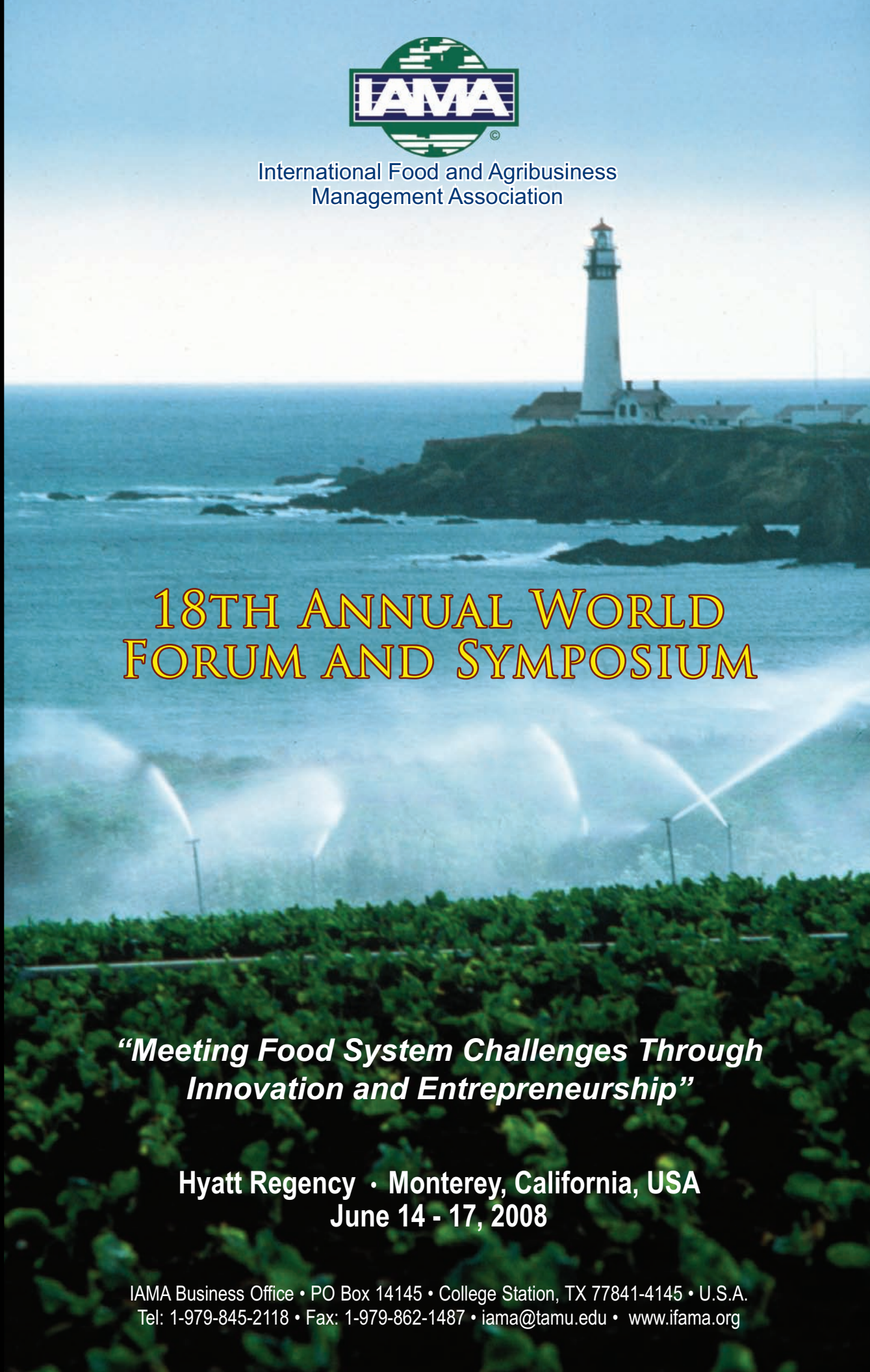




International Food and Agribusiness
Management Association



18TH ANNUAL WORLD FORUM AND SYMPOSIUM

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

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

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MEETING FOOD SYSTEM CHALLENGES THROUGH
INNOVATION AND ENTREPRENEURSHIP

MONTEREY, CALIFORNIA, USA ~ JUNE 14 - 17, 2008

You're invited to join hundreds of your colleagues from across the food system and around the world at the 18th Annual IAMA World Forum & Symposium. This unique conference will bring together industry executives, small business operators, academic leaders and policy makers to explore the role that innovation, creativity, and entrepreneurship play in assuring that companies involved in the global food system remain competitive and successful.

