

Forum Speaker Lineup Boston 2010



Charlie Arnot is CEO, Center for Food Integrity and President of CMA, a national non-profit organization dedicated to building consumer trust and confidence in the contemporary US food system. Charlie and the CMA team work with leading companies across the food chain, including producers, processors, restaurants, retailers and associations on issues management, communications and public relations. *Charlie will share his thoughts on food policy in agriculture and where it's headed in the future.*



James Austin is Professor Emeritus at the Harvard Business School and a leading academic expert on management in developing countries, on strategic corporate responsibility, and on social entrepreneurship. He has advised corporations, governments, and nonprofit organizations in forty-five countries in Latin America, Asia, and Africa on the unique challenges of doing business and creating social and economic value. *James will introduce Dr. Ray Goldberg in the first Forum session.*



Alan D. Barkema is senior vice president and Director of Research at the Federal Reserve Bank of Kansas City. In this role, he directs the Bank's research and economic analysis. Mr. Barkema has written and spoken widely on developments in the regional and agricultural economies and helped launch the Bank's Center for the Study of Rural America. *Alan will contribute to a panel discussion on how companies are restructuring and positioning themselves in uncertain times.*



Michael Boehlje is a Distinguished Professor in the Department of Agricultural Economics at Purdue University. He conducts research and teaches in the area of farm, agribusiness management and finance. His research interests include alternative systems of coordination of the food and industrial product chain, the industrialization of agriculture and alternative financial and organizational structures for farm and agribusiness firms. *Mike is our 2010 Conference Co-Chair and will be moderating a session on the Industry's reaction to the changing business environment.*



Carole L. Brookins is an international consultant known for her work as a policy and trade strategist on issues of global political economy and its effect on the food and agriculture sector. Her career has included positions as chairman and CEO, World Perspectives, Inc. and the U.S. Executive Director of the World Bank, 2001-2005. She has appeared on nationally televised programs, including "The MacNeil/Lehrer News Hour," and CNN's "Inside Business" and "Crossfire." *Carole will moderate a panel on the future of food policy in agriculture.*



Paul Campbell, is General Manager Strategy, Fonterra Co-operative Group Ltd. Fonterra is New Zealand's largest farmer owned co-operative dairy company established in 2001 through the amalgamation of two of New Zealand's largest dairy co-operatives with the then regulated export board.

Paul held a number of roles within Fonterra's legacy companies including management, marketing and financial roles in New Zealand, Japan, North Africa and London. Since the formation of Fonterra Paul has been closely involved in the design and evolution of Fonterra's strategy and changes in the supporting capital structure. *Paul will contribute to a panel discussion on how companies are restructuring and positioning themselves in uncertain times.*



Thomas Dorr is president and CEO of the US Grains Council which is the country's largest export market development organization for barley, corn, sorghum and the co-products. Formerly, Mr. Dorr served as USDA Undersecretary for Rural Development. *Thomas will contribute to a panel discussion on the future of food policy in agriculture.*



Juan Enriquez is Chairman and CEO of Biotechnology and Managing Director of Excel Venture Management. He is considered a world authority on the economic impact of life sciences on business. Working directly with the CEOs from a number of Fortune Fifty companies, he offers strategies on how to adapt to a world where the dominant language is shifting from the digital towards the language of life. Mr. Enriquez has authored two books including, "As the Future Catches You: How Genomics & Other Forces are Changing Your Life, Work, Health & Wealth." *Juan will comment on future challenges and opportunities he sees facing the agribusiness industry.*



Rick Frazier is Vice President, Supply Chain, and Vice President of The Coca-Cola Company. Mr. Frazier has leadership accountability for The Coca-Cola Company's global Procurement, Commercial Products Supply, Quality Environment & Water functions and Supply Chain Development. Under his leadership, the Company's Global Quality, Scientific & Regulatory Affairs, and Environment & Water Resources functions drove sustainable growth by reducing environmental and regulatory risk, adding to the Company's bottom line through global productivity efforts, and building upon the Company's reputation al equity. *Rick will contribute to a panel discussion on whether sustainability and productivity are compatible.*



Lisa Gable is Executive Director of the Healthy Weight Commitment Foundation, a business-led initiative aimed at helping to reduce obesity, especially childhood obesity, in America. She is a former U.S. Ambassador and a leading authority on managing and communicating Fortune 500 corporate and product brands. A recognized media spokesperson and public speaker, she is accomplished in dealing with both foreign and domestic press corps and has appeared on Fox News, NPR, BBC and NBC Nightly News. *Lisa will contribute to a forum discussion on the future food policy in agriculture.*



