

CONFERENCE PROGRAM



International Food and Agribusiness
Management Association

18TH ANNUAL WORLD FORUM AND SYMPOSIUM

***“Meeting Food System Challenges Through
Innovation and Entrepreneurship”***

**Hyatt Regency • Monterey, California, USA
June 14 - 17, 2008**

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WELCOME

It is our pleasure to welcome you to Monterey, California for IAMA's 18th Annual World Forum and Symposium. IAMA is a truly unique organization that hosts a worldwide conference where top leaders of business, academia and policy makers gather to analyze, discuss, and think about the present and future of the food system. California is the perfect location for this conference, *"Meeting Food System Challenges Through Innovation and Entrepreneurship."* California has a deserved reputation for its approach in addressing problems and issues through innovation and entrepreneurship to maintain its competitive position in a global economy. This conference will build on this theme and offer insights into how the global food system will evolve in the future based on innovations likely to take place. The Symposium and Forum will bring together the best and latest pieces of information, developments, strategic thinking, and stakeholder interests, including consumers, in the food system. The true benefits from this conference lie in the knowledge transfer that occurs during both formal discussion sessions and the networking opportunities. We hope that your experience is enjoyable and helps to build your knowledge base for more effective decision making.

William A. Bishop
BMO Capital Investments, San Francisco
Conference Co-Chair

Dennis Conley
Agricultural Economics, University of Nebraska
Conference Co-Chair

CONFERENCE TOURS

IAMA GOLF OUTING

Friday, June 13: Fee: \$145

Opened in 1897, Del Monte Golf Course is the oldest course in continuous operation west of the Mississippi. This beautiful course boasts a meandering layout that has challenged golfers for more than a century. Join your IAMA colleagues for an enjoyable round of golf under the California sun. Tee times will begin at 1:00pm. Rental clubs are an additional \$50.00.

CANNERY ROW — MONTEREY BAY AQUARIUM TOUR

Saturday, June 14: Fee: \$50.00

Visit historic Cannery Row, site of a number of historical sardine canning factories, which served as the setting for John Steinbeck's novels *Cannery Row* and *Sweet Thursday*. Today this area is a marine sanctuary and home to many restaurants, shops and historical attractions.



The world-famous Monterey Bay Aquarium is located at the north end of Cannery Row and is perched on the edge of the magnificent Pacific coastline. The fee for this excursion includes transportation and a 2-day aquarium pass.

Departure 1:30PM – Return 5:30PM

CARMEL SHOPPING TOUR

Sunday, June 15: No Fee

Join hometown host, Jan Siebert, for an informal excursion to beautiful *Carmel-by-the-Sea*. Carmel is well known for its quaint shops, unique homes and a largely untouched coastline. Transportation will be organized by carpool or taxi and expenses will be on your own. *Departure 1:30PM – Return 5:00PM*

STEINBECK CENTER — WINE TASTING

Tuesday, June 17: Fee: \$60.00

In the tradition of John Steinbeck, recipient of the Nobel Prize for Literature in 1962, the National Steinbeck Center and California Ag Museum draws its inspiration from the diverse people and the land of the Salinas Valley and allows you to explore Steinbeck's life and literature and the history of California agriculture. The Taste of Monterey Wine Visitor's Center is a few steps from the Steinbeck Center and features a regional wine tasting room representing over 43 wineries from Monterey County. The fee includes transportation, wine tasting and museum passes. *Departure 1:30PM – Return 5:00PM*

SALINAS VALLEY AG TOUR

Wednesday, June 18: Fee: \$155.00

Join a truly unique agricultural tour of the Salinas Valley, otherwise known as the "Salad Bowl of the

World"! This full day tour will feature vegetable production and will focus on the advanced farming techniques that make Monterey County the number one vegetable growing region in the world. During the tour, the group will observe lettuce, broccoli, cauliflower, artichokes, greenhouse nurseries, strawberries and other field activities. We will also enjoy a delicious lunch and wine tasting at beautiful Paraiso Vineyards. *Departure 9:00AM – Return 3:45PM*

