18th Annual Symposium Schedule of Presentations

SATURDAY, JUNE 14

Session 1 – 10:45AM - 12:15PM

Regency Main: Discussion Session
Moderator: Dr. Dennis Conley, University of Nebraska-Lincoln, USA

Court Debate of a Legal Case Involving Violation of Regulations in A Futures and Options Market (ID#1003)
Dr. Dennis Conley, University of Nebraska-Lincoln, USA
Dr. Francis Declercq, ESSEC Business School, France
Dr. Francesco Braga, University of Guelph, Canada

Regency 1: Case Conference Opening Session
Moderator: Dr. Gregory Baker, Santa Clara University, USA

Opening Remarks
Dr. Gregory Baker, Santa Clara University, USA

Case Conference Introduction “Developing a Teaching Case”
Ms. Mary L. Shelman, Harvard Business School, USA

Regency 2: Paper Presentations
Moderator: Dr. Kobus Laubscher, University of the Free State, South Africa

The State of Black Economic Empowerment in the Agribusiness Sector of South Africa (ID#1006)
Dr. Dirk Esterhuizen, USDA, South Africa
Dr. Tobias Doyer, ABSA, South Africa
Dr. Johan Van Rooyen, SA Wine Council, South Africa
Ms. Lindie Botha, Agricultural Business Chamber, South Africa

A Method for Integrated and Sustainable Agribusiness Projects (ID#1137)
Dr. Marcos Fava Neves, University of Sao Paulo, Brazil
Mr. Luciano Castro, University of Sao Paulo, Brazil

Regency 3: Paper Presentations
Moderator: Dr. Yuliya Bolotova, University of Idaho, USA

Evaluating Economic Performance of Food Manufacturing Industries: An Analysis of the US Pacific Northwest States (ID#1019)
Dr. Yuliya Bolotova, University of Idaho, USA

Consumer Preference for Avocado in Hawaii Using Conjoint Choice Experiment (ID#1060)
Dr. Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA
Ms. Silvia Gianetti, University of Hawaii at Manoa, USA
Ms. Jyotsna Krishnakumar, University of Hawaii at Manoa, USA
Mrs. Fang Yang, University of Hawaii at Manoa, USA
Dr. Pauline Sullivan, Florida State University, USA

Developments and challenges in the European pork sector (ID#1018)
Mr. Jacques Trieneckens, Wageningen University, The Netherlands
Mr. Nel Wognum, Wageningen University, The Netherlands
Mrs. Rannia Nijhof-Savvaki, Wageningen University, The Netherlands
Mr. Mark Wever, Wageningen University, The Netherlands

Cypress 1: Paper Presentations
Moderator: Mr. Daniel Conforte, Massey University, New Zealand

Distribution of costs and benefits from the commercial introduction of genetically modified crops: A case study on potato in Finland (ID#1076)
Dr. Jyrki Niemi, MTT Agrifood Research, Finland
Mr. Jussi Tuomisto, MTT Agrifood Research, Finland

Impact of New Chain Strategies on Entrepreneurship Development of Farmers (ID#1025)
Mr. Woody Maijers, INHOLLAND Educational University, The Netherlands

Be good and Tell it: Meeting the challenge to re-establish the relationship between livestock industry and society (ID#1024)
Dr. Ina Enting, Wageningen UR, The Netherlands
Mr. Onno Van Eijk, Wageningen UR, The Netherlands
Ms. Monique Mul, Wageningen UR, The Netherlands
Mr. Daniel De Jong, Wageningen UR, The Netherlands

Cypress 2: Paper Presentations
Moderator: Dr. Vera Bitsch, Michigan State University, USA

Food Labels: Assessing Awareness and Usage Level of Indian Consumer and Influences on Food Buying Behavior (ID#1011)
Dr. Sushil Kumar, Indian Institute of Management Lucknow, India
Ms. Anuttra Pandit, Indian Institute of Management, India

Governance Structures in the Sheep Cheese Agribusiness (ID#1101)
Ms. Evangelina Dulce, Food and Agribusiness Program, School of Agronomy -UBA, Argentina
Dr. Fernando Villela, School of Agronomy – UBA, Argentina

