



2001 World Food & Agribusiness Symposium

Hilton Hotel

June 27, 2001

Sydney, Australia

8:00 - 8:15 AM Symposium Opening Ballroom B

Chair: Ellen Goddard, University of Alberta, *Canada*

8:15 - 8:20 AM Intermission

IPC Open Seminar – Ballroom B Moving Towards a Broader Negotiation in the WTO

As mandated by the Uruguay Round Agreement, the WTO began talks in agriculture and services in 1999 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 important issues having an impact on the talks

About 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 policy makers through personal contacts, a variety of papers and studies.

8:20 - 8:30 AM Welcome and Introduction

Bob Thompson - IPC Chairman and Director of Rural Development, The World Bank, *U.S.A.*

W. Murray Rogers - Former Executive Chairman, Kellogg Pty. Ltd., *Australia*

8:30 - 9:30 AM Session 1: Positions of the Major Players
This session will review the positions of key players in the WTO talks.

Rolf Moehler - Former Deputy Director General, European Commission, DG VI, *Germany*

Mitch Hooke - Executive Director, Australian Food & Grocery Council, *Australia*

Dean Kleckner - Past President, American Farm Bureau Federation, *U.S.A.*

9:30 - 10:00 AM Morning Tea / Coffee

10:00 - 11:00 AM Session 2: Important Issues Bearing on the Negotiations
This session will address issues affecting the talks, such as reform of domestic supports, biotechnology and the developing world concerns.

Bob Thompson - Director of Rural Development, The World Bank, *U.S.A.*

Bernard Auxenfans - CEO, FOL Networks Ltd.; Past COO, Monsanto Global Agricultural Company and Past Chairman, Monsanto Europe S.A., *France*

Ajva Taulananda - Vice Chairman, Charoen Pokphand Group; Executive Chairman of TelecomAsia Corporation, Public Company Limited, *Thailand*

11:15-12:15 PM Session 3: Alternative Approaches to Broadening the Agenda

The session will examine three different approaches (conventional, parallel and incremental) to moving the WTO talks towards a comprehensive agenda.

Jim Starkey - Vice President, Universal Corporation; Senior Vice President, Universal Leaf Tobacco Company, *U.S.A.*

12:30 - 1:30 PM Lunch Level 9

Session A1 Parsley Bay 8:30 AM - 9:30 AM
Agribusiness Curriculum

Agribusiness Research and Education as a Tool in International Development: Case Studies From Albania and Uganda. Cary W. Herndon and Joy Odum, Mississippi State University, *U.S.A.*

Competency-based curriculum development, Experiences in Agri Chain Management in the Netherlands and in China. Hendrik Kupper, Larenstein, University of Professional Education, *Netherlands*

Session A2 Sydney Cove 8:30 AM - 9:30 AM
E-Agribusiness

Using Information Technology to Enhance Communications among Agribusiness Organizations. Wen-Chi Huang, National Pingtung University of Science & Technology, *Taiwan*; Jeun-Sheng Lin, National Ping Tung Institute of Commerce, *Taiwan*

What is Unique About E-Agribusiness? Neal H. Hooker, Julia Heilig, and Stan Ernst, The Ohio State University, *U.S.A.*

Session A3 Farm Cove 8:30 AM - 9:30 AM
Agribusiness Organization

Competing at the "Cutting Edge": Opportunities for Agribusiness Partnerships and Co-operation in the Southern African Region. Johan C.J. van Rooyen, Agricultural Business Chamber and Univ. of Pretoria, *South Africa*; Dirk Esterhuizen, Ag Business Chamber & Ag Research Council, *South Africa*; Ockert Doyer, University of Pretoria, *South Africa*

Efficiency of Private Interests Associations on Brazilian Agribusiness. André Meloni Nassar and Decio Zylbersztajn, Universidade de São Paulo, *Brazil*

Session A4 Ballroom A 8:30 AM - 9:30 AM
Discussion Session –The Comparative Teaching of Courses on Futures and Options Markets.

