



## Invited Symposium Papers, Posters, Discussion Sessions & Case Studies

### Discussion Session

**Moderator:** Dr. Dennis Conley, University of Nebraska-Lincoln, USA

*Court Debate of a Legal Case Involving Violation of Regulations in A Futures and Options Market (ID# 1003)* [paper](#) [powerpoint](#)

Dr. Dennis Conley, University of Nebraska-Lincoln, USA

Dr. Francis Declerck, ESSEC Business School, France

Dr. Francesco Braga, University of Guelph, Canada

### Case Conference Opening Session

**Moderator:** Dr. Gregory Baker, Santa Clara University, USA, Opening Remarks

**Case Conference Introduction “Developing a Teaching Case”** [powerpoint](#)

Ms. Mary L. Shelman, Harvard Business School, USA

### Paper Presentations

**Moderator:** Dr. Kobus Laubscher, University of the Free State, South Africa

*The State of Black Economic Empowerment in the Agribusiness Sector of South Africa (ID#1006)*

[paper](#) [powerpoint](#)

Dr. Dirk Esterhuizen, USDA, South Africa

Dr. Tobias Doyer, ABSA, South Africa

Dr. Johan Van Rooyen, SA Wine Council, South Africa

Ms. Lindie Botha, Agricultural Business Chamber, South Africa

*A Method for Integrated and Sustainable Agribusiness Projects (ID#1137)* [paper](#) [powerpoint](#)

Dr. Marcos Fava Neves, University of Sao Paulo, Brazil

Mr. Luciano Castro, University of Sao Paulo, Brazil

### Paper Presentations

**Moderator:** Dr. Yuliya Bolotova, University of Idaho, USA

*Evaluating Economic Performance of Food Manufacturing Industries: An Analysis of the US Pacific Northwest States (ID#1019)* [paper](#) [powerpoint](#)

Dr. Yuliya Bolotova, University of Idaho, USA

*Developments and challenges in the European pork sector (ID#1018)* [paper](#) [powerpoint](#)

Mr. Jacques Trienekens, Wageningen University, The Netherlands

Mr. Nel Wognum, Wageningen University, The Netherlands

Mrs. Rannia Nijhof-Savvaki, Wageningen University, The Netherlands

Mr. Mark Wever, Wageningen University, The Netherlands

## Paper Presentations

**Moderator:** Mr. Daniel Conforte, Massey University, New Zealand

***Distribution of costs and benefits from the commercial introduction of genetically modified crops: A case study on potato in Finland (ID#1076)*** [paper](#) [powerpoint](#)

Dr. Jyrki Niemi, MTT Agrifood Research, Finland

Mr. Jussi Tuomisto, MTT Agrifood Research, Finland

***Impact of New Chain Strategies on Entrepreneurship Development of Farmers (ID#1025)***

[paper](#) [powerpoint](#)

Mr. Woody Maijers, INHOLLAND Educational University, The Netherlands

***Be good and tell it: Meeting the challenge to re-establish the relationship between livestock industry and society (ID#1024)*** [paper](#) [powerpoint](#)

Dr. Ina Enting, Wageningen UR, The Netherlands

Mr. Onno Van Eijk, Wageningen UR, The Netherlands

Ms. Monique Mul, Wageningen UR, The Netherlands

Mr. Daniël De Jong, Wageningen UR, The Netherlands

## Paper Presentations

**Moderator:** Dr. Vera Bitsch, Michigan State University, USA

***Governance Structures in the Sheep Cheese Agribusiness (ID#1101)*** [paper](#) [powerpoint](#)

Ms. Evangelina Dulce, Food and Agribusiness Program, School of Agronomy -UBA, Argentina

Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina

Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

***The Role of Price in Producers' Input Purchase Decisions (ID#1078)*** [paper](#) [powerpoint](#)

Dr. Allan Gray, Purdue University, USA

Mrs. Maud Roucan-Kane, Purdue University, USA

Dr. Jay Akridge, Purdue University, USA

## Discussion Session

**Moderator:** Dr. Kobus Laubscher, University of the Free State, South Africa

***The modern food supply chain: what role for government? What form for policy? (ID# 1014)***

Dr. Derek Baker, Institute of Food and Resource Economics, Denmark [powerpoint](#)

Mr. Karl Rich, International Livestock Research Institute, Kenya

Mr. Brent Ross, University of Illinois, USA [powerpoint](#)

Dr. Jacques Trienekens, Wageningen University, The Netherlands [powerpoint](#)

Mr. Doyle Baker, Food and Agriculture Organization of the United Nations, Italy [powerpoint](#)

## Case Conference

**Discussant:** Dr. Vera Bitsch, Michigan State University, USA

***Codornices Granja Rangel – Running a Family Business in Mexico (ID#1062)*** [case](#) [powerpoint](#)

Dr. Lisa House, Professor, University of Florida, USA

Dr. Carmen López-Reyna, Colegio de Postgraduados de Mexico, Mexico

Dr. Carlos Omar Trejo-Pech, Universidad Panamericana, Mexico

Mr. Dwayne Haynes, University of Florida, USA

***Negligent Hiring and Employee Rights: The Case of Southeast Aerial Spray Applicators (ID#1080)***

[paper](#) [powerpoint](#)

Dr. Mark Wade, Manager of Human Resources, Evans Properties Inc, USA

## Student Case Competition Preliminary Round (Group A)

### Judges:

Dr. Francesco Braga, Associate Professor, Department of Business, University of Guelph, Canada  
Ms. Erica Kuhlmann, Section and Head Manager, Food and Consumer Group, BMO Capital Markets, USA  
Dr. Hector Laurence, President & CEO, McLaren Holdings SA, Argentina

### Paper Presentations

**Moderator:** Dr. Ina Enting, Wageningen UR, The Netherlands

***Innovation in Food Products: Propagators and First-Mover Strategy (ID#1068)*** [paper](#) [powerpoint](#)  
**\*\*Best Paper Award Finalist\*\***

Dr. Thomas L. Sporleder, The Ohio State University, USA  
Dr. Stefanie Bröring, Bröring Group, Germany  
Dr. Neal Hooker, The Ohio State University, USA

***Flexible System Dynamic Models to Face Food System Challenges (ID#1094)*** [paper](#) [powerpoint](#)

Dr. Francis Declerck, ESSEC Business School Paris-Singapore, France  
Mr. L. Martin Cloutier, University of Quebec at Montreal, Canada

### Paper Presentations

**Moderator:** Prof. Vijay Paul Sharma, Indian Institute of Management, India

***South African Agribusinesses: Moving from “competing” to “winning” (ID#1001)*** [paper](#) [powerpoint](#)

Dr. Dirk Esterhuizen, USDA South Africa  
Dr. Johan Van Rooyen, SA Wine Council, South Africa  
Ms. Lindie Botha, Agricultural Business Chamber, South Africa  
Mr. Corwyn Botha, Kaap Agri, South Africa

***Biodiesel in Brazil: A Comparative Analysis of Competitiveness of some Vegetable Oils' Supply Chains (ID#1059)*** [paper](#) [powerpoint](#)

Mr. José Carlos de Lima Júnior, PENSA, University of São Paulo (FEA-RP/USP), Brazil  
Mr. Marco Antonio Conejero, PENSA, University of São Paulo (FEA-RP/USP), Brazil  
Dr. Marcos Fava Neves, PENSA, University of São Paulo (FEA-RP/USP), Brazil  
Mr. Luciano Thome e Castro, PENSA, University of São Paulo (FEA-RP/USP), Brazil