The Role of Price in Producers’ Input Purchase Decisions (ID#1078)
Dr. Allan Gray, Purdue University, USA
Mrs. Maud Roucan-Kane, Purdue University, USA
Dr. Jay Akridge, Purdue University, USA

Session 2 – 1:45PM - 3:15PM

Regency Main: Discussion Session
Moderator: Dr. Kobus Laubscher, University of the Free State, South Africa

The modern food supply chain: what role for government? What form for policy? (ID#1014)
Dr. Derek Baker, Institute of Food and Resource Economics, Denmark
Mr. Karl Rich, International Livestock Research Institute, Kenya
Mr. Brent Ross, University of Illinois, USA
Dr. Jacques Trieneckens, Wageningen University, The Netherlands
Mr. Doyle Baker, Food and Agriculture Organization of the United Nations, Italy

Regency 1: Case Conference

Codornices Granja Rangel – Running a Family Business in Mexico (ID#1062)
Dr. Lisa House, Professor, University of Florida, USA
Dr. Carmen López-Reyna, Colegio de Postgraduados de Mexico, Mexico
Dr. Carlos Omar Trejo-Pech, Universidad Panamericana, Mexico
Mr. Dwayne Haynes, University of Florida, USA

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

Negligent Hiring and Employee Rights: The Case of Southeast Aerial Spray Applicators (ID#1086)
Dr. Mark Wade, Manager of Human Resources, Evans Properties Inc, USA

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

Regency 2: Student Case Competition Preliminary Round (Group A)

Three teams -out of six total teams - from around the world will present a solution to an agribusiness management situation that requires a quick
management response. Two teams will be selected from the total six teams to compete in the finals round. Finalists will be announced immediately following the second preliminary round (Group B) that will be held during Session #3.

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

**REGENCY 3: PAPER PRESENTATIONS**
**Moderator:** Dr. Ina Enting, Wageningen UR, The Netherlands

**INNOVATION IN FOOD PRODUCTS: PROPAGATORS AND FIRST-MOVER STRATEGY (ID#1068)**
**BEST PAPER AWARD FINALIST**
- Dr. Thomas L. Sporleder, The Ohio State University, USA
- Dr. Stefanie Brötig, Brötig Group, Germany
- Dr. Neal Hooker, The Ohio State University, USA

**FLEXIBLE SYSTEM DYNAMIC MODELS TO FACE FOOD SYSTEM CHALLENGES (ID#1094)**
- Dr. Francis Declerck, ESSEC Business School Paris-Singapore, France
- Mr. L. Martin Cloutier, University of Quebec at Montreal, Canada
- Ms. Jacqueline Halbrendt, ADPP, USA

**CYPRESS 1: PAPER PRESENTATIONS**
**Moderator:** Prof. Vijay Paul Sharma, Indian Institute of Management, India.

South African Agribusinesses: Moving from “competing” to “winning” (ID#1001)
- Dr. Dirk Esterhuizen, USDA South Africa
- Dr. Johan Van Rooyen, SA Wine Council, South Africa
- Ms. Lindie Botha, Agricultural Business Chamber, South Africa
- Mr. Corwyn Botha, Kaap Agri, South Africa

Biodiesel in Brazil: A Comparative Analysis of Competitiveness of some Vegetable Oils’ Supply Chains (ID#1059)
- Dr. José Carlos de Lima Júnior, PENSA, University of São Paulo (FEA-RP/USP), Brazil
- Dr. Marco Antonio Conejero, PENSA, University of São Paulo (FEA-RP/USP), Brazil
- Dr. Marcos Fava Neves, PENSA, University of São Paulo (FEA-RP/USP), Brazil
- Mr. Luciano Thome e Castro, PENSA, University of São Paulo (FEA-RP/USP), Brazil

**CYPRESS 2: PAPER PRESENTATIONS**
**Moderator:** Mr. Woody Majiers, INHOLLAND Educational University, The Netherlands.

An Assessment of University Agri-Entrepreneurship and Value Added Programs (ID#1093)
- Dr. William Knudson, Michigan State University, USA
- Dr. H. Christopher Peterson, Michigan State University, USA

