

C O N F E R E N C E P R O G R A M



International Food and Agribusiness
Management Association

13th Annual World Food and Agribusiness Forum and Symposium

June 21 – 24, 2003 • Cancun, Mexico

Strategy Development in Turbulent Times



Welcome

The peaceful and tranquil setting of Cancun belies the significant issues and challenges facing the members of the global agribusiness community. There should be no argument that the times facing food and agribusiness companies are uncertain and, in many cases, turbulent.

The focus of this year's Forum and Symposium is "Strategy Development in Turbulent Times", and the program committee could not have come up with a more fitting theme and program.

The world has changed significantly since the last meeting IAMA held in Cancun seven years ago. The progress and expansion of the EU, the rising economic challenge and position of the Chinese economy, the boom and bust of the dot-coms, increased public concern over the introduction of GMO foods, unheralded economic growth and then recession in the U.S., increasing concern and life changes resulting from terrorism, shifting global patterns of production, and conflicting trends of increased market access vs. increasing protectionism are among a few of the many changes that have taken place. These changes have impacted the global strategies and positioning of agribusiness and food firms in many ways.

From the Symposium, which will feature presentations and case studies on

management strategies, to the opening Forum speaker, who has written and lectured on creating opportunities in times of uncertainty, to the C.E.O.'s who will be appearing on various panels to discuss their perspectives on management strategies, this year's program presents a valuable and important perspective to those who take advantage of the talent that has been assembled to discuss this important and timely topic of strategy development in turbulent times.

What participants will take away from this conference is important knowledge for the strategic planning and positioning of companies that are not only seeking to survive, but also take advantage of the many opportunities that will present themselves as competitive forces inevitably bring about market corrections and repositioning of food and agribusiness companies.

Welcome to Cancun, and have an enjoyable conference.

William Whipple
2002-2003 IAMA President

Program-at-a-Glance

Food and Agribusiness Symposium

SATURDAY, JUNE 21, 2003

8:30 AM – 10:00 AM – Grand Coral 2 & 3
Plenary Session – Challenges to Future Agrifood
Corporate Strategy: Knowledge Management,
Learning, and Real Options

10:30 AM – 12:00 PM – Breakout Rooms
Concurrent Paper Presentations

12:00 PM – 1:30 PM – Sunrise Terrace
Lunch

1:30 PM – 5:00 PM – Board Room
2004 Program Planning Committee Meeting

1:30 PM – 3:00 PM – Breakout Rooms
Concurrent Paper Presentations

3:30 PM – 5:00 PM – Breakout Rooms
Concurrent Paper Presentations

7:00 PM – 8:30 PM – Restaurant Isla Contoy
Student Dinner with IAMA Executives

SUNDAY, JUNE 22, 2003

8:30 AM – Coral Sea Room
Breakfast for Spa Package participants

8:30 AM – 10:00 AM – Breakout Rooms
Concurrent Paper Presentations

10:00AM – 2:00 PM – Coral Island Room
IAMA Board of Directors Meeting

10:30 AM – 12:00 PM – Breakout Rooms
Concurrent Paper Presentations

12:00 PM – 1:30 PM – Sunrise Terrace
Lunch

3:30 PM – 5:00 PM – Grand Coral 2 & 3
Bridge Session – A Dialogue on Ethics and
Responsibility in Agribusiness Education and
Practice

5:00 PM – 6:00 PM – Coral Garden 1
IAMA Student Development Program – Agribusiness
Industry Panel

**6:00 PM – 7:00 PM – Restaurant Isla Contoy
& Sunrise Terrace**
Opening Reception – Honoring IAMA Fellows
Award Winners

Food and Agribusiness Forum

MONDAY, JUNE 23, 2003

8:00 AM – Fiesta Americana Lobby
Bus departs for the Chichén Itzá Mayan Ruins Tour

8:30 AM – 8:45 AM – Grand Coral 2 & 3
Opening Remarks and Welcome

8:45 AM – 9:45 AM – Grand Coral 2 & 3
Keynote Speaker

10:30 AM – 12:00 PM – Grand Coral 2 & 3
CEO Roundtable: Managing in Uncertain Times

12:00 PM – 1:30 PM – Sunset Terrace
Lunch

1:30 PM – 3:00 PM – Grand Coral 2 & 3
Food Safety: Risk Communication Management

3:45 PM – 5:00 PM – Grand Coral 2 & 3
Panel Discussion: Creating Value Through
Technology

5:00 PM – 5:30 PM – Grand Coral 2 & 3
Business Meeting

6:00 PM – 7:00 PM – Sunset Terrace
Presidential Reception

TUESDAY, JUNE 24, 2003

8:30 AM – 10:00 AM – Grand Coral 2 & 3
Consumers in Interaction with Supply Chains

