

11th Annual World Food and Agribusiness Forum & Symposium

June 25–28, 2001
Sydney Hilton Hotel
Sydney, Australia

**Integrity—the
weakest link in the
global food chain**

For
Up-to-Date
Conference
Information

www.ifama.org



International Food
and Agribusiness Management
Association

In Cooperation with the Agribusiness Association of Australia

Integrity—the weakest

WORLD FORUM MISSION STATEMENT



Ross McLaren

President & CEO
Shaw's Supermarkets, Inc., U.S.A.
Subsidiary of J Sainsbury plc, UK
IAMA President

Integrity is the platform for our Sydney Forum, June 25 - 26, 2001. Integrity has been chosen with great care, as its twofold meaning will allow us to debate the issues that beset the food chain in today's information age. First, its literal meaning, "the state of being whole or entire," is appropriate when set in context with the words "food chain." No longer can this chain just be seen as a complex flow of food from primary agriculture to the consumer. Today, each and every part of this flow must be considered a link, and the integrity of each link being the integrity for the entire chain.

Second, integrity is defined as "uncompromising adherence to moral and ethical principles." No longer is it sufficient to ensure the food chain is safe and efficient. Today, the consumer is increasingly aware and concerned about the provenance of their food. Their concerns are complex and include health, trade ethics, nutrition sustainability, the environment, politics, and mistrust of regulatory bodies and experts.

Consumers are awash in "knowledge" via the Internet and with little scientific knowledge, they are easily manipulated by special interest groups and ill informed media comment. The IAMA Forum in Sydney will set out to air these complex issues of integrity in the Global Food Chain. To ensure the debate captures all views, we are actively seeking participation from the consumer interface via greater retail involvement and participation by social interest groups.

MONDAY, JUNE 25, 2001

Forum Opening

Call to Order: W. Murray Rogers, Former Executive Chairman Kellogg Pty. Ltd., Australia
Welcome: Enzo Allara, Chairman, Australian Food and Grocery Council; & Unilever Foods, Australia
Geoffrey James, President - Agribusiness Association of Australia; Ernst & Young, Australia
Ross McLaren, CEO of Shaw's Supermarkets, U.S.A.,

Session One: *The Retailers' Perspective — Creating Differentiation Through Food Integrity*

Chair: Ross McLaren, CEO of Shaw's Supermarkets, U.S.A.,
Keynote Address: Geoff Spriegel, Director of Research, J Sainsbury plc, UK

This presentation covers all of the aspects of integrity including consumer driven forces. The Retailer and the Branded Manufacturer represent the final link in the food chain and here, at the interface with the consumer, all interpretations of integrity can be distilled down to the word trust. Retail brands have historically gained this trust by providing consistently safe and healthy foods and by being responsive to changing ideas and views on diet, nutrition and safety. Today, this is no longer adequate. The consumer is now better educated and informed with more complex concerns. Many of these concerns are sensitized by social interest groups raising awareness on issues such as the environment, sustainability, and ethics. Couple this awareness with consumers' increasing mistrust of both regulatory bodies and experts, and maintenance of this trust becomes a very real issue. Retailers, now more than ever, need total

integrity in the supply chain to provide full provenance for their products. Increasingly, retailers are moving their oversight further upstream to primary production to ensure this integrity. In global business there is tension about what defines product safety and integrity.

Session Two: *Integrity – Social Interest Group Linkages*

Chair: Ross McLaren, CEO of Shaw's Supermarkets, U.S.A.,
Speakers: Mikael Eliasson, Director Strategic Planning and Business Development, Assi Doman, Sweden
Anna Jenkins, Director Forest Stewardship Council, UK
Steven Howard, Global Forest & Trade Initiative, World Wildlife Federation, UK

This session brings out the perspectives of several social interests groups and how they worked with J Sainsbury and Assi Doman, the forest products company from Sweden, to arrive at a solution for traceability of timber products being sold in the Home Base stores. Discussion will focus on the applicability of the approach for the food industry.

Session Three: *Ethics in Global Food and Agribusiness*

Chair: Walter Armbruster, President, Farm Foundation, U.S.A.
Speakers: David Bryer, Director, OXFAM, UK
Ronald Cantrell, Director General, Int'l Rice Research Institute, Philippines

This session focuses on social ethics in trade and development from the perspective of a leading world social interest organization, Oxfam International, and the implications of the 'Golden Rice' project in Asia. Ethics is a major factor driving the global agribusiness and food chain. The integrity of the institutional and organizational structures along the chain relies on a deep sense of ethics by all participants. However, rapid technological development in food production and processing means that there is an increasing need for agribusiness companies to play fair with these technologies. Vitamin A enhanced GMO rice is an example on how global agribusiness companies can make technology available in developing nations that need them but possibly cannot afford them. The effort involves the cooperation of Syngenta, Bayer, Monsanto, International Rice Research Institute, Rockefeller Foundation, Humanitarian Board, and research scientists working in the public sector to solve a public health problem affecting millions of children worldwide.