Drivers of consolidation of major brewery groups - did their internationalisation strategies pay off? (ID#1013)
**BEST PAPER AWARD SEMI-FINALIST**
- Mr. Christian Fischer, Massey University, New Zealand

Organizational Innovation and Collective Entrepreneurship: The Case of Renville (ID#1108)
- Dr. Michael Cook, University of Missouri, USA
- Dr. Peter Klein, University of Missouri, USA
- Dr. Molly Burress, University of Missouri, USA

**SESSION 3 – 4:00PM - 5:30PM**

**REGENCY MAIN: DISCUSSION SESSION**

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

Ten years review of IAMA’s management research: strengths, gaps, biases and future directions (ID#1111)
- Mr. Daniel Conforte, Massey University, New Zealand
- Dr. Dennis M. Conley, University of Nebraska – Lincoln, USA
- Dr. Marcos Fava Neves, PENSA, Universidade de São Paulo, Brazil
- Dr. Allen Featherstone, Kansas State University, USA
- Dr. Mark Hansen, Brigham Young University, USA
- Dr. H. Christopher Peterson, Michigan State University, USA
- Dr. Ralph Stabile, Massey University, New Zealand
- Ms. Mary L. Sherman, Harvard Business School, USA

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

Demand Driven Pricing: An Alternative Pricing Strategy for Direct Marketers of Beef (ID#1046)
- Mr. Jared Burner, Virginia Tech, USA
- Mr. Wen You, Virginia Tech, USA
- Dr. Denise Mainville, Virginia Tech, USA

Industry-Academic Partnerships – The View from the Corner Office (ID#1061)
**BEST PAPER AWARD FINALIST**
- Dr. Gregory Baker, Santa Clara University, USA
- Dr. Al Wysocki, USA
- Dr. Lisa House, University of Florida, USA

Implications of agricultural trade liberalization on global and EU agricultural markets (ID#1075)
- Dr. Jrky Niemi, MTT Agrifood Research, Finland
- Ms. Leena Kerkelä, Government Institute for Economic Research, Finland
- Ms. Heikki Lihonen, MTT Agrifood Research, Finland

**CYPRESS 1: PAPER PRESENTATIONS**
**Moderator:** Mr. Woody Majiers, INHOLLAND Educational University, The Netherlands.

Consumer perceptions of fresh fruit and vegetables and the added value of antioxidants; differences between non, light and heavy organic food users (ID#1097)
**BEST PAPER AWARD SEMI-FINALIST**
- Ms. Isabelle van den Berg, Wageningen UR - LEI, The Netherlands
- Dr. Jos Bartels, Wageningen UR - LEI, The Netherlands

Bioenergy, Food Security and Sustainable Development (ID#1109)
**BEST PAPER AWARD SEMI-FINALIST**
- Dr. Bernardo Carvalho, University of Lisbon – UTL, Portugal.

Co-Innovating in the Argentine Rapeseed Chain. Networking and Social Capital “The Cazenave Case” (ID#1133)
- Mr. Marcos Botta, Food and Agribusiness Program, School of Agronomy-UBA, Argentina
- Mr. Jose Maria Mones Cazon, School of Agronomy-UBA, Argentina
- Mr. Sebastian Senesi, School of Agronomy - UBA, Argentina
- Mr. Marcos Daziano, School of Agronomy – UBA, Argentina

**CYPRESS 2: PAPER PRESENTATIONS**
**Moderator:** Mr. Jacques Trienekens, Wageningen University, The Netherlands.

The Cazenave Case (ID#1133)
- Mr. Marcos Daziano, School of Agronomy – UBA, Argentina
- Mr. Sebastian Senesi, School of Agronomy - UBA, Argentina
- Mr. Jose Maria Mones Cazon, School of Agronomy-UBA, Argentina
- Dr. Bernardo Carvalho, University of Lisbon – UTL, Portugal.