10:30 AM – 12:00 PM – Grand Coral 2 & 3
Panel Discussion: Trade in the Americas

12:00 PM – 1:45 PM – Grand Coral 1
Lunch – President Vicente Fox

1:45 PM – 3:15 PM – Grand Coral 2 & 3
CEO Panel: Globalization – Myths and Realities

3:15 PM – 4:00 PM – Grand Coral 2 & 3
Closing Remarks

5:00 PM – 6:00 PM – Sunrise Terrace
Closing Cocktails

MONDAY, JUNE 23, 2003

8:00 AM – Fiesta Americana Lobby
Bus departs for the Chichén Itzá Mayan Ruins Tour

8:30 AM – 8:45 AM – Grand Coral 2 & 3
Opening Remarks and Welcome

Introduction: Dr. H. Christopher Peterson, Professor & Chair of Consumer-Responsive Ag., Michigan State University, U.S.A.

Welcome: Mr. William Whipple, Executive Vice President, Harris Nesbitt, U.S.A.

8:45 AM – 9:45 AM – Grand Coral 2 & 3
Keynote Speaker



Dr. Rita Gunther McGrath

Speaker: Dr. Rita Gunther McGrath, Associate Professor, Columbia University, U.S.A.

Introduction: Dr. H. Christopher Peterson, Professor & Chair of Consumer-Responsive Ag., Michigan State University, U.S.A.

Entrepreneurial Mindset, Strategies for Continuously Creating Opportunities in an Age of Uncertainty

A member of the Columbia Business School faculty since 1993, Dr. Rita Gunther McGrath's research focuses on entrepreneurial strategies, emphasizing innovation, technology strategy, entrepreneurship and new venture management. Her articles appear in leading academic journals and have won several prestigious awards. She is on the editorial board of the Academy of Management Journal and the Strategic Management Journal. Her recent book titled *The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty* offers a refreshingly practical blueprint for thinking and acting in environments that are fast-paced, rapidly changing, and highly uncertain. Dr. McGrath also teaches in top-rated executive education programs and is the Faculty Director for Leading Entrepreneurial Change in Organizations.

9:45 AM – 10:30 AM – Grand Coral Foyer
Break

10:30 AM – 12:00 PM – Grand Coral 2 & 3
CEO Roundtable: Managing in Uncertain Times

Moderator: Mr. Ross McLaren, President & CEO (Retired), Shaw's Supermarkets, Inc., U.S.A.

Panelist: Mr. Fred Ruiz, Chairman, Ruiz Food Products, Inc., U.S.A.

Panelist: Mr. Robert A. Peiser, President & CEO, Imperial Sugar Company, U.S.A.

Today's business environment can be characterized as having a high degree of uncertainty and turbulence. However, even with uncertainty, opportunities are

present. This panel of CEO's will discuss the issues and factors that characterize the uncertainty in the business environment and the management strategies that are needed to deal with them in order to not only survive, but to take advantage of opportunities that present themselves. Based on their experience, the panelists will discuss and point out examples of how companies can be successful in an uncertain environment and be capable of controlling their own destinies.

12:00 PM – 1:30 PM – Sunset Terrace
Lunch

1:30 PM – 3:00 PM – Grand Coral 2 & 3
Food Safety: Risk Communication Management

Organized by the IAMA Focus Group on Food Safety and Security

Chair: Mr. Hans Jöhr, '03-'04 IAMA President, Corporate Head of Agriculture & Asst. Vice President, Nestec Ltd., Switzerland

Presenter: Mr. Ulrich Kihm, CEO, Safe Food Solutions Inc., Switzerland

Presenter: Dr. Jeroen Bordewijk, Unilever Bestfoods, The Netherlands

Presenter: Mr. Paul Ryan, Senior Director, Food Marketing Institute, Western Australia

With the goals of enhancing food quality and safety and ensuring a global approach to food safety policy, effective management and communications are in the best interests of all stakeholders in the food chain. Appropriate procedures and methods can improve the safe handling of raw material by producers and distributors, thus insuring the safety of the product that reaches consumers. Minimizing food safety incidents and preventing malpractice at every stage of the food chain is key to consumer trust. Communication, information sharing and effective management is essential in the dissemination of knowledge and understanding of issues in building consumer confidence. This session offers some practical experiences in building confidence and trust throughout the food chain.

3:00 PM – 3:45 PM – Grand Coral Foyer
Break

3:45 PM – 5:00 PM – Grand Coral 2 & 3
Panel Discussion: Creating Value Through Technology

Organized by the IAMA Focus Group on Technology

Moderator: Dr. Michael Boehlje, Professor, Purdue University, U.S.A.