### Paper Presentations

**Moderator:** Mr. Woody Maijers, INHOLLAND Educational University, The Netherlands

***An Assessment of University Agri-Entrepreneurship and Value Added Programs (ID#1093)***  
[paper](#) [powerpoint](#)

Dr. William Knudson, Michigan State University, USA  
Dr. H. Christopher Peterson, Michigan State University, USA

***Drivers of consolidation of major brewery groups - did their internationalisation strategies pay off? (ID#1013)*** [paper](#) [powerpoint](#)

**\*\*Best Paper Award Semi-Finalist\*\***

Mr. Christian Fischer, Massey University, New Zealand

***Organizational Innovation and Collective Entrepreneurship: The Case of Renville (ID#1108)***  
[paper](#) [powerpoint](#)

Dr. Michael Cook, University of Missouri, USA  
Dr. Peter Klein, University of Missouri, USA  
Dr. Molly Burress, University of Missouri, USA

### Discussion Session

**Moderator:** Dr. Mark Wade, Evans Properties Inc, USA; Dr. Paul Monaghan, University of South Florida, USA

*Ten years review of IAMA's management research: strengths, gaps, biases and future directions (ID# 1111)* [paper](#)

Mr. Daniel Conforte, Massey University, New Zealand

Dr. Dennis M. Conley, University of Nebraska – Lincoln, USA

Dr. Marcos Fava Neves, PENSA, Universidade de São Paulo, Brazil [powerpoint](#)

Dr. Allen Featherstone, Kansas State University, USA

Dr. Mark Hansen, Brigham Young University, USA

Dr. H. Christopher Peterson, Michigan State University, USA

Dr. Ralph Stablein, Massey University, New Zealand

Ms. Mary L. Shelman, Harvard Business School, USA

### Student Case Competition Preliminary Round (Group B)

#### Paper Presentations

**Moderator:** Dr. Thomas L. Sporleder, The Ohio State University, USA

*Demand Driven Pricing: An Alternative Pricing Strategy for Direct Marketers of Beef (ID#1046)*  
[paper](#) [powerpoint](#)

Mr. Jared Burner, Virginia Tech, USA

Mr. Wen You, Virginia Tech, USA

Dr. Denise Mainville, Virginia Tech, USA

*Industry-Academic Partnerships – The View from the Corner Office (ID#1061)* [paper](#) [powerpoint](#)  
**\*\*Best Paper Award Finalist\*\***

Dr. Gregory Baker, Santa Clara University, USA

Dr. Al Wysocki, USA

Dr. Lisa House, University of Florida, USA

*Implications of agricultural trade liberalization on global and EU agricultural markets (ID#1075)*  
[paper](#) [powerpoint](#)

Dr. Jyrki Niemi, MTT Agrifood Research, Finland

Ms. Leena Kerkelä, Government Institute for Economic Research, Finland

Ms. Heikki Lhtonen, MTT Agrifood Research, Finland

#### Paper Presentations

**Moderator:** Mr. Woody Maijers, INHOLLAND Educational University, The Netherlands

*Consumer perceptions of fresh fruit and vegetables and the added value of antioxidants; differences between non, light and heavy organic food users (ID#1097)* [paper](#) [powerpoint](#)

**\*\*Best Paper Award Semi-Finalist\*\***

Ms. Isabelle van den Berg, Wageningen UR - LEI, The Netherlands

Dr. Jos Bartels, Wageningen UR - LEI, The Netherlands

*Bioenergy, Food Security and Sustainable Development (ID#1109)* [paper](#) [powerpoint](#)

**\*\*Best Paper Award Semi-Finalist\*\***

Dr. Bernardo Carvalho, University of Lisbon - UTL, Portugal

*Co-Innovating in the Argentine Rapeseed Chain. Networking and Social Capital “The Cazenave Case” (ID#1133)* [paper](#) [powerpoint](#)

Mr. Marcos Botta, Food and Agribusiness Program, School of Agronomy-UBA, Argentina

Mr. Jose Maria Mones Cazon, School of Agronomy-UBA, Argentina

Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Mr. Marcos Daziano, School of Agronomy – UBA, Argentina