CARMEL VALLEY WINE TOUR

Thursday, June 19: Fee: \$155.00

Come along on a relaxing wine tour featuring a selection of excellent wineries in the beautiful Carmel Valley. Included in this tour will be visits to Chateau Julien Wine Estate, and the tasting rooms of Heller Estate, Bernardus, Talbott Vineyards, Joulilian Vineyard, Parsonage and Ventana Vineyards. We will also enjoy a peaceful lunch and tour of the region as we discuss the Monterey County wine industry. *Departure 10:00AM – Return: 4:00PM*





SYMPOSIUM AND CASE COMPETITION SCHEDULE

SYMPOSIUM SCHEDULE

FRIDAY, JUNE 13

12:00PM – 6:00PM (Regency Foyer)
Registration

1:00PM Tee Time (Del Monte Golf Course)
IAMA Golf Outing

7:30PM – 9:00PM (Presidents House)
Board Reception

SATURDAY, JUNE 14

7:00AM – 8:00AM (Regency 1)
Student Meeting
Meet Student Advisor, Denise Mainville, to learn how to get the most out of the IAMA conference.
Mandatory for students receiving travel grants.

8:00AM – 6:00PM (Regency Foyer)
Registration

8:15AM – 8:45AM (Regency Main)
Symposium Welcome Session

Publication Committee Chair: Dr. Dennis Conley, Professor, University of Nebraska, USA
Symposium Chair: Dr. Mark Hansen, Assistant Professor, Brigham Young University, USA
IFAMR Editor: Dr. Peter Goldsmith, Executive Director, National Soybean Research Lab, University of Illinois, USA

9:00AM (IAMA Registration Desk)
Registration Deadline: Case Competition Teams

8:45AM – 10:00AM (Regency Main)
Innovation and Metasystem Transition in Agrifood Supply Chains

The evolution of the agrifood supply chain away from spot markets to alliance-based transactions is a trend that has emerged slowly but relentlessly over the past several decades. Many factors account for this transition, including global sourcing of agricultural products; relatively rapid adoption of biotechnology in food production and medicine; the desire of participants within the agrifood chain to assure that food is safe; and the need to be able to quickly identify and purge any contaminated foodstuffs from the supply chain. This plenary session is designed to use a metasystem transition foundation for examining

the role of innovation in industrial markets (B2B) and, more generally, in agrifood supply chains (B2C).

Chair: Dr. Thomas L. Sporleder, Professor, The Ohio State University, USA
Moderator: Dr. John Nichols, Department Head, Texas A&M University, USA
Panelist: Dr. Stefanie Bröring, Head of Marketing and Innovation, Bröring Group, Germany
Panelist: Dr. Peter Goldsmith, Exec. Director, National Soybean Research Lab, University of Illinois, USA

10:00AM – 10:45AM (Regency Terrace)
Networking Break
Sponsored by: The Coca-Cola Company

10:45AM – 12:15PM
Concurrent Session #1 (Cypress 1, 2; Regency 2, 3; Regency Main)
Case Conference (Regency 1)
Developing a Teaching Case
Facilitator: Ms. Mary Shelman, Agribusiness Program Director, Harvard Business School, USA

12:15PM – 1:45PM
Lunch (Regency Terrace & Regency 4-6)
Sponsored by: Syngenta

1:45PM – 3:15PM
Concurrent Session #2 (Cypress 1, 2; Regency 3; Regency Main)
Case Conference (Regency 1)
Case Competition – Preliminary Round A (Regency 2)

3:15PM – 4:00PM (Regency Terrace)
Networking Break
Sponsored by: The Coca-Cola Company

4:00PM – 5:30PM
Concurrent Session #3 (Cypress 1, 2; Regency 3; Regency Main)
Case Competition – Preliminary Round B (Regency 2)

5:30PM – 7:00PM (Presidents House)
2009 Budapest Program Planning Committee

7:00PM – 8:30PM (Sports Bar & Pebble Room)
Student/Industry Reception
Sponsored by: Seminis
Dow AgroSciences
Ross McLaren

8:00PM – 10:00PM (Presidents House)
Board of Directors Dinner

SUNDAY, JUNE 15

8:00AM – 12:00PM (Spyglass 1-2)
Board of Directors Meeting

8:30AM – 10:00AM
Concurrent Session #4 (Cypress 1, 2; Regency 2, 3)
Case Conference (Regency 1)

10:00AM – 10:45AM (Regency Terrace)
Networking Break
Sponsored by: The Coca-Cola Company

10:45AM – 12:15PM
Concurrent Session #5 (Cypress 1, 2; Regency 2, 3)
Case Conference (Regency 1)

12:15PM – 1:45PM
Lunch (Regency Terrace & Regency 4 - 6)
Sponsored by: Covered Logistics & Transportation, LLC.

