

INTERNATIONAL FOOD AND AGRIBUSINESS MANAGEMENT ASSOCIATION 17TH ANNUAL WORLD FORUM AND SYMPOSIUM



SYMPOSIUM SPEAKER BIOGRAPHIES

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Mieczysław Adamowicz is a professor and Department Head of Agrarian Policy and Marketing and Former Dean of the Faculty of Agricultural Economy, at Warsaw Agricultural University. His primary research in the last several years is the field of multifunctionality of agriculture and sustainability in rural development primarily at local and regional levels. He is also involved in marketing and consumption studies. He has participated in several international research projects including, KATO and CESEA projects managed by Humboldt University and projects performed at Padova University. He has vast educational and teaching experience in Poland and abroad. He has presented and hosted national and international seminars and conferences. Dr. Adamowicz has authored and contributed to nearly 500 national and international publications. He is Editor of Agricultural Economics and Rural Sociology Annals of Warsaw Agricultural University and other scientific works.

Flynn Adcock is the International Program Coordinator and Assistant Director of the Center for North American Studies in the Department of Agricultural Economics at Texas A&M University. In this capacity, he conducts applied research and extension programming in the areas of international trade, trade policy, and international marketing, and specializes in both primary and secondary market research. Flynn Adcock received his B.S. (1986) and M.S. (1992) in Economics, and an M.S. in Finance (1998), all from Texas A&M University.

Luis Kluwe Aguiar is a Senior Lecturer at the School of Business, Royal Agricultural College, Cirencester, UK

Obi Ajuruchukwu earned his Bachelor's of Science degree in Agricultural Economics from the University of Nigeria. He earned an M.A in Economic Policy Management from McGill University, Canada. He spent five years teaching at the University of Nigeria before leaving to conduct international work for the International Labour Organization (ILO), United Nations Development Programme (UNDP), and the United Nations Volunteers (UNV). He has worked in Nigeria, Geneva, Lesotho and South Africa, from 2003 – 2006. Dr Obi obtained his Doctorate degree in agricultural economics from the University of Free State in South Africa where he worked as a senior researcher in the Faculty of Natural and Agricultural Sciences. In 2006, Dr Obi was appointed Senior Lecturer in the Department of Agricultural Economics and Extension at the University of Fort Hare in Alice, Eastern Cape Province of South Africa.

Jay Akridge is Director of the Center for Food and Agricultural Business (Center) at Purdue University and the James and Lois Ackerman Professor of Agricultural Economics at Purdue. His primary responsibilities include leading the Center and the MS-MBA dual degree program in food and agribusiness management, a partnership with the Kelley School of Business at Indiana University; working with food and agribusiness managers in the center's professional development programs; conducting research on agribusiness management and marketing issues, and teaching graduate and undergraduate courses in strategic management for food and agribusiness firms. Jay's research has examined the

buying behavior of commercial agricultural producers, adoption of precision agricultural technologies, and the role of e-commerce in the agribusiness industries. He has worked with agribusiness managers in the areas of strategy, finance and marketing in some 20 countries. Jay received his Ph.D. in Agricultural Economics in 1986 from Purdue University specializing in marketing and finance.

Maria Eugênia Andrighetto Canozzi is a veterinary graduate student at Federal University of Rio Grande do Sul (UFRGS) Porto Alegre, Brazil.

Denisse B. Azevedo is a doctoral candidate in the post graduate program center for Research and Studies in Agribusiness (PPGA/CEPAN) at the Federal University of Rio Grande do Sul (UFRGS) Porto Alegre – RS. CNPQ Bursary and a Group Studies in Organizations Member (GESTOR).

Jan Bahlmann is a Ph.D student at the Department of Agricultural Economics and Rural Development (Chair of Marketing for Food and Agricultural Products) of Georg-August- University Goettingen since October 2004. Dr. Bahlmann was born and educated in Lower Saxony, Germany. He received his M.Sc. in agricultural economics from the Georg-August-University Goettingen in January 2006. His research focus is on supplier management in meat production.

