



14th Annual World Food & Agribusiness Symposium Author Biographies

Mr. Khabbab Zohair Abdalla is currently based in Khartoum, and is working with the Arab Organization for Agricultural Development (AOAD). He has traveled extensively and lived in over 7 countries. His academic credentials include a MSc. in Agricultural Economics (University of Reading) and he is currently registered for the PhD program of Agricultural Economics at the University of Preoria- South Africa. Mr. Abdalla is a member of the International Association for Agricultural Economics and member of the African Agricultural Economics association. His interests include marketing and the creation and management of chains and networks.

Mr. Carlo Aquilano is completing a Graduate Degree in Agribusiness from the Università Cattolica del Sacro Cuore in Italy, and is currently on a year-long research and study exchange at the University of Guelph. Carlo obtained a Dottore Agronomo designation from the Università Cattolica and is a practicing member of the Order of Professional Agrologist in Italy. An Officer of the Italian Navy Reserve, Mr. Aquilano's research interests are currently focused on the development of sustainability indexes at the farm and agrifood chain levels. Mr. Aquilano lives on and actively works in his family farm in Central Italy, where he produces quality wines and extra virgin olive oil.

Ms. Radhika Kolera Apaiah was born in Bangalore, India, on February 25, 1974. She received her Bachelors degree in 1994 in Chemistry from the Womens' Christian College in Madras, India, and did her post graduate work in Food Technology at the University Department of Chemical Technology, Mumbai, India. She has a Masters degree in Food Science from the Ohio State University, Columbus, Ohio, where she worked on the effects of processing and storage on tomato products. In 2000, she moved to the Netherlands and is now working at Wageningen University and Research Centre. For her doctoral thesis, she is working on the design and optimisation of food supply chains.

Ms. Lusine Aramyan graduated from the Armenian Agricultural Academy (Yerevan, Armenia) in June 2000, and was awarded a bachelor's degree of Economist-organiser in the field of Economics and Management of Agriproduction. The subject of her bachelor thesis was "Economic Effectiveness of Grain Production at the Yerazhavan State experimental Farm in the Armavir region." (Armenia). In February 2003 she graduated from Wageningen University in The Netherlands, and attained a Master of Science (M.Sc.) degree in Agricultural Economics and Management. The subject of her master's thesis was "Investments in Energy-Saving Systems in Dutch Horticulture". Currently she is working on her PhD research at Wageningen University. Her research focuses on a development of a quantitative performance measurement system for food production chains.

Dr. Richard Baines' research interests mainly focus on the management of food safety and quality for agricultural production in response to legislation, the food chain and consumers. Also, Dr. Baines is currently part of four research teams working on: European markets for quality beef from Uruguay (INIA), the potential for fruit and vegetable exports to Europe (Malaysian Government), Agri-food Capacity Building (Mekong Delta) and Traceability in US Beef Chains (Utah State University).

Dr. Greg Baker is Director of the Food and Agribusiness Institute, Santa Clara University. He is a member of the board of directors of IAMA and served as co-editor of the International Food and Agribusiness Management Review. He publishes and teaches in the areas of food safety, strategic management, and international development.

Ms. Amy Bantham joined John Deere FoodOrigins and SJH & Company in 2001. She specializes in policy and legislative analysis of food safety and regulatory compliance issues, and directs business and market development efforts in Japan for John Deere FoodOrigins. Previously, Ms. Bantham was an Associate with Mitchell Madison Group, a management consulting firm, and a Legal Assistant with Covington & Burling, a law firm. She holds a Bachelor of Arts in East Asian Studies from Yale University, was a Graduate Research Fellow at the University of Tokyo, and earned her Masters degree in Public Policy from Harvard University.

Dr. David Barton is a Professor and Extension Agricultural Economist in the Department of Agricultural Economics at Kansas State University. In addition, he is Director of the Arthur Capper Cooperative Center. He has served on the faculty of Kansas State University since 1976. Prior to coming to K-State, Dr. Barton completed his Ph.D. studies at Purdue University and was a faculty member in the Department of Agricultural Economics at Cornell University. His research activities have included studies on milk, meat, grain, and food marketing and on agribusiness financial management. Cooperative related research includes studies on financial performance, equity management, loss handling, governance and unification. He has prepared several case studies on cooperative agribusinesses.

Dr. Michael Boehlje conducts research and teaches in the area of farm and 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. Professor Boehlje teaches an

undergraduate course in agricultural finance, and also teaches in the executive development programs of the Center for Food and Agricultural Business, as well as in schools and extension programs for farmers and lenders on finance and management topics.

Dr. Michael Boland is an associate professor of agricultural economics at Kansas State University and associate director of the Arthur Capper Cooperative Center. He has teaching, research, and service responsibilities in strategy and agribusiness marketing. The majority of his work involves food and agribusiness firms especially cooperatives. He is currently co-chair of the National Food and Agribusiness Management Education Commission.