1:45PM – 3:15PM
Concurrent Session #6 (Cypress 1, 2; Regency 2, 3)
Case Conference (Regency 1)
Case Competition – Final Round (Regency Main)

1:45PM – 4:00PM (Cypress 3)
Roundtable: TransForum International Platform for Innovating Metropolitan Agriculture

3:15PM – 4:00PM (Regency Terrace)
Networking Break
Sponsored by: The Coca-Cola Company

4:00PM – 4:30PM (Regency Main)
Case Competition Winners
Best Paper Award Winners
IFAMR Executive Editor Appreciation Award

4:30PM – 6:00PM (Regency Main)
Bridge Session:
Managing Global Climate Change
While climate change as a subject is debatable, it has become a factor in the strategic decision making among executives and managers in global food and agribusiness industry worldwide. The purpose of this session is not to debate whether climate change or its surrogate issue—global warming, is taking place, but to identify



FORUM SCHEDULE

and discuss strategic decisions and programs that food and agribusiness companies are considering to deal with the issue. Panelists will set the stage for discussion by detailing their decisions and strategies in managing risks associated with climate change.

Chair: Ms. Erica Kuhlmann, *Managing Director, Food Group, BMO Capital Markets, USA*

Facilitator: Hon. Carole Brookins, *Managing Director, Public Capital Advisors, USA*

Panelist: Dr. David Lobell, *Senior Research Scholar, Stanford University, USA*

Panelist: Dr. Francesco Braga, *Associate Professor, University of Guelph, Canada*

Panelist: Mr. John "Trey" Key, *Director, Seed & Trait Strategy, Europe/Africa, Monsanto, Switzerland*

Panelist: Dr. H. Christopher Peterson, *Professor, Michigan State University, USA*

6:00PM – 7:30PM

Task Group Meetings

Education & Knowledge Transfer (Regency 1)
Biofuels (Regency 2)

GRI Roundtable Meeting (*Cypress 3*)

7:30PM – 9:00PM (*Spyglass Promenade*)

Welcome Reception

Sponsored by: John Deere

FORUM SCHEDULE

MONDAY, JUNE 16

7:00AM – 8:30AM (*Presidents House*)

Fellows Breakfast

8:30AM – 9:30AM (*Regency Main*)

Forum Welcome

Mr. William Bishop, *IAMA Forum Co-Chair*

Dr. László Vajda, *IAMA President*

Dr. Jerome Siebert, *IAMA Executive Vice President*

Fellows Award

Dr. William Gorman, *Fellows Committee Chair*

Issues Impacting California Agriculture

Mr. Doug Mosebar, *President, California Farm Bureau Federation, USA*

The Role of Science and Innovation in California Agriculture

Mr. Dan Dooley, *Vice President, Agriculture and Natural Resources, University of California, USA*

9:30AM – 10:30AM (*Regency Main*)

Using Innovation and Entrepreneurship to Manage Issues and Challenges

Dr. Catlett will highlight the importance of innovation and entrepreneurship not only in the development of strategies and products to maintain a competitive advantage, but in the development of new business models, markets, and approaches to solving problems and issues.



Chair: Mr. William Bishop, *Managing Director, Food Group, BMO Capital Markets, USA*

Facilitator: Dr. Dennis Conley, *Professor, University of Nebraska, USA*

Featured Speaker: Dr. Lowell Catlett, *Dean, College of Agriculture & Home Economics, New Mexico State University, USA*

10:30AM – 11:15AM (*Regency Terrace*)

Networking Break

Sponsored by: SYSCO

11:15AM – 12:45PM (*Regency Main*)

Managing Global Water Resources

Water is a critical resource in the production, processing, and manufacture of food products. As the focus on increasing global food supplies intensifies, the availability and use of this resource takes on added importance. This session will focus on the importance and potential impacts of water resources to the global food system, what problems and issues need resolution, and what strategies are being employed in managing water resources. The focus of the panel will be set by using California as a case study and through an overview of the world situation with respect to water, especially on how it impacts the food system. Specific perspectives will be provided by speakers from the production, processing and manufacturing, and biotechnology sectors.