Bioenergy, Food Security and Sustainable Development (ID#1109)
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- Mr. Jose Maria Mones Cazon, School of Agronomy-UBA, Argentina
- Mr. Sebastian Senesi, School of Agronomy - UBA, Argentina
- Mr. Marcos Daziano, School of Agronomy – UBA, Argentina
Heterogeneity in the Evaluation of Quality Assurance Systems: Taking the International Food Standard (IFS) in the European Agribusiness as an Example (ID#1096)

**BEST PAPER AWARD FINALIST**
Mr. Holger Schultze, University of Goettingen, Germany
Ms. Friederike Albersmeier, University of Goettingen, Germany
Ms. Jana-Christina Gawron, University of Goettingen, Germany
Dr. Achim Spiller, University of Goettingen, Germany
Dr. Ludwig Theuvsen, University of Goettingen, Germany

Strategy Options for Angola’s Agribusiness Sector after 27 Years of War: A Perception Based Study (ID#1118)
Dr. Dave Weatherspoon, Michigan State University, USA
Mr. Gomes Cambuta, Angola

**BEST PAPER AWARD FINALIST**
Mr. Facundo Neyra, School of Agronomy – UBA, Argentina
Mr. Hernan Palau, School of Agronomy-UBA, Argentina
Ms. Ana Maria Di Giulio, School of Agronomy, UBA, Argentina
Ms. Mercedes Barilatti, Food and Agribusiness Program, School of Agronomy -UBA, Argentina

SUNDAY, JUNE 15

Session 4 – 8:30AM - 10:00AM

**Regency 1: Case Conference**

Dairy Industry Supply Control: Does It Work? (ID#1032)
Dr. Conrad Lyford, Texas Tech University, USA; Dr. John Siebert, Texas A&M University, USA.

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

Market Coordination in the Sugar Industry, the Case of LSCPI (ID#1052)
Dr. Michael Gunderson, University of Florida, USA
Dr. Aaron Johnson, University of Idaho, USA
Dr. Michael Salassi, Louisiana State University, USA
Dr. Cheryl Devuyst, North Dakota State University, USA.

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

**Regency 2: Paper Presentations**

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

Strategic Implications for the Future of the Texas Wine Industry (ID#1121)
Mr. Michael Lau, Sam Houston State University, USA
Dr. Roger Hanagriff, Sam Houston State University, USA.

Delivered Transportation Costs of Forest Residue for Cellulosic Ethanol Processing (ID#1112)
Mr. Hayk Khachatryan, Washington State University, USA
Dr. Eric Jessup, Washington State University, USA
Dr. Ken Casavant, Washington State University, USA.

Community Attributes Influencing Growth of Food Manufacturing Industries in the United States (ID#1055)
Ms. Fafanyo Asiseh, University of Idaho, USA
Dr. Yuliya Bolotova, University of Idaho, USA.

**Regency 3: Paper Presentations**

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

High-Value Markets for Agri-food Products: Analysis of the Potential for and Constraints to the Development of a Direct-Marketed Beef Industry in Virginia (ID#1044)
Ms. Ashleigh Waddle, Virginia Tech, USA
Dr. Denise Mainville, Virginia Tech, USA

Argentinean Specialty Crops Agribusiness: Governance Structures and Social Capital in International Trade (ID#1105)
Ms. Mercedes Barilatti, Food and Agribusiness Program, School of Agronomy -UBA, Argentina
Mrs. Ana Maria Di Giulio School of Agronomy, UBA, Argentina
Mr. Hernandez Palau, School of Agronomy, UBA, Argentina
Mr. Sebastian Senesi, School of Agronomy –UBA, Argentina
Mr. Facundo Nerya, School of Agronomy – UBA, Argentina

Cypress 1: Paper Presentations:

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

Corporate Public Orientation in the German Agribusiness: Empirical findings (ID#1092)
Ms. Friederike Albersmeier, University of Goettingen, Germany
Dr. Achim Spiller, University of Goettingen, Germany

Restrictions to the Competitiveness of the Ecuadorian Shrimp Agribusiness (ID#1098)
Mr. Pablo Aguirre Cuev, Food and Agribusiness Program School of Agronomy-UBA, Argentina
Mr. Hernandez Palau, School of Agronomy-UBA, Argentina
Dr. Fernando Villella, School of Agronomy – UBA, Argentina

