

# Agribusiness Education: Past, Present and Future

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School of Business – University of Sao Paulo – Brazil

Markestrat Research Center

Bridge Session – IAMA 2009

HUNGARY

# Structure

- 1 – Evolution of agribusiness education over the last 20 years in response to the rapidly changing global marketplace
- 2 – How current programs are meeting industry needs, as well as the needs of other stakeholders – Our Experience
- 3 – How human capital requirements might change in 20 years and how education programs must progress in order to meet those needs

## Milestones of Agribusiness Education In Brazil

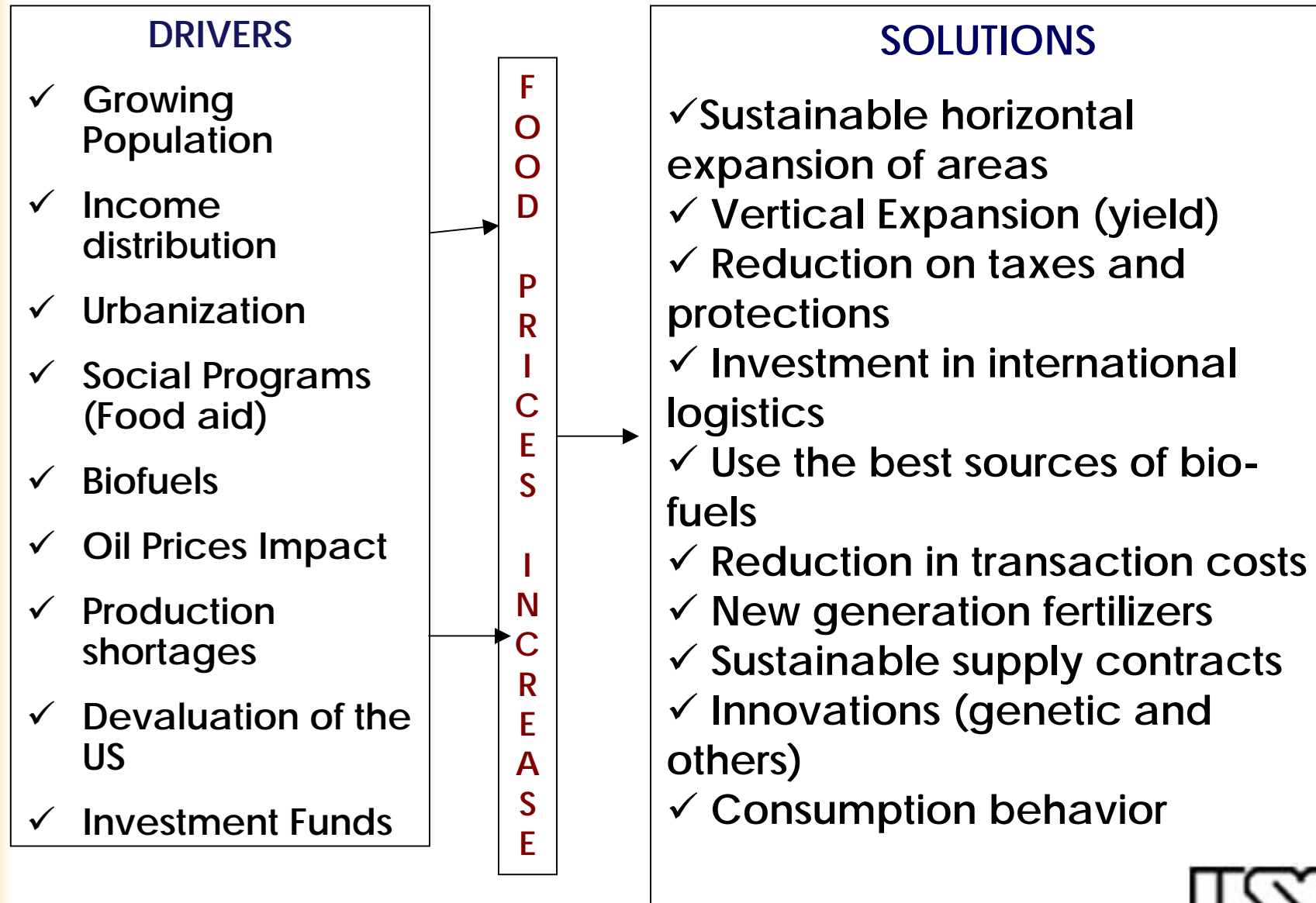


1. 1990 – Launch of Concept by Ney Bittencourt Araujo
2. 1991 - Creation of PENSA by Decio Zylbersztajn
3. 1992 - forward – Several other programs created
4. Changes in programs of Ag Econ and Agricultural Engineering towards business and chains
5. International Pensa Conference 1997/99/01/03/05/07/09
6. Changes in Brazilian Agriculture – Silent Revolution
7. From the past towards new technologies of learning
8. Several MSc and PhD Programs all over the country
9. Strong internationalization

What are the global challenges???



# Model of Food and Fuel Myopia



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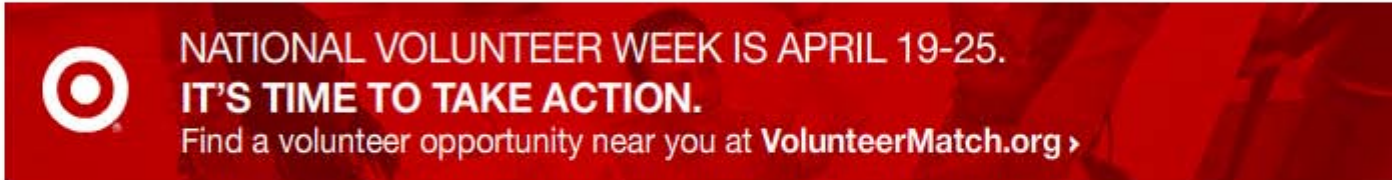
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## Deals Help China Expand Sway in Latin America

By SIMON ROMERO and ALEXEI BARRIONUEVO  
Published: April 15, 2009

CARACAS, Venezuela — As Washington tries to rebuild its strained relationships in Latin America, [China](#) is stepping in vigorously, offering countries across the region large amounts of money while they struggle with sharply slowing economies, a plunge in commodity prices and restricted access to credit.

### Related

[China Sees a Slight Lift in Factory Orders \(April 16, 2009\)](#)