Panelist: Mr. Lynn F. White, Vice President of Global Ag Services, Deere & Co., U.S.A.

Panelist: Lic. Marcelo Arguelles, President, Sidus S.A. & Biosidus S.A., Argentina

Panelist: Mr. James M. Thompson, CEO, FXA Group, Thailand

Technology plays an important role not only in providing solutions to issues and problems faced by the business community, but also in creating value in the food chain. This session will cover a number of topics related to the use of technology. These include

creating value through speeding the enhancement of commercialization and adoption rates, gaining consumer acceptance, capital market access, capturing and sharing of value by different food chain segments, and protecting intellectual property rights. The panelists will also discuss strategies in an uncertain research, development, and business environment, to include technology adoption analysis, market analysis, evaluation of options and alternatives, and commercialization models.

5:00 PM – 5:30 PM – Grand Coral 2 & 3
Business Meeting

6:00 PM – 7:00 PM – Sunset Terrace
Presidential Reception

(Drinks & Heavy Hors d'oeuvres)

TUESDAY, JUNE 24, 2003

8:30 AM – 10:00 AM – Grand Coral 2 & 3
Consumers in Interaction with Supply Chains

Organized by the IAMA Focus Group on Food Chain Management

Chair: Dr. Jan van Roekel, Managing Director, COKON, The Netherlands

Moderator: Dr. Michael Cook, Professor, University of Missouri, U.S.A.

Presenter: Mr. Tom den Hertog, President, Abold Brazil - Bompreco S.A. Supermercado do Nordeste, Brazil.

Presenter: Mr. Lloyd Hetherington, Executive VP, Environics International, Canada

A knowledgeable and informed consumer is essential to effective supply chain management. Too many times, controversy has erupted causing mistrust and uncertainty to participants in the supply chain. This session will focus on the communication between supply chain participants and consumers which is a "two way street". Discussion will focus on strategies of companies to inform consumers about chain activities that include production, processing, distribution, product, environment, food safety and scandals. It will also include communication strategies on how to respond to consumer concerns and actions. A presentation of the results of public opinion research studies and best practices in communications will provide useful information on developing strategies.

10:00 AM – 10:30 AM – Grand Coral Foyer
Break

10:30 AM – 12:00 PM – Grand Coral 2 & 3
Panel Discussion: Trade in the Americas

Moderator: Dr. G. Edward Schuh, Director, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota, U.S.A.

Overview: Mr. Remy Jurenas, Specialist in Agricultural Policy, Congressional Research Service, Library of Congress, U.S.A.

Panelist: Mr. Mike Walter, Sr. Vice President, ConAgra Foods, U.S.A.

Panelist: Mr. Armando Paredes Arroyo Loza, *Director General, Agroindustrias Apal, S.A. de C.V., México*

Panelist: Ing. Héctor Laurence, *President and CEO, H L Partners SA, Argentina*

If negotiators can reach agreement on a Free Trade in the Americas Agreement (FTAA), hemispheric free trade in agriculture is envisioned by about 2020. However, there are many unresolved issues as negotiators begin to consider specific commodities and food products that each country has historically protected. There is solid evidence that an FTAA would result in an overall economic benefit to the hemisphere. In getting to a final agreement, there will have to be compromises. Some sectors and countries will benefit, while others will not. If a FTAA becomes reality, what are the consequences for business firms doing business in the region, and what management strategies and alternatives need to be considered? This session will explore these questions and others regarding the possibility of FTAA taking place.

12:00 PM – 1:45 PM – Grand Coral I Lunch



Vicente Fox,
President of Mexico

Speaker: President Vicente Fox, *President of Mexico*

Introduction: Lic. Pedro Biren Bosch Guha, *Governmental Relations Director, SAVIA, S.A. de C.V., Mexico*

1:45 PM – 3:15 PM – Grand Coral 2 & 3 CEO Panel: Globalization – Myths and Realities

Moderator: Mr. David Farley, *President, Calcot, U.S.A.*

Overview: Prof. Paul van Seters, *Executive Director, Globus, The Netherlands*

Panelist: Mr. Gustavo Grobocopatel, *CEO, Mayorcrops, Los Grobo Agropecuaria, Argentina.*

Panelist: Lic. Pedro Biren Bosch Guha, *Governmental Relations Director, SAVIA, S.A. de C.V., Mexico*

The issue of globalization is involved in a storm of controversy. The opening of global markets, global sourcing, elimination or minimization of trade barriers and trade expansion through foreign investment has resulted in both positive and negative experiences in the business community. Further, the issue of globalization has taken on many dimensions other than economic ones as evidenced by worldwide protests in the last two years as many groups used anti-globalization arguments to further various causes. Out of this controversy has come arguments both for and against globalization. Some of these arguments are based on myths or misstatements of fact; others are based on the realities of the business environment

and marketplace. This session will focus on these myths and realities and the management strategies that business executives need to consider.