Session Four: *Integrating Developing Nations into Global Markets*

Chair: Bernard Autexans, CEO & Managing Director, FOL Networks Ltd., UK
Speakers: Robert Thompson, Director, Rural Development, The World Bank, U.S.A.
Carole Brookins, Chairman and CEO, World Perspectives, Inc., U.S.A.

The major ethical challenge for the global food and agribusiness sector is to design truly global businesses that share wealth between all producers and consumers in the value adding chain. This sector must also ensure that all consumers obtain the benefits of food safety and food security.

Nearly half of the world's population has not achieved the benefits of wealth creation and consumerism because they lack sufficient income for many of the products produced for the developed world. Coupled with this, current food aid practices are seen as ineffective. Alleviation of poverty is an ethical issue and one that can and should be addressed by the agribusiness sector. The challenge for agribusiness leaders is to shape business strategies that embrace the world's poorest people as consumers of agribusiness food and fiber products.

This session will focus on the ethical issues involved in bringing the developing nations into global markets. How can or should it be done? What is being done currently? Can it be done without member nations of WTO seriously addressing the thorny issues of labor and environment in trade reforms?

International Food and Agribusiness Management Association

11th Annual World Food and Agribusiness Forum & Symposium

SYDNEY AUSTRALIA



Integrity – The Weakest Link In The Global Food Chain

June 25 - 28, 2001

PACKAGE A - Includes attendance at the following:

- Welcome Reception: Monday Evening
- World Food & Agribusiness Forum: Monday-Tuesday
- IAMA Dinner: Tuesday Evening
- IPC Open Seminar: Wednesday Morning
- World Food & Agribusiness Symposium: Wednesday-Thursday
- Lunches: Monday-Wednesday
- Breaks: Monday-Thursday
- IAMA Individual Professional/Student Membership

Before April 15 - Industry, Academia, Government - US \$700.00 and Students - US \$250.00.

After April 15 - Industry, Academia, Government - US \$800.00 and Students - US \$300.00.

PACKAGE B - Includes attendance at the following:

- Welcome Reception: Monday Evening
- World Food & Agribusiness Forum: Monday-Tuesday
- IAMA Dinner: Tuesday Evening
- Lunches: Monday-Tuesday
- Breaks: Monday-Tuesday
- IAMA Individual Professional/Student Membership

Before April 15 - Industry, Academia, Government - US \$575.00 and Students - US \$200.00.

After April 15 - Industry, Academia, Government - US \$675.00 and Students - US \$250.00.

PACKAGE C - Includes attendance at the following:

- World Food & Agribusiness Symposium: Wednesday-Thursday
- IPC Open Seminar: Wednesday Morning
- Lunch: Wednesday
- Breaks: Wednesday-Thursday

Before April 15 - Industry, Academia, Government - US \$250.00 and Students - US \$100.00.

After April 15 - Industry, Academia, Government - US \$350.00 and Students - US \$150.00.

PACKAGE D - For guests of participants includes:

- Welcome Reception: Monday Evening (Ticket Required)
- IAMA Dinner: Tuesday Evening (Ticket Required)

The Package D registration fee is US \$200.00

Headquarter Hotel & Conference Site – Sydney Hilton

The Sydney Hilton is the headquarter hotel and conference site for the 2001 IAMA World Food and Agribusiness Forum and Symposium. All reservations should be made directly with the Sydney Hilton by completing the Headquarter Hotel Reservation Form and faxing it to the hotel.

Sydney Hilton

259 Pitt Street

Sydney, NSW 2000, Australia

<http://www.hilton.com/hotels/SYDHITW/index.html>

Fax: 61-2-9265-6030

Tel: 61-2-9265-6018

AIR NEW ZEALAND – OFFICIAL 2001 IAMA WORLD FORUM AIRLINE **Deadline for Special Airfares is April 15, 2001**

AIR NEW ZEALAND/ANSETT AUSTRALIA is proud to be working with IAMA to provide the most competitive airfares to Sydney for the global meeting. We offer daily non-stop service to Sydney from Los Angeles on 747-400 aircraft. In 1999 Air New Zealand was given The Globe Award for "Best Airline in the Australasian Pacific", "Best Airline to the Pacific 2000" by Travel Weekly and "Best Pacific Airline 2000" by TTG Travel Awards Singapore.

From Los Angeles round-trip Economy Class airfares can be purchased by IAMA delegates for a net fare starting from \$835 plus tax. Space is limited and all bookings **MUST** be made directly through the **AIR NEW ZEALAND/ANSETT AUSTRALIA** Conference Desk. Please call Lupe Maake at 866-629-4919 ext. 794. We can also provide add-on USA domestic fares to reach the Los Angeles gateway and Lupe can also advise you the cost of purchasing stopovers in the exotic South Pacific. All tickets are eligible for mileage with the Star Alliance.