Derek Baker is senior consultant in Agribusiness at the Danish Institute of Food and Resource Economics, Copenhagen. A New Zealander by birth, he holds an undergraduate degree in farm management and animal science, and a PHD in agricultural marketing and policy. As a consultant, he has worked in over 30 countries, and has worked in both the private and public sector in the developing and the developed world, and extensively in transition economies.

Gregory A. Baker is Director of the Food and Agribusiness Institute and Professor of Management in the Leavey School of Business at Santa Clara University. He is a former editor, and currently Associate Editor for North America of the *International Food and Agribusiness Management Review*. He has published more than 30 refereed journal articles in the areas of food safety, strategic management, management information systems, and international development and recently co-authored a textbook, *Introduction to Food and Agribusiness Management*. His teaching responsibilities include courses in strategic management and the business environment of business of food and agribusiness firms. He also directs an executive training program for food and agribusiness managers.

Katherine Baldwin is a graduate student in Purdue University's Department of Agricultural Economics. Her research there focuses on supply chain management and agricultural systems in developing countries. Currently, she is combining these interests in her investigation of the Kenyan cattle industry under the direction of Dr. Ken Foster, and she will travel to Kenya this fall to do field research on the industry. In May 2006, Katherine graduated from American University with degrees in International Relations and Latin American Studies. Ms. Baldwin has interned with Kansas Congressman Jerry Moran, the National Cooperative Business Association, and the Woodrow Wilson International Center for Scholars in Washington D.C.

Silvana Baraldi-Artoni has been a professor of anatomy of domestic animals since 1987. Dr. Baraldi-Artoni holds a Ph.D in animal production and research is primarily in the field of morphometric and morphology of reproduction system with focus in animal production.

Julio Otavio Jardim Barcellos Senior Lecturer of Post Graduate Program Center for Research and Studies in Agribusiness (PPGA/CEPAN) at the Federal University of Rio Grande do Sul (UFRGS) Porto Alegre – RS. E-mail: julio.barcellos@ufrgs.br

Maarten Batterink is a PhD candidate at the Department of Business Administration at Wageningen University in the Netherlands. He received his MSc in operations research & logistics from Wageningen University. His research focuses on innovation management in agrifood and other sectors. In particular, he investigates how firms can enhance their innovativeness by using internal and external knowledge and innovation capabilities. He published scientific articles in the field of innovation management in the agrifood industry and has helped organize two professional PhD conferences in the Netherlands.

Estelle Biénabe is an economist researcher at CIRAD, the French organisation specialising in international cooperation on agricultural research for development (www.cirad.fr). She is a post doctoral fellow in the Department of Agricultural Economics of the University of Pretoria since September 2005. She is working on market access for smallholders and on organisational issues in local agriculture and food systems. She has a strong focus on product-differentiation processes based on quality-oriented practices and territorial specifics. Estelle holds a PhD in environmental economics from the University of Montpellier, France. She has experience in commodity chains, market access, resource management and environmental policy analysis in the developing world, notably in Central America, with the Inter-American Institute for Cooperation on Agriculture (IICA) and Centro Agronomico Tropical de Investigacion y Ensenanza (CATIE), in Costa Rica.

Lionel Bobot is a professor working in negotiation and conflict resolution at NEGOCIA Business School (CCIP, France) and associate researcher at INRA (French National Institute for Agricultural Research, a research centre with 9,000 researchers making it the world's second largest centre. Mr. Bobot earned a post doctorate in agricultural conflict resolution from Harvard University (Program on Negotiation) and from INRA (French National Institute for Agricultural Research). Additionally, Dr. Bobot earned a PhD in international negotiation from ESSEC Business School (France) and Marseille University. Currently he is participating in a project with FNSEA concerning agricultural conflict situations.

Yuliya Bolotova is assistant professor in the Department of Agricultural Economics & Rural Sociology at the University of Idaho in Moscow, Idaho. Dr. Bolotova received her Ph.D. from Purdue University and obtained a J.D. degree from the Institute of Legislation & Comparative Law and Moscow Timiryazev Agricultural Academy in Moscow, Russia. Her research focuses on the economic and legal aspects of the performance of food manufacturing industries, agricultural contracting, and price analysis.