Panelists: Dennis M. Conley, University of Nebraska - Lincoln, *U.S.A.*; Donald Larson, The Ohio State University, *U.S.A.*

Level 9 Morning Tea / Coffee 9:30 - 10:00 AM

Session B1 Parsley Bay 10:00 AM - 11:00 AM
Impact of Information on Food Choice

Brand Versus Generic Advertising in the Australian Fluid Milk Market. Ellen Goddard, University of Alberta, *Canada*; Garry Griffith, NSW Agriculture, *Australia*; Roley Piggott, University of New England, *Australia*

Health Media Information: How important is it to dairy product use by females? Stan Thompson, Shu-Ling Chen, and Cameron Thraen, The Ohio State University, *U.S.A.*

Session B2 Sydney Cove 10:00 AM - 11:00 AM
Using IT in Agribusiness

Dominant Factors Impacting The Development of B2B E-Commerce in Agriculture. Nicole Leroux, Pioneer Hi-Bred International, Inc., *U.S.A.*; Max Wortman, Iowa State University, *U.S.A.*; Eric Mathias, Pigsale.com, *U.S.A.*

Vertical and Horizontal Information Portals: Cooperation Models for Sector and Chain Information Services. Gerhard W. Schiefer and Katja Kreuder, University of Bonn, *Germany*

Session B3 Farm Cove 10:00 AM - 11:00 AM
Agribusiness Strategy

Integration of Strategy and Economics: Evaluating Strategic Group Competitiveness with An Economic Efficiency Perspective. Michael A. Mazzocco, University of Illinois at Urbana - Champaign, U.S.A.; Tyas Soekarsono, University of Illinois, Indonesia

Supply Chain Management for Single Desk Sellers. William C. Bailey and Lidia Norina, Massey University, New Zealand

Session B4 Ballroom A 10:00 AM - 11:00 AM
**Discussion Session - Cooperating to Compete -
The Case of "Cellars of Canterbury."**

Panelists: Hamish R. Gow, University of Illinois at Urbana - Champaign, U.S.A.; Neil Gow, Lincoln University, New Zealand; Michael Cook, University of Missouri - Columbia, U.S.A.; Chris Morkane, Morworth Wines, New Zealand; Brent Rawstron, Rossendale Wines, New Zealand

Session C1 Parsley Bay 11:15 AM - 12:30 PM
Response to GMO's

Influence of Brand Name, Store Loyalty, and Type of Modification on Consumer Acceptance of Genetically Engineered Corn Chips. Jayson L. Lusk, Melissa Moore, and Jake Morrow, Mississippi State University, U.S.A.; Lisa House, University of Florida, U.S.A.

Modeling Consumer Acceptance of and Willingness to Pay for Genetically-Modified Foods in the United States and the European Union. Lisa A. House, University of Florida, U.S.A.; Jake Morrow, Jayson Lusk, and Melissa Moore, Mississippi State University, U.S.A.

The Market for Genetically Modified Foods: Consumer Characteristics and Policy Implications. Gregory A. Baker and Thomas Burnham, Santa Clara University, U.S.A.

Session C2 Sydney Cove 11:15 AM - 12:30 PM
IT and Agribusiness Structure

Agribusiness Opportunities In Bioproducts and Renewable Energy from Biological and Other Sources. Marvin R. Duncan, U.S. Department of Agriculture, U.S.A.

Influence of Information Technology on Merger and Acquisition Activities of U.S. Agricultural Cooperatives. Cary W. Herndon, Michael Hudson, and Ashley Renck, Mississippi State University, U.S.A.

The Role of Information Technology in Measuring Strategic Price Response in the Food & Beverage Manufacturing Industries: The Case of the Black and Herbal Tea Industry. Steven S. Vickner, University of Kentucky, U.S.A.

Session C3 Farm Cove 11:15 AM - 12:30 PM
Food Safety

Economic Risks of Genetically Engineered Foods in International Trade. Enefiok P. Ekanem, Fisseha Tegegne, Safdar Muhammad, Surendra Singh, Tennessee State University, U.S.A.; Mary Mafuyal-Ekanem, North Carolina A&T State University, U.S.A.