Please call Lupe Maake at 1-866-629-4919 ext. 794 or you can send an e-mail to: Lupe.Maake@airnz.co.nz.

For Updated Conference Information & Online Registration

<http://www.ifama.org/conferences/conf.asp>

Registration Confirmation

You will receive written confirmation from IAMA for your meeting registration within 14 days of receipt. If you do not receive confirmation after 30 days, please call 1-979-845-2118, fax 1-979-862-1487, or E-mail us at: iama@tamu.edu. Housing confirmation will be sent directly from the Sydney Hilton Hotel.

Registration Cancellation

A full refund will be granted in response to written requests prior to May 11, 2001. After this date, a refund less a US \$200 cancellation fee will be granted. Substitutions are permitted at any time by notifying the IAMA Business Office. No refunds for cancellations will be made after June 18. Please note, all refunds less administration fees, if applicable, will not be processed until after July 15, 2001.

Conference Attire

- Welcome Reception: Business Casual (*Monday Evening*)
- World Food & Agribusiness Forum: Business Attire (*Monday-Tuesday*)
- IAMA Dinner: Business Attire (*Tuesday Evening*)
- IPC Open Seminar: Business Attire (*Wednesday Morning*)
- Agribusiness Symposium: Business Casual (*no tie required*) (*Wednesday-Thursday*)
- Tours: Casual / Seasonal

June day-time temperatures in Sydney range from 47° - 65° Fahrenheit (8° - 18° Celsius).

Summary of Forum & Symposium Schedule for Sydney – June 23-28, 2001

All events will take place at the Sydney Hilton Hotel unless otherwise noted.

Saturday, June 23, 2001

- | | |
|------------------|------------------------|
| 8 a.m. to 5 p.m. | Registration Desk Open |
| 8 a.m. to 5 p.m. | Maple Leaf Conference |

Sunday, June 24th

- | | |
|-------------------|---------------------------------|
| 8 a.m. to 5 p.m. | Registration Desk Open |
| 8 a.m. to 5 p.m. | Maple Leaf Conference |
| 12 p.m. to 5 p.m. | IAMA Board of Directors Meeting |

Monday, June 25th

- | | |
|------------------|---------------------------------|
| 7 a.m. to 5 p.m. | Registration Desk Open |
| 8 a.m. to 6 p.m. | IAMA Forum |
| 6 p.m. to 8 p.m. | IAMA Welcome Reception |
| | NSW Trade and Investment Centre |
| | Level 44, 225 George Street |

Tuesday, June 26th

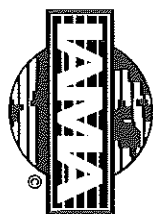
- | | |
|-------------------|---|
| 7 a.m. to 5 p.m. | Registration Desk Open |
| 8 a.m. to 6 p.m. | IAMA Forum |
| 7 p.m. to 10 p.m. | IAMA Dinner held in conjunction with Rabobank Agribusiness Awards - Gala Dinner |

Wednesday, June 27th

- | | |
|-------------------|------------------------|
| 7 a.m. to 5 p.m. | Registration Desk Open |
| 8 a.m. to 6 p.m. | IAMA Symposium |
| 8 a.m. to 12 p.m. | IPC Open Seminar |

Thursday, June 28th

- | | |
|-------------------|------------------------|
| 7 a.m. to 12 p.m. | Registration Desk Open |
| 8 a.m. to 5 p.m. | IAMA Symposium |

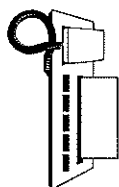


EARLY BIRD DISCOUNT

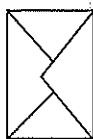
Register & Make Your
Hotel Reservations
By April 15, 2001!



On-Line:
<http://www.ifama.org>
Secure Encryption!



By Fax:
1-979-862-1487.
Send your registration form to our fax
machine 24 hours a day! (Please include
your credit card information.)



By Mail:
Mail your completed form with payment to:
IAMA Business Office
P.O. Box 14145
College Station, Texas 77841-4145 U.S.A.

CONVENIENT REGISTRATION. CHOOSE THE EASIEST METHOD FOR YOU.

Dr. Mr. Mrs. Ms. (Please circle one) Employer Type: ☐ Industry ☐ University ☐ Government ☐ Student

First Name _____ M.I. _____ Last Name _____

Title _____ Division/Department _____

Company/Institution _____

Business Mailing Address _____

Business Mailing Address _____

City _____ State _____ Zip Code _____ Country _____

E-mail Address _____ URL Address <http://> _____

Country Code _____ Area/City Code _____ Telephone _____ Fax _____

Name of Accompanying Person(s) _____

☐ Dietary Needs _____

☐ I have special needs. Please contact me.

Method of Payment All registrations must be prepaid.

