



International Food and Agribusiness Management Review
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EDITOR'S NOTE

Peter Goldsmith, Executive Editor, IFAMR

The Symposium Special Edition is special for two very important reasons. First, the issue highlights manuscripts and teaching cases that competed in IFAMA's Best Paper Competition during IFAMA's Annual World Forum and Symposium in Boston last June. The IFAMR Editorial Board and Symposium organizers work closely together to provide rigorous blind peer-review for full manuscripts submitted to the conference. The review gives scholars greater value as they receive high quality and timely feedback on their manuscripts, and authors can see their articles in print in less than six months. The Symposium benefits as more completed works appear at the conference that have received prior outside critique. This provides a win-win for all. Award winners are acknowledged in an awards ceremony during the annual meeting and receive a handsome gift and a plaque (overall winner) or certificate.

2010 Symposium Best Paper Award Winners

Trade Liberalizing Impacts of NAFTA in Sugar: Global Implications

Ronald D. Knutson, Patrick Westhoff, and Pablo Sherwell

Communication Award

Brand Information Mitigating Negative Shocks on Animal Welfare: Is It More Effective to "Distract" Consumers or Make Them Aware?

Domenico Dentoni, Glynn T. Tonsor, Roger Calantone, and H. Christopher Peterson

Innovation Award

Hedonic Analysis of Sustainable Food Products *Thasanee Satimanon and*

Dave D. Weatherspoon

Conference Theme Award-Navigating the Global Food System in a New Era

Second, the IFAMR is now Open Access! The IFAMA Board of Directors now makes the journal immediately available upon publication to everyone with an internet connection. In the past, the last eight issues of the IFAMR were only distributed to members and fee-paying libraries. Now scholars' works will be much more immediately and broadly disseminated. Download and citations are dramatically increasing, and as a result the IFAMR and individual article impact will rise in the Social Science Index, Google Scholar, and Scopus. Open Access is already producing positive results. There were over 7,000 articles downloaded in September; exciting news for our authors.

Historically we distributed the IFAMR to 700 scholars and practitioners. We have worked hard over the last year to build a large international database. We mailed this issue to over 11,000 actual food and agribusiness scholars and practitioners world-wide. We think this too will give our scholars significantly more impact. We are so pleased to bring such value to our authors.

Enjoy the issue.

Peter Goldsmith, Executive Editor, IFAMR

P.S. Are you interested in becoming a Managing Editor for the IFAMR? Contact me at IFAMR@ifama.org. The journal is expanding rapidly and we need help!!

RESEARCH

Trade Liberalizing Impacts of NAFTA in Sugar: Global Implications

Ronald D. Knutson, Patrick Westhoff, and Pablo Sherwell

Best Paper Award - Communication

Brand Information Mitigating Negative Shocks on Animal Welfare: Is It More Effective to “Distract” Consumers or Make Them Aware?

Domenico Dentoni, Glynn T. Tonsor, Roger Calantone, and H. Christopher Peterson

Best Paper Award - Innovation

[Click here for author’s intro video](#)

Hedonic Analysis of Sustainable Food Products

Thasanee Satimanon and Dave D. Weatherspoon

Best Paper Award - Conference Theme: Navigating the Global Food System in a New Era

Risk - An Opportunity or Threat for Entrepreneurial Farmers in the Global Food Market?

Nicola Mary Shadbolt, Femi Olubode-Awasola, David Gray, and Elizabeth Dooley ***Finalist, Best Paper Award, XX IFAMA Symposium, June 2010***

Consumer Preferences for Imported Kona Coffee in South India: A Latent Class Analysis

Jyotsna Krishnakumar and Catherine Chan-Halbrendt

Best Paper Finalist

Global Food Production under Alternative Scenarios

Ellen Huan-Niemi, Janne Niemi, and Jyrki Niemi ***Best Paper Finalist***

[Click here for author’s intro video](#)

Ethanol Marketing and Input Procurement Practices of U.S. Ethanol

Producers: 2008 Survey Results *Timothy J. Schmidgall, Kerry W. Tudor, Aslihan D. Spaulding and J. Randy Winter*

Spaulding and J. Randy Winter

[Click here for author’s intro video](#)

CASE STUDIES

A Guatemalan Soycow Cooperative: Is the Whole Greater than the Sum of its Parts? **Teaching Notes Available on Request*

Meredith Blumthal, Eric T. Micheels, Nicholas D. Paulson, and Rhett C. Farrell

Best Paper Finalist

[Click here for author’s intro video](#)

UNICA: Challenges to Deliver Sustainability in the Brazilian Sugarcane Industry **Teaching Notes Available on Request*

Fabio R. Chaddad; Video Introduction by Marcos Jank, CEO UNICA

[Click here for author’s intro video](#)

Bánffi Soda Limited Partnership **Teaching Notes Available on Request*

Imola Kisérdi-Palló and Gregory A. Baker

[Click here for author's intro video](#)

EXECUTIVE INTERVIEW

Reconfiguring Supply Schemes in the Cocoa Value Chain: Organic Chocolate from Honduras for the Swiss Market

An Executive Interview with Anton von Weissenfluh, CEO, Chocolats Halba, Switzerland

By Ingrid Fromm