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<td>08:15 – 08:45</td>
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<td>Emory Cocke Auditorium, EARTH University</td>
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|            | EARTH Welcome: Irmino Perera Díaz, Director of Student Affairs  
|            | Co-Chair: Irene Alvarado Van Der Laat            |
|            | Co-Chair: Esteban R. Brenes                      |
|            | Co-Chair: Juan José Bolaños Herrera               |
|            | IFAMA Welcome: Raj Vardhan, IFAMA President       |
| 08:45 – 09:45 | Keynote Address                                  |
|            | Emory Cocke Auditorium, EARTH University          |
|            | University transformation and entrepreneurship in response to the agribusiness and societal needs  
|            | Jim French, Secretary General at GCHERA, USA     |
|            | See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15. |
| 10:00 – 10:15 | Coffee Break                                      |
|            | Ranchón Posadas                                   |
| 10:00 – 11:30 | Session 1: Circular Economy                      |
|            | Aula 1 Posadas                                    |
|            | Moderator: Irene Alvarado                         |
|            | **Best Paper Award**                              |
|            | **Upcycling our way to a circular economy: A research case study**  
|            | Christopher McNeil; Santa Clara University, USA   |
|            | **Analyzing circular horticulture business models: The use of the value web approach in the case of the Netherlands**  
|            | Gerry Kouwenhoven and J. Bossert; Inholland University of Applied Sciences, The Netherlands |
|            | **Carbon footprint comparison of organic and conventional tomatoes in Italy**  
|            | Alessandro Scuderi, B. Pecorino, G. Timpanaro, C. Bellia, and M. Cammarata; University of Catania, Italy |
| 10:00 – 11:30 | Session 1: Agribusiness Strategy                  |
|            | Aula 2 Posadas                                    |
|            | Moderator: Eric Micheels                          |
|            | **Investigating the U.S. Ornamental Plant Growers’ Market Choice Decisions and Market Share**  
|            | Hayk Khachatryan and Xuan Wei; University of Florida, USA |
|            | **Managers and their influence on strategic decisions in interfirm partnerships**  
|            | Linda Bitsch and J. Hanf; Geisenheim University, Germany |
|            | **Recent retaliatory trade tariffs and factors affecting U.S. almonds export demand for major destinations**  
|            | Sayed Saghaiian and A. Ajibade; University of Kentucky, USA |
10:00 – 11:30 **SESSION 1: GOVERNING SUSTAINABILITY**  
Moderator: Elena Garnevska

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| **Determinants of agricultural trade in Latin American and the Caribbean region**  
Jeremias Mate Balogh and G. M. Borges Aguiar; Corvinus University of Budapest, Hungary |
| **Prioritizing policies and investments for driving inclusive agricultural transformation: A case study from Tanzania**  
Tracy Davids and H. Ottermann; Bureau for Food and Agricultural Policy, South Africa |
| **Common cultural background: The key to success of two Agricultural Bolivian Cooperatives**  
Ramiro Reinaga, N. Shadbolt, and E. Garnevska; Massey University, New Zealand |

10:00 – 11:30 **SESSION 1: VALUE CHAIN AND TRACEABILITY**  
Moderator: Fernando Mogni

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| **Food traceability in the eyes of German consumers**  
Verena Mückenhausen; TUM School of Management, Germany |
| **Collaboration for sustainability-oriented innovation in agrifood chains: A conceptual framework and insights from European Fruit & Vegetable value chains**  
Celia Cholez, M. Mahdad, and J. Bijman; BMO Group, Wageningen University & Research, The Netherlands |
| **Technical and economic analysis of small-scale maize dryers**  
Peter Akoko, H. DeGroote; CIMMYT, Kenya; and E. Gathungu; Egerton University |

10:00 – 11:30 **SESSION 1: TEACHING CASE STUDIES I**  
Moderator: Rocio Renia

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| **Urban–Rural Clash: Strategy of Peri Urban Farmers in Argentina**  
Bernardo Piazzardi and M. Paladino; Universidad Austral de Argentina, Argentina |
| **Compañía Azucarera Valdez**  
Esteban R. Brenes, Daniel Montoya & Paula Chacón; INCAE Business School |
| **Geo Biogas & Biotech: Leading solution for Biogas in Brazil**  
Marcos Fava Neves, L. Martinez, G.O Teixeira, B. P. Casagrande, and D. B. Mancini; FEA–RP/University Sao Paulo, Brazil |

11:30 –13:00 **SESSION 2: INSTITUTIONAL ENVIRONMENT, NETWORK AND MANAGEMENT**  
Moderator: Roger Castellón

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<th><strong>Aula 1 Posadas</strong></th>
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| **Regional development and evolutionary dynamics of the Pisco Cluster in Chile**  
Tomas Gabriel Bas and M. Chacana Ojeda; Universidad Católica del Norte, Chile |
| **Institutional environment and its influence in the performance of the Argentine wheat agribusiness system**  
Sebastian Senesi; University of Buenos Aires, Argentina; B. Fuhr, H. Palau |
| **A qualitative assessment of farmer director skills in Kansas Agricultural Cooperatives**  
Jody Wendt and B. Briggerman; Kansas State University, USA |
11:30 – 13:00  SESSION 2: CONSUMER ORIENTATION AND BEHAVIOUR  Moderator: James French