#### **Paper Presentations**

**Moderator:** Mr. Jacques Trienekens, Wageningen University, The Netherlands

*Heterogeneity in the Evaluation of Quality Assurance Systems: Taking the International Food Standard (IFS) in the European Agribusiness as an Example (ID#1096)* [paper](#) [powerpoint](#)

**\*\*Best Paper Award Semi-Finalist\*\***

Mr. Holger Schulze, University of Goettingen, Germany  
Ms. Friederike Albersmeier, University of Goettingen, Germany  
Ms. Jana-Christina Gawron, University of Goettingen, Germany  
Dr. Achim Spiller, University of Goettingen, Germany  
Dr. Ludwig Theuvsen, University of Goettingen, Germany

*Strategy Options for Angola's Agribusiness Sector after 27 Years of War: A Perception Based Study (ID#1118)* [paper](#) [powerpoint](#)

Dr. Dave Weatherspoon, Michigan State University, USA  
Mr. Gomes Cambuta, Angola

#### **Case Conference**

**Discussant:** Dr. Yuliya Bolotova, University of Idaho, USA

*Dairy Industry Supply Control: Does It Work? (ID#1032)* [case](#) [powerpoint](#)

Dr. Conrad Lyford, Texas Tech University, USA  
Dr. John Siebert, Texas A&M University, USA

*Market Coordination in the Sugar Industry, the Case of LSCPI (ID#1052)* [case](#) [powerpoint](#)

Dr. Michael Gunderson, University of Florida, USA  
Dr. Aaron Johnson, University of Idaho, USA  
Dr. Michael Salassi, Louisiana State University, USA  
Dr. Cheryl DeVuyst, North Dakota State University, USA

#### **Paper Presentations**

**Moderator:** Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina

*Strategic Implications for the Future of the Texas Wine Industry (ID#1121)* [paper](#) [powerpoint](#)

Mr. Michael Lau, Sam Houston State University, USA  
Dr. Roger Hanagriff, Sam Houston State University, USA

*Delivered Transportation Costs of Forest Residue for Cellulosic Ethanol Processing (ID#1112)* [paper](#) [powerpoint](#)

Mr. Hayk Khachatryan, Washington State University, USA  
Dr. Eric Jessup, Washington State University, USA  
Dr. Ken Casavant, Washington State University, USA

*Community Attributes Influencing Growth of Food Manufacturing Industries in the United States (ID#1055)* [paper](#) [powerpoint](#)

Ms. Fafanyo Asiseh, University of Idaho, USA  
Dr. Yuliya Bolotova, University of Idaho, USA

#### **Paper Presentations**

**Moderator:** Prof. Vijay Paul Sharma, Indian Institute of Management, India

***High-Value Markets for Agri-food Products: Analysis of the Potential for and Constraints to the Development of a Direct-Marketed Beef Industry in Virginia (ID#1044)*** [paper](#) [powerpoint](#)

Ms. Ashleigh Waddle, Virginia Tech, USA  
Dr. Denise Mainville, Virginia Tech, USA

***Argentinean Specialty Crops Agribusiness: Governance Structures and Social Capital in International Trade (ID#1105)*** [paper](#) [powerpoint](#)

Ms. Mercedes Barilatti, Food and Agribusiness Program, School of Agronomy -UBA, Argentina  
Mrs. Ana Maria Di Giulio School of Agronomy, UBA, Argentina  
Mr. Hernan Palau, School of Agronomy, UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Mr. Facundo Neyra, School of Agronomy – UBA, Argentina

**Paper Presentations:**

**Moderator:** Mr. Christian Fischer, Massey University, New Zealand

***Corporate Public Orientation in the German Agribusiness: Empirical findings (ID#1092)***  
[paper](#) [powerpoint](#)

Ms. Friederike Albersmeier, University of Goettingen, Germany  
Dr. Achim Spiller, University of Goettingen, Germany