In recent weeks, China has been negotiating deals to double a development fund in Venezuela to \$12 billion, lend Ecuador at least \$1 billion to build a hydroelectric plant, provide Argentina with

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## Japanese jitters grow over food security

By Michiyo Nakamoto in Tokyo and Javier Blas in London  
Published: April 28 2009 18:28 | Last updated: April 28 2009 18:28

The Japanese government is drawing up plans to finance investments in agricultural production in developing countries, in the latest sign of nervousness about food security among countries that import agricultural commodities.



Tokyo has long supported overseas soyabean ventures

Tokyo is looking to identify regions that could benefit from Japanese investment and assistance to increase food production, according to the country's agriculture ministry.

The investment plans are, nonetheless, of a different nature from those of countries such as South Korea and Saudi Arabia, which are investing in farmland in order to export back the crops to feed their own population. Tokyo is planning to sell crops on the global food market,

**EDITOR'S CHOICE**

- Quality option for Japan's agricultural exporters - Apr-07
- Plunging exports fuel Japan crisis fears - Mar-26
- Tokyo fears slide into

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## Betting the farm

As world population expands, the demand for arable land should soar. At least that's what George Soros, Lord Rothschild, and other investors believe.

By Brian O'Keefe, senior editor

Last Updated: June 16, 2009: 11:17 AM ET

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(Fortune) -- On a sunny Friday morning, Shonda Warner and I are in her red Toyota pickup heading southwest on Highway 61 out of Clarksdale, Miss., on our way to see one of her farms. While her black standard poodle, Walter, naps in the back seat, she's explaining the pitfalls of being an institutional land investor.