Lindie Botha was born in Pretoria in South Africa and grew up in the Kwa-Zulu Natal province. She obtained her tertiary education at the University of the Free State, where she obtained her M.Sc degree with distinction and recently began working towards her PhD in Agricultural Economics, focusing her research on value chain competitiveness. She is working for the Agricultural Business Chamber of South Africa, based in Pretoria.

Marcos Botta is an Agricultural Engineer of the School of Agronomy, University of Buenos Aires (FAUBA). He is Magister candidate in Food and Agribusiness, in the Food and Agribusiness Program at the School of Agronomy, University of Buenos Aires. He has been working for a consulting and management agribusiness company, since 2005 and at present he is involved in management and development in the agribusiness area. He is part of the team in charge of an innovation program for Rapeseed. At the moment, he is part-time involved in some academic research projects on competitiveness in the food and agribusiness sectors at a national level, specifically studying alternatives to the Argentine commodity corn chain

Stefanie Bröring is a senior consultant with Roelfspartner Management Consultants where she is heading the competence center agribusiness. She obtained her PhD on the front end of innovation in converging industries. Her research interests involve innovation management and new business development in a context of convergence and the influence of path dependencies on organizational development. She has published in the International Journal of Product Development, R&D Management and Creativity and Innovation Management.

Luciana Fagundes Christofari Veterinary, PhD student of Federal University of Rio Grande do Sul (UFRGS - Porto Alegre, Brazil) with emphasis in Systems of Production of Beef Cattle. Research in Commercialization of Beef Cattle.

Georgia Clark is an Extension Associate working for the Center for North American Studies in the Agricultural Economics Department at Texas A&M University. She acquired her M.S. at Texas Tech University in 2006 in Agricultural and Applied Economics with an emphasis in International Trade; she has a B.B.A. in Finance and Economics from Texas Tech University in 2004. Her current research focuses on international agricultural trade.

Daniel Conforte was born and raised in Uruguay. He holds a college degree in agriculture sciences with a major in farm management from the University of Uruguay. After graduating he worked ten years in dairy, beef and grain farming. In 1989 he went back to studying and received a master's degree in administration from Harvard University in USA. After returning to Uruguay, Conforte worked for the Ministry of Agriculture, mainly on non traditional products export promotion programmes. Between 1994 and 2006 he was appointed academic director of agribusiness studies at the Business School of ORT University-Uruguay. During those years he shared his time between consulting, research and lecturing in agribusiness (including farm business) management, focusing on marketing, strategic analysis and business planning. Since 2001 he has been distance lecturing on Mercosur's Region Agriculture Systems to postgraduate students from Kansas State University. Since February 1st 2007 Daniel Conforte has been appointed Senior Lecturer in Agribusiness at Massey University.

Dennis M. Conley is the Nebraska Cooperative Council Distinguished Professor in Agricultural Economics at the University of Nebraska-Lincoln. Conley has taught classes in agribusiness management, price analysis and finance. His research has focused on risk management, marketing and international trade. He is Director, Graduate Program in Agribusiness and supervises the MBA degree with a specialization in Agribusiness. Conley was elected as a Fellow of the International Food and Agribusiness Management Association in 2003.

Clarissa Cox will graduate from New Mexico State University (NMSU) in December 2007 with a bachelor's degree in Agricultural Business and Economics including a double minor in Marketing and Finance. This past year she participated in the summer internship program with Farm Credit of New Mexico. She would like to pursue a career in banking in the southwest. Clarissa was very involved in the Future Farmers of America organizations during high school, which

ultimately lead her to study agriculture in college. She has become very involved with the National Agri-Marketing Association (NAMA), serving on the executive team and participating with the marketing team. She has grown up with a deep appreciation of agriculture; her extended family still owns and operates the family homestead farm in South Dakota. She plans to help keep the homestead a part of her family for future generations as small family farms are diminishing.