***Restrictions to the Competitiveness of the Ecuadorian Shrimp Agribusiness (ID#1098)***  
[paper](#) [powerpoint](#)

Mr. Pablo Aguirre Cueva, Food and Agribusiness Program School of Agronomy-UBA, Argentina  
Mr. Hernan Palau, School of Agronomy-UBA, Argentina  
Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

***Analysing factors and attributes influencing beef consumption patterns and preferences on a municipal-level” The case of Bloemfontein South Africa (ID#1041)*** [paper](#) [powerpoint](#)

Ms. Philippus Christoffel Cloete, University of the Free State, South Africa  
Mr. Pieter Rutger Taljaard, University of the Free State, South Africa  
Dr. Andre Jooste, University of the Free State, South Africa  
Ms. Ferdi Botha, University of the Free State, South Africa

**Paper Presentations**

**Moderator:** Mr. Daniel Conforte, Massey University, New Zealand

***An assessment of the characteristics of farmers in South Africa in order to identify best suited business structures to increase farmer's market power (ID#1043)*** [paper](#) [powerpoint](#)

Ms. Lizè Terblanche, University of the Free State, South Africa  
Dr. Johan Willemsse, University of the Free State, South Africa

***Entrepreneurial Opportunities in Agri-Food Supply Chains: Modeling the Dynamics of Discovery and Exploitation (ID#1079)*** [paper](#) [powerpoint](#)

**\*\*Best Paper Award Winner\*\***

Dr. Brent Ross, University of Illinois at Urbana-Champaign, USA  
Dr. Randall Westgren, University of Illinois at Urbana-Champaign, USA

***Drivers of Co-Innovation Success in Agro-Food Supply Chains (ID#1021)*** [paper](#) [powerpoint](#)

Dr. Paul Ingenbleek, Wageningen University, The Netherlands  
Dr. Gé Backus, Agricultural Economics Research Institute, The Netherlands

**Case Conference**

**Discussant:** Dr. Mark Wade, Evans Properties Inc, USA

***AECOC and the launch of RFID Technology in the Food Sector (ID# 1010)*** [case powerpoint](#)

Mr. Jose Antonio Boccherini Bogert, Instituto Internacional San Telmo, Spain

Ms.Sofia Delclaux Real de Asua, Instituto Internacional San Telmo, Spain

***A New World of Opportunities in Food Safety: The Creekstone Case (ID#1050)*** [case](#)

Dr. Conrad Lyford, Texas Tech University, USA

Dr. Ken Harling, Wilfrid-Laurier University, Canada

**Paper Presentations**

**Moderator:** Mr. Christian Fischer, Massey University, New Zealand

***Complex contractual arrangements in the transaction of sugar cane to the industry: A case study in a sugar and ethanol mill in Brazil (ID#1063)*** [paper powerpoint](#)

Mr. Marco Antonio Conejero, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil

Dr. Marcos Fava Neves, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil

Mr. Luciano Thome e Castro, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil

Mr. Jose Carlos de Lima Junior, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil

Matheus Alberto Consoli, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil

***Food industry firms' strategies (ID#1015)*** [paper powerpoint](#)

Dr. Derek Baker, Institute of Food and Resource Economics, Denmark

Dr. Kim Lind, Institute of Food and Resource Economics, Denmark

***The Impact of Coordination of Production and Marketing Strategies on Price Behavior: Evidence from the Idaho Potato Industry (ID#1020)*** [paper powerpoint](#)

