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EDITOR'S NOTE

Dear Readers,

As the leading international journal in agribusiness, this issue features articles representing five continents including seven research manuscripts and a great teaching case study from Australia.

We have three wonderful industry commentaries from McLaughlin et al. and Alltech (Ireland), Gustavo Grobocopatel of Los Grobo (Argentina), and Marcos Fava Neves from Markestat (Brazil). Let me first draw attention to the Alltech commentary. The authors let us peer into the thinking of a remarkable group called The Alltech Presidents Club, who recently met in Shanghai for an open exchange and debate on leadership issues. The commentary reflects the group's thinking about the development of the Chinese branded food market.

In the second Industry Commentary, Gustavo Grobocopatel tackles the sustainability issue from an interesting perspective. His thoughts provide a nice introduction to the IFAMR's next special issue, due out December 2012, focused on "*Managing Wicked Problems in Agribusiness: The Role of Multi-Stakeholder Engagement in Value Creation.*" These are managerial challenges that have to be addressed, and occupy large amounts of time and resources, but are not necessarily solvable. How firms comply with stakeholder expectations about sustainability, animal welfare, transgenic organisms, greenhouse gas emissions, and land use are examples of *wicked problems* facing the modern agribusiness manager. Be on the lookout for the "*Managing Wicked Problems in Agribusiness,*" edited by Domenico Dentoni, Brent Ross, and Otto Hospes.

Happy reading.

Peter Goldsmith, Executive Editor, IFAMR