Analysing factors and attributes influencing beef consumption patterns and preferences on a municipal-level”. The case of Bloemfontein South Africa (ID#1041)
Ms. Philippus Christoffel Cloete, University of the Free State, South Africa
Mr. Pieter Rutger Taljaard, University of the Free State, South Africa
Dr. Andre Jooste, University of the Free State, South Africa
Ms. Ferdi Botha, University of the Free State, South Africa

Cypress 2: Paper Presentations

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

An assessment of the characteristics of farmers in South Africa in order to identify best suited business structures to increase farmer’s market power (ID#1043)
Ms. Lizè Terblanche, University of the Free State, South Africa
Dr. Johan Willemsse, University of the Free State, South Africa

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

**BEST PAPER AWARD FINALIST**
Dr. Brent Ross, University of Illinois at Urbana-Champaign, USA
Dr. Randall Westgren, University of Illinois at Urbana-Champaign, USA

Drivers of Co-Innovation Success in Agro-Food Supply Chains (ID#1021)
Dr. Paul Ingenbleek, Wageningen University, The Netherlands
Dr. Gé Backus, Agricultural Economics Research Institute, The Netherlands

Session 5 – 10:45AM - 12:15PM

**Regency 1: Case Conference**

AECOC and the launch of RFID Technology in the Food Sector (ID# 1010)
Mr. Jose Antonio Bosccherini Bogert, Instituto Internacional San Telmo, Spain
Ms. Sofia Deleiaux Real de Asua, Instituto Internacional San Telmo, Spain.

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

A New World of Opportunities in Food Safety: The Creekstone Case (ID#1050)
Dr. Conrad Lyford, Texas Tech University, USA; Dr. Ken Harling, Wilfrid-Laurier University, Canada.

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

**Regency 2: Paper Presentations**

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

Complex Contractual Arrangements in the transaction of sugar cane to the Industry: A case study in a sugar and ethanol mill in Brazil (ID#1063)
Mr. Marco Antonio Conejero, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil
Dr. Marcos Fava Neves, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil
Mr. Luciano Thome e Castro, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil
Mr. Jose Carlos de Lima Junior, PENSA, Univ. of São Paulo (FEA-RP/USP), Brazil

Food industry firms’ strategies (ID#1015)
Dr. Derci Baker, Institute of Food and Resource Economics, Denmark
Dr. Kim Lind, Institute of Food and Resource Economics, Denmark.

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

**BEST PAPER AWARD FINALIST**
Dr. Yuliya Bolotova, University of Idaho, USA
Relegn 3: Paper Presentations
Moderator: Mr. Machiel Reinders, Wageningen UR - LEI, The Netherlands

Out-Of-Home Trial and Consumers’ Acceptance of New Food Products (ID#1033)
**BEST PAPER AWARD FINALIST**
Mr. Machiel Reinders, Wageningen UR - LEI, The Netherlands
Mrs. Karin Zimmermann, Wageningen UR - LEI, The Netherlands

Cypress 1: Paper Presentations
Moderator: Dr. Andre Louw, University of Pretoria, South Africa.

Restructured Agri-food Chains (ID#1131)
**BEST PAPER AWARD FINALIST**
Prof. Vijay Paul Sharma, Indian Institute of Management, India

Session 6 – 1:45PM - 3:15PM

Relegn Main: Student Case Competition Finals Round

The two best teams from the preliminary rounds will be given a short update to the original agribusiness management situation. The finalists will compete for 1st place by presenting a revised management solution.

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

Relegn 1: Case Conference

AGRO SEVILLA 2007 (ID#1007)
Dr. Miguel Angel Llano Irusta, Instituto Internacional San Telmo, Spain

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

Relegn 2: Paper Presentations
Moderator: Dr. Mark Wade, Evans Properties Inc., USA

Quality perception using signals on food labels: an analysis on Italian consumers (ID#1049)
Dr. Maria Carmela Aprile, University “Parthenope”, Italy
Dr. Giuseppe Gallina, University “Parthenope”, Italy

An Evaluation of Cross-Market Effects of Generic Dairy Promotion Programs (ID#1083)
Dr. Joseph V. Balagtas, Purdue University, USA
Dr. Harry M. Kaiser, Cornell University, USA

Cypress 1: Paper Presentations
Moderator: Dr. Derek Baker, Institute of Food and Resource Economics, Denmark

Increasing Domestic Consumption of South African Wines: Exploring the market potential of the “Black Diamonds” (ID#1089)
Ms. Leah Ndanga, University of Pretoria, South Africa
Dr. Andre Louw, University of Pretoria, South Africa.