**\*\*Best Paper Award Winner\*\***

Dr. Yuliya Bolotova, University of Idaho, USA

Ms.Kalamani Muthusamy, USA

Dr. Christopher S. McIntosh, University of Idaho, USA

Dr. Paul E.,Patterson, University of Idaho, USA

**Paper Presentations**

**Moderator:** Mr. Machiel Reinders, Wageningen UR - LEI, The Netherlands

***Beyond Credence: Emerging trends in global consumer food preferences (ID#1005)*** [paper powerpoint](#)

**\*\*Best Paper Award Semi-Finalist\*\***

Ms.Nicki Marks, Victorian Department of Primary Industries, Australia

Ms.Bron Cuthbertson,Victorian Department of Primary Industries, Australia

***Is a Sustainable Agriculture Certification Business Design Possible in the Biofuel Agribusiness? (ID#1102)*** [paper powerpoint](#)

Mr. Sebastian Senesi, Food and Agribusiness Program, School of Agronomy -UBA, Argentina

Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

Mr. Santiago Lorenzatti, AAPRESID, Argentina

***Out-Of-Home Trial and Consumers' Acceptance of New Food Products (ID#1033)*** [paper powerpoint](#)

**\*\*Best Paper Award Finalist\*\***

Mr. Machiel Reinders, Wageningen UR - LEI, The Netherlands

Mrs. Karin Zimmermann, Wageningen UR - LEI, The Netherlands

**Paper Presentations**

**Moderator:** Mr. Daniel Conforte, Massey University, New Zealand

***Applying a Sectoral System of Innovation (SSI) approach to the Australian Red Meat Industry with implications for improving innovation and entrepreneurship in the Australian Food industry (ID# 1136)*** [paper](#) [powerpoint](#)

**\*\*Best Paper Award Winner\*\***

Dr. Christine Pitt, Meat & Livestock Australia Limited, Australia  
Dr. Susan Nelle, Australian Innovation Research Centre, Australia

***Market Orientation, Entrepreneurship and Shared Vision: An Examination of the Illinois Beef Industry (ID#1079)*** [paper](#) [powerpoint](#)

**\*\*Best Paper Award Winner\*\***

Mr. Eric Micheels, University of Illinois, USA  
Dr. Hamish Gow, Michigan State University, USA

***Spirituality and Religion: Recent Developments in the Management Literature—Relevant to Agribusiness and Entrepreneurship? (ID#1009)*** [paper](#) [powerpoint](#)

Dr. Vera Bitsch, Michigan State University, USA

**Moderator:** Dr. Ina Enting, Wageningen UR, The Netherlands

***The Local Food Concept: Market Access through the Conventional Food Supply Chain (ID#1035)*** [paper](#) [powerpoint](#)

Dr. Getachew Abate, Michigan State University, USA  
Dr. H. Christopher Peterson, Michigan State University, USA

***India's Agrarian Crisis and Smallholder Producers' Participation in Restructured Agri-food Chains (ID# 1131)*** [paper](#) [powerpoint](#)

**\*\*Best Paper Award Finalist\*\***

Prof. Vijay Paul Sharma, Indian Institute of Management, India

#### **Student Case Competition Finals Round**

##### **Judges:**

Dr. Francesco Braga, Associate Professor, Department of Business, University of Guelph, Canada  
Mr. Hans Johr, Corporate Head of Agriculture, Nestec Ltd, Switzerland  
Dr. Hector Laurence, President & CEO, McLaren Holdings SA, Argentina

##### **Case Conference**

**Discussant:** Dr. Ina Enting, Wageningen UR, The Netherlands

***AGRO SEVILLA 2007 (ID#1007)*** [case](#) [powerpoint](#)

Dr. Miguel Angel Llano Irusta, Instituto Internacional San Telmo, Spain  
Presentor: Gloria Ocana-Derqui, Instituto Internacional San Telmo, Spain

#### **Paper Presentations**

**Moderator:** Dr. Mark Wade, Evans Properties Inc, USA

***U.S. Ethanol Production, Corn Supply and Disappearance, and the Marketing of Corn in the U.S (ID#1002)*** [paper](#) [powerpoint](#)

**\*\*Best Paper Award Finalist\*\***

Dr. Dennis Conley, University of Nebraska-Lincoln, USA  
Mr. Adam George, University of Nebraska - Lincoln, USA