Ms. Yuliya Bolotova graduated from Moscow Agricultural Academy, named after Timiryazev, in 1998, where she defended a dissertation in the area of legal foundations of contracts in production and marketing of agricultural products in Russia. She earned a Jurisprudence Doctorate degree from the Institute of Legislation and Comparative Law under the Russian Federation Government in 2002. Later, Ms. Bolotova worked as an Assistant Professor in Law Department for the Moscow Agricultural Academy in the period 1998-2002, and also worked as an auditor in a private consulting firm L.L.C. "Finauditservice" (Russia, Moscow) in the period 1997-2002. Currently, Ms. Bolotova is a second year Ph.D. student in the Agricultural Economics Department, Purdue University, and her specialty area is agribusiness management.

Dr. Francesco Braga is Associate Professor, Department of Agricultural Economics and Business, University of Guelph, and Professore Incaricato, Scuola Master in Economia Agroalimentare of the Università Cattolica del Sacro Cuore. A graduate of the University of Guelph and the Università Cattolica del Sacro Cuore, prof. Braga is a Board Member of IAMA and Editor of the IFAMR. Prof. Braga has advised over 100 graduate students, mostly at the MBA level. Passionate about his work in the Food and Agribusiness professional area, he has worked internationally with industry, government and academia. He is currently working on supply chain sustainability issues, price risk management issues and marketing of typical foods. fbraga@uoguelph.ca phone 5198244428 x 52763 fax 5198379297.

Dr. Harry Bremmers, born on January 2, 1953, studied business economics and Dutch law as a second academic study at Tilburg University and Rotterdam Erasmus University, The Netherlands. He worked at Erasmus University at The Economics Department until 1993. Also, he earned a Phd at Erasmus University Rotterdam on environmental reporting in 1995. He presently is working at Wageningen University, Management Studies Group (Social Sciences Department), as an associate professor in business economics. His research focuses on environmental accounting and management.

Dr. Julian Briz was born in Cuenca, Spain in 1942, is married, and has three children. He is a professor in the Department of Agricultural Economics and Social Sciences at the Polytechnic University of Madrid (UPM). Dr. Briz attained a PhD doctorate by the UPM in 1972, and earned a Master of Science at the University of Minnesota in 1970. He has been nominated as a Courtesy Professor by the University of Florida, Gainesville (2001) and a Foreign Member of the French Academy of Agriculture (1997). Also, Dr. Briz was head of Cereal Division for the Minister of Agriculture with special recognition of "Merito Agricola" (1977), and has been a visiting professor at several universities in Europe, Latin America and the USA. Moreover, Dr. Briz served as Secretary of the National Spanish Associations of Agricultural Engineers and Agricultural Economists (1980-83), and as President of PRONATUR, for the Spanish Association for Urban and Rural Environment (since 1996). In the past, Dr. Briz has been the editor and co-author of several books, and has been involved in several research projects, sponsored by the EU, national and regional institutions, and has coordinated exchange university programs (Socrates-Erasmus, Tempus).

Mrs. Silvia Caleman's academic credentials include: Agriculture Engineer, Superior School of Agriculture Luiz de Queiroz (ESALQ/USP), Specialist in Rural Administration, Federal University of Viçosa (UFV), Master in Business Administration (MBA), Fundação Getúlio Vargas (FGV/RJ), Master degree course student in Agribusiness, Federal University of Mato Grosso do Sul (UFMS). She currently serves as an Agribusiness consultant for Agricon Consultoria – Campo Grande/MS, working with financial economic evaluation, strategical planning, productive chain studies (meat – beef, pork and poultry - soybean and milk).

Mr. Luciano Thomé Castro is a member of the agribusiness program of the University of São Paulo, PENZA. He graduated in Business Administration at the University of São Paulo (1997-2002). In 1999, he completed an internship, for courses and research, at the Business Department of the University of Wageningen, Netherlands. He is currently a Master of Science student in Marketing and Sales Management at the University of São Paulo, Brazil (2003-2004), and in 2004 he has been a visiting scholar at the Department of Innovation, New Media and Marketing at the University of Kiel, Germany.

Mr. Marco Conejero graduated with a degree in Economics from the University of São Paulo and has been a PENZA researcher since 2001, working with strategic management projects in agro-industrial companies. Today, he is a MSc. Candidate in Business Administration at the FEARP/USP (School of Economics, Business and Accountability of Ribeirão Preto). Currently, he develops a research financed by PENZA regarding the Brazilian milk chain, using PENZA's methodology to map and quantify this agro-industry system. This work also will present the most important actors of this chain and their roles.

Dr. Dennis Conley is a Professor in the Department of Agricultural Economics at the University of Nebraska. He received his B.S., M.S. and Ph.D. degrees in economics from Iowa State University. He has done international work in Thailand, Brazil and Eastern Europe, and worked as an economist in the private sector prior to arriving at Nebraska. Dr. Conley teaches undergraduate and graduate level courses, and has been recognized as an outstanding teacher. He has published in academic journals, and has supervised MBA, Master's and Ph.D. students.