**Aula 2 Posadas**

**Do organic consumers buy less vice food?**
Xibo Wan and W. Zhang; Iowa State University, USA

**Consumers attention and preferences for Eco-labels in aquaculture food products**
Migena Proi, E. Cubero Dudinskaya, E. Ozturk, S. Naspetti, and R. Zanoli; Università Politecnica delle Marche, Italy

**Factors affecting consumer purchase behavior after a food safety scare in South Africa**
Melissa van der Merwe, Z.P. Hadebe, J. Greyling, and C. Punt; Stellenbosch University, South Africa

11:30 – 13:00  SESSION 2: NEW CHALLENGES: TARGETS, EVOLUTIONS AND DIAGNOSIS  Moderator: Luis Gillen

**Salón A Conferencias**

**Evolution of Peruvian agro-export towards the era 3.0**
Leoncio Fernández Jeri; Universidad Nacional Agraria La Molina, Peru

**Considering COP26 targets: Opportunities and challenges from biogas systems in Brazilian cattle household farms**
João Mathias and S.S. Silva; UFRJ, Brazil

**The productive chain of biogas in Brazil: A short analysis of its steps and three main points of improvement**
Marcos Fava Neves, L. Martinez, G.O. Teixeira, B.P. Casagrande, and D. B. Mancini; FEA–RP, University Sao Paulo, Brazil

11:30 – 13:00  SESSION 2: SUSTAINABLE DEVELOPMENT  Moderator: Jacques Trienekens

**Salón B Conferencias**

**Measuring the role of voluntary sustainability standards on sustainable transitions and the achievement of the sustainable development goals**
Karla Rubio–Jovel and T. Dietz; University of Münster, Germany; J. Sellare, Y. Damm, and J. Börner; Bonn University, Germany

**Sustainable development: A New Zealand agri food corporate business and cooperative response**
Apral Deterville, E. Garnevksa, N. Shadbolt, and L. Callagher; Massey University, New Zealand

**Sustainable resource seeking motivations for Chinese dairy foreign direct investments in the agri–food sector**
Douglas Robinson; Georg-August-Universität, Goettingen, Germany; V. Otter; Wageningen University, The Netherlands

13:00 – 14:00  LUNCH

*Cafeteria*

14:00 – 14:15  INTERLUDE

**Salón Conferencias Tim & Denny Solso**
See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

**Challenges and opportunities for the future of agribusiness**
Michael Gucovsky, Board of Directors, The Sustainability Laboratory
14:15 – 15:45 SESSION 3: TEACHING CASE STUDIES II

Moderator: Bernardo Piazzardi

**Aula 1 Posadas**

- **IMAC (Mato Grosso Meat Institute)**
  - Marcos Fava Neves, F. R. Valerio, V. Cambaúva, L. F. Martinez, C. Guerreiro; University of Sao Paulo, Brazil
  - Santa Eduviges
  - Jose Ignacio Sánchez Gómez and A. P. Barboza; INCAE Business School, Costa Rica

14:15 – 15:45 SESSION 3: NEW CHALLENGES: BARRIERS AND RESILIENCE

Moderator: Erika French Arnold

**Aula 2 Posadas**

- **Drivers and barriers for technological transformation related to mild technologies in EU agri–food SMEs**
  - Giustina Pellegrini, C. Silva de Mattos, V. Otter, G. Hagelaar; Wageningen University, The Netherlands

- **Neuropsychological and Managerial Configurations of Resilient Agro–Entrepreneurs**
  - Esteban R. Brenes, Gabriel Pichardo & Caleb Pichardo; INCAE Business School

- **POSTER: Analyzing the Adoption and Intensity of U.S. Carbon Farming Practices**
  - Raymond Thomas and T. Dalton; Kansas State University, USA

14:15 – 15:45 SESSION 3: FARMERS – CONSUMERS: STANDARDS AND LABELS

Moderator: Brian Briggeman

**Salón A Conferencias**

- **Sustainability standards: Outdated Assurance Systems and their consequences**
  - Enrique Uribe Leitz; Wageningen University, The Netherlands; F. Ruf; CIRAD, France

- **The relationship between farmers’ purchasing behavior and their cognitive styles**
  - Roberto Feeney; University of Austra, Argentina

- **Beyond coffee preferences: Knowledge of sustainable labels and sustainability concerns among undergraduate students**
  - Brenda Mamani and L. Sandoval; Zamorano University, Honduras

14:15 – 15:45 SESSION 3: MARKETS: INNOVATION, INTERNATIONALIZATION & STRUCTURAL CHANGES

Moderator: Gerry Kouwenhoven

**Salón B Conferencias**

- **Navigating structural change in the South African Wine Industry**
  - Tracy Davids, K. Cloete, and M. Delport; Bureau for Food and Agricultural Policy, South Africa