3:15 PM – 4:00 PM – Grand Coral 2 & 3 Closing Remarks

Conference Overview: Dr. Jerome Siebert, *Executive Director, IAMA, U.S.A.*

Closing Remarks: Mr. Hans Jöhr, *2003-2004 President of IAMA, Corporate Head of Agriculture & Asst. Vice President, Nestec Ltd., Switzerland*

5:00 PM – 6:00 PM – Sunrise Terrace Closing Cocktails

Food and Agribusiness Symposium

SATURDAY, JUNE 21, 2003

8:30 AM – 10:00 AM – Grand Coral 2 & 3 Plenary Session – Challenges to Future Agrifood Corporate Strategy: Knowledge Management, Learning, and Real Options

Moderator: Dr. John Nichols, *Professor & Assoc. Head, Texas A&M University, U.S.A.*

Presenter: Dr. Thomas Sporleder, *Professor, The Ohio State University, U.S.A.*

Presenter: Dr. H. Christopher Peterson, *Prof. & Chair of Consumer-Responsive Ag., Michigan State University, U.S.A.*

Discussant: Dr. Onno Omta, *Full Professor, Wageningen University, The Netherlands*

Discussant: Dr. David G. Barton, *Professor, Kansas State University, U.S.A.*

Contemporary writing recognizes that three key components of the intellectual capital of a firm are human capital, social capital, and structural capital. Increasingly, management and economics literature is recognizing that a leading challenge for managers is to manage the knowledge base of the firm. A future challenge for agrifood firms is to embrace strategy that includes, at least conceptually, knowledge as a strategic asset of a firm. Knowledge and its management are emerging in contemporary thought as a potential source of sustainable competitive advantage. Logic leads to the conclusion that the conceptual foundations of knowledge management, learning, and real options could enrich the formulation of agrifood firm corporate strategy. This session will further develop aspects of firm level knowledge management through a synergistic collection of analyses and a unique contribution to the literature that adopts an agrifood corporate strategy perspective.

10:00 AM – 10:30 AM – Grand Coral Foyer Break

10:30 AM – 12:00 PM – Breakout Rooms Concurrent Paper Presentations

Consumer Preferences – Coral Kingdom 1

“Impact Of Information On The Demand For Credence Characteristics”

Dr. Jukka Kola, *University of Helsinki, Finland*

“Consumer Perception On Alternative Poultry”

Ms. Tatiana Farina, *University of São Paulo, Brazil*

“Consumer Perceptions For Public And Private Sector Certification Of Beef Products In The United States And The United Kingdom.”

Dr. DeeVon Bailey, *Utah State University, U.S.A.*

“Focus Group Approach To Gauging Social Acceptance Of Agricultural Biotechnology: Some Preliminary Findings”

Dr. Enefiok Ekanem, *Tennessee State University, U.S.A.*

Supply Chain Analysis – Coral Kingdom 2

“Clusters, Chains & Nets Three Agribusiness Supply Models. Three Cases In Argentina Under Nie & Agribusiness Approach”

Ing. Hector Ordoñez, *Buenos Aires University, Argentina*

“Understanding The Relationship Between Product Specifications And Coordination In Agri-Business Supply Chains: An Examination Of The New Zealand Meat Industry”

Dr. Altair de Moura, *Lincoln University, New Zealand*

“Designing Effective Supply Chains Of Fresh Produce, Initiated By Supermarkets In China, A Case Study On Suguo Supermarket.”

Dr. Xiangyang Chang, *Nanjing Agricultural University, China*

“A Proposal Of Managerial Method To Assure The Final Product Quality Into Agri-Food Supply Chains.”

Mr. Miguel Borrás, *Polytechnic University of Cartagena (UPCT), Spain*

Multinational Firm Analysis – Coral Kingdom 3

“The Internationalization’ Determinants Of The Small Agro-Food Firms: Hypotheses And Statistical Tests”

Dr. Hervé Remaud, *INRA, France*

“Why Are There So Many Small Agro-Food Firms In OECD Countries? The Case Of French Agro-Food Sector”

Dr. Hervé Remaud, *INRA, France*

“Multinational Firms In The Brazilian Food Industry”

Dr. Elizabeth Farina, *Universidade de São Paulo, Brazil*

“Technological Fields And Concentration Of Innovation Among Food And Beverage Multinationals”

Dr. Ruth Rama, *CSIC, Spain*

Conservation – Coral Garden 1

“Global Conservation Trust, an initiative being implemented by the CGIAR and FAO in order to preserve germplasm of relevant plant species for future generations.”

