil

12:00 Noon - 1:30 p.m., Sunday

Luncheon

Randolph Ballroom

Chairman: **Ray A. Goldberg**, Professor, Harvard Business School and Past President of IAMA

Address: **The International Agribusiness Management Association—
How Do We Structure the Organization?**
Jonathan Taylor, Chief Executive, Booker, PLC, London and President Elect of IAMA

Cooperatives, Statutory Marketing Organizations and Global Business Strategy

Dr. W. R. Schroder, Senior Lecturer, Monash University, Australia

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Randolph Ballroom

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Address: **The International Agribusiness Management Association—
How Do We Structure the Organization?**
Jonathan Taylor, Chief Executive, Booker, PLC, London and President Elect of IAMA

1:30 p.m. - 3:00 p.m., Sunday

SESSION 4

Playhouse Theatre

Challenges and Opportunities for Agribusiness and Food Industries in Eastern and Central Europe

Chairman: **F J S Van Bijsterveld**, Head of Agribusiness, Corporate Banking Division, Rabobank Nederland Utrecht, The Netherlands

Speakers: **Funding Rural Infrastructure and Food Processing and Manufacturing**
John Maddison, Head of Unit, Bilateral Agricultural Affairs, Commission of the European Community, Bruxelles

Opportunities and Challenges in Hungary

Gyorgy Rasko, Secretary of State, Ministry of Agriculture, Budapest

Challenges and Opportunities...Food Industries

Ted Postma, Koninglijke Ahold NV; NL, Zaandam, The Netherlands

Challenges and Opportunities...Food Manufacturing

Lionel Zinsou, Director of Development, BSN Groupe, Paris, France

3:00 p.m. - 3:30 p.m., Sunday

Break

Playhouse Theatre Lounge

3:30 p.m. - 5:00 p.m., Sunday

SESSION 5

Playhouse Theatre

Challenges and Opportunities for Agribusiness and Food Industries in Eastern Europe and Central Asia

Chairman: **Sir Ronald MacIntosh**, Chairman, British Food Consortium

Speakers: **Programs in Ukraine, Czechoslovakia, Poland, Hungary**
Richard Clothier, Chief Executive and
Maurice Bichard, Technical Director, Pig Improvement Company, Subsidiary of Dalgety PLC

Livestock Breeding Challenges and Opportunities... in the Russian Republic

Vladimir Yefimov, Professor, Academy of National Economy, Moscow, Russia

Bruno Henry De Frahan, Lecturer, Institut de Gestion Internationale Agro-Alimentaire, France

Challenges and Opportunities...Moldova

Paul Weightman, Member of Senior Economic Council, Republic of Moldova,
University of Newcastle upon Tyne

6:00 p.m. - 9:00 p.m., Sunday

Reception and Presidential Banquet

Randolph Garden Room and Ballroom

Chairman: **Ray A. Goldberg**, Professor and Past President of IAMA, Harvard Business School

Address: **Dwayne O. Andreas**, IAMA President and Chairman of the Board and CEO,
Archer Daniels Midland Company, Decatur, IL, USA

MONDAY, MAY 18, 1992

8:00 a.m. - 9:45 a.m., Monday

SESSION 6

Playhouse Theatre

Globalization of the Food System

Chairman: **Ray A. Goldberg**, Moffett Professor, Agriculture and Business, Harvard Business School,
Harvard University

This session addresses the evolution of the global food chain in a changing environment as seen through the eyes of the distributor, brand manufacturer, commodity handler, producer, and farm supplier.

Panelists: **Martin B. Van Zwanenberg**, Divisional Director, Marks & Spencer, London
Neil M. Shaw, Chairman and Chief Executive, Tate & Lyle, PLC, London
David Naish, President, The National Farmers Union, England
Jonathan Taylor, Chief Executive, Booker PLC, London

9:45 a.m. - 10:15 a.m., Monday

Break

Playhouse Theatre Lounge

10:15 a.m. - 12:00 Noon, Monday

SESSION 7

Playhouse Theatre

Development of Trading Blocks in the Americas

Chairman: **Jonathan Coles**, Minister of Agriculture, Venezuela

This session addresses the current status and possible future development of trading blocks in North America and South America.