- **The influence of internationalization, marketing capabilities and export assistance on export performance in the roots and tubers sector from Costa Rica**
  - Luis Losilla Solano; Universidad de Costa Rica, Costa Rica; J. A. Galvis; CLAYUCA Corporation

- **The role of innovation capacity in innovation performance of baobab enterprises**
  - William Dumenu and D. Darr; Rhine-Waal University of Applied Sciences, Germany; C. Paul; University of Goettingen, Germany

15:45 – 16:50 Campus Tour

- **Rotonda de Posadas**
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<td>17:00 – 18:30</td>
<td>Session 4: VALUE CHAIN</td>
<td>Hayk Khachtryan</td>
<td>Aula 1 Posadas</td>
<td>Member Heterogeneity and Organisational Commitment: An empirical study of a New Zealand dairy co-operative</td>
<td>Meka Dhananjay Apparao, N. Shadbolt, E. Garnevska; Massey University, New Zealand</td>
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<td>Interfirm partnering in chain management – Taking a deeper look into the concept of competitive parity</td>
<td>Barbara Richter and J. Hanf; Hochschule Geisenheim University, Germany</td>
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<td>How agribusinesses can incorporate changing consumers preferences into strategic decision making and marketing</td>
<td>Kandas Cloete; BFAP, South Africa</td>
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<td>17:00 – 18:00</td>
<td>Session 4: MARKETING</td>
<td>Alessandro Scuderi</td>
<td>Aula 2 Posadas</td>
<td>Specialty Crop Growers’ Attitudes and Motivations Toward Biopesticides</td>
<td>Guil Signorini and V. Cervilieri; Ohio State University, USA</td>
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<td>Sustainable finances in agribusiness: An exploratory review in LatAm countries &amp; Argentina</td>
<td>Sebastian Senesi and H. Palau; University of Buenos Aires, Argentina</td>
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<td>17:00 – 18:30</td>
<td>Session 4: AGRIBUSINESS EDUCATION</td>
<td>Hernan Palau</td>
<td>Salón A Conferencias</td>
<td>Student Immersion Experience Evaluation</td>
<td>Gregory Baker and E. French Arnold; Santa Clara University, USA</td>
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<td>Sustainability, bioeconomy and digitalization skill needs in Agribusiness education with a multidisciplinary approach: Erasmus+ FIELDS project</td>
<td>Francesca Sanna; University of Torino, Italy; R. Berruto, P. Busato, D. Rossi, L. Mayor, J. Trienekens; Wageningen University, The Netherlands</td>
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<td>New paradigms in agribusiness education: The case of the Food and Agribusiness Program, School of Agronomy, UBA</td>
<td>Mariano Villano; University of Buenos Aires, Argentina</td>
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<td>17:00 – 18:00</td>
<td>Session 4: MARKET INNOVATION</td>
<td>Sebastian Senesi</td>
<td>Salón B Conferencias</td>
<td>Economic potential of utilizing high-value ingredients extracted from Chili waste to enhance nutritional value of food products</td>
<td>Ram N. Archarya; New Mexico University, USA</td>
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<td>Driving markets for vertical farming: The role of perceived affordances and outcomes in market innovation oriented towards sustainability</td>
<td>Maria Bustamante; Stockholm School of Economics, Sweden</td>
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<td>18:30 – 21:00</td>
<td>IFAMA 2022 WELCOME RECEPTION — Sponsored by John Deere</td>
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<td>08:00 – 08:50</td>
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<td>Getting your research published in an international journal</td>
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<td>Gregory Baker; Santa Clara University, USA</td>
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<td>09:00 – 10:30</td>
<td>SESSION 1: NEW PARADIGMS FOR AGRIBUSINESS</td>
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<td>Analysis of transactions in the Peruvian blueberries agribusiness system case</td>
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<td>Hernan Palau, P. Castro Santander, D. Enríquez Castillo, J. Chumacero, S. Gaviño, C. Juan, and S. Senesi; University of Buenos Aires, Argentina</td>
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<td>Online organic food hub on Porto Alegre and metropolitan region</td>
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<td>Adriano Klein, C.R. de Mello Klein, G. Schultz, and L. Oliveira; Universidade Federal do Rio Grande do Sul, Brazil</td>
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<td>Organizational innovation on western Canadian farms</td>
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<td>Eric Micheels and T. Case; University of Saskatchewan, Canada</td>
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<td>09:00 – 10:30</td>
<td>SESSION 1: BIOECONOMY: ASSESSMENTS</td>
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<td>How can systemic innovation contribute to the bioeconomy transition? A qualitative content analysis</td>
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<td>Laura Carraresi; Nofima, Norway</td>
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<td>Ecological intensification practices in vegetable production in Chile, a case study</td>
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<td>Jacques Trienekens and Francisco Benitez Altuna; Wageningen University, The Netherlands</td>
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<td>POSTER: The role of farmers’ markets in the 21st century – the Hungarian case</td>
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<td>Zalán Márk Maró, Á.Török, G. Maró; Corvinus; University of Budapest, Hungary</td>
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<td>09:00 – 10:30</td>
<td>SESSION 1: EFFECT OF CRISIS (COVID-19 AND CONFLICTS ZONE)</td>
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<td>Building resilient value chains after the impact of COVID-19 disruption: Challenges for the coffee sector in Central America</td>
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<td>Ingrid Fromm; Bern University of Applied Sciences, Chile</td>
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<td>The impact of COVID-19 on digital agriculture in Kenya</td>
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<td>Edward Mabaya, J. Kangacha and J. Porciello; Cornell University, USA</td>
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Sustainable businesses development in post-conflict zones: A case in rural Colombia
Luis Pena Levano; University of Wisconsin, USA; E. Lopez Barrera; Texas A&M, USA; J.L. DeBoer; Harper Adams University, UK; C. Fontanilla; University of Tennessee, USA; M. Mosquera; Cenipalma, Columbia

