



*International Food and Agribusiness Management Review*  
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## **EDITOR'S NOTE**

Dear Readers,

Big things are happening at the IFAMR these days. First, I am pleased to present our second issue of 2013. The issue contains a case study from the 2010 Student Case, along with a teaching note, written by Dr. Greg Baker of Santa Clara University. The annual IFAMA student case competition is an amazing event that keeps growing both in terms of student teams and industry participation. It is an exciting two days. I hear there are 24 teams this year, up 40% from last year. Second, this issue contains a great piece on nanotechnology. The authors provide an excellent primer on nanotech and its application to agribusiness. Third; keep a lookout for our second upcoming special issue on Wicked Problems. We published Part 1 on this topic in the fourth quarter of 2012. There was so much interest and material, we needed to add a second issue. Finally, you will see a call for our next special issue in collaboration with USDA-ERS entitled: *Food demand, diet, and health—the role played by managers and agribusinesses*. Dr. Christopher Davis heads up a team of five editors who are soliciting contributions from scholars, industry executives, and policymakers to explore how managerial decisions, firm strategy, and store format are tied to health issues and health claims through food marketing, advertisement, refrigeration, product labeling, packaging, product reformulation, and shipping. How is the food industry shaping consumer demand and health outcomes? Visit the IFAMR website and an advertisement announcing the call in this publication.

Enjoy the issue.

**Peter Goldsmith, Executive Editor, IFAMR**