Address: **An Overview of Trading Blocks in the Americas**
David Dodwell, Foreign Editor, The Financial Times, London

Speakers: **Roberto A. Weill**, Chairman, Venezuelan Tropical Fruit Company, Caracas, Venezuela
Conrado Pappalardo, President, Agromonte, Asunción, Paraguay
Edmundo Klotz, President, Brazilian Food Industry Association, Sao Paulo, Brazil
Jesus Seade, Ambassador of Mexico and Permanent Representative to GATT

12:00 Noon - 1:30 p.m., Monday

Luncheon

Randolph Ballroom

Address: **Environmental and Ecological Issues and the World Food Chain**
Sir Crispin Tickell, Warden, Green College, Oxford University

1:30 p.m. - 3:00 p.m., Monday

SESSION 8

Randolph Ballroom, Lancaster, and St. Johns

SELECTED PAPERS - CONCURRENT SESSIONS:

Session 8A: **Meeting Food Needs** Randolph Ballroom

Chairman: **Murray Hawkins**, Director, Muresk Institute, Curtin University, Northam, West Australia

Papers: **Meeting Soviet Grain Needs During the Winter of 1991-92:**
The Role and Cost of Transportation
James G. Beierlein, Professor, College of Agriculture, Pennsylvania State University
Richard Young, Business Logistics, Pennsylvania State University
Michael Woolverton, Professor, Thunderbird University

Prospects of Intra- and Inter-Continental Trade Enhancement for Solving Food Problems in Sub-Saharan Africa
Zacch Olorunnipa, Assistant Professor, Florida A&M University

The Experience of Chinese Enterprise
Danilo Tomic, Yugoslavia
Liu Yanjie, Institute of Economic Management for Cadres, Urumchi, Xinjiang, China

Session 8B: **Trade Liberalization**

Lancaster

Chairman: **F. Larry Leistritz**, Professor, Department of Agricultural Economics,
North Dakota State University

Papers: **The Search for GATT-Legal Restrictions on Markets:
The Case of Corn Gluten Feed**

Thomas L. Sporleder, Professor, Department of Agricultural Economics &
Rural Sociology, Ohio State University

Constance Cullman Jackson, M.S. Graduate Student, Ohio State University

Carl Zulauf, Associate Professor, Ohio State University

**The Economic Impact of Trade Liberalization in Sweeteners on
U.S., E.C. and World Markets**

Thomas Greer, Professor, Department of Agricultural Economics, Purdue University

John Connor, Department of Agricultural Economics, Purdue University

**Changing Business Strategies as Markets Open: Lessons
from the Ontario Wine Industry**

Kenneth F. Harling, School of Business and Economics, Wilfrid Laurier University

Session 8C: **Trade Deregulation**

St. Johns

Chairman: **Vic Wright**, Associate Professor, Department of Agricultural Economics and
Business Management, University of New England, N.S.W., Australia

Papers: **The Deregulation of the U.S. Dairy Industry:
Implications for World Dairy Markets**

William D. Dobson, Professor, Department of Agricultural Economics,
University of Wisconsin-Madison

**Implications of North American Free Trade for U.S. Meats
and Livestock**

C. Parr Rosson III, Professor, Department of Agricultural Economics,
Texas A&M University

Ernest E. Davis, Professor and Extension Livestock Specialist, Department of
Agricultural Economics, Texas A&M University

Eduardo Segorra, Assistant Professor, Department of Agricultural Economics,
Texas Tech University

Amy Angel, Graduate Student, Department of Agricultural Economics,
Texas A&M University

Market Openings for Potatoes and Beef in the Asian Pacific Rim Fast Food Industry

Joseph F. Guenther, Associate Extension Professor, Department of Agricultural Economics & Rural Sociology, University of Idaho

Biing-Hwan Lin, Ag Economist, Economic Research Service, USDA

Discussant: **Alan Barkema**, Agricultural Economist, Federal Reserve Bank of Kansas City, Kansas City, Missouri

3:00 p.m. - 3:30 p.m., Monday

Break

Randolph Garden Room

3:30 p.m. - 5:15 p.m., Monday

SESSION 9

Randolph Ballroom

New Technologies and Their Impacts on Agribusiness and Food Industries

Chairman: **Robin Robert Ison**, Global Research Manager, Fungicides, DowElanco Europe, Wantage Oxon, England