09:00 – 10:30  SESSION 1: TECHNOLOGY ADAPTATION: ASSESSMENT AND ECONOMIC IMPACTS
Moderator: Hildah Lefophane

Salón B Conferencias
Determinants of agricultural technology adoption for small grain farmers in southern Zimbabwe
Tryphina Dube-Takaza; Women’s University in Africa, Zimbabwe; B.M. Maumbe; UNICAF University, Zimbabwe; C. Parwada; Zimbabwe Open University, Zimbabwe
Economic assessment of the fertigation system with digestate on Mediterranean crops: Preliminary results
Alessandro Scudeli, R. Selvaggi, G. Pappalardo, M. D’Amico, G. Chinnici, and V.T. Foti; University of Catania, Italy
Economic impacts of technological changes to land, labor, and productivity growth in Sub-Saharan Africa
Edwin Kpodzo; Purdue University, USA

09:00 – 10:30  SESSION 1: CASE CONFERENCE SHOWCASE
Moderator: Bernardo Piazzardi

Academic 3 Room 4
See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

Manzana verde: Uberizing the food service
Ernesto Gallo; PAD Escuela de Dirección Universidad de Piura, Peru

10:30 – 12:00  SESSION 2: CONSUMER VRS STANDARDS AND LABELS
Moderator: Laura Carraresi

Aula 1 Posadas
The influence of consumers’ knowledge and confusion on purchasing behavior of socially labeled fruits in high income countries
Christoph Wiedenroth, V. Otter; University of Göttingen, Germany; F. Holz, Georg-August-Universität, Göttingen, Germany
Developing the CEN/ISO 34100 series for sustainable and traceable cocoa: Observations from an innovative standard setting process
Enrique Uribe Leitz; Wageningen University, The Netherlands; F. Ruf; CIRAD, France
Implementation of HACCP quality protocol in agri-food SME: The case of Pankek’s
Fernando Mogni, E. Parodi, S. Senesi and H. Palau; University of Buenos Aires, Argentina

10:30 – 12:00  SESSION 2: AGRI TEC: OPPORTUNITIES, GAPS AND EFFECTS
Moderator: Christopher McNeil

Aula 2 Posadas
Technical efficiency and technological gaps in maize production under irrigation in eastern cape
Mzuyanda Christian; Northwest University, South Africa; A. Obi and N. Mujuru; University of Fort Hare; Z. Ncoyini-Manciyac, L. Mdoda; University of Kwa-Zulu-Natal; L. Gidi; University of Limpopo
Opportunities and challenges for the new generation of sustainable agtech startups in LAC
Jorge Camusso and A.I. Navarro; University of Austral, Argentina
Examining the effects of information communication technology (ICT) on South Africa's agro-processing industries
Hildah Lefophane; University of Limpopo, South Africa

**10:30 – 12:00  SESSION 2: AGribusiness STRATEGY**  Moderator: David Lehman

*Salón A Conferencias*

**Economic assessment of the fertigation system with digestate on Mediterranean crops: preliminary results**
Alessandro Scuderi, G. Pappalardo, R. Selvaggi, E. Trimarchi; University of Catania, Italy

**New enterprises in specialty coffee business. The case of Pasonki, Lima, Peru**
Hernan Palau, M. A. H. Llaja, K H. de Mendoza Merino, and S. Senesi; University of Buenos Aires, Argentina; Reynaldo Justino Silva Paz; Universidad Peruana Unión, Peru

**Preparing Gen Z for a career in agribusiness: What industry wants amid the COVID crisis**
Maria Kalyvaki, DeQuindre Spencer and Shane Bowyer; Minnesota State University, USA

**12:00 – 13:00  NETWORKING SESSION**

*Rotonda de Posadas*

**13:00 – 14:00  LUNCH**

*Cafeteria*

**14:00 – 15:00  CAMPUS TOUR**

*Rotonda de Posadas*

**14:00 – 15:45  SESSION 3: DISCUSSION | PRACTITIONER SESSIONS**  Moderator: Nele Herrmann Valente

*Aula 2 Posadas*

See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

**Impact of digital technologies on the social dimension of sustainability in agriculture**
Rolf Weber; University of Hohenheim, Germany

**Biodiversity performance of arable farms**
Rolf Weber; University of Hohenheim, Germany

**Precision agriculture to produce corn silage (Mexico)**
Luis Roberto Miranda; Tecnologico de Monterrey, Mexico

**Agave based fodder (Mexico)**
Pablo de Caso Udave; Tecnologico de Monterrey, Mexico

**14:00 – 15:30  SESSION 3: CASE CONFERENCE**  Moderator: Brent Ross

*Academic 3 Room 4*

See SYMPOSIUM SPECIAL SESSIONS descriptions for complete details on pages 14-15.