Dr. Elliot Currie is an assistant professor at the University of Guelph where he teaches in the areas of accounting, finance, human resource management and strategic management. After working in government, construction, aviation, the oil industry,

banking and insurance, in various functions from sales to finance and operations, Professor Currie joined Wilfrid Laurier University's School of Business in 1992. He joined the Ontario Agricultural College in 1998, where he undertakes research and writing in the areas of personal finance and HR management, primarily focused on the small family operated enterprise and opportunity realization.

Dr. Francis Declerck is Associate Professor, Department of Finance, ESSEC Business School, Paris - Cergy Pontoise, France. He is also the managing director of the International Agri-Food Management Institute at ESSEC (ESSEC-IMIA). He holds a Ph.D. in Agricultural Economics from the University of Illinois at Urbana-Champaign, USA, a Master's degree in agri-food economics and management from ESSEC at Cergy-Pontoise (France), and he graduated in Agricultural Sciences from ISAB (Beauvais, France). His main expertise is in finance applied to food and agribusiness: strategy-performance relationships, mergers & acquisitions, and commodity futures markets.

Mr. Joshua Detre is in the fourth semester of the Ph.D. program, with a declared specialty area of agribusiness. His Ph.D. research interests include the use of real options by agribusiness, optimal risk, and incentive sharing contracts. Upon completion of the Ph.D. program, he plans to pursue a career at a university, where he hopes to obtain an appointment that allows him to participate in teaching, Extension activities, and conduct research.

Mr. Pisit Dhamvithee is a Ph.D. student at the Department of Product Development, Faculty of Agro-Industry, Kasetsart University, Bangkok Thailand. He earned a B.S. in Food Technology from Maejo University in 1997, and an M.S. in Product Development in Agro-Industry from Kasetsart University in 2000. His research interests are in applied statistics and management in product development for improving the performance of new products. This is his second time to appear as an author in a Symposium or Conference.

Mr. Oliver Ebneith, born in 1977 in Weiden, Germany, studied agricultural economics at the universities of Munich (Germany), Paris (France) and Goettingen (Germany), and received his M.Sc. from Goettingen University in 2003. Since then, he is a Ph.D. researcher at the Chair of Management in Agribusiness (Prof. Dr. Ludwig Theuvsen). His main areas of research are strategic management in agribusiness and internationalization strategies in the brewing industry. During his undergraduate studies, Oliver Ebneith was an intern in different companies and organisations, such as Kreditanstalt fuer Wiederaufbau (KfW/DEG-Office Nairobi/Kenya), Munich Reinsurance Company, the FAO (Rome/Italy) and the European Parliament in Brussels (Belgium).

Dr. Enefiok Ekanem is a research associate professor in the Institute of Agricultural and Environmental Research at Tennessee State University. He serves as the coordinator for the Economics and Policy Research Team. In this role, Dr. Ekanem coordinates the efforts of researchers working on various economics projects in the Institute. Dr. Ekanem is currently involved in research focusing on agricultural biotechnology, nursery crop marketing, rural and international agricultural development, food safety, and welfare reform. Dr. Ekanem also teaches courses in applied statistics, experimental design, international agricultural trade/marketing, and sampling survey theory and techniques.

Dr. Elizabeth Farina is the Head of the Department of Economics of the University of Sao Paulo, and Vice-Coordinator of The Food and Agribusiness Program (PENSA). She holds PhD in Economics and is full professor at the University of Sao Paulo. Farina served as Graduate Course Coordinator in the Department of Economics, and has advised several theses and dissertations on the subjects of Agribusiness, Regulation and Competition Policy. She also has been working as a consultant in Brazil and other Latin America countries and as Economic expert in food and agribusiness strategies and antitrust litigation, mergers, and acquisition analysis.

Ms. Tatiana Farina is an undergraduate student of Economics at the University of São Paulo. She now is working on her research project of empirical analysis of Brazilian agribusiness exports for which she receives a scholarship. She also participates of an internship program of the University.

Ms. Sari Forsman is a research scientist at the MTT Agri-food Research Finland, Economic Research. She has background in food economics and marketing and has graduated from the University of Helsinki, Finland. She will complete her Ph.D studies by autumn. Her dissertation is about the competitive strategies of small-scale, rural food-processing firms. Her recent research has also focused on alternative food supply chains such as local and organic food systems. She is especially interested in value creation in alternative food supply chains.