Dr. Claudio Barriga, *Executive Director, Center for Agribusiness Development, Chile*

12:00 PM – 1:30 PM – Sunrise Terrace Lunch

1:30 PM – 5:00 PM – Board Room 2004 Program Planning Committee Meeting

1:30 PM – 3:00 PM – Breakout Rooms Concurrent Paper Presentations

Policy – Coral Kingdom 1

“Alternative Dispute Resolution And Peace Making For Resolving Agribusiness And Food Management Conflict Resolution In The Free Trade Area Of The Americas Grass Roots Initiatives With International Applications”

Ms. Rodica Evtuhovici, *Arizona State University East, U.S.A.*

“Implications Of The Non-Common Agricultural Policy In The Enlarged European Union”

Dr. Jukka Kola, *University of Helsinki, Finland*

“US-Mexico Food Systems And The Tomato Trade Dispute”

Dr. Dennis Conley, *University of Nebraska – Lincoln, U.S.A.*

“A New Institutional Economic Analysis Of Small Farmer Contracts And Relations In The Sugar Supply Chains In South Africa And Swaziland”

Mr. Micah Masuku, *University of Pretoria, South Africa*

Information and Knowledge Management – Coral Kingdom 2

“Knowledge Management And Communities Of Practice: An Experience From Rabobank Australia And New Zealand.”

Mr. Brad Hinton, *Rabo Australia Limited, Australia*

“Emerging Importance Of Bio-Based Products And Bio-Energy In The U.S. Economy: Information Dissemination And Training Of Students”

Dr. Surendra Singh, *Tennessee State University, U.S.A.*

“Agribusiness Executive Education & Knowledge Exchange”

Ms. Maria Jatib, *University of Buenos Aires, Argentina*

“Price Relationships Among North American Fresh Tomato Markets: A Comparison Between Mexican And US Markets”

Dr. Luz Padilla-Bernal, *Universidad Autónoma de Zacatecas, México*

Managerial Decisions – Coral Kingdom 3

“Cargill Hybrid Seeds Mexico - A Case Study”

Mr. Carlos Trejo-Pech, *Universidad Panamericana at Guadalajara, México*

“Analysis of U.S. Consumer Preferences for Labeling of Biotech Foods”

Dr. R. Wes Harrison, *Louisiana State University, U.S.A.*

“Resource-Based View, Industrial Clusters And Competitive Capabilities: A Case Study In South Brazilian Wineries”

Mr. Eduardo Wilk, *UFERS – Federal University of Rio Grande do Sul, Brazil*

“Agribusiness Management Of Exchange Rate Risk”

Dr. Dennis Conley, *University of Nebraska – Lincoln, U.S.A.*

3:00 PM – 3:30 PM – Second Floor Foyer Break

3:30 PM – 5:00 PM – Breakout Rooms Concurrent Paper Presentations

Valuation Analysis – Coral Kingdom 1

“Valuation Of Target Firms Acquired In The Food Sector During The 1996-2001 Wave”

Dr. Francis Declerck, *ESSEC Business School, France*

“Measuring Industry And Firm Effects In Food And Agribusiness Firms”

Dr. Michael Boland, *Kansas State University, U.S.A.*

“Sugarcane Growers’ Perceptions Of A Graduated Mortgage Loan Repayment Scheme To Buy Farmland In Kwazulu-Natal, South Africa”

Mr. Mark Darroch, *University of Natal, South Africa*

“The Perception Of Changes In A Producing Co-Operative Due To The Forming Of A Strategic Alliance: The Case Of Swine Raisers Co-Operative From Encantado-RS And Tetra Pak”

Dr. Eugenio Ávila Pedrozo, *Federal University of the Rio Grande do Sul, Brazil*

Environmental Concerns and Sustainability – Coral Kingdom 2

“Towards An Improved Environmental Reporting Structure For Companies In Food And Agribusiness Chains”

Dr. Harry Bremmers, *Wageningen University, The Netherlands*

“Sustainable Agribusiness: Developing Local Solutions To Global Challenges In The Regional Agribusiness Sector In Australia”

Mr. Peter Hansford, *Department of Primary Industries, Australia*

“Sustainable Development Of Rural Areas As A Direction For Economic Policy”

Mrs. Olga Panteleeva, *Kostroma State Agricultural Academy, Russia*

“Carbon Market: Business Incentives For Sustainability”

Mr. Marco Conejero, *University of São Paulo – PENZA, Brazil*

IAMA Student Presentations – Coral Kingdom 3

IAMA student members will present research papers and discuss research topics and methods with some of IAMA's leading Academic and Industry members.