**Case Methods Workshop**
Rocio Renia Paniagua; San Telmo Business School, Spain; Bernardo Pizzardi; University of Austral, Argentina
14:00 – 15:30  **SESSION 3: BEEF SUSTAINABILITY TRANSITION**  

**Salón A Conferencias**

**Sustainability transitions in beef cattle production: Beyond the triple bottom line**  
Yasmin Casagranda, G. de Vargas Mores, L. Dal Moro, G. Cunha Malafaia, D. Barros de Azevedo, D. Zhang, and J. Wiśniewska-Paluszk; Poznan University of Life Sciences, Poland; G. Paluszak, Huazhong Agricultural University, China

**Transformations in the South African beef value chain**  
Melissa van der Merwe, Stellenbosch University, South Africa; D. Jordaan, University of Pretoria, South Africa

**Marketing environmental-friendly, healthier red meat products: A multi-country consumer choice experiment**  
Emilia Cubero Dudinskaya, S. Naspetti, and R. Zanoli; Università Politecnica delle Marche, Italy

14:00 – 15:30  **SESSION 3: FUTURE MARKETS**  

**Salón B Conferencias**

**Breaking down the barriers to exit and creating an enabling environment for young entrants**  
Kandas Cloete and M. Delport; BFAP, South Africa

**Cadmium contamination in cacao (theobroma cacao, l.) in Costa Rica: Could the presence of this contaminant threaten cacao cultivation in the country?**  
Eduardo Chavez, D. Argüello; ESPOL, Ecuador; K. Carrillo, L. Ramírez; INTA, Costa Rica

**Diagnosis of the yerba mate agribusiness system in Paraguay with a focus on the foreign market**  
Hernan Palau, R. Mauricio, and S. Senesi; University of Buenos Aires, Argentina

16:15  **TRANSPORTATION TO SAN JOSE – ESCAZÚ**

Lobby, EARTH University
While experts deliberate the optimal foods required to improve and sustain human health, we’re ignoring a truth that affects us all: to support a population nearing 10 billion by 2050, agriculture must become infinitely sustainable.

To feed the world, we have to grow 10,000 years’ worth of food in the next thirty years, which means farmers worldwide must increase food production by 60 to 70 percent.

A small percentage of those “farmers of consequence” are being called upon to grow the vast majority of the world’s staple food supply. While mighty in their ability, they need support from people who increasingly have little understanding of how they operate.

Robert Saik will take you on a journey from the “muscle era” of farming to a future where the convergence of new technologies like sensors, robotics, and machine learning make infinite sustainability achievable. With the veil lifted on modern agriculture practices, you’ll be inspired to contribute to a culture where farmers can adopt the science and tools they need to carry out their mission of feeding the planet.
There are huge gaps in productivity and sustainability that affect many of the countries in which agriculture still represents a significant portion of employment, and an unfortunate and unnecessary source of poverty in rural areas, malnutrition in rural and urban areas, soil degradation, water misuse and pollution, and a growing dependence on aid or international trade.

The purpose of this panel is to analyze the situation with data and applied conceptual frameworks, present case examples of countries at risk and their implication for the global and local SGDs; explore what some of the proposed solutions imply in terms of fostering an enabling platform for their productive transformation; present and discuss innovative solutions based on technological and scientific innovation, on local and international policy innovations; and the best way to deploy and share them across countries and regions.

Participants will better understand the problems and risks affecting agricultural productivity growth and sustainability, particularly in emerging economies; and what are some key ideas and policies to foster and “new green revolution” based on science, technology, continuous innovation, and a commitment to deliver it in such a way that reaches those in need across the world.

12:00 – 13:30 \textbf{LUNCH / STUDENT CASE COMPETITION FINALS SHOWCASE I (Sponsored by Bayer)}

\textit{Team Level: Early Career Professionals}

\textit{Hotel Real Intercontinental Real 2 and 3}

\textbf{INTRODUCTION:}

The IFAMA global Student Case Competition is a capstone event of IFAMA's annual conferences. Student Case Competition Co-Chair, Juan Jose Bolanos, and the 2022 Case Study author, Brent Ross, Michigan State University will introduce the grand finale showcase. See full description under Session 5.