The Rise of Private Food Quality and Safety Standards: Illustrations from Brazil. Elizabeth Maria Farina, Universidade de São Paulo, Brazil; Thomas Reardon, Michigan State University, U.S.A.

The Implications of EU Food Safety Legislation and Consumer Demands on Supply Chain Information Systems. Jacques H. Trienekens and Adrie J.M. Beulens, Wageningen University, Netherlands

Session C4 Ballroom A 11:15 AM - 12:30 PM
Supply Chains and Region Issues

Processors' Perspectives on Product Quality and the Need for Closer Linkage to the Raw Material Supplier in the Apparel Wool Textile Industry. Scott C. Champion, University of Tasmania, Australia; Andrew Fearn, Imperial College, University of London, United Kingdom

Regional Market Integration and MERCOSUR: Implications for Wheat Trade. Donald W. Larson, Stan Thompson, and Cristian Donoso, The Ohio State University, U.S.A.

Sources of Transaction costs in the South African Wine Supply Chain: Implications for Enhancing Chain Competitiveness. Norma L. Tregurtha, Mohammad Karaan, Nick Vink, and Johann Meissenheimer, University of Stellenbosch, South Africa

Level 9 Lunch 12:30 - 1:30 PM

Session D1 Parsley Bay 1:30 PM - 3:00 PM
Consumer Attitudes

If You Can't Trust the Farmer, Who Can You Trust? The Role of Certifying Organizations in Consumer Willingness to Pay for Organic Products. Ruby A. Ward and Lynn Hunnicutt, Utah State University, U.S.A.

Taste Panel Analysis of Mandarins in Indonesia. Elizabeth J. Woods, Rural Industries R & D Corporation, Australia; Sherrie Wei, University of Queensland, Australia; Damianus Adar, Maria Bano, and Nikolaus Serman, University of Nusa Cendana, Indonesia

What Australian Consumers like about Fruit Juice: Results from a Hedonic Analysis. Hans Weemaes, Australian Federal Treasury - Consumer Affairs Division, Australia; Paul Riethmuller, University of Queensland, Australia

Session D2 Sydney Cove 1:30 PM - 3:00 PM
Modeling Food Demand

A Model of Food Demand, Nutrition and the Effects of Agricultural Policy. Jeffrey T. LaFrance and Timothy Beatty, University of California - Berkeley, U.S.A.

Effects of Model Specification and Demographic Variables on Food Consumption: Microdata Evidence from Jiangsu, China. Kang Ernest Liu and Wen Chern, The Ohio State University, U.S.A.

Food Retailing, Quality Signals and the Customer Defence. Walter Belik, Universidade Estadual de Campinas, Brazil; Roseli Rocha dos Santos, Universidade Federal do Paraná, Brazil; Raül Green, LEAA-INRA, France

Session D3 Farm Cove 1:30 PM - 3:00 PM
Agribusiness and the Use of the Internet

Adoption of E-Business in Nebraska Retail Agriculture. Dusty R. Clevenger and Dennis Conley, University of Nebraska - Lincoln, U.S.A.

Challenging Cognitive Barriers to Rural Revitalization in an Internet Economy. Vincent Amanor-Boadu, Graham Dyer, and Yvonne Amanor-Boadu, VentureLabour.com, Inc., Canada

Electronic Commerce and Agribusiness in Brazil: The Role of Portals. Dirceu Tornavoi de Carvalho and Cynthia Burin, Universidade de São Paulo, Brazil

Session D4 **Ballroom A** **1:30 PM - 3:00 PM**
Supply Chains and Investment

Are We Still Investing in South African Agriculture? : Perceptions, Evidence and Analysis. Dirk Esterhuizen, Ag Business Chamber & Ag Research Council, *South Africa*; Johan van Rooyen, Agricultural Business Chamber and Univ. of Pretoria, *South Africa*; Ockert Doyer, University of Pretoria, *South Africa*