☐ Check/Money Order Made Payable to 'IAMA'
(U.S. funds drawn on a U.S. bank)

☐ Visa (13-16 digits) ☐ MasterCard (16 digits) ☐ AMEX (15 digits)

Card # _____

Expiration Date: ____/____/____

Print Cardholder Name _____

Signature _____

☐ Wire Transfer:

First American Bank, College Station, Texas 77840, U.S.A.

Routing Number #113102329

Account Name: IAMA

Account Number #2503 991 2

* PLEASE INCLUDE FULL NAME ON WIRE TRANSFER
and include copy of wire transfer receipt from your bank with your
registration form

☐ Registration Fees (all prices in US \$)

Before April 15

After April 15

PACKAGE A (Monday - Thursday) World Food & Agribusiness Forum, Symposium, and IPC Open Seminar

Industry, Academia, Government	\$ 700.00	\$ 800.00	\$ _____
Student currently enrolled in university	\$ 250.00	\$ 300.00	\$ _____

PACKAGE B (Monday - Tuesday) World Food and Agribusiness Forum

Industry, Academia, Government	\$ 575.00	\$ 675.00	\$ _____
Student currently enrolled in university	\$ 200.00	\$ 250.00	\$ _____

PACKAGE C (Wednesday - Thursday) Educators Symposium and IPC Open Seminar

Industry, Academia, Government	\$ 250.00	\$ 350.00	\$ _____
Student currently enrolled in university	\$ 100.00	\$ 150.00	\$ _____

PACKAGE D (Monday - Thursday) Spouse or Accompanying Guest

_____ X \$ 200.00 \$ _____

IAMA Individual Professional & Student members who
have paid their 2001 dues, subtract \$125 and \$60, respectively.

Cultural Activities

Information available at IAMA Registration Desk in Sydney Hilton upon check-in.

Total: US\$

(\$ _____)

IAMA World Food and Agribusiness Forum, Sydney, Australia, June 25-28, 2001

IAMA World Food and Agribusiness Forum & Symposium

June 25-28, 2001

****FAX THIS FORM DIRECTLY TO THE HOTEL****

HOTEL REGISTRATION FORM

■ GUEST INFORMATION (Please print or type)

First Name	Last Name	Passport Number	Country of Origin
Phone Number Including Country Code		Fax Number Including Country Code	
Address		City	Country
Accompanying Person(s)		Guest Passport Number	Country of Origin

Please reserve the room below for the dates of _____ month _____ day _____ month _____ day _____, 2001

ARRIVAL	DEPARTURE
---------	-----------

■ PLEASE GUARANTEE MY RESERVATION WITH:

☐ Visa ☐ Mastercard ☐ AMEX ☐ Diners Club

Card# _____ Expiration Date: _____ / _____ / _____

Cardholder _____

Signature _____

GROUP NAME: 'IAMA'

SYDNEY HILTON

Reservation Deadline: April 15, 2001

■ ROOM RATES PER NIGHT

- ☐ Single: \$230 AUD (inclusive of 10% GST)
☐ Double: \$230 AUD (inclusive of 10% GST) ☐ Two Queen Beds
☐ Junior Suite: \$350 AUD (inclusive of 10% GST)
(includes breakfast and executive floor access)
☐ King Suite: \$550 AUD (inclusive of 10% GST)
(includes breakfast and executive floor access)

■ SMOKING PREFERENCE (Please circle one)

Non-Smoking Smoking

■ FAX RESERVATION TO: Sydney Hilton

Fax: 61-2-9265-6030

Tel: 61-2-9265-6018

259 Pitt Street, Sydney, NSW 2000, Australia

Full Breakfast: \$29 AUD per person

Porterage Charge: \$5 AUD per person

Link in the global food chain

Welcome Reception – A Taste of New South Wales

An eagle's view of Sydney Harbor will provide the spectacular backdrop to a tasting / networking reception hosted by the NSW Government, through its Department of State and Regional Development. Delegates will enjoy a selection of the finest foods and wines available from Australia's Premier State, from a menu designed by one of the city's signature chefs. Examples of leading agribusiness-related technologies from the Australian Technology Showcase will also be on display.

TUESDAY, JUNE 26, 2001

Session Five: *Food Safety — Scientific Perspective*

Chair: Murray McGregor, Director, Muresk Institute of Agriculture, Curtin University of Technology, Australia

Speakers: Internationally Recognized Food Scientists

There is a tendency to view food safety as a problem that can be fixed with a given technology or a specific handling protocol. In reality, these may best be described as "fragile technologies" that could cause unexpected events. A system that eliminates one set of pathogens in one part of the chain may likely open the door to a new set of potentially dangerous pathogens. There are widely differing views of the benefits and safety of GMOs, irradiation, and organics. What do the scientists say?

The traditional food safety information network of government, science, and business is being challenged by new sources of information, much of which is distributed via the internet. This information may or may not be scientifically sound and promote misinformation or false technologies. How do the consumer and the food industry respond in this new information age?