Chair: Mr. William Bishop, *Managing Director, Food Group, BMO Capital Markets, USA*

Facilitator: Dr. Jerome Siebert, *Economist, University of California-Berkeley, USA*

Panelist: Dr. David Sunding, *Professor, University of California-Berkeley, USA*

Panelist: Mr. Stuart Woolf, *President, Woolf Enterprises, USA*

Panelist: Mr. Jack Bernens, *Head, Industry Relations, Seeds & Biotech, Syngenta, USA*

Panelist: Mr. Joe Rozza, *Water Risk Manager, Environment & Water Resources, The Coca Cola Company, USA*

12:45PM – 2:00PM

Lunch

(Regency Terrace & Regency 4-6)
Sponsored by: Unilever

2:00PM – 3:30PM (*Regency Main*)

Management of Resources in Production Agriculture

The management of resources in production agriculture is critical to the overall equation of increasing global food supplies to meet an ever increasing demand. The efficient management and use of not only the physical resources that go into agriculture production are important, but also labor and capital. This session will not only explore the management of resources used in production agriculture but also address the issues of increasing global food prices and their consequences and the competition for resources between food and fuel uses. Consideration of how emerging economies are organizing their food production systems and integrating into the global food system will provide an additional dimension.

Chair: Mr. Hector Laurence, *President & CEO, McLaren Holdings SA, Argentina*

Facilitator: Dr. William Gorman, *Professor, New Mexico State University, USA*

Panelist: Dr. Mark Wade, *Mgr of HR, Dir of Safety & Compliance, Evans Properties, USA*

Panelist: Mr. Sudarshan "Sudy" Rao, *Business Development Advisor, India*

3:30PM – 4:15PM (*Regency Terrace*)

Networking Break

Sponsored by: SYSCO

4:15PM – 5:45PM (*Regency Main*)

Using Information Technology for Innovative Decision Making

Increasingly, new technologies are enabling access to massive amounts of information, which require analysis and evaluation in order to be useful to management decision making. The efficient utilization of IT resources requires careful planning and development of strategies and investment in hardware, software, and human resource skills. This session focuses on methods that can be utilized to maximize the management value of IT resources. Case examples will include the collection of data, organizing it and analyzing it, and making it available in a usable format to enhance decision making.



Chair: Mr. Lynn White, *Managing Director, Twemlow Group LLC, USA*

Facilitator: Dr. Michael Boehlje, *Professor, Purdue University, USA*

Panelist: Mr. Dustin Clevenger, *Sr. Mgr Analytics & Knowledge Mgt, ADM, USA*

Panelist: Mr. Jim Chambers, *Director of Marketing, John Deere Agri Services, USA*

Panelist: Mr. Charlie Wolk, *Past Chairman, Haas Avocado Board, USA*

7:00PM – 9:00PM (*Pebble, Pacific, Beach Rooms*)

Presidential Reception

Sponsored by: BMO Capital Markets

TUESDAY, JUNE 17

7:00AM – 8:30AM (*Presidents House*)

Publication Policy Committee Meeting

8:30AM – 10:00AM (*Regency Main*)

Developing New and Innovative Food Products to Meet Consumer Demands

Companies are continuously searching for new products and market strategies to meet ever changing consumer demands as well as enhancing their competitive position. This session will focus on the development of new products and markets to meet changing consumer demands. The panel and discussion will identify trends taking place in the food sector as well as new products and innovative marketing approaches and strategies to capitalize on them.

Chair: Mr. Paul "Tuck" Jasper, *CEO,*

Covered Logistics & Transportation LLC, USA

Facilitator: Dr. Jerome Siebert, *Economist, University of California-Berkeley, USA*

Panelist: Mr. Michael Mendes, *President & CEO, Diamond Foods, USA*

Panelist: Mr. Aidan Connolly, *Vice President, Alltech, Ireland*

Panelist: Mr. Blake Russell, *Vice President, ViaGen, Inc., USA*

10:00AM – 10:45AM (*Regency Terrace*)

Networking Break

Sponsored by: SYSCO

10:45AM – 12:15PM (*Regency Main*)

Using Innovation to Meet Environmental Challenges

Environmental issues cover a broad spectrum. Increasingly, regulations are being imposed that impact the ability to farm. In addition, consumers are demanding products that

meet environmentally friendly and sustainable production practices. Innovation has helped in meeting and satisfying mandatory environmental standards and in the creation of practices that are both economically sustainable and appealing to consumer demands. This session will highlight successful cases of meeting environmental challenges through innovative approaches.