Environmental Supply Chain Management: Using Life Cycle Assessment to Structure Supply Chains. Geoffrey J.L.F. Hagelaar and Jack van der Vorst, Wageningen University, *Netherlands*

Flexibility in Canada's Food Processing Industry. David Sparling, Erna van Duren, and Calum Turvey, University of Guelph, *Canada*; Linda Lake, Ontario Ministry of Finance, *Canada*

Session D5 **Ballroom B** **1:30 PM - 3:00 PM**
Managing Agribusiness Chains

A Diamond for the Poor? Assessing Porter's Diamond Model for the Analysis of Agro-Food Clusters in the Developing Countries. David M M G Neven and Cornelia L. M. Dröge, Michigan State University, *U.S.A.*

Creating and Capturing Value Through Relationship Management: The Case of Atkins Ranch and the International Marketing of Chilled Lamb. Hamish R. Gow and Peter Goldsmith, University of Illinois at Urbana - Champaign, *U.S.A.*

Inter-Organizational Information Feedback Systems in Agribusiness Chains: A Chain Case Study Theoretical Framework. Christine E. Storer, Curtin University of Technology, *Australia*

Level 9 **Afternoon Tea / Coffee** **3:00 - 3:30 PM**

Session E1 **Parsley Bay** **3:30 PM - 5:00 PM**
Agribusiness Education

A Review of Baccalaureate Degree Programs in Agribusiness Management Agribusiness Education Category. Erika Lehman, Jeri Stroade, and Michael Boland, Kansas State University, *U.S.A.*

Agribusiness Education and the Impact of the Internet: The Growing Ripple in the Pond. Kevin A. Parton, The University of Sydney, Orange, *Australia*

Agribusiness Logistics: An Emerging Field in Agribusiness Education. Arlo W. Biere, Kansas State University, *U.S.A.*

Session E2 **Sydney Cove** **3:30 PM - 5:00 PM**
Agribusiness Market Opportunities

An Opportunity not to be Missed; Using IP (Identity Preservation) to Boost Australian Export and Domestic Food Supply Chain Performance. Margaret R. Cruickshank and Bruce McGrath, Queensland Department of Primary Industries, *Australia*; Leslie Brown, University of Southern Queensland, *Australia*

Market Opportunities and Threats to the U. S. Pork Industry Posed by Traceability Systems. Sterling Liddell and DeeVon Bailey, Utah State University, *U.S.A.*

The Consumption of Wines in Argentina. Hugo A. Cetrángolo and Sandra Fernandez, University of Buenos Aires, *Argentina*

Session E3 **Farm Cove** **3:30 PM - 5:00 PM**
Regulation and Agribusiness

Adapting (In)Coherently to Regulation: The Case of Philip Morris in the World Tobacco Industry. Waldir B. Fernandes, Jr., Carlos Jauregui, Thomas Spreen, and Brian Lacefield, University of Florida, *U.S.A.*

Changing Competition Patterns in a Weak Regulatory Environment: The Case of Organic Products in Brazil. Elizabeth Maria Farina and Christiane Lelis, University of São Paulo, *Brazil*

The Role of Scientific and Business Integrity in the Future of Biotechnology: A Scenario Analysis. H. Christopher Peterson and Dave Weatherspoon, Michigan State University, *U.S.A.*

Session E4 **Ballroom A** **3:30 PM - 5:00 PM**
Marketing Opportunities

A Comparative Analysis of Citrus Costs and Returns, 1980-2000: Florida, USA and Sao Paulo, Brazil. Mark A. Wade, University of Florida, *U.S.A.*; Evaristo Neves and Cristiano Ramos, University of São Paulo, *Brazil*

Spot Price Leadership by Corn and Soybeans Elevators: Empirical Evidence and Practical Implications for the Main Ontario Market. Francesco S. Braga and Michele Nardella, University of Guelph, *Canada*

The Potential for Fruit and Vegetable Exports from Viet Nam. Dominic Smith and Francesco Goletti, Agrifood Consulting International, Pty. Ltd., *Australia*; Tim Purcell, University of Queensland, *Australia*