Session Six: *Integrity – Public Policy Perspective*

Chair: David Ginns, The Executive Director, Agribusiness Association of Australia

Speakers: Dr. Henry Miller, Senior Research Fellow, Hoover Institution, Stanford University, U.S.A. Former Director, Office of Biotechnology, Food and Drug Administration, U.S.A.

The discussion in this session will focus on the question of who holds the responsibility for ensuring integrity and safe food. What is the role of government versus industry? Can governments separate politics from science? Can industry be trusted to do it? Should medical type regulations and registrations be used for food? These issues are very important as we move to an ever-expanding global food system. What is the track record to date?

Session Seven: *Building Integrity into Supply Chains for Developing Nations*

Chair: Jan van Roekel, Managing Director, Agri-Chain Competence Center, The Netherlands

Speakers: Rik Louwman, CRC Ahold Co, Ltd, Thailand
Manuela Gut-Rella, Global Food Chain Head, Syngenta AG, Switzerland
Frans van Bijsterveld, Senior V.P., Food & Agribusiness Research, Rabobank Int'l, The Netherlands

Thailand, typical of many developing nations, has an emerging middle and higher income class with sufficient income to desire processed foods sold in supermarkets. Traditional food supply chains in developing nations are often inefficient with many middlemen between the grower and the retail outlet. Supermarkets want to provide safe, environmentally friendly, high quality products at competitive prices, a difficult goal to achieve with existing supply chains. The panel will present a case example of Tops Supermarkets in Thailand (Tops is

owned by Royal Ahold of The Netherlands). Tops is working in cooperation with KLICT and ACC of The Netherlands, Syngenta, Rabobank International and the Thai Ministry of Agriculture to develop a production, assembly, and distribution network to provide safe food from domestic sources for their supermarkets. The discussion will focus on required activities, successes, problems, and the possible usefulness of the model elsewhere.

Session Eight: *Infrastructure and Food Integrity*

Chair: Heinz Imhof, Chairman of the Board, Syngenta AG, Switzerland

The globalization of the agribusiness food chain, growing niche markets, and identity preserved commodities brought to the forefront by the development of genetically modified products have raised concerns that the existing marketing and processing infrastructure is not capable of achieving integrity. Can existing distribution systems maintain separate GMO and non-GMO channels? If not, what are the investment costs and marketing systems needed for achieving traceability? What is the scientific basis for dual channels? Will the need disappear as new facilities become available? Will the global players change? A panel of top executives from companies around the world will discuss these issues.

Session Nine: *Update on B2B Groups in the Food Industry*

Chair: Richard Gady, Vice President Industry Affairs & Chief Economist, ConAgra, Inc., U.S.A.

This session is intended to bring the audience up to date on the B2B organizations in the food and agribusiness industries. Who are the major B2B groups? Are they meeting goals? What does it mean for competition?

Session Ten: *Impacts of Globalization – Who Will Call the Shots?*

Chair: Reg Clairs, Chairman, Supermarket to Asia Board, Australia

Globalization is sweeping the world at an escalating rate. The advent of sophisticated technology and communications has enabled the speed at which this is taking place. Multi-national food companies are crossing borders and acquiring domestic companies that best fit their growth strategies to rationalize manufacturing and distribution. International retailers are either acquiring or starting up in foreign countries, as their domestic market becomes saturated. Simultaneously, they are combining to form alliances or B2B buying consortiums that have the capacity to completely revolutionize the traditional buying modus operandi. Should countries be concerned? Can they really impact the trend?

The consequence of this process is that some countries' role in the food chain will be marginalized if they are caught unaware. Australia has a large agricultural base and is acutely aware of impending global change. The Australian Federal Government, combined with the business community is aggressively developing a National Food Strategy, to hopefully ensure the future of this integral and vital part of its economy. Will Australia be successful? What are the implications for developed and developing countries?

Rabobank Agribusiness Awards – Gala Dinner

IAMA Dinner held in conjunction with Monash University and Rabobank Agribusiness Awards - Gala Dinner

**IPC Open Seminar****Moving Towards a Broader Negotiation in the WTO**

As mandated by the Uruguay Round Agreement, the WTO began talks in agriculture and services last year in anticipation of a comprehensive, sector-wide negotiation. However, there are obstacles to launching a broader negotiation that is based on the format of previous trade rounds. The IPC seminar will explore possible strategies for moving from the mandated negotiations towards a comprehensive outcome as soon as possible. In addition, the IPC will consider key national positions and some important issues having an impact on the talks.

- 8:00-9:30 Session 1: National Positions on the WTO Talks**
This session will review the declared positions of key players in the round, looking at the U.S., Europe, the Cairns Group and Japan.
- 10:00-11:00 Session 2: Important Issues Bearing on the Negotiations**
Addresses the state of agricultural markets and other issues affecting the talks, such as the direction of US farm policy and Fast Track legislation efforts, biotechnology and other issues.
- 11:15-12:15 Session 3: Approaches to Broadening the Agenda**
The session will examine three different approaches (conventional, parallel and incremental) towards moving the WTO talks forward.