"It's really hard to buy property at the right price," says



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# A 'time bomb' for world wheat crop

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Katharine Kimball / For The Times

Oregon State scientist Mary Verhoeven is among those working to develop wheat varieties resistant to a strain of "stem rust" that a colleague calls "a time bomb."

The Ug99 fungus, called stem rust, could wipe out more than 80% of the world's wheat as it spreads from Africa, scientists fear. The race is on to breed resistant plants before

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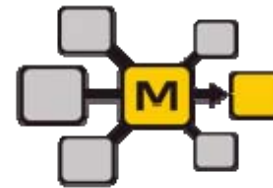
Major Message...

**Integrated research  
groups as think tank  
organizations!**

# Integrated Markestrat Model



It is a academic group, linked to the University and doing Research and publications



**MARKESTRAT**

It has a area of education and training, for executives and students

It is also a consultancy and projects organization, doing Projects for public and private sector (extension)



# More than 22 Books Published about Agribusiness



## Strategic Marketing Planning and Management

NEVES, M. F. São Paulo, Atlas, 2005



## Marketing and Strategy in Agribusiness and Food Market

NEVES, M. F. & CASTRO L. T. (org), São Paulo: Atlas, 2003. 365 p.



## Agribusiness and Sustainable Development

NEVES, M. F. (org) São Paulo, Atlas, 2007



## Strategies for Orange Chain in Brazil

NEVES, M. F.; LOPES, F. F. (org). São Paulo: Atlas, 2005.

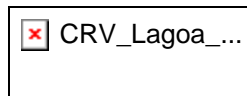


## Strategies for Wheat Chain in Brazil

ROSSI, R. M & NEVES, M.F. (org.) et alli. São Paulo: Atlas, 2004.



# Public and Private Projects



## Major Contributions...



Mary asked: “Marcos, how current programs are meeting industry needs, as well as the needs of other stakeholders?”

Marcos answered: “Mary, we are trying to meet industry needs by supplying **methods** to solve industry and chain problems. This is our style”



# Building Methods or Frameworks: Our Cases to give you insights!

1. [A Method for the Distribution Channels Planning Process](#) – Journal of Business and Industrial Marketing (2001).
2. [A Method for Contract Building and Review](#) – Journal of Chain and Network Science (2003, IMP Conference (2002),
3. [A Method for Mapping and Quantifying Agri-Chains](#) – Brazilian journal, IAMA (2004), Wageningen (2004), EMAC (2004), and submitted to Production Journal.
4. [A Method for Sales Planning and Management](#) – Journal Innovative Marketing (2007), IAMA (2005).
5. [A Method for Joint Ventures Planning and Management](#) – International Research Journal Problems and Perspectives in Management (2006), IAMA (2005), ANPAD (2005).

