



# 18<sup>th</sup> 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 Declerck, 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 Trienekens, 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 Majiers, 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. Daniël 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. Anuttera 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  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Dr. Fernando Vilella, 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 Trienekens, 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#1080)*

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 Bröring, Bröring 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

***A Cohesive Plan and Strategy for Implementing Priority Research Activities in the Beira Corridor Mozambique to Enhance Income of Poor Smallholder Farmers (ID#1071)***

Dr. Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA  
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)***

Mr. José Carlos de Lima Júnior, PENSA, University of São Paulo (FEA-RP/USP), Brazil  
Mr. 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 Majjers, 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 Stablein, Massey University, New Zealand  
Ms. Mary L. Shelman, Harvard Business School, USA

**Regency 2: Student Case Competition Preliminary Round (Group B)**

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 from the six teams will be selected to compete in the finals round. Finalists will be announced immediately following this preliminary round.

**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. 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. Jyrki Niemi, MTT Agrifood Research, Finland  
Ms. Leena Kerkelä, Government Institute for Economic Research, Finland  
Ms. Heikki Lhtonen, MTT Agrifood Research, Finland

**Cypress 1: Paper Presentations**

**Moderator:** Mr. Woody Majjers, 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-Inovating 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

***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 Schulze, 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

## **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. Hernan Palau, School of Agronomy, UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Mr. Facundo Neyra, 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 Cueva, Food and Agribusiness Program School of Agronomy-UBA, Argentina  
Mr. Hernan Palau, School of Agronomy-UBA, Argentina  
Dr. Fernando Vilella, 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 Boccherini Bogert, Instituto Internacional San Telmo, Spain  
Ms. Sofia Delclaux 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, PENZA, Univ. of São Paulo (FEA-RP/USP), Brazil  
Dr. Marcos Fava Neves, PENZA, Univ. of São Paulo (FEA-RP/USP), Brazil  
Mr. Luciano Thome e Castro, PENZA, Univ. of São Paulo (FEA-RP/USP), Brazil  
Mr. Jose Carlos de Lima Junior, PENZA, Univ. of São Paulo (FEA-RP/USP), Brazil

***Food industry firms' strategies (ID#1015)***

Dr. Derek 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

Ms.Kalamani Muthusamy, USA  
Dr. Christopher S. McIntosh, University of Idaho, USA  
Dr. Paul E.Patterson, University of Idaho, USA.

### **Regency 3: Paper Presentations**

**Moderator:** Mr. Machiel Reinders, Wageningen UR - LEI, The Netherlands

*Beyond Credence: Emerging trends in global consumer food preferences (ID#1005)*

**\*\*BEST PAPER AWARD SEMI -FINALIST\*\***

Ms.Nicki Marks, Victorian Department of Primary Industries, Australia  
Ms.Bron Cuthbertson, Victorian Department of Primary Industries, Australia

*Is a Sustainable Agriculture Certification Business Design Possible in the Biofuel Agribusiness? (ID#1102)*

Mr. Sebastian Senesi, Food and Agribusiness Program, School of Agronomy - UBA, Argentina

Dr. Fernando Vilella, School of Agronomy – UBA, Argentina

Mr. Santiago Lorenzatti, AAPRESID, Argentina

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

*Applying a Sectoral System of Innovation (SSI) approach to the Australian Red Meat Industry with implications for improving innovation and entrepreneurship in the Australian Food industry (ID# 1136)*

**\*\*BEST PAPER AWARD FINALIST\*\***

Dr. Christine Pitt, Meat & Livestock Australia Limited, Australia  
Dr. Susan Nelle, Australian Innovation Research Centre, Australia

*Market Orientation, Entrepreneurship and Shared Vision: An Examination of the Illinois Beef Industry (ID#1034)*

**\*\*BEST PAPER AWARD FINALIST\*\***

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.

### **Cypress 2: Paper Presentations**

**Moderator:** Dr. Ina Enting, Wageningen UR, The Netherlands

*The Local Food Concept: Market Access through the Conventional Food Supply Chain (ID#1035)*

Dr. Getachew Abate, Michigan State University, USA

Dr. H. Christopher Peterson, 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

## **Session 6 – 1:45PM - 3:15PM**

### **Regency 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 1<sup>st</sup> 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

### **Regency 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

### **Regency 2: Paper Presentations**

**Moderator:** Dr. Mark Wade, Evans Properties Inc, USA

*U.S. Ethanol Production, Corn Supply and Disappearance, and the Marketing of Corn in the U.S (ID#1002)*

**\*\*BEST PAPER AWARD FINALIST\*\***

Dr. Dennis Conley, University of Nebraska-Lincoln, USA

Mr. Adam George, University of Nebraska - Lincoln, USA

*Bridging Challenges in Value-Added Food Marketing Through Product Management and Consumer Studies (ID#1026)*

Dr. Wuyang Hu, University of Kentucky, USA

Dr. Linda Cox, University of Hawaii at Manoa, USA.