About the IPC . . .

Founded in 1987, the International Policy Council on Agriculture, Food and Trade (IPC) is an independent group of 35 leaders and experts in food and agriculture from 20 developed and developing countries. The IPC is dedicated to developing and advocating policies that support an efficient and open global food and agricultural system – one that promotes the production and distribution of food supplies adequate to meet the needs of the world's growing population, while supporting sound environmental standards. The Council meets twice annually to develop policy recommendations, which it then conveys to policymakers through personal contacts, a variety of papers and studies.

SATURDAY – SUNDAY, JUNE 23 – 24, 2001**Maple Leaf Conference – June 23-24, 2001****The Sydney Hilton, Sydney, Australia**

The Maple Leaf Conference is the 3rd international conference for case studies dealing with managing companies in the food and fiber system. For further information, please see their web site at:

<http://www.wlu.ca/~wwwsbc/MapleLeaf/>
Kenneth Harling - Conference Coordinator
E-mail: tmle@wlu.ca

Oswin Maurer - Conference Administrator
E-mail: omaurer@waikato.ac.nz
School of Business and Economics, Wilfrid Laurier University
Waterloo, Ontario, Canada N2L 3C5
Tel: 1-519-884-1970 Ext. 2531
Fax: 1-519-884-0201

WORLD FOOD AND AGRIBUSINESS SYMPOSIUM

The World Food and Agribusiness Symposium follows the 11th Annual World Food and Agribusiness Forum. The theme for the Forum, "Integrity – The Weakest Link in the Global Food Chain", guides the areas of focus for the Symposium.

The Symposium serves two purposes. The first is to debate the state of food and agribusiness education. The second is to present applied food and agribusiness research, and discuss the implications for management.

The Program Committee for the International Food and Agribusiness Management Association invited proposals for participation in the 2001 World Food and Agribusiness Symposium and received over 150 submissions from which the Symposium program was developed.

The Symposium will consist of 60 paper presentations, 4 discussion sessions, and numerous poster displays. It will also feature three sessions on International Trade presented by the International Policy Council (IPC). Participants will come from over 20 countries, and submitted papers will consider the international implications of their findings. Proposals will be original, and will provide new and creative ideas of interest to IAMA members.

For Further Information Contact:

Russell Garrett
IAMA Business Office
P.O. Box 14145
College Station, TX 77841-4145
U.S.A.
Telephone: 1-979-845-2118
Fax: 1-979-862-1487
E-mail: iama@tamu.edu
Web: <http://www.ifama.org>

Australian Organizing Committee

W. Murray Rogers AM, Former Managing Director – Australian Wheat Board, retired;
Former Executive Chairman – Kellogg (Aust.) Pty. Ltd., Australia
Reg Clairs A.O., Former CEO – Woolworths Ltd; Chairman of Supermarket to Asia Board, Australia
Cor Broekhuysen, Chief Executive – Rabo Australia Ltd., Australia
Enzo Allara, Chairman – Australian Food & Grocery Council; Former Chairman – Unilever Foods Australia, Australia
Ian Donges, President – National Farmers Federation, Australia
Geoffrey James, Director of Agribusiness – Ernst & Young; President – Agribusiness Association of Australia, Australia
Murray McGregor, Director – Muresk Institute of Agriculture – Curtin University, Australia
Elizabeth Woods, Chairperson – Rural Industries R&D Corporation, Australia
Ross McLaren, CEO Shaw's Supermarkets (div. of J Sainsbury plc), UK

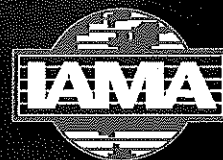
Program Planning Committee

Hector Ordoñez, Professor, University of Buenos Aires, Argentina
Andrea Berteit, Manager Research & Information, AgWest Trade & Development, Australia
David Ginns, Executive Director, Agribusiness Association of Australia, Australia
Ellen Goddard, Professor, University of Alberta, Canada
Michael O'Keeffe, Adjunct Professor of Value Chain Management, University of Queensland, Australia
Peter Thor, Managing Director, SPC Limited, Australia
Carole L. Brookins, Chairman and CEO, World Perspectives, Inc., U.S.A.
Angela Mariani, Associate Professor, Instituto Universitario Navale, Italy
William D. Gorman, Executive Director – IAMA, New Mexico State University, U.S.A.

International Food and Agribusiness Management Association

11th Annual World Food and Agribusiness Forum & Symposium

SYDNEY AUSTRALIA



Integrity – The Weakest Link In The Global Food Chain

June 25 - 28, 2001

The Agribusiness Association of Australia is working with the International Food and Agribusiness Management Association (IAMA) on the 2001 World Food and Agribusiness Forum. The AAA will be handling all details for Australian registrations. We look forward to your participation during the 2001 IAMA Forum & Symposium.