Dr. Mark Francis, after qualifying with a degree in software engineering, spent 10 years working in the software industry. His academic career continued with an MBA from Cardiff Business School, after which he joined the staff in 1996 as a Senior Research Associate at the Lean Enterprise Research Centre (LERC). Since joining the university he has worked on a number of research projects in the field of operations and supply chain management. These projects have led him to a research interest in the subject of product development and process design within the food industry, which was the subject of his PhD thesis. He is a Co-Director of the recently created Food Process Innovation Research Unit at LERC, and is currently working on the UK government funded *Red Meat Industry Forum: Value Chain Analysis Project*. This is in collaboration with the Meat & Livestock Commission, National Farmers Union and the new Food Chain Centre.

Mr. Samuel R. Giordano

Dr. Peter Goldsmith graduated in 1995 from the Ohio State University with a PhD in Agricultural Economics. From 1995 -1999 he worked as an Assistant Professor of Agribusiness at McGill University, and is currently an Assistant Professor of Agribusiness Management in the Department of Agricultural and Consumer Economics, University of Illinois. In November 2003, he was appointed the NSRL Endowed Fellow in Agricultural Strategy. He holds adjunct professorships at the Universidad de Belgrano and Universidad Catolica in Buenos Aires. In addition to his PhD, Dr. Goldsmith has received an MBA in Finance, and undergraduate degrees in Dairy Science and Political Science.

Mrs. Alla Golub received her Master's degree in Economics at the State University – Higher School of Economics, Moscow, Russia. She is currently pursuing a Ph.D. in Agricultural Economics at Purdue University. Mrs. Golub is in her third year in the Ph.D. program, has recently passed all of her Ph.D. preliminary examinations, and is now focusing on her dissertation research. Her specialty area is agricultural finance. After completing her Ph.D., she plans to obtain a position in academia and continue doing research in the area of agribusiness.

Mr. Artavazd Hakobyan received his MS degree in Agricultural Economics from Auburn University, Alabama. Currently, Mr. Hakobyan works as an Economist with the USDA Marketing Assistance Project in Armenia (USDA MAP). Art also teaches an Agricultural Price Analysis course in the Agribusiness Department of Armenian Agricultural Academy. His major responsibility within USDA MAP is to provide economic input to various programmatic activities. He is involved in project impact assessment, and is presently coordinating a large-scale survey of Armenian farmers. Art's research interests include marketing channels, self-enforcing relationships in transition agriculture, price analysis, etc.

Dr. Fritz Häni, Doctor of technical sciences (PhD), is Professor for plant protection, and Head of the Agroecology Program at the Swiss College of Agriculture, 3052 Zollikofen, Switzerland. An agronomist specialised in plant pathology and integrated farming systems, Prof. Häni has worked internationally on a number of projects, in particular dealing with agro-ecosystems; natural regulation; integrated farming systems; sustainability assessments and sustainability indicators (model RISE: Response-Inducing Sustainability Evaluation at the farm level). He is a Co-founder of the Swiss Society of Phytiatry (a society of the Swiss academy of sciences).

Dr. Mark Hansen is on the faculty at the Marriott School of Management at Brigham Young University. He teaches strategy and agribusiness. His research interests include trust, leadership, and food industry structure. Mark has done market research and consulting with a variety of companies, including agricultural concerns.

Dr. Frank Hartwich is a research fellow at the Costa Rica office of the International Food Policy Research Institute, where he works on a Latin American-wide project on the issue of how public-private partnerships can be used for developing pro-poor innovations in agriculture. He has dealt with theories and methods for institutional change in agricultural innovation systems, and through his work in Africa and South-East Asia, he has gained wide experiences in the evaluation and management of agricultural research. Dr. Hartwich holds a MSc in Agronomy from the University of Bonn, a DAA in Management of Agro-enterprises from ENSA Toulouse, and a PhD in Agricultural Economics from the University of Hohenheim.

Dr. R. Wes Harrison is an Associate Professor of Food and Agribusiness Marketing at Louisiana State University. He received his Ph.D. in Agricultural Economics from the University of Kentucky in 1994. Dr. Harrison's research interests include food product development, food labeling, and food safety issues.

Mr. Vahe Heboyan was born in 1978 in Yerevan, Armenia. He is currently working on his PhD at the Armenian Agricultural Academy. He received a MS at The University of Georgia, Athens, GA, USA, and a BS at the Armenian Agricultural Academy. Vahe currently works as a marketing assistant and instructor at the USDA Marketing Assistance Project in Armenia and Agribusiness Teaching Center of Armenian Agricultural Academy. His research interests include policy analysis, agricultural commodity sales channels, cooperative development, and performance in transition economies and consumer behavior.

Mr. Nico van Hemert was born in 1960 in Amsterdam, the Netherlands. He earned a law-degree in 1983, worked ten years for the Dutch Government, and eight years for KPMG Consulting. As senior-manager, he was specialized in privatization, structuring of organizations, and change management, and also became dedicated to the world of education. In 2002, he became Dean of the School of Agriculture & Technology of the INHOLLAND University. His main task is to increase the innovation power and added value of the INHOLLAND University towards food and agribusiness. He is about to finish his MBA-study at Henley Management College. He is married and has three boys.