Address: **New Technologies and New Markets; Implications for Agribusiness and Food Industries**

Michael J. Phillips, Office of Technology Assessment, U.S. Congress and
Marie Walsh, Graduate Student, University of Minnesota

The paper examines: the changing markets for agricultural products; the new technological era of biotechnology and information technology; and the resulting implications for agribusiness and food industries. New technologies will soon be available for altering agricultural commodities for specific end-use characteristics. Every step of the business process could be affected—from raw material procurement, to production, to marketing and waste management. Business practices will need to be altered and the structure of the agricultural sector may be changed. New information technologies will also complement the market changes by helping business managers coordinate their many activities.

Panelists: **Iain G.T. Ferguson**, Chairman, Plant Breeding, International Cambridge Ltd., Cambridge, England
Mark Kierstan, Director, Leatherhead Food Research Association, Surrey, England
Roger H. Salquist, Chairman, Calgene, Inc., Davis, California
Glen Terbeek, Managing Partner for Food & Packaged Goods Industries, Anderson Consulting, Chicago, Illinois

6:30 - 7:15 p.m., Monday

Reception

Ashmolean Museum, Oxford University

7:30 p.m. - 9:00 p.m., Monday

Banquet

Bodleian Library, Divinity School, Oxford University

Chairman: **Jonathan Taylor**, Chief Executive, Booker, PLC and President Elect IAMA

Address: **History of Oxford University and the Bodleian Library**
David Vaisey, Librarian, Bodleian Library

TUESDAY, MAY 19, 1992

8:30 a.m. - 10:00 a.m., Tuesday

SESSION 10

Playhouse Theatre

European Community and GATT

Chairman: **Sir Michael Franklin**, Chairman, West European Programme
The Royal Institute of International Affairs, London

This session explores the European Community viewpoint in the GATT negotiations and its implications for EC food and agriculture policy. Impacts of the EC policies on producers and agribusiness and food firms in Australia, New Zealand, and North America will also be analyzed.

Comments: **The European Community Viewpoint and GATT Negotiations and Implications for EC Food and Agriculture Policy**
Sir Michael Franklin

Speakers: **Brian D. Chamberlin**, Counsellor (Agriculture), New Zealand High Commission, London
Aart de Zeeuw, Advisor to Minister of Agriculture & Fisheries, The Netherlands
Luther G. Tweeten, Professor, The Ohio State University
Robert L. Thompson, Dean, College of Agriculture, Purdue University, Lafayette, Indiana

10:00 a.m. - 10:30 a.m., Tuesday

Break

Playhouse Theatre Lounge

10:30 a.m. - 12:30 a.m., Tuesday

SESSION 11

Playhouse Theatre

EC and the Food Industries: Beyond '92

Chairman: **Sir Peter Carey**, Chairman, Dalgety, PLC

This session will examine the nature of competition facing the EC food industries following the completion of the single market and discuss implications for the food sector.

Speakers: **The Food Retailer-Manufacturer Interface Within Europe**
Spencer Henson, Lecturer in Food Economics, University of Reading

This paper explores developments in the food retailing sector and assesses the relationship between food retailers and manufacturers.

Attitudes of Food Manufacturers in Light of Retailing Policies in European Countries

M. Geradon de Vera, Deputy Director, SECODIP, France

This paper will report the results of a French Government supported survey of French, German and UK food manufacturers' expectations of the implications of food retailing developments for their businesses.

EC Competition and Industry Policy and the Food Industry

Jim Burns, Lecturer in Food Economics, University of Reading and
Bruce Traill, Dalgety Professor of Food Management and Marketing,
University of Reading

This paper discusses the European Commission's increasingly important role in formulating competition and industrial policy and the potential implications for the EC food industries.

12:30 p.m. - 2:00 p.m., Tuesday

Closing Luncheon

Randolph Ballroom

Chairman: **Jonathan Taylor**, Chief Executive, Booker, PLC

Address: **A Vision of Europe**
The Rt. Hon. Lord Jenkins of Hillhead, Chancellor, Oxford University

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