Ray A. Goldberg is Professor Emeritus at the Harvard Business School and a founding father of IAMA. Dr. Goldberg is a contributing author, editor, and supervisor on 23 books, 110 articles and over 1000 case studies. His most recent publications involve developing strategies for private, public, and cooperative managers as they position their firms, institutions, and government agencies in a rapidly changing global food system. *Ray will contribute to the first forum panel discussion and the final forum closing session.*



Gustavo Grobocopatel heads a family business, Los Grobo—one of the largest farming enterprises in Argentina. He farms more than 630,000 acres of prime production land in the Argentine pampas, with annual revenues of some \$750 million. Over 40% of the acreage is devoted to soybean production, making him the largest soybean farmer globally. Los Grobo has two core areas of business: industrial specializing in milling and wheat-and agricultural production, where investors have partnerships with the clients. Los Grobo also has extensive operations in Brazil, Uruguay and Paraguay. *Gustavo will contribute to a panel discussion on the value proposition of sustainability.*



Hans Jöhr is the Corporate Head of Agriculture at Nestlé in Vevey, Switzerland and is responsible for providing technical and strategic leadership in the groups' world-wide agricultural raw material supply chain. Hans is a co-founder of the Sustainable Agriculture Initiative SAI an organization created by the food industry to communicate and support sustainable agriculture throughout the foodchain. *Hans will moderate a session on the value proposition of sustainability.*



Eluned Jones is a Professor of Food and Agribusiness Management and Marketing in the Department of Agricultural Economics at Texas A&M and is Director of their Master of Agribusiness (MAB) program. *Eluned works closely with industry to help groom and prepare graduate students to fill important jobs in agribusiness. She will contribute to a panel discussion on the challenge of filling the human capital needs of the future.*



Bindu N. Lohani is the Vice President of Finance and Administration for the Asian Development Bank in the Philippines. He previously served as the Director General of ADB's Regional and Sustainable Development Department. He has authored more than 200 publications, including eight books and has served as consultant for several UN agencies and international firms. *Bindu will contribute to a panel discussion on whether sustainability is compatible with productivity.*



Pearse Lyons is the founder and president of Alltech, a global animal health company employing more than 1,900 people with a presence in 120 countries. Dr. Lyons was recognized as one of the top 15 Irish-American life scientists of the year by Biolink USA-Ireland. He has authored more than 20 books and numerous research papers in scientific journals. *Pearse will share his thoughts on how uncertain times call for innovation and education.*



Berry Martin is a member of the Executive Board of Rabobank and was recently appointed the head for Rabobank International's global retail business. He grew up on a farm in Brazil and started with Rabobank in their Latin American operations in 1990. He's worked various positions for Rabobank International living on a number of continents including Australia and Hong Kong. Most recently he succeeded in developing Rabobank's position in Amsterdam before being named head of retail. *Berry will share some of his insights on the challenges and future opportunities for global agribusiness industry.*



Kristian Moeller is Managing Director for GLOBALGAP a private sector body that sets voluntary standards for the certification of agricultural products around the global. The GLOBALGAP standard is primarily designed to reassure consumers about how food is produced on the farm by minimizing detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare. *Kristian will contribute to a panel discussion on filling tomorrow's human capital needs in agriculture.*



Frank Gaoning Ning is Chairman of COFCO Corporation, China's leading oil and food importer and exporter, and one of its largest food manufacturers. In addition to the foodstuff business, COFCO has developed itself into a diversified conglomerate, involving planting, cultivation, food-processing, finance, warehouse, transportation, port facilities, hotels and real estate. It is one of the top 500 enterprises chosen by US's Fortune Magazine. *Frank Gaoning will comment on future challenges and opportunities he sees facing the agribusiness industry.*



Mark Palmquist is executive vice president and chief operating officer, Ag Business, for CHS Inc. He is responsible for management of the company's wholesale crop nutrients business, and all grain-related business units including country operations, grain marketing, terminal operations, exports, logistics, transportation and international operations. *Mark will contribute to a panel discussion on future challenges and opportunities he sees facing the agribusiness industry.*



Edwin Price is Vice Chancellor of International Agriculture and Director of the Borlaug Institute. He guides international agricultural research, teaching and extension within the nine universities and four agricultural state agencies of the Texas A&M University System. He directs staff on grants and contracts in 40 countries with a value of over \$50 million. *Ed will share his thoughts on whether sustainability is compatible with productivity.*



Brian Rothwell is CEO of Bay State Milling Company which is one of the largest food ingredient suppliers in North America. The Company blends more than 8 million pounds of flour daily for uses in retail and wholesale baking, food service operations, distribution and food manufacturing. The Company also has leading market positions in the processing of durum, rye, spring wheat and organic flours for the artisan bakery trades. In

addition, Bay State Milling is a leader in product development and blending of grain-based food ingredients.