Dr. Guy Henry, a Dutch national, has a Masters in Agribusiness from Univ of Florida, and a PhD in Agricultural Economics from Texas A&M University. He worked for almost a decade with the multidisciplinary Cassava Program at the International Center, CIAT, in Colombia. Then he started a new regional project with the French centre, CIRAD, first based at its headquarters in Montpellier, then during 5+ years in Campinas, Brazil. Since the beginning of this year, the regional project coordinatorship moved to Buenos Aires, Argentina, where Dr. Henry's offices are with the National Agricultural Institute, INTA. His current R&D interests are agri-chain analysis & development, product quality management models, green certification, product valorization, Public-Private-Partnerships, and EU-Mercosul policy analysis.

Dr. Vardges Hovhannisyan graduated from The Yerevan State Economics Institute in 1999. In 2001 he had a special training on "Economics of international trade" and "Marketing of food and agricultural products" at Texas A&M University. From 1999-2002 he did his PhD in the Armenian Agricultural Academy. In 2002 he got a PhD degree by the resolution of Armenian Supreme

Certifying Commission. Since 2002 he has worked at the Agribusiness Teaching Center as an instructor of Macroeconomics, Introduction to Agricultural Economics, and Marketing of Agricultural Products. His research interests are cooperative activities, food security, and sustainable development.

Ms. Gabriele Jahn after her studies on Organic Farming at Kassel University and agricultural economics at the University of Hohenheim, has started, in 2002, as a research assistant at the Department of Agricultural Economics in Goettingen, Food Marketing. The main emphasis of her PhD research is on organic certification schemes and quality assurance systems in Europe. The research project is funded by the German Federal Environmental Foundation.

Dr. Eluned Jones is a faculty member in the Department of Agricultural Economics, Texas A&M University, with responsibilities in food industry and agribusiness economics, and is the Director of the Master of Agribusiness (MAB) program, an intercollegiate degree program with the Mays Business School. Jones' current research comprises the influence of implementing traceability and assurance on market institutions, public versus private roles, and strategic decision-making from retail back to the farm level. Her teaching and advising responsibilities motivate her work with Victoria Salin on team-based research performance, including the influence of cultural, gender, and disciplinary diversity.

Mrs. Kathleen Kane is a student in the Master of Science in Agribusiness program in the Morrison School of Agribusiness and Resource Management at Arizona State University.

Dr. P. Lynn Kennedy is the William H. Alexander Professor of Agricultural Economics and Agribusiness at Louisiana State University. His teaching and research interests include international trade and agribusiness. He received his Ph.D. in Agricultural and Applied Economics from the University of Minnesota and was a Rotary Foundation Graduate Scholar at the University of Oxford. His current research involves the analysis of the trade and welfare impacts of trade policies on commodities of importance to the United States. Lynn served as Chair of the AAEA International Committee and was recipient of the 2003 LSU Distinguished Faculty Award.

Mr. Luis Kluwe Aguiar

Dr. Jukka Kola is the Dean of the Faculty of Agriculture and Forestry, University of Helsinki. Previously he was Head of the Department of Economics and Management. He is a member in the Executive Committee of the European Association of Agricultural Economists (EAAE), and on the Board of Directors of IAMA. His current research interests and projects focus on the *new political economy* of the EU's Common Agricultural Policy (CAP), the *multifunctional* role of agriculture, and the *economics of food safety and quality*.

Mr. Ralph Kuebler was born on beef, pig, and cash crop farm in Schwabish Hall, Germany. In the early nineties, he moved to a cash crop/grain elevator farm that he helped operate in Denfield Ontario, where he attended Medway High School. In 2000, Ralph graduated with a Diploma in Agriculture from the Ontario Agricultural College at the University Of Guelph. He then proceeded to receive an honors Bachelor of Commerce Degree in 2003 and is completing an MBA in Agribusiness. During this time he was active involved in various student organizations. His areas of interest are operation, strategic, and financial management. He currently resides in the city of Guelph with his wife and infant son.

Ms. Gayaneh Kyureghian

Ms. Miia Laaksonen is a doctoral student of food economics at the University of Helsinki, Department of Economics and Management. She also works as a researcher in MTT Agrifood Research Finland, Economic Research. Her special areas of interest are strategic performance measurement systems and quality management issues related especially to small-scale food-processing firms.

Dr. Debabrata Lahiri, born on March 24, 1949, earned his Ph.D. in Agricultural Economics from Banaras Hindu University, Varanasi, Uttar Pradesh, India, in the year 1978. He has previously worked in the area of agricultural marketing towards earning his Ph.D. After obtaining a Ph.D. degree, he joined the Orissa University of Agriculture & Technology, Orissa, India as Farm Management Economist in a World Bank aided project. In December 1979, he joined the Operations Research Group (A division of Ambalal Sarbhai Enterprise) as Research Executive (Agril.). Since June 1981, he joined as Assistant Professor with the Rural Development Centre, Indian Institute of Technology, Kharagpur. Subsequently, since November 1990, he has been working as Associate Professor. Dr. Lahiri has worked mainly in the areas of Agricultural Marketing (especially on perishable products like betel-leaves), environmental economics, and rural development.