13:30 – 15:00 \textbf{SESSION 3 — What can spiders teach about regenerative agriculture?}

\textit{Hotel Real Intercontinental Real 2 and 3}

\textbf{MODERATOR:}

Beatriz Arrieta, CS Commercial Operations PACA, Columbia

\textbf{PANELISTS:}

Yvonne Colomer, Executive Director, Fundación Triptolemos, Spain
Oliver Bach, Innovation & Knowledge Manager, Sustainable Agricultural Network, Costa Rica
Lloyd Day, Sub-General Director, IICA, Costa Rica
Flavio Linares, Technical Head Manager CA&C, Fundación Solidaridad, Central América, México & Caribbean Region

Spiders are abundant predators in agricultural ecosystems – they can both help and hinder our work. But what can they teach us about regenerative agriculture?

Regenerative agriculture can be a powerful tool in reducing in-field GHG emissions, cutting the environmental impact of crop protection, and empower smallholder farmers worldwide. This session explores the topic of regenerative agriculture and why it is a vital component of sustainability.

Key stakeholders from Solidaridad, SAN, Triptolemos, IICA, and Bayer will discuss projects and initiatives they are conducting in the private sector and we'll reveal just what spiders are teaching us about this topic.

15:00 – 15:30 \textbf{COFFEE BREAK}

\textit{Hotel Real Intercontinental Terrace in front of Real 2 and 3}
15:30 – 17:00  SESSION 4 — The future of agri-food education

Hotel Real Intercontinental Real 2 and 3

MODERATOR:
Tanya Müller García, President, Zamorano University, Honduras

PANELISTS:
Larry Robertson, Founder and President, Lighthouse Consulting, USA
Jorge Raul Rivera, Professor, Coffee Science & Technology, Zamorano University, Honduras
Tony Salas, CEO and Founder of Shared-X

In this new era of the post-pandemic, stakeholders in the food and agribusiness chains are slowly adapting to a new normal. Yet, in less than three decades, the world population will increase by 2 billion and 70% of the people will be living in cities. The global demand for food is growing while it must become ultimately more sustainable.

To achieve these ambitious targets requires that we overcome many hurdles that include navigating through political-legal systems, socio-cultural differences, facilitating economic gains while preserving precious natural resources, and equipping our workforces with the skills and education needed to adapt to the technological transformation.

Panelists will engage in a rich dialog concerning of how this impacts the food and agribusiness sector—and for Higher Education—fully aware that in order for companies to flourish in a post pandemic environment requires they pay attention to the Facts, are quick to understand and anticipate Impacts, and can implement Acts that will generate positive change. Higher Education must accelerate alternative education pathways knowing these also play a pivotal role in future workforce development.

17:00 – 19:00  SESSION 5 — STUDENT CASE COMPETITION FINALS SHOWCASE II

Team Levels: Graduate, Undergraduate

Hotel Real Intercontinental Real 2 and 3, and Robles (parallel sessions)

MODERATORS:
Juan José Bolaños & Esteban R. Brenes, IFAMA Conference Co-Chairs

2022 marks the 16th year for the IFAMA Global Student Case Competition. Twenty teams of students and early career professionals from around the world have traveled to Costa Rica to compete in the only global case competition specifically geared for the agribusiness sector. The top advancing teams will demonstrate analytical and problem solving skills before a panel of judges. All conference attendees are invited and encouraged to attend this capstone round of the competition.

The Student Case Competition consists of three divisions of competitors: Undergraduate, Graduate and Early Career Professionals. The Finals Showcase for the Early Career Professionals occurs during lunch on Monday. See 12:00 - 13:30 in the schedule.

19:00 -19:30  Founder, CEO and Owner and CEO and propagandist featured in 2022 Student Case Competition

19:00  WELCOME COCKTAIL  (Sponsored by the AjE Group)

Hotel Real Intercontinental Salón Arboleda
FORUM SCHEDULE

TUESDAY, JUNE 21

8:30 – 10:00  SESSION 1 — Nature-positive food systems

Hotel Real Intercontinental Real 2 and 3

MODERATOR:
Arturo Condo, President, EARTH University, Costa Rica

PANELISTS:
Valodia Flores, CEO Cordonic, Nicaragua
Oliver Vasquez, General Manager, MARS, Ecuador
Kai Robertson, Senior Corporate Sustainability Advisor & Food Loss and Waste Protocol, World Resources Institute, Washington D.C., USA
Pedro Beirute, General Manager Procomer, Costa Rica

Accelerating the transition to food systems that are net-zero and nature-positive, and increase farmers’ resilience requires three fundamental elements to achieve a successful transition: First is to support and include food systems and farmers as part of solutions to address climate change and nature loss. Second, to accelerate and facilitate collective action through multi-stakeholder partnerships that work with farmers to drive action and deliver on net-zero, nature-positive targets. And, third to activate a change of scale to reach consumers and most producers to move to sustainable agriculture and to support the environment.