7:00 PM – 8:30 PM – Restaurant Isla Contoy Student Dinner with IAMA Executives (no-host)

IAMA student members are invited to join the IAMA Officers and Board Members for dinner. This will be a fun, informal opportunity for our student members to interact with IAMA's leaders.

SUNDAY, JUNE 22, 2003

8:30 AM – Coral Sea Room Breakfast for Spa Package participants

8:30 AM – 10:00 AM – Breakout Rooms Concurrent Paper Presentations

Food Safety – Coral Kingdom 1

“Food Safety And Fear: An Exploratory Analysis”

Dr. Gregory Baker, *Santa Clara University, U.S.A.*

“Food Safety And Quality Assurance Key Drivers Of Competitiveness”

Ms. Maria Jatib, *University of Buenos Aires, Argentina*

“Food Safety In The Meat Industry: A Regulatory Quagmire”

Dr. Peter Goldsmith, *University of Illinois at Urbana - Champaign, U.S.A.*

“Streamlining The Risk Analysis Process And Ensuring The Optimal Organizations For Food Safety: The Case Application To Biotechnology Of Fusarium Species”

Mr. Darcy Pawlik, *University of Saskatchewan, Canada*

Innovation – Coral Kingdom 2

“Innovative Strategies In The Food Processing Industry: Fundamental Relationships Between Institutional, Competitive, Technological And Organizational Dimensions (Case Studies)”

Mr. Jean Révillion, *Universidade Federal do Rio Grande do Sul, Brazil*

“Product Innovation And Imperfect Competition In The Italian Fruit-Drink Industry”

Dr. Carlo Russo, *University of Cassino, Italy*

“Innovation Through (International) Food Supply Chain Development; A Research Agenda.”

Dr. Jacques Trienekens, *Wageningen University, The Netherlands*

“Agri-Food Innovation In Developing Countries: The Role Of Retailers”

Dr. James Hagen, *Cornell University, U.S.A.*

Vertical Coordination and Creating Value – Coral Kingdom 3

“Creating Value Through Traceability Solutions: A Case Study”

Ms. Amy Bantham, *Food Origins, U.S.A.*

“Evaluation Of Alternative Coordination Systems Between Producers And Packers In The Pork Value Chain”

Dr. Allan Gray, *Purdue University, U.S.A.*

“The Impact Of Downstream Network Subgroups On Collaboration And Performance. A Survey Of Buyer-Supplier Relationships In The Dutch Flower Sector.”

Mr. Danny Claro, *Wageningen University – WUR, The Netherlands*

“Strategic Alliances And Sustainable Coffee Production: The Shaded System Of Baturite, State Of Ceara, Brazil”

Dr. M. Sylvia Saes, *PENSA/USP – University of Sao Paulo, Brazil*

Discussion Session – Coral Garden 1

“The Comparative Teaching Of Courses On Managing Market And Economic Risks”

Dr. Dennis Conley, *University of Nebraska – Lincoln, U.S.A.*

10:00 AM – 10:30 AM – Second Floor Foyer Break

10:00AM – 2:00 PM – Coral Island Room IAMA Board of Directors Meeting

10:30 AM – 12:00 PM – Breakout Rooms Concurrent Paper Presentations

Quality, Risk, and Systems Analysis – Coral Kingdom 1

“Smallholder Product Quality Certification In Absence Of The State: Frango Colonial In Santa Catarina, Brazil”

Dr. Guy Henry, *CIRAD-Amis, France*

“Constraints And Limitations To The Design And Implementation Of Origin And Quality Assurance Systems For Argentine Beef”

Mr. Hernán Palau, *Buenos Aires University, Argentina*

“Towards A National Agribusiness System: A Conceptual Framework”

Mr. Eduardo Wilk, *UFRGS – Federal University of Rio Grande do Sul, Brazil*

“Land Rights And Their Impacts On Agricultural Efficiency, Investments And Land Markets In Zimbabwe”

Mr. Maxwell Mutema, *University of Reading, United Kingdom*

Education & Knowledge Transfer – Coral Kingdom 2

“Agribusiness Curriculum Development And Teacher Training In Russia”

Dr. Mark Wade, *University of Tennessee, U.S.A.*

“Communicating Nutritional Information To The Global Consumer: Adapting To Shifting Consumer Attitudes Toward Nutrition”

Dr. Eric Thor, *Arizona State University – East Campus, U.S.A.*

“New Education Tools In Food And Agribusiness In Turbulent Times As FTAA (Free Trade Areas Of America) Are Implemented”