Hoy F. Carman is a professor in the Agricultural Economics Department at the University of California, Davis. He received his B.S. (1960) and M.S. (1962) degrees at Oregon State University and his Ph.D. (1964) at Michigan State University. He was an Economist with ERS, USDA (1964-65), Captain, U.S. Army (1965-67), and has been at UC Davis since 1967. While on the Faculty he has served as Economist, Farmers Markets, Inc. (on leave, 1979-80), Associate Dean, College of Agricultural & Environmental Sciences (1983-1986), and Chairman, Department of Agricultural Economics (1989-94). Teaching experience includes undergraduate and graduate courses in microeconomics, agricultural and managerial marketing, production management and case problems in management. Research publications include over 130 entries in the areas of agricultural marketing, marketing orders and agreements, agricultural business management, and the economics of taxation. He has served as a consultant to government and business firms and has provided expert testimony in court and at government hearings. He is a frequent participant in international activities including Fulbright Research Fellowship, invited lectures and joint research projects. His membership in professional organizations includes the AAEA, WAEA, IAAE and IAMA. His biography can be found in Who's Who in America.

Fabio Chaddad is assistant professor of Agribusiness Management and Strategy at Ibmec Business School in Sao Paulo, Brazil. He currently teaches agribusiness management, corporate strategy and organizational economics at the undergraduate and graduate level. Fabio's research activities focus on the economics and management of user-owned and controlled organizations and inter-firm collaborative arrangements in agrifood systems. He has a Ph.D. in Agricultural Economics from the University of Missouri - Columbia and a Master's degree in Agribusiness Management from the University of Sao Paulo, Brazil.

Elliott Currie's working career has incorporated outdoor experiential instructor with the Ministry of Corrections, through commercial flying, sales and management in the construction aggregate industry into finance in the integrated oil and gas industry and marketing in the primary metal industry. After completing his M.B.A. at McMaster University, Elliott joined the Royal Bank as a commercial lender, and then joined a former client as Director of Manufacturing. Prior to commencing his career in academia in the School of Business and Economics at Wilfrid Laurier University, Elliott worked as the controller of an insurance firm. At WLU Elliott taught in the areas of personal finance, business strategy, new venture creation, organizational behaviour/human resource management and small business management. He was involved in the enterprise endeavours of the school including the consulting service and the self employment programs. Since joining the University of Guelph, Elliott has been involved in teaching accounting, financial management, business policy/strategy and human resource management. It was during this tenure that Elliott was granted his Certified Management Accounting designation. Concurrently Elliott has been involved in consulting and training to First Nations in Ontario, consulting to a number of high growth technology firms and in human resource management and cost of production to Ontario goat milk producers. Elliott and his wife Ann currently reside in Kitchener though in the past, residences have spanned from Windsor to Peterborough, all in Ontario. Interests include traveling and other outdoor activities based on camping and canoeing and natural gardening. Elliott is co-author of three textbooks, Personal Finance for Canadians 9th edition from Prentice Hall (Pearson Education) ©2008, Business: A Changing World 2nd Canadian Edition from McGraw-Hill Ryerson ©2005 and Organizational Behaviour 1st Canadian Edition from Wiley Publishing ©2005. Current research focuses are in the financial decision making for small enterprises and the performance management processes vital to successes of small and medium businesses all with a future oriented optimization goal. Recent research is extending into the demand patterns for various food products based on ethnic patterns and hence the changing production and consumption environment in Canada and primarily the development and commercialization of new products and ethnically focused products in a diverse culture.

Kirsti Dautzenberg earned her Ph.D in Agricultural Economics and Rural Planning from the Martin Luther University Halle-Wittenberg and the University of Göttingen. During her studies she worked for five months in the GTZ Project "Kalimantan Upland Farming System" in Indonesia. After completing her Ph-D she started to work as a Post-Doc researcher at the Leibniz Institute of Agricultural Development in Central and Eastern Europe. In February 2007 she started to work at the Brandenburg Institute for Entrepreneurship and Small and Medium Sized Enterprises at the Potsdam University. She is responsible for the research group "Analysis of critical success factors of technology oriented start-ups for women".

Marcos Daziano is an agricultural economy candidate in the School of Agronomy at the University of Buenos Aires. He is the marketing and communication person responsible for the Food and Agribusiness Program of Agronomy.