Evaluating Transaction Costs faced by producers in milk Marketing: Marketing Board versus Contracts (ID#1120)
Ms. Annie Royer, ATOM, France

Cypress 2: Paper Presentations

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

Spirituality and Religion: Recent Developments in the Management Literature—Relevant to Agribusiness and Entrepreneurship? (ID#1009)
Dr. Vera Bitsch, Michigan State University, USA.

Trust in the US-EU Food Supply Chain (ID#1069)
Dr. Lisa House, University of Florida, USA
Mrs. Ellnor McKenzie, University of Florida, USA
Dr. Melanie Fritz, University of Bonn, Germany
Dr. Rainer Haas, University of Natural Resources and Applied Life Sciences, Austria
Dr. Oliver Meixner, University of Natural Resources and Applied Life Sciences, Austria
Dr. Gert Jan Hofstede, University of Natural Resources and Applied Life Sciences, The Netherlands

India’s Agrarian Crisis and Smallholder Producers’ Participation in Restructured Agri-food Chains (ID#1131)
**BEST PAPER AWARD FINALIST**
Prof. Vijay Paul Sharma, Indian Institute of Management, India

Evolution and performance of co-operatives in Bulgaria, New Zealand and Uruguay (ID#1095)
Dr. Elena Garnevska, Massey University, New Zealand
Ms. Nicola Shadbolt, Massey University, New Zealand

An Evaluation of Cross-Market Effects of Generic Dairy Promotion Programs (ID#1083)
Dr. Joseph V. Balagtas, Purdue University, USA
Mr. Metin Cakir, Purdue University, USA
Mr. Hans Johr, Corporate Head of Agriculture, Nestec Ltd, Switzerland
Dr. Hector Laurence, President & CEO, McLaren Holdings SA, Argentina

Cypress 2: Paper Presentations

Dr. Sanjeev Kapoor, Indian Institute of Management Lucknow, India
**SATURDAY, JUNE 14 (POSTERS)**

**AM Coffee Break: 10:00AM – 10:45AM**

**PM Coffee Break: 3:15 PM – 4:00 PM**

**Regency Lobby**

**All posters will be displayed at the Regency Lobby in the Hyatt Regency Monterey Hotel during the entire conference. The poster presenters will be available during two networking breaks of the Symposium to answer questions.**

**Health Knowledge and Obesity Concerns among College Students (ID#1058)**
Dr. Christiane Schroeter, California Polytechnic State University, USA
Dr. Aslihan D. Spaulding, Illinois State University, USA
Mr. Timothy J. Schmidgall, Illinois State University, USA

**Determining Knowledge Risk Perceptions and Response to E. Coli Outbreaks (ID#1072)**
Dr. Christiane Schroeter, California Polytechnic State University, USA
Dr. Lisa House, University of Florida, USA

**Nutrition Information on Packaged Food in the Context of Increasing Obesity in the U.S. (ID#1040)**
Dr. Sayed Saghaiha, University of Kentucky, USA
Dr. Sushil Kumar, Indian Institute of Management – Lucknow, India

**Consumers' willingness to substitute imported for domestic commodities: the case of major agricultural products in South Africa (ID#1047)**
Mr. Abiodun Akintunde Ogundeji, University of the Free State, South Africa
Mr. Pieter Taljaard, University of the Free State, South Africa
Dr. Andre Jooste, National Agricultural Marketing Council, South Africa

**Export Potential and Product Space for South African Agricultural Products (ID#1051)**
Mr. Obukolo Aoyewumi, National Agricultural Marketing Council, South Africa
Dr. Andre Jooste, National Agricultural Marketing Council, South Africa
Dr. Ron Sandrey, Trade Law Centre for Southern Africa, South Africa