10:00 – 10:30  COFFEE BREAK

Hotel Real Intercontinental Terrace in front of Real 2 and 3

10:30 – 12:00  SESSION 2 — From science to business: Collaborative science in action

Hotel Real Intercontinental Real 2 and 3

MODERATOR:
Nevio Bonilla, Executive Director, INTA, Costa Rica and Fontagro Board Member, Washington DC, USA

PANELISTS:
Edward Perello, New Sustainable Agri Ventures & Innovation Partnerships | Associate Director DSV, United Kingdom
Elizabeth Arroyave, Founder of StockSafe Costa Rica, Costa Rica
Claudia Esquivel Villalobos, Manager Visa La-Grupo VISA, Costa Rica
Francisco Buchara, Co-founder & Managing Partner SF500 Life, Argentina

Numerous studies highlight the need to increase food production while simultaneously reducing its environmental impact. Science-based solutions are key to developing new technologies that will achieve more sustainable agriculture. Since the late 90s, FONTAGRO has promoted multi-stakeholders teams that are discovering new knowledge, innovations and solutions. More recently, collaborations among the private sector, scientists and entrepreneurs are spawning new business. This panel shares cases from FONTAGRO and other successful case studies.

12:00 – 13:30  LUNCH — Keynote speaker: The use of technology and innovation of GLOBALG.A.P (Sponsored by Fresh Market)

Hotel Real Intercontinental Real 2 and 3

SPEAKER: Kristian Moeller, CEO, GLOBALG.A.P., Germany
12:00 - 13:30  CINDE Lounge Private Event  *(by invitation only)*

*Hotel Real Intercontinental Real Room CEDRO III*

13:30 – 15:00  SESSION 3 — Circular economy: A new model to support social development

*Hotel Real Intercontinental Real 2 and 3*

**MODERATOR:**
Irene Alvarado, Co-Chair and Full Professor, EARTH University, Costa Rica

**PANELISTS:**
- Alberto Hoyos, CEO, NUTRESA Cookies Division & International Vice President, Colombia & Latin America
- Michael Ben-Eli, Founder and Former President of The Sustainability Laboratory, USA/Project Wadi Attir, Israel
- Gonzalo Chaves, CEO Dos Pinos Cooperative, Central América and Caribbean, Costa Rica
- Adim De, Scientific Leader, Biomaterials Innovation, CINDE, Costa Rica

In a circular economy, the value of resources is maximized through sustainable design, repair, reuse, renewable resources, composting and recycling. Ideally, nothing is wasted, and the products of one industry form the resources for another, thus replacing the extraction of new resources. A successful transition to a fully circular economy requires a significant change in the way companies work as well as consumer thinking. Instead of defining success solely by last quarter's earnings, companies will need to make decisions based on the environmental and social impact of their actions.

15:00 – 15:30  COFFEE BREAK

*Hotel Real Intercontinental Terrace in front of Real 2 and 3*

15:30 – 17:00  SESSION 4 — From pains to solutions: How to address innovation in an ESG world

*Hotel Real Intercontinental Real 2 and 3*

**MODERATOR:**
Marcos Fava Neves, Professor at FGV and USP (Brazil) and Director of Markestrat Organization

**PANELISTS:**
- Marlon Masis Campos, CEO, Mesofoods, Columbia
- Alvaro Villalobos, Chairman of the Board, Dos Pinos Cooperative, Central America and the Caribbean
- Alessandra Fajardo, Food Chain Partnerships Director–Strategy & Sustainability, Bayer, Brazil

The world is going through a huge process of change after several events that happened in the last 5 to 10 years. Just-in-time policies are under challenge, building capacity, inventories and secure supply chains are back again in the headlines. In this new scenario of 3Vs “violent variation of the variables” innovation is crucial to adapt and to create margins. This panel will show cases of companies that are very innovative in their markets and fully driven by environmental, social and governance activities towards a ESG behavior.

17:00 – 18:30  NETWORKING SESSION

*Hotel Real Intercontinental Real 1 or Terrace*

19:00  IFAMA BOARD and YOUNG BOARD DINNER  *(by invitation only)*

*Restaurant Los Faroles, Costa Rica Country Club, Escazú*
FORUM SCHEDULE

WEDNESDAY, JUNE 22

07:30 – 08:30  FELLOWS BOARD MEETING / BREAKFAST

Hotel Real Intercontinental Room Robles II

8:30 – 10:00  SESSION 1 — Digital transformation in the agri-food system

Hotel Real Intercontinental Real 2 and 3

MODERATORS:
Edeoba Edobor, IFAMA Young Board President, Purdue University, USA
Verena Otter, IFAMA Young Board, Wageningen University, Netherlands
Melissa Van der Merwe, IFAMA Young Board, Stellenbosch University, South Africa

PANELISTS:
Nele Hermann Valente, NextGen Agricultural Leaders at Bayer CropScience Global, Germany
Jack Keeys, Lead coordinator of KPMG’s Global Agri-Food Network, IFAMA Young Board, New Zealand

In a world where new innovations appear on a weekly basis; how do we capture the insight, understand the impact, and leverage the immense opportunity presented when different innovations collide?

In this interactive session, we showcase a series of emerging innovation accelerators and apply a simplified foresight impact framework to understand how emerging entrepreneurial tools and techniques could help us to achieve meaningful progress towards the UN Sustainable Development Goals.