Francis Declerck is associate professor in the Department of Finance at ESSEC Business School Paris, France. He is also researcher at the ESSEC International Agri-Food Management Institute (ESSEC-IMIA). He co-chairs the ESSEC

research Chair for Excellence in Food Chains, in partnership with Danone, Carrefour and Coutrelis & Associates. He holds a Ph.D. in agricultural economics from the University of Illinois at Urbana-Champaign (USA), a post-graduate degree in agri-food economics and management from ESSEC Business School Paris(France) and he graduated in agricultural sciences from ISAB (Beauvais, France). His main expertise is in finance applied to food and agribusiness: dynamics of the determinants of performance, mergers & acquisitions, commodity futures markets.

Enefiok Ekanem is an associate research professor at Tennessee State University where he teaches and conducts research in the Department of Agricultural Sciences and the Institute of Agricultural and Environmental Research. Dr. Ekanem serves on the board of the Food Distribution Research Society and is current president of the Southern Rural Sociological Association. Dr. Ekanem is a member of many professional associations including the American Agricultural Economics Association

Roberto Fava Scare works at the School of Economics, Business Administration and Accounting of Ribeirão Preto, University of São Paulo, Brazil. He is also a researcher for PENSA - Brazilian Agribusiness Intelligence Center.

Christian Fischer is assistant professor in the Department of Agricultural and Food Market Research, University of Bonn, Germany. He holds a French Master's of Agribusiness Administration (Mastère Spécialisé Management Agro-Industriel – MSMAI, 2001) from Lyons' Graduate School of Management (EM Lyon) and the École Nationale Supérieure Agronomique (ENSA) in Montpellier, and a Doctoral Degree in Agricultural Economics (2002) from Giessen University, Germany. He earned a graduate certificate in International Economics (1999) from The University of Adelaide and a MSc in Food Economics (1997) from Giessen University. He has served in various private and public-industry positions including one as a Senior Researcher with food industry focus at The Boston Consulting Group in Munich, Germany. His current research interests include international food marketing economics and food industry development issues.

Luciana Florêncio de Almeida is a PhD candidate in the Business School at University of Sao Paulo in Brazil. Last year she was a visiting scholar at AgEcon department at Missouri University. She spent seven years working with the Nestle Company working in product marketing, corporate communication and informational technology. In 1997 she became a Marketing Manager of Trigonet, a pioneer business to business e-marketplace for the wheat and flour industry. This company received funding UNIBANCO, a major Brazilian bank through the venture capital company e-Platform, previously headed by JP Morgan, McKinsey and Booz-Allen partners, who later became the owners of the enterprise. In 1998 she started her career as a professor at the ESPM Business School in Sao Paulo. Since 2003 she is a researcher at the Agribusiness Studies Center (PENSA) of Sao Paulo University. She holds a Master of Science in Business Administration at the Federal University of Lavras, Minas Gerais, Brazil, which has academic notoriety in Agricultural Economics and also a BS in Business and Marketing at ESPM Business School. Her MSc. dissertation focused in the Brazilian and Canadian dairy market through a corporate strategy approach was granted for the National Council of Science and Technology (CNPq).

Frances Fortuin is senior researcher at the department of business administration of Wageningen University in the Netherlands. In 2006 she defended her PhD thesis at Wageningen University that discussed the important topic of aligning innovation to business strategy, based on in-depth research of leading technology-based companies in different industries. She received her MSc in Biology from the University of Groningen. After graduation, she worked as an EU expert in the field of rehabilitation and as consultant and researcher for a number of multinational technology-based companies. She was a member of the Board of the European Blind union for seven years, and the European delegate to the executive committee of the World Blind Union for four years. She is the vice chair of the Netherlands Eye Foundation and an advisor to the Netherlands rehabilitation fund. She has published a number of scientific articles and presented her work at international conferences in the field of innovation management. Her current research interests focus on innovation management in prospector companies, with special focus on the agrifood industry.

Melanie Fritz is an assistant professor at the Chair of Business Management, Organization and Information Management. Her main research interests are food quality and trust between food companies with regard to e-commerce for food chain management. She coordinates the European research project e-Trust. Research stays at the University of Florida, USA, Università di Bologna, INRA, involved in teaching at the University of Bonn, guest lecturer at Università di Bologna, Università di Venezia, Univeristà di Perugia, Università di Parma, University of Florida. Dr. Fritz was awarded the 2005 EFITA Junior Prize of the European Federation of Information Technology in Agriculture, Food and Environment.