# Building Methods or Frameworks: Our Cases to give you insights!

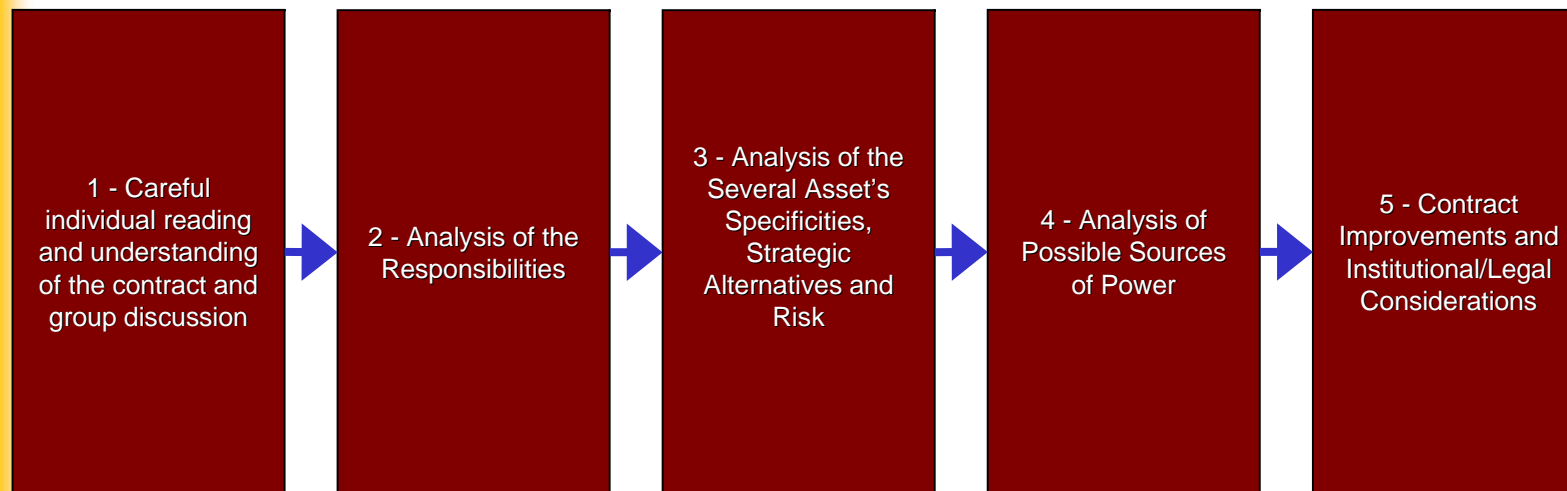


6. A Method for Strategic Marketing Planning and Management – Marketing Planning and Intelligence Journal (2007), EMAC (2004), IAMA (2003).
7. A Method for Distribution Channel Efficiency Evaluation – Brazilian Journal, CLADEA (2005), EMAC (2004).
8. A Method for Chain Transfer – IAMA (2007), submitted to journal.
9. A Method for Chain Strategic Planning and Management (GECAD) – RAUSP (2008), ANPAD (2006), being submitted to journal.
10. A Methodological Approach for Building Methods - being developed.
11. A Method for Building 2D2 Channels - Direct Marketing: An International Journal (2008), IAMA (2004), Wageningen (2004)
12. A Method for Sustainable Business Projects - Revista Agroalimentaria (2008), IAMA 2008.