Innovation involves adopting new technologies, coupled with improved and creative management systems, to meet and overcome emerging challenges and capitalize on opportunities in the marketplace. *Entrepreneurship* is the process of discovering, evaluating and using opportunities to create new business ventures.

It is fitting that IAMA's 2008 conference focusing on these two powerful forces will be held in California, which has earned a reputation for combining innovation with entrepreneurship to solve problems and enhance its competitive role in a global economy. This conference will offer insights into how the global food system will evolve based on innovations likely to take place and the role of entrepreneurship in overcoming challenges along the way.

CONFERENCE SESSIONS

Managing Global Climate Change

While climate change as a subject is debatable, its importance as a factor in policy discussions and increased attention not only in the media, but in strategic decisions being made by global businesses is not. It has become a factor in decision making in board rooms and among executives and managers in global food and agribusiness companies. The purpose of this session is not to debate whether climate change is taking place, or its surrogate issue "Global Warming", or to discuss policy alternatives regarding it. The purpose of the session is to identify and discuss strategic decisions and programs that food and agribusiness companies are considering to deal with the issue. Panelists will set the stage for discussion by detailing their decisions and strategies in managing risks associated with climate change.

Managing Global Water Resources

Water is a critical resource in the production, processing, and manufacture of food products. This session will focus on the importance of water resources to the global food system, what problems and issues need resolution, potential impacts of water on the food system, and what strategies are being employed in managing water resources.

Using Innovation to Meet Environmental Challenges

Environmental issues cover a broad spectrum. Increasingly, regulations are being imposed that impact the ability to farm. In addition consumers are demanding products that meet environmentally friendly production practices. Innovation has taken place that has led to the satisfaction of mandatory environmental standards and to practices that are both appealing to consumer demands as well as providing cost efficiencies. This session will feature a panel that will highlight successful examples and cases of meeting environmental challenges through innovative approaches.

Using Innovation and Entrepreneurship to Manage Issues and Challenges

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

Using Information Technology for Innovative Decision Making

Increasingly, new technologies are bringing volumes of information to businesses that need to be evaluated and placed in a framework for decision making. This session on using information technology for decision making focuses on how information technology can be used to make both strategic and day to day decisions. Examples include the gathering of information available on a global basis on a day to day basis, analyzing and evaluating it, and making it accessible to decision makers. Another perspective is from an internet viewpoint of discussing current and future developments in information technology, their applications to business models, and how they are likely to change. Another dimension is how companies can use information technology to manage health, safety, and consumer issues and what tools need to be developed.

Developing New and Innovative Food Products to Meet Consumer Demands

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

Management of Resources in Production Agriculture

The management of resources in production agriculture has become increasingly complex and involves the management of land, labor, water, financial, and, increasingly, environmental resources. While changes in technology have improved the efficiency of food production, increasingly, the management of resources has played an important role. The session on management of production resources focuses on how multiple resources are being managed such as GPS systems, biotech, integrated crop management, integrated pest management, irrigation management systems, and sustainable agriculture. In addition, the management of labor resources has a significant impact on the viability and competitiveness of businesses engaged in production agriculture.

Managing Food Health and Safety Concerns

This issue keeps coming to the forefront in terms of consumer concerns. The recent outbreak in 2007 of e-coli in baby spinach from Earthbound Farms serves as a good example of the continuing threat to food companies. Using the Earthbound Farms as a case example, a panel will discuss different strategies and scenarios for managing the issue from the standpoint of preventive actions, development of business policies and plans for managing the issue if it occurs, and crisis management strategies when incidents occur. Also to be discussed are mitigation strategies and strategies to minimize risk and potential adverse impacts.

Innovation and Metasystem Transition in Agrifood Supply Chains

The evolution of the agrifood supply chain away from spot markets to alliance-based transactions is a trend that has emerged slowly but relentlessly over the past several decades. Many factors account for this transition and include the relatively rapid development and adoption of biotechnology in food production and medicine; the desire of participants within the agrifood chain to assure that food is safe and to be able to quickly identify and purge any contaminated foodstuffs. Global sourcing is another key ingredient in the transition to alliance-based relationships within agrifood chains. The plenary session is designed to use a metasystem transition foundation for examining the role of innovation in industrial markets (B2B) and, more generally, in agrifood supply chains (B2C).

CONFERENCE TOURS

- Visiting local growers and shippers in the Salinas Valley who lead the industry in all phases of crop growth, seed technology, planting and irrigation, harvesting and marketing.
- Taking a spectacular drive down the Big Sur coastline; going whale watching, kayaking or a visit to the Monterey Aquarium.
- Participate in the pre-conference golf tournament at the Del Monte Golf Course.
- Taking a post conference tour through California's scenic wine industry.
- Visiting the museum of famous American author, John Steinbeck's Agricultural Museum.

For more information: www.ifama.org