Ingrid Fromm is a PhD candidate at the University of Leipzig and a research fellow at the German Institute of Global and Area Studies in Hamburg. She holds a Master's degree in Small Business Studies (2004) from the University of Leipzig and a B.S. in Agriculture (1999) from Zamorano University in Honduras. Her research interests include value chain analysis in agri-food chains, agribusiness development, agricultural trade and export promotion. Ms. Fromm worked several years for the private sector in Honduras and has earned practical experience through internships and projects at the International Trade Centre, UNCTAD/WTO, Cornell University, and the Honduran Foundation for Investment and Development of Exports.

Taras Gagalyuk has studied agricultural economics at the National Agricultural University of Ukraine (Kyiv). During his studies he stayed in Humboldt University in Berlin (Germany) in terms of international project supported by German Academic Exchange Service (DAAD). After his studies he worked as a research assistant in the project "Efficiency and Growth in the Agriculture of Transition Economies – A Benchmarking of Agricultural Enterprises in Ukraine (EGATE)" supported by German Federal Ministry of Customer Protection, Food and Agriculture (BMVEL) and German Research Society (DFG). Afterwards he started a PhD at the Leibniz Institute of Agricultural Development in Central and Eastern Europe (Halle/Saale, Germany) at the Department of Structural Development of Farms and Rural Areas. The topic of his PhD research is "Successful management of food supply chain networks".

Hamilton Galloway graduated from the University of Idaho with a B.A. in Business Economics. He has just recently graduated from Washington State University with his M.A. in Applied Economics. His interests and research focus has been predominately in modeling impacts of trade and transportation.

Jana-Christina Gawron has worked as a research associate at the Department of Agricultural Economics and Rural Development since 2005 at the University of Goettingen. She is working on her PhD. thesis under the supervision of Prof. Dr. Ludwig Theuvsen. The main focus of her research is based on quality assurance and management schemes in the agricultural and food industry.

William Gorman is a professor emeritus in the Department of Agricultural Economics and Agricultural Business at New Mexico State University. Although partially retired, he teaches courses in agricultural marketing and is faculty adviser to the National Agri-Marketing Association club and marketing team on campus. Current research is focused on implications of cohort analysis on demand for food products and economic feasibility of market potential of specialty crops. He is also involved in economic development projects in developing nations. Dr. Gorman is one of the founding members of IAMA and served on the board of directors from the founding of IAMA in 1990 until 2002. He served as Executive Director from 1994 to 2002 and is currently an advisor to the IAMA board.

Kateryna Goychuk won the Freedom Support Act Undergraduate Program, sponsored by the American Council for International Education in 2003 while studying at the National Agricultural University in the Ukraine and was awarded a one year scholarship to study at Alabama A&M University (USA) with specialization in Agribusiness. In June 2005 she graduated from National Agricultural University in Ukraine with a two Bachelor of Science degrees in Finance and Plant Protection. She is currently working as on a research assistantship at the University of Tennessee, Knoxville, and began working towards her Master of Science degree in Agricultural Economics. She will graduate in August, 2007.

Allan Gray received his B.S. in Agricultural Economics from Tarleton State University in 1992. He graduated from Texas A&M University with his M.S. (1993) and Ph.D. (1998) in Agricultural Economics. Upon completing his Ph.D. at Texas A&M he joined the faculty at Purdue University in August 1998. His research interests are agribusiness management, strategic planning, decision making under uncertainty, and simulation. Current research includes the buying behaviors and attitudes of large commercial producers, the impacts of alternative farm policy proposals, and the management implications of real options thinking. His publications cover a range of topics including the implications of the 2002 farm bill for agricultural producers, a simulation approach to agribusiness behavior modeling, and risk/reward sharing in vertical arrangements between producers and processors. Dr. Gray is responsible for teaching Statistics for Decision-Making at the Masters of Science level, Strategic Agribusiness Management at the Ph.D. level, and Quantitative Analysis in the distance based EMBA program.