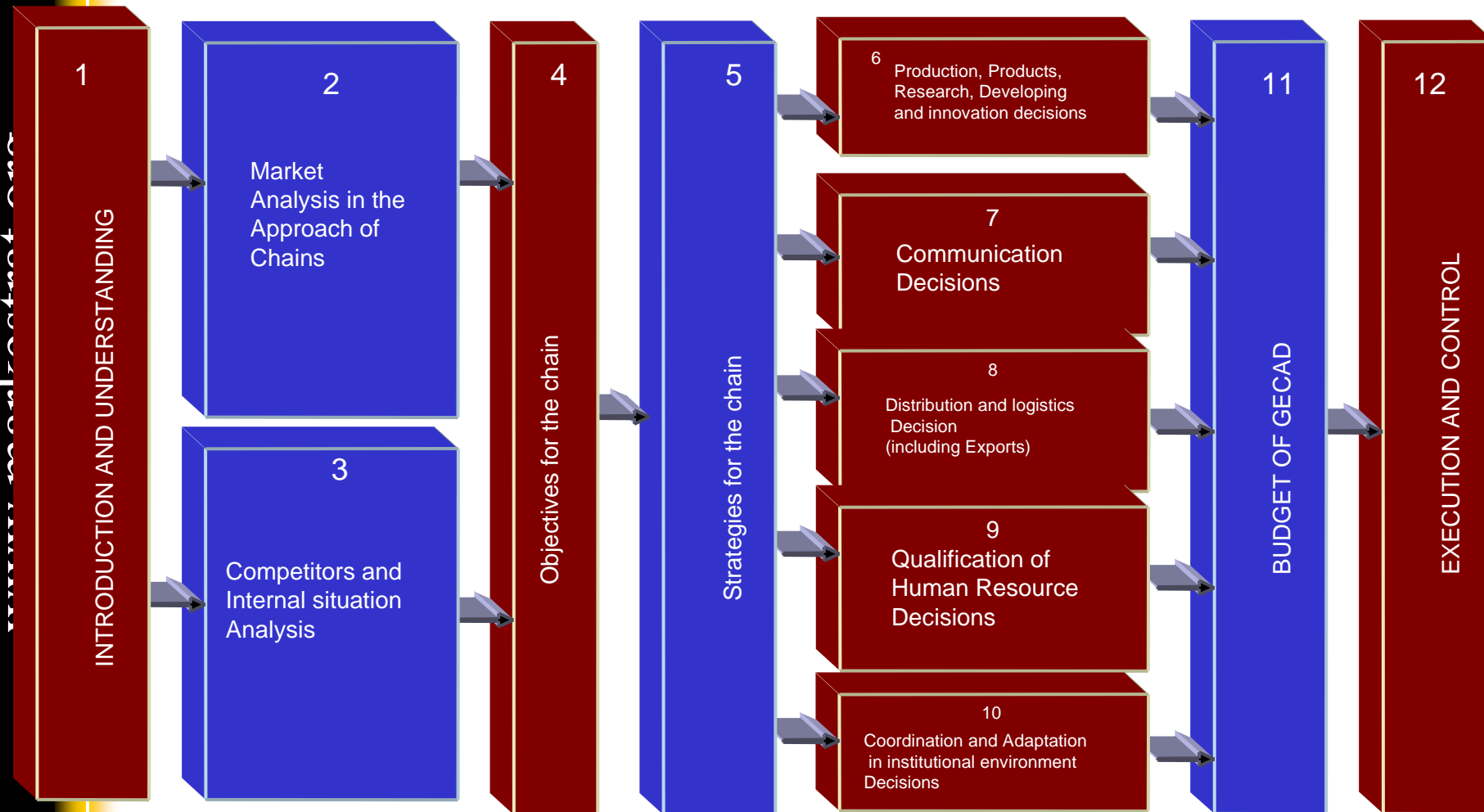


# A Method for Contract Analysis



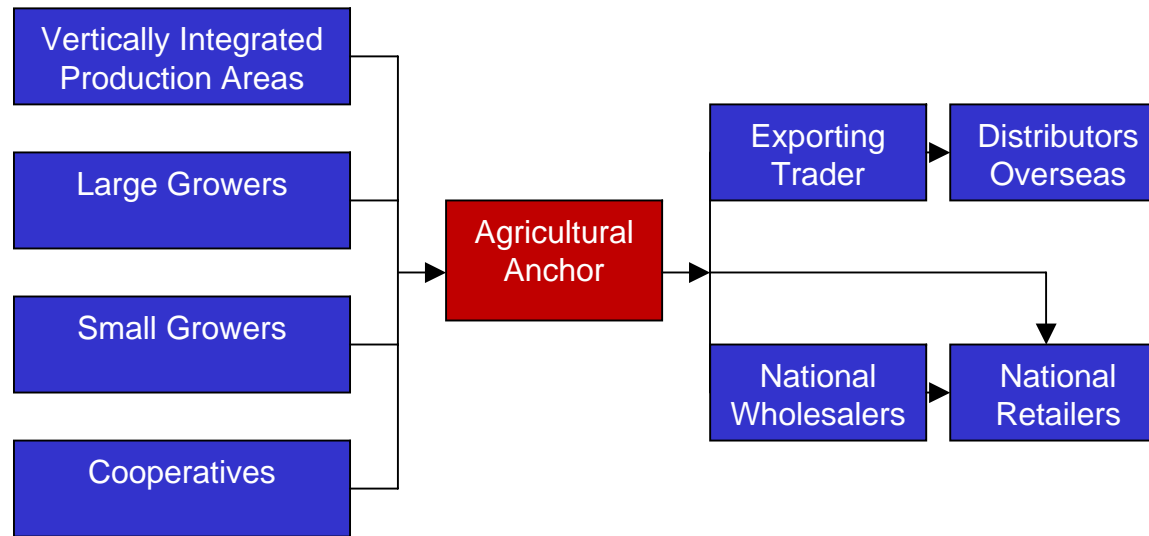
NEVES, M.F. - Marketing and Networks Contracts (Agreements).  
*Journal on Chain and Network Science*, v. 3, n. 1, p. 07-19, 2003.