***Bridging Challenges in Value-Added Food Marketing Through Product Management and Consumer Studies (ID#1026)*** [paper](#) [powerpoint](#)

Dr. Wuyang Hu, University of Kentucky, USA  
Dr. Linda Cox, University of Hawaii at Manoa, USA



***Evolution and performance of co-operatives in Bulgaria, New Zealand and Uruguay (ID#1095)***

[paper powerpoint](#)

Dr. Elena Garnevska, Massey University, New Zealand

Mr. Daniel Conforte, Massey University, New Zealand

Ms. Nicola Shadbolt, Massey University, New Zealand

**Paper Presentations**

**Moderator:** Mr. Jacques Trienekens, Wageningen University, The Netherlands

***Consumer's perception on fruits and vegetables packaging in India (ID#1004)*** [paper powerpoint](#)

Dr. Jabir Ali, Indian Institute of Management Lucknow, India

Dr. Sanjeev Kapoor, Indian Institute of Management Lucknow, India

***Quality perception using signals on food labels: an analysis on Italian consumers (ID#1049)***

[paper powerpoint](#)

Dr. Maria Carmela Aprile, University "Parthenope", Italy

Dr. Flavio Boccia University "Parthenope", Italy

Dr. Giuseppe Gallina, University "Parthenope", Italy

***An Evaluation of Cross-Market Effects of Generic Dairy Promotion Programs (ID#1083)*** [paper](#)

[powerpoint](#)

Dr. Joseph V. Balagtas, Purdue University, USA

Mr. Metin Cakir, Purdue University, USA

Dr. Harry M. Kaiser, Cornell University, USA

**Paper Presentations**

**Moderator:** Dr. Derek Baker, Institute of Food and Resource Economics, Denmark

***Increasing Domestic Consumption of South African Wines: Exploring the market potential of the "Black Diamonds" (ID#1089)*** [paper powerpoint](#)

Ms. Leah Ndanga, University of Pretoria, South Africa

Dr. Andre Louw, University of Pretoria, South Africa

***Evaluating Transaction Costs faced by producers in milk Marketing: Marketing Board versus Contracts (ID#1120)*** [paper powerpoint](#)

Ms. Annie Royer, ATOM, France

***Innovation and Uncertainty: Application of Option and Portfolio Concepts to Strategy Development (ID#1065)*** [paper powerpoint](#)

Mrs. Maud Roucan-Kane, Purdue University, USA

Dr. Mike Boehlje, Purdue University, USA

Dr. Allan Gray, Purdue University, USA

**Paper Presentations**

**Moderator:** Mr. Woody Maijers, INHOLLAND Educational University, The Netherlands

***Bio-fuel and Animal Production Agribusiness in Argentina: Innovativeness, Entrepreneurship and Leadership (ID#1103)*** [paper powerpoint](#)

**\*\*Best Paper Award Semi-Finalist\*\***

Mr. Marcos Daziano, School of Agronomy-UBA, Argentina

Mr. Facundo Neyra, School of Agronomy - UBA, Argentina

Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina

Dr. Fernando Vilella, School of Agronomy - UBA, Argentina

***Organizations in Agrifood Chains and their Strategies for Sector Competitiveness: The Colombian Coffee Model (ID#1099)*** [paper](#) [powerpoint](#)

Mrs. Luz Ayala, Food and Agribusiness Program, School of Agronomy-UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Mr. Hernan Palau, School of Agronomy-UBA, Argentina  
Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

***Lobby Processes in Agribusiness Chains. Two Argentine Cases (ID#1104)*** [paper](#) [powerpoint](#)

Mr. Facundo Neyra, Food and Agribusiness Program, School of Agronomy -UBA, Argentina  
Mr. Marcos Daziano, School of Agronomy – UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina

## **POSTERS**

***Nutrition Information on Packaged Food in the Context of Increasing Obesity in the U.S. (ID#1040)*** [poster](#)

Dr. Sayed Saghaian, University of Kentucky, USA  
Dr. Sushil Kumar, Indian Institute of Management - Lucknow, India

***Export Potential and Product Space for South African Agricultural Products (ID#1051)*** [poster](#)

Mr. Olubukola Oyewumi, National Agricultural Marketing Council, South Africa  
Dr. Andre Jooste, National Agricultural Marketing Council, South Africa  
Dr. Ron Sandrey, Trade Law Centre for Southern Africa, South Africa

***Re-engineering the Goat Sector in Namibia with a Focus on Entrepreneurial Development (ID#1054)*** [poster](#)

Dr. Kobus Laubscher, University of the Free State, South Africa  
Mr. Ernst Idsardi, University of the Free State, South Africa  
Mr. Salomo Mbai

***Reducing Eye Injuries in Seasonal Farm Workers Harvesting Florida Citrus (ID#1081)*** [poster](#)

Dr. Mark Wade, Evans Properties Inc, USA  
Dr. Paul Monaghan, University of South Florida, USA

***Management of Agribusiness Services: Precision Service Offerings and Profitability of Retail Crop Input Dealers (ID#1085)*** [poster](#)

Mr. David Ubilava, Purdue University, USA  
Dr. Jay Akridge, Purdue University, USA

***Analysis of the Price Impacts of Federal Fruits and Vegetables Commodity Procurements (ID#1031)*** [poster](#)

Ms. Amanda Sceiford, Virginia Tech, USA  
Dr. Denise Mainville, Virginia Tech, USA

***Agricultural Nanotechnologies and Implications on Policy and Consumer Acceptance (ID#1038)*** [poster](#)

Mr. David Marshall, University of Kentucky, USA  
Dr. Wuyang Hu, University of Kentucky, USA

***Introducing New High Value Crops in Jordan: The Case of Sweet Onions (ID#1140)*** [poster](#)

Dr. Jay Lillywhite, New Mexico State University, USA  
Mr. Ayman Ghumain, New Mexico State University, USA

***Integrating Production and Marketing of Asian Vegetables: A Case Study of a Central American Firm's Strategy to Export into the North American Market (ID#1124) [poster](#)***

Dr. John Westra, Louisiana State University, USA  
Dr. Roger Hinson, Louisiana State University, USA  
Dr. Carl Motsenbocker, Louisiana State University, USA  
Dr. Wess Harrison, Louisiana State University, USA

***Strategic Marketing Planning and Management for Traceability in the Argentine Honey Sector (ID#1107) [poster](#)***

Mr. Fernando Mogni, Food and Agribusiness Program, School of Agronomy -UBA, Argentina  
Mr. Hernan Palau, School of Agronomy -UBA, Argentina  
Ms. Cecilia Tresoldi, School of Agronomy -UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

***Designing Appropriate Market Linkage Programs for Small Farmers: Are Cooperatives and Private Firms Complements or Substitutes? (ID#1110) [poster](#)***

Mr. Aleksan Shanoyan, Michigan State University, USA  
Dr. Hamish Gow, Michigan State University, USA

***Internationalisation and the challenges it creates to agribusiness executive education (ID#1113) [poster](#)***

Ms. Nicola Shadbolt, Massey University, New Zealand  
Dr. Gregory Baker, Santa Clara University, USA  
Dr. Jay Akridge, Purdue University, USA

***Consumer's Trust Attitudes and Actions Following a Food Safety Event (ID#1116) [poster](#)***

Mr. Jonathan Shepherd, University of Kentucky, USA  
Dr. Sayed Saghaian, University of Kentucky, USA

***Meeting Food System Challenges through Contract Farming in India: Opportunities and Challenges (ID #1114) [poster](#)***

Mr. Gurulingappa G. Koppa, Institute of Rural Management, India  
Mr. Pradip Kumar Mishra, Institute of Rural Management, India