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- Welcome Reception: Monday Evening
- World Food & Agribusiness Forum: Monday-Tuesday
- IAMA Dinner: Tuesday Evening
- IPC Open Seminar: Wednesday Morning
- World Food & Agribusiness Symposium: Wednesday-Thursday
- Lunches: Monday-Wednesday
- Breaks: Monday-Thursday

Before April 15 - Industry, Academia, Government - AUD \$1100.00 and Students - AUD \$500.00.

After April 15 - Industry, Academia, Government - AUD \$1300.00 and Students - AUD \$575.00.

PACKAGE B - Includes attendance at the following:

- Welcome Reception: Monday Evening
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- IAMA Dinner: Tuesday Evening
- Lunches: Monday-Tuesday
- Breaks: Monday-Tuesday

Before April 15 - Industry, Academia, Government - AUD \$875.00 and Students - AUD \$375.00.

After April 15 - Industry, Academia, Government - AUD \$1075.00 and Students - AUD \$500.00.

PACKAGE C - Includes attendance at the following:

- World Food & Agribusiness Symposium: Wednesday-Thursday
- IPC Open Seminar: Wednesday Morning
- Lunch: Wednesday
- Breaks: Wednesday-Thursday

Before April 15 - Industry, Academia, Government - AUD \$500.00 and Students - AUD \$200.00.

After April 15 - Industry, Academia, Government - AUD \$700.00 and Students - AUD \$300.00.

PACKAGE D - For guests of participants includes:

- Welcome Reception: Monday Evening (Ticket Required)
- IAMA Dinner: Tuesday Evening (Ticket Required)

The Package D registration fee is AUD \$350.00

Headquarter Hotel & Conference Site – Sydney Hilton

The Sydney Hilton is the headquarter hotel and conference site for the 2001 IAMA World Food and Agribusiness Forum and Symposium. All reservations should be made directly with the Sydney Hilton by completing the Headquarter Hotel Reservation Form and faxing it to the hotel.

Sydney Hilton

259 Pitt Street

Sydney, NSW 2000, Australia

<http://www.hilton.com/hotels/SYDHITW/index.html>

Fax: 61-2-9265-6030

Tel: 61-2-9265-6018

Registration Confirmation

You will receive written confirmation from Agribusiness Association of Australia for your meeting registration within 14 days of receipt. If you do not receive confirmation after 30 days, please call (61) 2 - 9242-6910, fax (61) 2-9338-6923, or E-mail us at: agri@agribusiness.asn.au. Housing confirmation will be sent directly from the Sydney Hilton Hotel.

Registration Cancellation

A full refund will be granted in response to written requests prior to May 11, 2001. After this date, a refund less a AUD \$350 cancellation fee will be granted. Substitutions are permitted at any time by notifying the Agribusiness Association of Australia Business Office. No refunds for cancellations will be made after June 18. Please note, all refunds less administration fees, if applicable, will not be processed until after July 15, 2001.

Conference Attire

- Welcome Reception: Business Casual (*Monday Evening*)
- World Food & Agribusiness Forum: Business Attire (*Monday-Tuesday*)
- IAMA Dinner: Business Attire (*Tuesday Evening*)
- IPC Open Seminar: Business Attire (*Wednesday Morning*)
- Agribusiness Symposium: Business Casual (*no tie required*) (*Wednesday-Thursday*)
- Tours: Casual / Seasonal

June day-time temperatures in Sydney range from 47° - 65° Fahrenheit
(8° - 18° Celsius).

Summary of Forum & Symposium Schedule for Sydney – June 23-28, 2001

All events will take place at the Sydney Hilton Hotel unless otherwise noted.

Saturday, June 23, 2001

8 a.m. to 5 p.m.	Registration Desk Open
8 a.m. to 5 p.m.	Maple Leaf Conference

Sunday, June 24th

8 a.m. to 5 p.m.	Registration Desk Open
8 a.m. to 5 p.m.	Maple Leaf Conference
12 p.m. to 5 p.m.	IAMA Board of Directors Meeting

Monday, June 25th

7 a.m. to 5 p.m.	Registration Desk Open
8 a.m. to 6 p.m.	IAMA Forum
6 p.m. to 8 p.m.	IAMA Welcome Reception NSW Trade and Investment Centre Level 44, 225 George Street

Tuesday, June 26th

7 a.m. to 5 p.m.	Registration Desk Open
8 a.m. to 6 p.m.	IAMA Forum
7 p.m. to 10 p.m.	IAMA Dinner held in conjunction with Rabobank Agribusiness Awards - Gala Dinner

Wednesday, June 27th

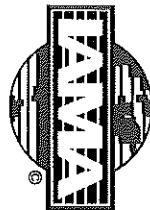
7 a.m. to 5 p.m.	Registration Desk Open
8 a.m. to 6 p.m.	IAMA Symposium
8 a.m. to 12 p.m.	IPC Open Seminar

Thursday, June 28th

7 a.m. to 12 p.m.	Registration Desk Open
8 a.m. to 5 p.m.	IAMA Symposium

**For Updated Conference
Information & Online
Registration**

<http://www.agribusiness.asn.au>



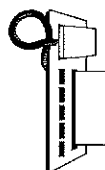
EARLY BIRD DISCOUNT

Register & Make Your
Hotel Reservations
By April 15, 2001!