# A Method for Food Chain Strategic Planning



NEVES, M.F. *Método para planejamento e gestão estratégica de sistemas agroindustriais (GESis)*. São Paulo: RAUSP, Revista de Administração da Universidade de São Paulo. v. 43, n.4, outubro/novembro/dezembro de 2008.

# A Method For Sustainable Business Projects (inclusion of smallholders)



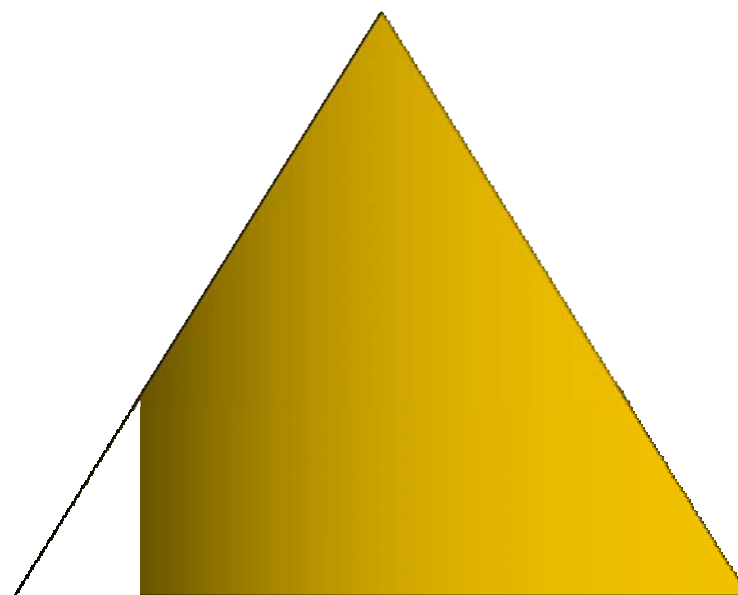
INTEGRATED	SUSTAINABLE	BUSINESS	PROJECT
<ul style="list-style-type: none"> <li>• Inter-organizational Chain and Network Perspective</li> <li>• Technological Transfer and requested specificities</li> <li>• Cooperatives</li> <li>• Associations</li> <li>• Government Participation</li> <li>• Coordinated System</li> <li>• Public Banks participation</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental Friendly</li> <li>• Fair trade</li> <li>• Organic</li> <li>• Job Creation</li> <li>• Social Development</li> <li>• Regional Development</li> <li>• Work Conditions</li> </ul>	<ul style="list-style-type: none"> <li>• It is made for profit attainment</li> <li>• Cost control</li> <li>• Innovation</li> <li>• Continuous Search for Competitiveness</li> <li>• Quality Refinement</li> </ul>	<ul style="list-style-type: none"> <li>• Rigorous Analysis</li> <li>• Rigorous Marketing Analysis</li> <li>• Organization, Scheduling, Implementation</li> </ul>

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# My Three Dimensions of Human Capital Requirements

Global Family: friends and family all over the world. Languages, cultures



Knowledge: solution driven, great value, focus when needed, capacity of overview, digital and multitask

Barbecue: socialize, inclusion, acceptance, tolerance, have fun, environment

Elab.: Prof. Marcos Fava Neves, a partir de diversas fontes

# Education Programs ?



We will have to move towards the....

**“Make it happen!”**