10:00 – 10:30  COFFEE BREAK

Hotel Real Intercontinental Terrace in front of Real 2 and 3

10:30 – 12:00  SESSION 2 — Agribusiness strategy: Pursuing sustainable growth after the pandemic

Hotel Real Intercontinental Real 2 and 3

MODERATOR:
Luciano Ciravegna, Associate Professor, INCAE Business School, Costa Rica and UK

PANELISTS:
Augusto Bauer, CEO, AJE Group, Peru
Pablo E. Vargas, Executive Chairman, Grupo Britt, Latin America
Luis Noel Alfaro Gramajo, COB Rural Insurance Company (ASRURAL) and Board Member Rural Development Bank (BANRURAL), Guatemala
Adrián Alonso, Vice President of Operations, Auto Mercado, Costa Rica

During the 2020-2022 period the coronavirus pandemic, and the Russian invasion of Ukraine, shaped the world economy. These events enhanced social unrest and political risk, disrupted global value chains, and caused supply bottlenecks and extreme price volatility. Meanwhile, pressures for business to improve sustainable practices have intensified. Agribusiness, responsible for a high share of deforestation in the developing world, as well as water resource depletion and CO2 emissions, is becoming a common target of criticism. How can agribusinesses adapt to this context? Can sustainability, resilience and efficiency co-exist?
12:00 – 13:30  LUNCH — Keynote speech: Supply Chain Disruptions  *(Sponsored by Cargill)*

*Hotel Real Intercontinental Real 2 and 3*

**KEYNOTE SPEAKER:**

Luis Rivera, Supply Chain Leader and Operations, Cargill Protein, Latin America

Join us in a conversation about the prolonged challenges the world is facing with the Supply Chain disruptions with one of Cargill's Operational Director in Latam

13:30  TRANSPORTATION TO INCAE BUSINESS SCHOOL

14:30 – 15:00  COFFEE BREAK  *(Sponsored by Coffee Britt)*

*INCAE Business School*

15:00 – 16:30  SESSION 3 — Showcase: Cacao Oro

*INCAE Business School, Room Manuel Jimenez and Room Lorenzo Giordano*

**MODERATOR:**

Brent Ross, Professor, Michigan State University, USA

**CO-AUTHORS:**

Esteban R. Brenes, Octavio Martínez, María Fernanda López, Luciano Ciravegna and Caleb A. Pichardo

**PANELISTS:**

Octavio Martínez, Professor, INCAE Business School, and Director of the Latin American Center for Competitiveness and Sustainable Development (CLACDS), Costa Rica

John Warrington, CEO, Cacao Oro de Nicaragua

This case recreates the decision that Cacao Oro was facing in 2018 about choosing an appropriate business strategy to become one of the largest cocoa producers in the world. Giff Laube, the Operations Manager, had identified three different options. First, to specialize in “conventional” cocoa, with moderate prices and high-volume transactions. Second, to specialize in “fine” cocoa, with lower-volume/higher-price and barriers to entry. Finally, to enter the market under a “hybrid” strategy, combining both approaches.

The case allows conducting analysis of the global cocoa industry, the productive conditions in Nicaragua (the host country), and the capabilities of Cacao Oro to make a more informed strategy selection.

16:30 – 18:00  SESSION 4 — Agribusiness 4.0

*INCAE Business School, Room Manuel Jimenez and Room Lorenzo Giordano*

**MODERATOR:**

Dean Bernard Kilian, Dean, INCAE Business School, Costa Rica

**PANELISTS:**

Gustavo Fabian Grobocopatel, President & Founder, Grupo Los Grobo, Argentina

Billy Martin Pineda Flores, Disagro, Guatemala

Francisco Carrete, Precision Ag Tactical Marketing Specialist, John Deere Corp, Mexico & USA, Matra John Deere Dealer, Costa Rica

Anderson Franca, Head Latam, CropIn Technology Solutions Pvt Ltd, Brazil

Society is currently experiencing profound technological changes. So profound are these changes that the founder of the Global Economic Forum declared it the fourth industrial
revolution. Some of these better-known technologies include the Internet of Things (IoT),
commercial platforms such as Uber, Airbnb; and cyber-physical systems such as cloud
computing. These technological advancements are reshaping agricultural production and
the entire agri-food chain.

While Precision Agriculture was first introduced in the 1980s, it continues to grow more
sophisticated as sensors optimize the efficiency of many inputs—especially water and
soil. At the same time, these sensors are generating enormous amounts of information,
which makes it necessary to master data mining. Blockchain technology is also offering
new ways to manage traceability throughout the entire food supply chain. All this change is
occurring while the world and agriculture faces historic climate change challenges and global
population growth.

This panel will discuss the most important technological advancements occurring in agriculture
and how these technologies will transform the ag-sector and its implications for producing
more food with diminishing resources. Members of this panel are leaders in technological
change in the ag industry and will share their experiences and their vision for the future.

18:00 – 21:00  PRESIDENTIAL BANQUET

INCAE Business School, Foro Luis Poma

The Presidential Banquet is a gala affair that includes the presentation of several awards
including the winners of the 2022 Student Case Competition, the Best Paper, Best Case
Study, Fellows Award, Rising Star Award, Distinguished Service Awards and more.