Session E5 **Ballroom B** **3:30 PM - 5:00 PM**
Modeling Supply Chains

Information Agents for Competitive Market Monitoring in Production Chains. Gerhard W. Schiefer and Melanie Fritz, University of Bonn, *Germany*

Quantitative Approach to Supply Chain Relationships. William C. Bailey and Lidia Norina, Massey University, *New Zealand*

Stability and the Diffusion of Vertical Production Arrangements: A Theoretical Contribution. Decio Zylbersztajn, Universidade de São Paulo, *Brazil*

Session F1 **Parsley Bay** **5:15 PM - 6:15 PM**
Demands for Agribusiness Education

Integrity in Solving Agribusiness Disputes in Rural Areas: Lessons Learned. Eric P. Thor, Arizona State University - East Campus, *U.S.A.*; Hanny Wijaya and Rizal Syarif, Bogor Agricultural University, *Indonesia*

Marketing Agribusiness: Profession, Education, and Careers. Surendra P. Singh, Sam Comer, Safdar Muhammad, and Troy Wakefield, Tennessee State University, *U.S.A.*

Session F2 **Sydney Cove** **5:15 PM - 6:15 PM**
Risk and Strategic Alliances

Risk Management and Internet Use by Game-Based Tourism Operators in KwaZulu-Natal, South Africa. Mark A G Darroch, University of Natal, *South Africa*

Strategic Alliance in the Sugar Chain: The Case of Crystalsev. Marcos Fava Neves, Decio Zylbersztajn, and Luciano Thomé e Castro, Universidade de São Paulo, *Brazil*

Session F3 Farm Cove 5:15 PM - 6:15 PM
**Integrating Quality Across Supply Chains and
Horizontal Joint Ventures**

Organizational Innovation in Agribusiness: Case Study Series, The Cenex - Land O' Lakes Joint Venture. Maria E. Rodriguez-Alcalá and Michael Cook, University of Missouri - Columbia, U.S.A.

The Australia New Zealand Food Authority: An Example of the Move Towards Integrated Food Standards Agencies. Neal H. Hooker, The Ohio State University, U.S.A.; John Spriggs, Charles Sturt University, Australia; Oswin Maurer, The University of Waikato, New Zealand; Hugh Bigsby, Lincoln University, New Zealand

Session F4 Ballroom A 5:15 PM - 6:15 PM
Competitiveness and Protection

Determinants of Competitiveness in the South African Agro-Food and Fibre Complex. Dirk Esterhuizen, Ag Business Chamber & Ag Research Council, South Africa; Johan van Rooyen, Agricultural Business Chamber and Univ. of Pretoria, South Africa; Luc D'Haese, University of Ghent, Belgium

The Real Rate of Protection: The Stabilizing Effect of Price Policies and Direct Payments. Stan Thompson, The Ohio State University, U.S.A.; P. Michael Schmitz, University of Giessen, Germany

Session F5 Ballroom B 5:15 PM - 6:15 PM
Trading Attitudes and Risks

Examining Asian Attitudes to Australian Horticultural Products in Hong Kong, Malaysia and Singapore. Peter J. Batt and Vicki Thein, Curtin University of Technology, Australia

Managing New Risks Faced by International Traders in the European Grain Sector. Francis Declerck, ESSEC Business School, France

Session G Level 9, Bantry Bay Room 8:00 AM - 5:00 PM
Poster Displays

Agribusinesses: Educational and Informational Needs: Results of A Study of Alabama and Tennessee Agribusinesses. Surendra P. Singh, Enefiok Ekanem, Fisseha Tegegne, Safdar Muhammad, and Anonya Akuley, Tennessee State University, U.S.A.

Concentration in Agribusiness and the Brazilian Antitrust System. Eduardo Luis Leão de Sousa and Maristela Leme, Universidade de São Paulo, Brazil

Concentration of the Brazilian Fertilizer Industry and Company Strategies. Eduardo Leão de Sousa, Gustavo H. F. Taglialegna, and Maristela Leme, Universidade de São Paulo, Brazil

Educational Coalitions: Improving Agribusiness Education, Research and Industry Interaction. Mark A. Wade, University of Florida, U.S.A.