Sara Scherr is an agricultural and natural resource economist specializing in land and forest management policy in tropical developing countries. She is a founder of Ecoagriculture Partners, and now serves as its President and CEO.

Previously she was Director of Ecosystem Services for Forest Trends, an NGO that promotes forest conservation through improved markets for forest products and ecosystem services. Her most recent book is *Farming with Nature*. *Sara will contribute to the panel discussion on whether sustainability is compatible with productivity.*



William E. Scott is an agricultural economist with 27 years of experience in project development, both in the United States and internationally. He has undertaken projects in more than 30 countries on five continents, working with a broad spectrum of businesses and governments on agricultural and energy projects. In recent years, Mr. Scott has been working in the biofuels sector. In 2006/7 in Nigeria, he headed a team of experts to prepare feasibility studies for three \$300 million integrated projects. *Bill will be moderating a panel on discussion on whether sustainability is compatible with productivity.*



Mary Shelman is Director of Harvard Business School's Agribusiness Program, and leads the world's premier agribusiness gathering, which is attended by more than 200 CEOs and senior managers from global firms. She organizes and teaches similar programs in Europe, Latin America and Asia. *Mary will introduce four featured Harvard-style business cases during the Symposium, moderate a Forum session exploring the agro-industries reaction to the changing business environment and help recap the Conference highlights with Ray Goldberg in the closing session.*



Thad Simons is President and CEO of Novus International, Inc. a global leader in animal health and nutrition, providing services to more than 2,500 nutritionists, producers, veterinarians and feed manufacturers in more than 90 countries. Novus is highly engaged in supporting the next generation of agriculture leaders through scholarships and internship programs. *Thad will be moderating a Forum Session which tackles the challenge of filling tomorrow's human capital needs in agriculture.*



Eric Spell is President of AgCareers an international e-recruitment and online career resource service connecting people to jobs in the agriculture, food, biotechnology, natural resources and life science sectors. AgCareers also provides ongoing career development workshops and roundtables to human resource and association professionals. *Eric will contribute to a panel discussion on filling the human capital needs of the future in agriculture.*



Zoe Tcholak-Antitch, is Vice President and Head of Investor for the Carbon Disclosure Project. She works with US institutional investors and S&P 500 companies to improve shareholder relevant corporate climate information. A regular

speaker on the conference circuit, Zoe has helped grow the organization via strategic partnerships. *Zoe will contribute to a panel discussion on the future of food policy in agriculture and where it's headed in the future.*



Sunny Verghese is CEO of Olam International, a Singapore-based supply chain manager of agricultural products and foods ingredients with a direct presence in 56 countries. It is the number one or two supplier of 14 commodities, including cashews, coffee, rice, and cocoa. The firm is known for its farm-gate sourcing model in Africa and Asia, and for its strategy of growing through product and geographic adjacencies. *Sunny will be speaking specifically about future challenges and opportunities in Africa and Asia.*



Craig Watson is Vice President of Quality Assurance and Agricultural Sustainability for Sysco Corporation. He leads 180 employees who are engaged in the supervision of 36,000 Sysco branded products. The Quality team is responsible for product development, global supplier approval, and the development and implementation of quality systems. Seven years ago, Mr. Watson's responsibilities were expanded into the area of agricultural sustainability. *Craig will contribute to a panel discussion on the value proposition of sustainability.*



George Weston is Group CEO of Associated British Foods, a diversified international food, ingredients, and retail group with sales of US\$13 billion and over 96,000 employees in 44 countries. Over the last few years ABF has worked to greatly reduce businesses that do not fit their strategic focus while continuing to actively pursue new ventures which allow them to achieve strong and sustainable leadership by delivering quality products essential to consumers. *George will share his thoughts on the challenges and future opportunities facing the food and agribusiness industry.*



Clayton Yeutter is an Ambassador and of Counsel to Hogan & Hartson, practicing in the international trade and food and agriculture areas. He has served in cabinet and sub-cabinet posts under four U.S. Presidents. In 1989 he was named Secretary of Agriculture and has helped lay the groundwork for a market-oriented policy structure in American agriculture. Ambassador Yeutter served as IAMA's president in 1997-1998. *Clayton will contribute to a session on the Industry's Reaction to the Changing Business Environment.*



John Zogby is President and CEO of Zogby International and a much-sought-after pollster, lecturer and panelist. His analytical expertise has been published on the opinion pages of major publications such as the Wall Street Journal, the Financial Times, and the Christian Science Monitor, in addition to his columns for Politics magazine and Forbes.com. Zogby is the author of "The Way We'll Be: The Zogby Report on the Transformation of the American Dream." *Drawing on his polling expertise and ability to analyze future trends, John will share his forecast of what's on the horizon for the economic and global food industry.*