Dr. Cláudio Machado Filho is an Agronomist, Msc and Phd in Business at the University of São Paulo and currently is a post-doctoral candidate at the University of São Paulo. Also, he is a professor in the Business School of Unimep, and a senior researcher for PENSA, where he has been a member since 1994, acting in several applied researches and consulting projects.

Ms. Denise Mainville is a doctoral candidate in the Department of Agricultural Economics at Michigan State University. She is currently completing her dissertation which looks at firms' coordination strategies and institutional arrangements utilized to accommodate changing conditions in the fresh produce markets of Sao Paulo, Brazil. Mainville's specialization is in food market coordination and she is particularly interested in the implications of agribusiness development for the participation and welfare of small farmers. Also, she has extensive research experience in Latin America.

Ms. Lourdes Martinez, agribusiness specialist, is currently working in the Department of Agricultural Economics at Michigan State University as a visiting specialist for the Tart Cherry Risk Avoidance and Mitigation Project (RAMP), and the Tart Cherry Produce Markets and global Competitiveness project.

Ms. Susanna Mezhlumyan holds an MBA from the American University of Armenia. She received her Diploma in Computer Science from Yerevan Polytechnic Institute. She has also been the Education Project Assistant at the Agribusiness Teaching Center (ATC) since she left the private sector in 1999. ATC is a joint project between Texas A&M University, Armenian Agricultural Academy, and USDA MAP. Her key role is undergraduate administration, policy development, and institutional relations. She also administers the Internship Program and the new Career Placement and Counseling Office.

Mr. Fabio Mizumoto is candidate for a Master's Degree in Business at the University of São Paulo. He is agronomist and a member of PENSA (Program of Agribusiness at University of São Paulo). Mizumoto has developed several research projects and has done consulting on agribusiness management.

Mr. Fernando Montealegre was born in Costa Rica on January 27, 1981. Growing up in rice and asparagus farms, he developed a taste for agricultural production. Montealegre arrived at Purdue University in the spring of 1999 with a plan to achieve a double major in Agricultural Economics and Agronomy. In three and a half years at Purdue University, he earned an agricultural economics degree, and was then accepted into graduate school in the Department of Agricultural Economics. His specialty is in the area of International Trade and Marketing, where he was given a research assistantship. His assistantship topic is agricultural e-commerce. Also, his career goal is to obtain a position with a transnational corporation.

Mr. Simon Montgomery was born in Zimbabwe, and is currently the Director for G-Lime Ltd., and is an Agricultural Consultant to G.H.B. Agriculture Ltd. Prior to this, he accumulated experience in a series of agribusiness enterprises both in the UK and in Tanzania and Zimbabwe. In 2002, he obtained an MBA degree in Agriculture and Food Industries from the Royal Agricultural College, after a dissertation on 'Strategic implications facing farm assurance schemes in the United Kingdom following CAP Mid Term Review' was completed. Mr. Montgomery is also qualified in SQF Institute HACCP and SQF 2000/1000 Management Systems. In 1989, he obtained a Diploma in Farm Management, 1st class, at the Royal Agricultural College.

Mr. Maxwell Mutema is currently based at the University of Reading, Department of Agricultural and Food Economics. Prior to joining Reading, he obtained an MBA in Agricultural and Food Industries from The Royal Agricultural College, Cirencester, England. His first degree was a BSc in Agriculture Honours, and he has held several senior managerial positions in the agribusiness sector, both private and public.

Mr. Michele Nardella is a PhD student in the department of Agricultural Economics and Business at the University of Guelph, Ontario, Canada. He received a MSc degree in Agricultural Economics from the SMEA (Scuola Master in Economia Agroalimentare), Catholic University, Milan, Italy. His research interests focus on agricultural price analysis and international trade.

Mr. Michael North has recently completed the requirements for an MBA in International Food and Agribusiness at the Royal Agricultural College, in conjunction with Utah State University. His dissertation research focused on the potential impact of a ban on slaughtering horses for human consumption in the United States. Mr. North has a keen interest in horses and government policy toward horses.

Mr. Marcos Fava Neves is a Professor of Marketing and Strategy at the FEARP School of Business of University of Sao Paulo, Brazil. Also, Mr. Neves is a researcher for Pensa and is published in several international journals in marketing, agribusiness, networks and strategy. In the past, he has completed projects for Basf, Netafim, Nestle, Holland Genetics, and other agribusiness companies.

Dr. Christien Ondersteijn received her PhD degree in Agricultural Economics at Wageningen University in October 2002 and has since been working as an assistant professor in Business Economics at Wageningen University. She teaches in the areas of Financial Management, Decision Sciences and Strategic Management, and her main focus of research is supply chain management in the food and agribusiness.