Tanya Graziano is co-author of *A Measurement of Risk Bearing as a Result of Consolidation*. Tanya recently graduated from Brigham Young University with University Honors and a Business Management degree in global marketing. Her paper is based on her honors undergraduate thesis. After the conference, Tanya plans on moving to Neuquen, Argentina where she will be married and pursue employment opportunities.

Michael Gunderson is an assistant professor in the Food and Resource Economics Department at the University of Florida. His expertise is in agribusiness and finance. His current research focuses on service quality in agribusiness input industries and consumer choice in the presence of quality heterogeneity. Classes he teaches include AEB 3300 Agricultural and Food Marketing and AEB 3144 Agricultural Finance. Michael earned his doctoral degree in Agricultural Economics from Purdue University. He holds a master's of science degree in Agricultural Economics from Cornell University and a Bachelor's of Science degree in Agribusiness, Farm, and Financial Management from the University of Illinois.

Lynn Hamilton is a Professor of Agribusiness at Cal Poly in San Luis Obispo, California. She has been at Cal Poly since 1996, after completing her Ph.D. at the University of Minnesota. She teaches agribusiness principles and policy, and conducts research in renewable energy and regulatory policy issues.

Roger Hanagriff is an associate professor at Sam Houston State University in the Department of Agriculture and Industrial Sciences where he teaches courses in agricultural business. He works as a business consultant in the areas of inventory management, financial projections and market planning. He also works with Texas Department of Agriculture (TDA) and United States Department of Agriculture (USDA) in completing program assessment reports to measure financial, programmatic, and qualitative successes in specific programs. He is also the rodeo coach at Sam Houston State University.

Jon Hanf studied economics at the University of Stuttgart-Hohenheim. During his studies, he staid one term in Reading (UK) and one in Montpellier (France). After his studies he started a Ph-D at the Justus-Liebig-University Giessen (JLU) at the Chair of Food economics and Marketing while managing the Institute of Co-operative Science at the (JLU). After completing his Ph-D, he started to work as a Post-Doc researcher at the Leibniz Institute for agricultural development in Central and Eastern Europe. Today his is responsible for the research group, "consumer behavior, marketing and networks."

Mark Hansen joined the faculty at the Marriott School of Management in 1996. He holds a Ph.D. in strategic management from Texas A&M University with a minor in agriculture economics. His research interests include strategic alliances, the role of trust in organizational relationships, and executive decision-making effectiveness. He teaches strategic management in the undergraduate, graduate, and executive programs of the Marriott School of Management. He also teaches bio-management strategy and marketing. Dr. Hansen has provided consulting and training services to large and small businesses on a variety of strategy topics

Kenneth Harling is a professor of Business at the School of Business and Economics (SBE), Wilfrid Laurier University, Waterloo, Ontario, Canada. His career has included positions with the Organization for Economic Cooperation Development (OECD) in Paris and the National Academy of Sciences in Washington. He has also consulted with organizations including Price-Waterhouse, Varian Canada, St. Joseph's Hospital of Hamilton and the World Bank. Dr. Harling specializes in strategic implementation. He has over 65 publications that have appeared as journal articles, chapters in books and monographs. He has presented his research to audiences in Canada, the United States and Europe. An active case writer, Dr. Harling conceived of and ran The Maple Leaf Conference (TMLC). This was an international conference directed at encouraging the writing and teaching of case studies focused on the food and fiber system. He teaches strategy formulation, strategy implementation and managerial control at all levels including the MBA and executive levels. In addition to teaching at Laurier, he has taught at the Pennsylvania State University, Purdue University, the University of Guelph and the University of Waterloo.

Neal Hooker's research, teaching and outreach efforts focus on agribusiness management and marketing, food safety and nutrition, and related policy issues. Ongoing research includes agricultural, environmental and food risk analysis; consumer studies of food quality issues; the impact of food recalls; and the effects of E-Business on agribusiness management and produce quality. Hooker is author of numerous journal articles and book chapters on these topics. Prior to joining the department in 2000, he held faculty and postdoctoral positions at Colorado State, Texas A&M and Massachusetts.