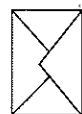
CONVENIENT REGISTRATION. CHOOSE THE EASIEST METHOD FOR YOU.



On-Line:
<http://www.agribusiness.asn.au>
Secure Encryption!



By Fax:
(61) 02 9338 - 6923
Send your registration form to our
fax machine 24 hours a day! (Please
include your credit card information.)



By Mail:
Mail your completed form with payment to:
Agribusiness Association of Australia
PO Box N26, Grosvenor Place
Sydney 1220 NSW, Australia

Dr. Mr. Mrs. Ms. (Please circle one) Employer Type: ☐ Industry ☐ University ☐ Government ☐ Student

First Name _____ M.I. _____ Last Name _____

Title _____ Division/Department _____

Company/Institution _____

Business Mailing Address _____

Business Mailing Address _____

City _____ State _____ Zip Code _____ Country _____

E-mail Address _____ URL Address <http://> _____

Country Code _____ Area/City Code _____ Telephone _____ Fax _____

Name of Accompanying Person(s) _____

☐ I have special needs. Please contact me.

Method of Payment All registrations must be prepaid.

☐ Check Made Payable to "Agribusiness Association of Australia"

☐ Visa (13-16 digits) ☐ MasterCard (16 digits) ☐ AMEX (15 digits)

☐ Bankcard ☐ Diners Club

Card # _____

Expiration Date: ____ / ____

Print Cardholder Name _____

Signature _____

Registration Fees (all prices in AUD\$ inc. 10% GST)

Before April 15

After April 15

PACKAGE A (Monday - Thursday)
World Food & Agribusiness Forum, Symposium, and IPC Open Seminar

Industry/Academia, Government	\$ 1100.00	\$ 1300.00	\$ _____
Student currently enrolled in university	\$ 500.00	\$ 575.00	\$ _____

PACKAGE B (Monday - Tuesday)
World Food and Agribusiness Forum

Industry/Academia, Government	\$ 875.00	\$ 1075.00	\$ _____
Student currently enrolled in university	\$ 375.00	\$ 500.00	\$ _____

PACKAGE C (Wednesday - Thursday)
Educators Symposium and IPC Open Seminar

Industry/Academia, Government	\$ 500.00	\$ 700.00	\$ _____
Student currently enrolled in university	\$ 200.00	\$ 300.00	\$ _____

PACKAGE D (Monday - Thursday)
Spouse or Accompanying Guest

_____ X \$ 350.00 \$ _____

Cultural Activities

Information available at IAMA Registration Desk in Sydney Hilton upon check-in.

Total: AUD\$

(\$ _____)

IAMA World Food and Agribusiness Forum, Sydney, Australia, June 25-28, 2001

IAMA World Food and Agribusiness Forum & Symposium

June 25-28, 2001

****FAX THIS FORM DIRECTLY TO THE HOTEL****

HOTEL REGISTRATION FORM

■ GUEST INFORMATION (Please print or type)

First Name _____ Last Name _____ Passport Number _____ Country of Origin _____

Phone Number Including Country Code _____ Fax Number Including Country Code _____

Address _____ City _____ Postal Code _____ Country _____

Accompanying Person(s) _____ Guest Passport Number _____ Country of Origin _____

Please reserve the room below for the dates of _____ month _____ day _____ to _____ month _____ day _____, 2001
ARRIVAL DEPARTURE

■ PLEASE GUARANTEE MY RESERVATION WITH:

☐ Visa ☐ Mastercard ☐ AMEX ☐ Diners Club

Card# _____ Expiration Date: _____ / _____

Cardholder _____

Signature _____

GROUP NAME: 'IAMA'

SYDNEY HILTON

Reservation Deadline: April 15, 2001

■ ROOM RATES PER NIGHT

- ☐ Single: \$230 AUD (inclusive of 10% GST)
☐ Double: \$230 AUD (inclusive of 10% GST) ☐ Two Queen Beds
☐ Junior Suite: \$350 AUD (inclusive of 10% GST)
(includes breakfast and executive floor access)
☐ King Suite: \$550 AUD (inclusive of 10% GST)
(includes breakfast and executive floor access)

■ **SMOKING PREFERENCE (Please circle one)**
Non-Smoking Smoking

■ **FAX RESERVATION TO: Sydney Hilton**

Fax: 61-2-9265-6030

Tel: 61-2-9265-6018

259 Pitt Street, Sydney, NSW 2000, Australia

Full Breakfast: \$29 AUD per person

Porterage Charge: \$5 AUD per person