Mr. Hernán Palau works as an Academic & Administrative Coordinator in the Commerce Chair, School of Agronomy, Buenos Aires University; where he also teaches Foreign Commerce, Consumer Behavior, and Appellation of Origin as a way to differentiate agricultural products. He is also Academic & Administrative Assistant of the Food and Agribusiness Executive Postgrades, School of Agronomy, Buenos Aires University. Mr. Palau has technical skills focused on quality management assurance; organization skills as Manager in Agriculture and Stockbreeding in Productive Farms, and as Coordinator of several teaching, research and extension programs in the Food and Agribusiness Area with the New Institutional Economics and Marketing theoretical framework.

Mrs. Olga Panteleeva is an Associate Professor in Agricultural Economy, Department of Economy and Management of Technical Service, at Kostroma, Russia. Her current research focuses on sustainable development of rural area as a part of regional economy. Also, she currently teaches agricultural marketing class at the Kostroma State Agricultural Academy

Dr. Jukka Peltola

Mr. Hans Porsche is a research assistant at the Swiss College of Agriculture for the project RISE and in that function mainly responsible for the financial strategy and marketing aspects. He has an MBA in Agribusiness and a B.Sc.(AGR) in Agricultural Economics both from the University of Guelph. Hans Porsche's understanding for international agriculture come from experience in Europe, North America, Asia, and Southwest Africa. His specific interests are in sustainable agriculture, business and Aquaculture.

Mr. Lawrence Pratt serves as Associate Director to CLACDS and teaches environmental strategy at INCAE. Over the past 7 years he has earned extensive international experience and has a strong reputation as a leading regional authority in environmental strategy, management, and international trade issues. He is an active consultant to international firms across Latin America. His primary responsibilities within CIMS are guidance, strategic planning, direction, policy development, and implementation. Other responsibilities include financial management and accountability, fundraising, and large client and donor relations. Mr. Pratt is a graduate of the College of William and Mary in Williamsburg, Virginia (USA), and holds a Masters of Public and Private Management degree from Yale University, New Haven, Connecticut (USA).

Mr. James Richardson was born in the UK in March 1981. Currently, he works for J C Bamford Excavators in the Marketing Department. He has a BSc (Hons) degree in Business Management from the Royal Agricultural College, 2003. Has also studied History of Art at the British Institute in Florence in 1999. In 2003, Mr. Richardson received the Duchy of Cornwall Marketing Prize Award and the Royal Agricultural College Creative Award for his marketing and advertising projects; and dissertation entitled: 'Custom branding in post-modernity, examining the notion that a brand can be tailored to a market offering opportunity, with direct reference to the UK fast food industry'.

Mr. Paulo S. Rigatto is a Professor in the Department of Agribusiness at The Federal University of Pelotas. He holds a B.S. degree in agricultural engineering from Federal University of Pelotas, and an M.S. degree in agricultural economics from Federal University of Rio Grande do Sul (UFRGS). He is enrolled in a Ph.D. Program at the UFRGS' Business School. Professor Rigatto's main areas of teaching and research interest are agribusiness, strategic management, supply chain, managing systems, economic analyses, and vertical coordination. He has international teaching and consulting experience in management and economics analysis in Uruguay, Colombia, and Africa. He is the current Chair of the Agribusiness MBA program at the Agriculture School of Federal University of Pelotas.

Dr. Nicola Shadbolt is a senior lecturer in Farm Management & Agribusiness and has been at Massey University for eight years. Before joining Massey, she spent 15 years working in a variety of jobs that included being a Government farm advisory officer, specializing in management and economics, an agribusiness regional development executive, and a farm consultancy practice manager. Her job at Massey involves lecturing to both undergraduate and postgraduate students, supervising honors and masters thesis research, and delivering on externally funded research contracts. The job also involves a number of 'public good' functions as requested by the farming community, such as judging Farmer of the Year competitions and a number of speaking engagements to both farmers and farm service (banking, consultancy, supplier, buyer) groups. Also, her main areas of research are Strategic Management and Performance Measures, Supply Chain Management, Land Use Investment Analysis, Primary Industry Accounting, and Business Analysis. Outside academia she is involved in four equity partnerships, two are for forestry, one a dairy farm and the fourth is a 1200 hectare pastoral farm which produces milk, beef, sheepmeat, wool, venison, velvet and timber.

Dr. Surendra Singh is serving as Professor of Agribusiness at Tennessee State University where he has both teaching and research responsibilities. His research interests are in the areas of small and part-time farms, sustainable agriculture, rural development and small business development. He has also worked extensively in curriculum evaluation and development in the United States and abroad.