Dr. Eric Thor, *Arizona State University – East Campus, U.S.A.*

“Marketing Planning Process Under A Network Approach”

Dr. Marcos Fava Neves, *Universidade de São Paulo, Brazil*

Case Studies – Coral Kingdom 3

“The BYU Dairy Embryo Transfer Case”

Dr. Mark Hansen, *Brigham Young University, U.S.A.*

“Potato Industry Dynamics: If The Consumer Only Knew”

Dr. Mark Hansen, *Brigham Young University, U.S.A.*

“Meeting Private Grades And Standards In Transition Agriculture: Experiences From The Armenian Dairy Industry”

Dr. Hamish Gow, *University of Illinois at Urbana – Champaign, U.S.A.*

“Consumer’s Attitude Towards Labeled And Unlabeled GM Food Products In Italy”

Dr. Stefano Boccaletti, *Università Cattolica del S. Cuore, Italy*

Poster Presentations – Coral Garden 1

“Improving Supply Chain Management: Results From The Peach Canning Sector In Southern Brazil”

Dr. Donald Larson, *The Ohio State University, U.S.A.*

“Economic Development, Food Security And International Strategic Investment In LDCs: A Successful Case – Cabo Verde”

Dr. Bernardo Pacheco de Carvalho, *University of Lisbon, Portugal*

“Agribusiness In A Turbulent World: A Study Of Challenges Faced By A Developing Country”

Dr. Harbhajan Kehal, *University of Western Sydney, Australia*

“Agribusiness Executive Education In Mexico, The Case Of The Colegio De Postgraduados De México”

Dr. M. Carmen Lopez Reyna, *Colegio de Postgraduados en Ciencias Agrícolas, México*

12:00 PM – 1:30 PM – Sunrise Terrace Lunch

3:30 PM – 5:00 PM – Grand Coral 2 & 3 Bridge Session (Forum participants are invited) A Dialogue on Ethics and Responsibility in Agribusiness Education and Practice Organized by the IAMA Focus Group on Education and Knowledge Transfer

Moderator: Ing. Hector Ordoñez, *Professor & Commerce Chair, Buenos Aires University, Argentina*

Panelist: Dr. Rafael Carbonell De Masy, *Professor of Rural Development & Agribusiness, Pontificia University Gregoriana, Italy*

Panelist: Ms. Erica Kuhlmann, *Managing Director, Harris Nesbitt, U.S.A.*

Shock waves were felt around the world this past year when failures in accounting (and accountability) systems and in corporate boardrooms were revealed, causing plummeting stock prices and several high profile bankruptcies. While these traumas have not been as evident (or at least as newsworthy) in agribusiness and food circles, the ever widening loss of trust in financial markets and elsewhere in the economy is certainly affecting everyone. This session will present an opportunity to examine issues and exchange ideas regarding business ethics and corporate responsibility as it is being addressed by academics in their teaching programs and by business leaders through corporate training and leadership programs.

5:00 PM – 6:00 PM – Coral Garden 1 IAMA Student Development Program Agribusiness Industry Panel

IAMA student members are invited to an interactive session with a panel of agribusiness executives from across the food chain. These professionals will share their unique perspectives on the food & agribusiness industry and interact with students during an informal question and answer session.

6:00 PM – 7:00 PM – Restaurant Isla Contoy & Sunrise Terrace Opening Reception – Honoring IAMA Fellows

IAMA Fellows Award Ceremony (Drinks & Heavy Hors d'oeuvres)

SATURDAY AND SUNDAY**Poster Displays – Grand Coral Foyer****“Improving Agricultural Output In Nigeria Through Improved Information And Technology Transfer”**Dr. Mark Wade, *University of Tennessee, U.S.A.***“An Exploratory Study About The Possibility Of Adoption Of The Theory Of Constraints In The Identification And Analysis Of Bottlenecks In Supply Chains”**Dr. Sergio de Gusmão, *Pontifícia Universidade Católica do Rio Grande do Sul, Brazil***“Negligent Hiring And Employee Rights: The Case Of Southeast Aerial Spray Applicators”**Dr. Mark Wade, *University of Tennessee, U.S.A.***“Electronic Pasteurization Vs. Gamma Irradiation: What Do Consumers Prefer?”**Mr. Arsen Poghosyan, *Armenian Agricultural Academy, Armenia***“Three Continents, And Three Approaches To Food Trade And Safety For Turbulent Times”**Dr. Eric Thor, *Arizona State University – East Campus, U.S.A.***“Perspective On The Improvement Of The Economic Status Of Rural Women In Underdeveloped Countries Based On Improved Methods Of Animal Husbandry, Animal Health, And Marketing Of Animal Products.”**Ms. Sharon Madson, *Arizona State University, U.S.A.***“Can Ecolabeling Substitute For Environmental Regulation?”**Dr. Ashley Renck, *Texas A&M – Commerce, U.S.A.***“Agribusiness Using Water And Sun During Turbulent Times: A Case In Ecuador.”**Dr. Eric Thor, *Arizona State University – East Campus, U.S.A.***“Employment And Agrarian Sector Development”**Mrs. Victoriya Onegina, *Kharkiv State Technical Univ. of Agriculture, Ukraine*