Effects of Traceability and Information Technology on The Coordination of Beef Industry in The United Kingdom. Rosa Teresa Machado, Universidade Federal Rural de Pernambuco / UFRPe, Brazil; Decio Zylbersztajn, Universidade de São Paulo, Brazil

Electronic Grain Marketing: CyberCrop.com Case Study. Dusty R. Clevenger, University of Nebraska - Lincoln, U.S.A.; Kari Mergelman, CyberCrop.com, U.S.A.

Exploring the Impact of Food Recalls: A GARCH Application. Neal H. Hooker, The Ohio State University, U.S.A.; Victoria Salin, Zijun Wang, and David Leatham, Texas A&M University, U.S.A.

Framework for Building Marketing Information System for an Agribusiness Organization — A Case Study of the Production and Marketing Team in Taiwan. Meichuan Cho and Wen-Chi Huang, National Pingtung University of Science & Technology, Taiwan

Framing Strategic Decisions about Genetically-Modified Inputs. Cheryl Sinn DeVuyst, North Dakota State University, U.S.A.

Free Trade and New Viable Regional Links in the Global Food System: Opportunities for the Province of Ontario in Canada and the VIIIth Region in Chile. Oscar J. Gericke, University of Bio-Bio, Chile; Francesco Braga, University of Guelph, Canada; Max Aguayo, University of Bio-Bio, Chile

Meeting the Needs of the 21st Century Global Distance Education: A Case Study of Rural Mediation and Economic Development Curriculum in Indonesia. Sharon Madson, Eric Thor, and Natalia Usmanova, Arizona State University - East Campus, U.S.A.; Karen Novak and Chris Luchs, University of Nebraska - Lincoln, U.S.A.

New Product Development Success Factors In The Thai Food Processing Industry. Prisana Suwannaporn, Kasetsart University, Thailand; Mark Speece, Asian Institute of Technology, Thailand

Regional Community Networks in the Australian Agri-Food Industry. Emma H. Coath, RMIT University, Australia

Risk Reduction Strategies Among Filipino Potato Farmers. Peter J. Batt, Curtin University of Technology, Australia

Risk Value of Marketing Contracts: The Case of a French Produce Marketing Order. Jean E. Cordier, ENSA Rennes, France

Satisfied Customers: Applying a National Index of Customer Satisfaction for Improved Strategic Marketing in the Agribusiness Sector. Marshall Mackay, Victoria University, Australia

The Effect of Consolidation: Risk Transfer, Risk Bearing, and Risk Compensation. Mark Hansen and Melissa Kenley, Brigham Young University, U.S.A.

The Effect of Food Safety Labeling on Consumers' Choice on Pure Fruit Juice Consumption in Taiwan. Jeun-Sheng Lin, National Ping Tung Institute of Commerce, Taiwan; Wen-Chi Huang, National Pingtung University of Science & Technology, Taiwan

The Impact of Internet Exchanges on Trust Relations Between Retailers and Suppliers. James M. Hagen, Cornell University, U.S.A.

The Influences That Personality and Type of Education Have on a Dairy Farmer's Competence to Manage Risk. David D. Marchant, University of Queensland, Australia

Think Local, Act Global—Enhancing the Link: The Governor's Trade Mission Project. Dennis M. Conley, Karen Novak, Linda Price, and Brett Stuart, University of Nebraska - Lincoln, U.S.A.

Vineyard Establishment Costs under Price and Yield Uncertainty: An Application to Southern Indiana. Angela M. Krueger and Kristyn Stone, Purdue University, U.S.A.

Who Eats Half a Chocolate Bar? Standardizing Nutritional Labels in Western Countries. Eric P. Thor, Natalia Usmanova, Sharon Madson, Arizona State University - East, U.S.A.; Chris Luchs, University of Nebraska - Lincoln, U.S.A.