Dr. David Sparling is an Associate Professor of the University of Guelph, who combines agri-food experience with a science and business education. He has been President of an agricultural production company, an agri-business insurance company and a biotechnology start-up, commercializing a fibre-optic DNA identification technology. Dr. Sparling is a Senior Associate at the University of Melbourne, Australia teaching in the Electronic Master of Agribusiness program. His teaching and research interests are in the areas of supply chain management, operations management and commercializing new technologies. Currently, Dave is project leader building a business case template for Canadian agri-food traceability under the Can-Trace initiative.

Dr. Achim Spiller has served as the Chair of food and agricultural marketing at the Institute of Agricultural Economics at the University of Goettingen since 2000. Also, he conducts consulting and research activities for the ministry of agriculture, the ministry of science, the government of Lower Saxony, and companies from the Fast Moving Consumer Goods-Market. His research areas include Food Marketing, Retailing, Quality Assurance, Certification Systems, Consumer Behaviour, Market Research, and Organic Farming.

Dr. Thomas Sporleder is a Professor of Agribusiness in the Department of Agricultural, Environmental, and Development Economics, and holds the Farm Income Enhancement Endowed Chair at The Ohio State University, Columbus, Ohio. His current areas of interest include value-added commodity marketing, and vertical coordination in the food supply chain. In addition, he consults in the area of patent infringement and has been an outside director for several agribusiness corporations. He serves as Associate Editor for *AgBioForum* and also is Immediate Past-President of the Agribusiness Economics and Management Section of the *American Agricultural Economics Association*. He also serves in an elected position on the Board of Directors of the *International Food and Agribusiness Management Association*.

Dr. Brenda Sternquist is a specialist in International Retailing and has conducted research throughout the world, but particularly focuses on Japan and China. This research is summarized in her most recent book, *International Retailing*. She is the 2004 National Outstanding Retail Educator, and currently teaches classes in International Retailing, Retail Strategy, Japanese Distribution and the Distribution System in People's Republic of China. Also, Dr. Sternquist has published over 150 research articles.

Mr. James Muir Thomson, B.Sc., CEO, is the co-founder of FXAGroup, and has a track record as a widely experienced and successful manager in the IT industry with over 17 years of experience in the design and implementation of enterprise-wide management systems and software product development. His experience covers Asian, North American and European IT industries.

Mr. Jaques Trienekens works as associate professor in the field of supply chain management at Wageningen University in the Netherlands. He is co-chair of the organizing and program committee of the bi-annual International Conference on Chain Management in Agribusiness and the Food industry and co-editor of the Journal on Chain and Network Science.

Mr. Nico van Hemert was born in 1960 in Amsterdam, the Netherlands. He got his law-degree in 1983, worked ten years for the Dutch Government and eight years for KPMG Consulting. As senior-manager he was specialized in privatization, structuring of organizations and change management, and became dedicated to the world of education. In 2002 he became Dean of the School of Agriculture & Technology of the INHOLLAND University. His main task is to increase the innovation power and added value of the INHOLLAND University towards the food- and agribusiness. He is about to finish his MBA-study at Henley Management College. He is married and has three boys.

Dr. Johan van Rooyen

Mr. Jorge Vieto

Mr. Jo Wijnands, as an agricultural Economist, graduated in 1977 at Wageningen University, has a broad research experience on competitiveness and market research and on agriculture economics and environment. Next to his research experience, he has 18 years management experience as leader of research teams. At this moment he is working partly at Wageningen University (Business Economics) and the Agricultural Economics Research Institute (LEI). He has published in the last decade, mainly on horticultural chain and marketing issues. He has, in this respect, country experience in Spain, France, Kenya, Tanzania, Uganda, Russia, USA and Egypt.

Mr. Yu Tsung (Arthur) Yao is a Taiwanese student who graduated from Royal Agricultural College, United Kingdom. His master's degree is in European MBA in food and agribusiness, and he spent two years in Holland and the United Kingdom to gain an multicultural experience. The reason why Mr. Yao chose home shopping systems as his dissertation is that he comes from high technical island—Taiwan and believes that the use of high technology will be the future trend. Therefore, he has combined his experience from Taiwan and knowledge from Europe in order to create a better model. Finally, his dissertation is about how to find the rule of home shopping system in this new economic market and he really finds a basic model--pyramid model, to explain how to achieve a successful home shopping model in the food market. In the future, Mr. Yao hopes to continue this analysis and try to find new economic rules to face the challenge of internet world.

Dr. Xiaoyong Zhang was born in Hubei, China on July 20, 1968. She received a BSc degree in Agricultural Economics in 1990 at Beijing Agricultural College. In 1994, she pursued her study at Wageningen Agricultural University, where she obtained a MSc and PhD degree in 1999 in Agricultural Marketing. Her research interests lie in marketing research, consumer behaviour and supply chain management. She has extensive research experiences in Southeast Asia, particularly in China, in agribusiness, sector study, and food safety issues. She is published in a number of academic journals, including The Journal of Peasant Studies, and the Journal of International Food & Agribusiness Marketing.