**Re-engineering the Goat Sector in Namibia with a Focus on Entrepreneurial Development (ID#1054)**
Dr. Kobus Laubscher, University of the Free State, South Africa
Mr. Ernst Idsardi, University of the Free State, South Africa
Mr. Salomo Mbai

**Explore the Opportunity of Value Added by Growers' Matching Buyer Preferences of Hawaiian Avocados (ID#1070)**
Mrs. Jyotsna Krishnakumar, University of Hawaii at Manoa, USA
Dr. Catherine Chan-Hallbrend, University of Hawaii at Manoa, USA
Dr. Theodore Rodovich, University of Hawaii at Manoa, USA

**SUNDAY, JUNE 15 (POSTERS)**

**AM Coffee Break: 10:00AM – 10:45AM**

**PM Coffee Break: 3:15 PM – 4:00 PM**

**Regency Lobby**

**Agricultural Nanotechnologies and Implications on Policy and Consumer Acceptance (ID#1038)**
Mr. David Marshall, University of Kentucky, USA
Dr. Wuyang Hu, University of Kentucky, USA

**Introducing New High Value Crops in Jordan: The Case of Sweet Onions (ID#1140)**
Dr. Jay Lillywhite, New Mexico State University, USA
Mr. Ayman Ghumain, New Mexico State University, USA

**Integrating Production and Marketing of Asian Vegetables: A Case Study of a Central American Firm’s Strategy to Export into the North American Market (ID#1124)**
Dr. John Westra, Louisiana State University, USA
Dr. Roger Hinson, Louisiana State University, USA
Dr. Carl Motsenbocker, Louisiana State University, USA
Dr. Wes Garrison, Louisiana State University, USA

**Strategic Marketing Planning and Management for Traceability in the Argentine Honey Sector (ID#1107)**
Mr. Fernando Mogni, Food and Agribusiness Program, School of Agronomy - UBA, Argentina
Mr. Hernan Palau, School of Agronomy - UBA, Argentina
Mr. Sebastian Senesi, School of Agronomy - UBA, Argentina
Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

**Designing Appropriate Market Linkage Programs for Small Farmers: Are Cooperatives and Private Firms Complements or Substitutes? (ID#1110)**
Mr. Aleksan Shanoyan, Michigan State University, USA
Mr. Hamish Gouw, Michigan State University, USA

**Internationalisation and the challenges it creates to agribusiness executive education (ID#1113)**
Ms. Nicola Shadbolt, Massey University, New Zealand
Dr. Gregory Baker, Santa Clara University, USA
Dr. Jay Akrige, Purdue University, USA

**Consumer's Trust Attitudes and Actions Following a Food Safety Event (ID#1116)**
Mr. Jonathan Shepherd, University of Kentucky, USA
Dr. Sayed Saghaiha, University of Kentucky, USA

**Meeting Food System Challenges through Contract Farming in India: Opportunities and Challenges (ID #1114)**
Mr. Gurulingappa G. Koppara, Institute of Rural Management, India
Mr. Pradip Kumar Mishra, Institute of Rural Management, India
IAMA would like to express a worm gratitude and recognition to all the members who have helped reviewing regular Papers, Cases, Posters and Discussion Sessions for the 2008 IAMA Symposium, as well as to those members who assisted with the reviews of Best Paper Award Candidates:


Best Paper Award Review Committee:

Allan Gray, Catherine Chan-Halbrendt, Christopher Peterson, Christophter Peterson, D. K. Nauriyal, Desmond Ng, Filipo Arfini, Francis Declerck, Hernan Palau, Jacques Trienekens, Joao Martines-Filho, José Vicente Caixeta-Filho, Jukka Kola, Kerry Litzenberg, Kobus Laubscher, Ludwig Theuvsen, Luis Aguiar, Mark Hansen, Mary Shelman, Michael Gunderson, Nicola Shadbolt, Ono Omta, Pedro Marques, Peter Goldsmith, Carlos Steiger, Sylvain Charlebois, Tadayoshi Masuda, Woody Maijers, Mr. Zuurbier.