Since its founding, IAMA has been successful due to the vision, hard work and creative efforts of a few key individuals. These individuals have distinguished themselves as leaders in the food and agribusiness industry as well as in service to IAMA. In recognition of these efforts, the Board of Directors voted to establish a "Fellows" award. This is the highest award given by IAMA and is awarded only to members who have made outstanding and sustained contributions to the success of the organization, and are demonstrated leaders in the food and agribusiness industry.

Inaugural Fellows of the International Food and Agribusiness Management Association**Dwayne Andreas**, *Founding Member and Past President***Francesco Braga**, *International Program Chair***Gian Paolo Cesaretti**, *International Program Chair, Board Member***Dennis Conley**, *International Program Chair***Michael Cook**, *International Program Chair***Gail L. Cramer**, *Founding Member***Clarence F. Davan**, *Founding Member***Ian Fairnie**, *Board Member, International Program Chair***Hubert Faucher**, *International Program Chair***Charles E. French**, *Founding Member***Ray A. Goldberg**, *Founding Member, Past-President***William D. Gorman**, *Founding Member, International Program Chair, Executive Director***Heinz Imhoff**, *Past-President***Luis Kaufmann**, *Past-President***Kerry K. Litzenberg**, *Founding Member***Ross McLaren**, *Past-President***Araujo Ney**, *(deceased), Founding Member***John Nichols**, *International Program Chair***James Nielsen**, *Founding Member***Hector Ordoñez**, *International Program Chair***Roland Robinson**, *(deceased), Founding Member***Vernon Schneider**, *(deceased), Founding Member, Executive Director***Jerome Siebert**, *International Program Chair, Executive Director***Joseph P. Sullivan**, *Past-President***Jonathan F. Taylor**, *Past-President***Thomas N. Urban**, *Past-President***Herman H.F. Wijffels**, *Past-President***Michael W. Wolverton**, *Founding Member***Max S. Wortman**, *Founding Member, International Program Chair***Clayton K. Yeutter**, *Past-President***Decio Zylberstajn**, *International Program Chair***SUNDAY, JUNE 22, 2003****Spa Package**

Spend a relaxing morning at the Boutique Spa located inside the Fiesta Americana Grand Coral Beach Hotel. The spa package includes a special breakfast along with your choice of two spa treatments.

Breakfast will begin at 8:30 AM on Sunday, June 22 in the Coral Sea Room of the Fiesta Americana Grand Coral Beach Hotel. Please sign-up for your spa treatments at the registration desk.

Spa Fee: US \$125**MONDAY, JUNE 23, 2003****Chichén Itzá Mayan Ruins Tour**

Chichén Itzá was first settled around 300 BC as Mayan groups began to gather around cenotes, the natural wells that constitute the Yucatán Peninsula's only source of fresh water. By 200 BC, Chichén Itzá had become a thriving metropolis with a population of 50,000. The city grew rich from trading salt, ceramics, feathers and honey. Monumental building came to an end around 1100 or 1200 AD when Chichén Itzá was presumably abandoned. There has been no evidence uncovered of manmade or natural disasters to explain why Chichén Itzá was abandoned. The city covers about 25 square kilometers, with many buildings yet to be discovered.

This tour will leave at 8:00 AM on Monday, June 23 from the lobby of the Fiesta Americana Grand Coral Beach Hotel. Lunch will be provided at Chichén Itzá and you will return to the hotel at approximately 5:00 PM. Please sign up at the registration desk.

Tour Fee: US \$75**Conference Attire**

- IAMA Symposium: Business Casual (Saturday–Sunday)
- Forum Welcome Reception: Business Casual (Sunday Evening)
- IAMA World Forum: Business Casual (Monday–Tuesday)
- Presidential Reception: Business Casual (Monday Evening)
- Forum Closing Cocktail: Business Casual (Tuesday Afternoon)
- Tours: Casual/Seasonal

June temperatures in Cancun range from 80° - 90° F (27° - 32° C). Be prepared for high humidity and afternoon showers.





International Food and Agribusiness
Management Association

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