*Evolution and performance of co-operatives in Bulgaria, New Zealand and Uruguay (ID#1095)*

Dr. Elena Garnevska, Massey University, New Zealand

Mr. Daniel Conforte, Massey University, New Zealand

Ms. Nicola Shadbolt, Massey University, New Zealand

### **Regency 3: Paper Presentations**

**Moderator:** Mr. Jacques Trienekens, Wageningen University, The Netherlands

*Consumer's perception on fruits and vegetables packaging in India (ID#1004)*

Dr. Jabir Ali, Indian Institute of Management Lucknow, India

Dr. Sanjeev Kapoor, Indian Institute of Management Lucknow, India

*Quality perception using signals on food labels: an analysis on Italian consumers (ID#1049)*

Dr. Maria Carmela Aprile, University "Parthenope", Italy

Dr. Flavio Boccia 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

Mr. Metin Cakir, 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

*Innovation and Uncertainty: Application of Option and Portfolio Concepts to Strategy Development (ID#1065)*

Mrs. Maud Roucan-Kane, Purdue University, USA

Dr. Mike Boehlje, Purdue University, USA

Dr. Allan Gray, Purdue University, USA

### **Cypress 2: Paper Presentations**

**Moderator:** Mr. Woody Majjers, INHOLLAND Educational University, The Netherlands.

*Bio-fuel and Animal Production Agribusiness in Argentina: Innovativeness, Entrepreneurship and Leadership (ID#1103)*

**\*\*BEST PAPER AWARD SEMI-FINALIST\*\***

Mr. Marcos Daziano, School of Agronomy-UBA, Argentina  
Mr. Facundo Neyra, School of Agronomy - UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina  
Dr. Fernando Vilella, School of Agronomy - UBA, Argentina

*Organizations in Agrifood Chains and their Strategies for Sector Competitiveness: The Colombian Coffee Model (ID#1099)*

Mrs. Luz Ayala, Food and Agribusiness Program, School of Agronomy-UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina  
Mr. Hernan Palau, School of Agronomy-UBA, Argentina  
Dr. Fernando Vilella, School of Agronomy - UBA, Argentina

*Lobby Processes in Agribusiness Chains. Two Argentine Cases (ID#1104)*

Mr. Facundo Neyra, Food and Agribusiness Program, School of Agronomy - UBA, Argentina  
Mr. Marcos Daziano, School of Agronomy - UBA, Argentina  
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina

## **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 Saghaian, 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. Olubukola Oyewumi, 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-Halbrendt, University of Hawaii at Manoa, USA  
Dr. Theodore Rodovich, University of Hawaii at Manoa, USA

Dr. Pauline Sullivan, Florida State University, USA  
Mr. Ken Love, Hawaii Tropical Fruit Growers Association-Kona Chapter, USA

*Reducing Eye Injuries in Seasonal Farm Workers Harvesting Florida Citrus (ID#1081)*

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

*Management of Agribusiness Services: Precision Service Offerings and Profitability of Retail Crop Input Dealers (ID#1085)*

Mr. David Ubilava, Purdue University, USA  
Dr. Jay Akridge, Purdue University, USA

*Analysis of the Price Impacts of Federal Fruits and Vegetables Commodity Procurements (ID#1031)*

Ms. Amanda Sceiford, Virginia Tech, USA  
Dr. Denise Mainville, Virginia Tech, 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. Wess Harrison, Louisiana State University, USA

*Strategic Marketing Planning and Management for Traceability in the Argentine Honey Sector (ID#1107)*

Mr. Fernando Moggi, Food and Agribusiness Program, School of Agronomy - UBA, Argentina  
Mr. Hernan Palau, School of Agronomy -UBA, Argentina  
Ms. Cecilia Tresoldi, 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  
Dr. Hamish Gow, 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 Akridge, 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 Saghaian, University of Kentucky, USA

**Meeting Food System Challenges through Contract Farming in India: Opportunities and Challenges (ID #1114)**

**Mr. Gurulingappa G. Koppa, Institute of Rural Management, India**  
**Mr. Pradip Kumar Mishra, Institute of Rural Management, India**

IAMA would like to express a warm 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:

Luis Aguiar, Jay Akridge, Filippo Arfini, Vera Bitsch, Yuliya Bolotova, Lindie Botha, Harry Bremmers, Stefanie Bröring, Catherine Chan Halbrendt, Sylvain Charlebois, Emma Coath, Yvonne Colomer, Dennis Conley, Matheus Consoli, Alejandro Cotes Torres, Elliot Currie, Francis Declerck, Josh Detre, Laura Donnet, Enefiok Ekanem, Ina Enting, Dirk Esterhuizen, Christian Fischer, Melanie Fritz, Georges Giraud, Amit Goel, Hugo Goldsztein, Hamish Gow, Kay Grulich, Mike Gunderson, Jon Hanf, Wayne Howard, Andre Jooste, Jukka Kola, Jim Krigbaum, Anjani Kumar, Debabrata Lahiri, Michael Lau, Kobus Laubscher, Robert Lee, Wessel Lemmer, Nicole Leroux, Conrad Lyford, C. Maheshwar, Woody Maijers, Guilherme Malafaia, Allan McDermott, Murray McGregor, Michelle Louise Mendoza, Farhad Mirzaei, Pal Molnar, Tracy Morrison, Rose Nyikal, Onno Omta, Antonio Padula, Mickey Paggy, Vadivelan Palaniappan, Hernan Palau, Jon Phillips, Fabio Ribas Chaddad, Kerstin Röhrich, Sebastian Senesi, Nicola Shadbolt, Pieter Taljaard, Ludwig Theuvsen, Mark Thompson, Jacques Trienekens, Wendy Umberger, Lucas Vokurka, Cheryl Wachenheim, Mark Wade, Dave Weatherspoon, Lynn White and Fred Yamoah.

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