Chair/Facilitator: Ms. Mary Shelman, *Agribusiness Program Director, Harvard Business School, USA*

Panelist: Mr. Hans Jöhr, *Corporate Head of Agriculture, Nestec Ltd., Switzerland*

Panelist: Mr. Craig McNamara, *President & Founder, Center for Land-Based Learning, USA*

Panelist: Mr. John "Trey" Key, *Director, Seed & Trait Strategy, Europe/Africa, Monsanto, Switzerland*

12:30PM – 2:00PM

Lunch (Regency Terrace & Regency 4-6)

Sponsored by: Unilever

1:30PM – 2:00PM (*IAMA Registration Desk*)

Student Meeting

Mandatory for student travel grant recipients only

2:00PM – 3:30PM (*Regency Main*)

Managing Food Health and Safety Concerns

The issue of food health and safety keeps coming to the forefront of consumer concerns. The recent outbreak of e-coli in baby spinach from Earthbound Farms serves as a good example of the continuing threat to food companies. Using this case as an example, a panel will discuss different strategies and scenarios for managing the issue from the standpoint of preventative actions, development of policies and plans for managing the issue, and crisis management strategies when incidents occur. Mitigation strategies, minimizing risk and potential adverse impacts will also be discussed.

Chair: Mr. Craig Watson, *Vice President, Quality Assurance & Sustainability, SYSCO Corp., USA*

Facilitator: Dr. Greg Baker, *Director, Food & Agribusiness Institute, Santa Clara University, USA*

Panelist: Mr. Joe Pezinni, *Vice President*

Operations, Ocean Mist Farms, USA

Panelist: Ms. Rosemary Mucklow, *Director Emeritus, National Meat Association, USA*

Panelist: Mr. Bruce Clark, *Principal, Marler Clark Attorneys at Law, USA*

3:30PM – 4:00PM (*Regency Main*)

Sponsor & Committee Award Presentations

Closing & Adjourn

László Vajda, *IAMA President*

6:00PM – 7:00PM (*President's House*)

2009 Budapest Program Planning Committee

IAMA FELLOWS AWARD

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. 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.

2008 Fellows Award Recipients

Hon. Carole L. Brookins

Managing Director

Public Capital Advisors, USA

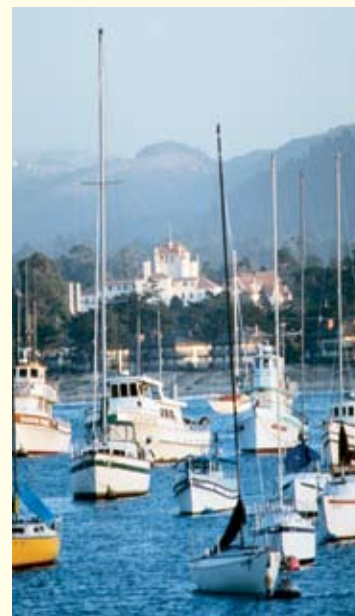
Dr. Thomas L. Sporleder

Professor, AED Economics

The Ohio State University, USA

CONFERENCE ATTIRE

- IAMA Forum & Symposium: Business Attire
- Welcome Reception & Presidential Banquet: Business Attire
- Tours: Casual/Seasonal





**International Food and Agribusiness
Management Association**

IAMA Business Office

Jerome Siebert, *Executive Vice President*
Derek Dictson, *Executive Director*
Belen Frers, *Events Coordinator, (Argentina office)*
Kathryn White, *Communications Coordinator*

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Program Planning Committee

László Vajda, *IAMA President*
William Bishop, *Forum Co-Chair*
Dennis Conley, *Forum Co-Chair*
Mark Hansen, *Symposium Chair*
Francis Declerck, *Symposium Chair-Elect*
Greg Baker, *Case Conference & Case Competition Chair*
Carole Brookins, *Committee Member*
Mary Shelman, *Committee Member*

Sponsored by:



Jan & Jerome Siebert

Ross McLaren

Jeanne & Joseph Sullivan

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