Lisa House is currently an Associate Professor and Undergraduate Coordinator in the Food & Resource Economics Department at the University of Florida. She completed her undergraduate degree at UF in FRE in 1991, followed by M.S. and Ph.D. degrees at Kansas State University (1994, 1995). Prior to her arrival at UF in 2001, she was an assistant professor at Mississippi State University where she also served as graduate coordinator for the Master of Agribusiness Management program. She is an active member of the American, Southern, and European Associations of Agricultural Economics, as well as the International Food and Agribusiness Management Association. Her research interests include consumer preferences and survey research and her teaching areas are marketing management and related fields.

Ellen Huan-Niemi is a post-graduate student at the University of Helsinki majoring in agricultural policy. She is also a project researcher specializing in agricultural policy at the Economic Research Unit of MTT Agrifood Research Finland. She graduated from the University of Arkansas (USA) in 1991 with a bachelors degree in business administration and received her International Master of Business Administration (MBA) degree from Finland at the Helsinki School of Economics and Business Administration in 1995. She has seven years experience analyzing EU and Finnish agricultural policies. International agricultural trade and policies have been the central research topics and agendas, whereby the current research topic is agricultural policy and trade under the World Trade Organization.

Ibuki Ishikawa received a Doctor's degree in Business Administration Ritsumeikan University, Japan.

Laura Jager is a junior researcher at the Chain and Network Animal Systems Division of the Agricultural Economics Research Institute (WUR-LEI). She has a Msc in social psychology and Msc in marketing. Ms. Jager is a member of the EU-ISAFRUIT project in work package 1.2, which concerns consumer preferences towards fruit. Expertise is on consumer perceptions and consumer behavior.

Pilar A. Jano was born in Santiago, Chile and graduated as an Agricultural Engineer from the School of Agriculture and Forestry, *Pontificia Universidad Católica de Chile*, in 2003. She was a research assistant at the Latin American Center for Rural Development (RIMISP) from 2003 to 2005. After obtaining a graduate research assistantship at Virginia Tech in August 2005, she began her Master studies in Agriculture and Applied Economics. In August 2007 she will join the PhD program of Agricultural and Applied Economics at The University of Wisconsin, Madison. She is interested in doing research in Latin American developing countries.

Andre Jooste is currently Senior Manager, Market and Economic Research Centre at the National Agricultural Marketing Council (South Africa), and an affiliate professor in the Department of Agricultural Economics at the University of the Free State. He has extensive experience in conducting market, policy, rural and industry analysis. This includes, implementation of management information systems, identification and use of applicable market research methodologies, compiling industry wide strategies, conducting surveys and value chain analysis. He also specializes in international trade issues and their implications from a country and firm point of view.

Hayk Khachatryan is from Yerevan, Armenia. In 2003 he earned his Bachelor of Science degree in finance and credit from Armenian Agricultural Academy (AAA), while also completing a two-year agribusiness certificate program established as a cooperative program between AAA and Texas A&M University. He spent two years working in a NGO in Yerevan (headquartered in Vermont, USA) as a program assistant and program coordinator. He recently completed the MA program in applied economics from Washington State University. Currently he is working in the PhD program in economics at the same university. His research interests are Transportation Economics and Geographic information Systems.

Bernard Kilian was born in Germany and is a team member at the CIMS-Foundation, with domicile at INCAE, Costa Rica, where he is Director of CIMS Research. In 2007 he was recognized as a winner of Emerald Award of excellence for publishing one of the best papers in management. Dr. Kilian earned his masters in agricultural science with emphasis on applied economics at the University of Hohenheim, Germany in 1994 and his PhD in resource economics at the Department of Farm Management, in 2000. Mr. Kilian was in charge of the Economic subproject of a national interdisciplinary research project in Precision Agriculture and teaching master students in Operation Management at the University of Hohenheim for two years. In the winter semester 2000/2001 he was an exchange professor at the University of Minnesota in the department of applied economics.

Jukka Kola is Professor of Agricultural Policy at the Department of Economics and Management, University of Helsinki. Since 2004, he has also been the Dean of the Faculty of Agriculture and Forestry, and prior to that he served as the Head of the Department of Economics and Management, University of Helsinki. His major fields of research and teaching are agricultural and rural policy, the new political economy and welfare economics of policies, supply and demand analysis (econometrics), and specifically most recently, the multifunctionality of agriculture.

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