



International Food and Agribusiness Management Review
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EDITOR'S NOTE

Dear Readers,

As we begin 2014 with our first issue of the year, I want to draw readers' attention to a very simple mission we initiated six years ago: to elevate the impact of the sub discipline of food and agribusiness management.

First a disclaimer, we have much more to do. But let me review the actions we have put in place to give our authors voice and translate that voice into impact. First, we now publish double the number of articles while simultaneously halving our acceptance rate.

Second, we have in the last few years worked with scholars and now publish about two special issues a year. Special issues provide a platform for scholar editors to advance an important theme. In 2014, we will see editors from the USDA's Economic Research Service (ERS) publish a vitally important issue on the role of management on the obesity epidemic. Editors, Mary Shelman from the Harvard Business School, Aidan Connolly, Vice President of Alltech, and Mandla Nkomo, from TechnoServe will publish a fascinating issue on African food and agribusiness case studies. This issue is unique in its focus on African private sector entrepreneurs. Two new special issues are in the works for 2015.

Third, our downloaded articles have been rising at a 40% per year clip, and now top 22,000 articles a month. When we began, the number was in the hundreds. This resulted from going open access and by making a concerted effort to have numerous organizations catalogue our journal.

Fourth, we now have impact factors from Thompson Reuters (U.S.), Scopus (Europe), and are highly ranked in Brazil.

Fifth, we now welcome sponsorship and advertising. These steps allow organizations to directly buy in to the journal, link us to their efforts, and provide the IFAMR with capital for growth.

Sixth, we have dramatically increased our global email list to over 10,000 food and agribusiness scholars, managers, and policymakers who now receive E-reader copies of every issue in their mailbox.

Finally, we offer the opportunity for authors to produce executive videos that we place on our YouTube channel. Not only is there often interest by our readership to watch a video on a subject matter, but YouTube is owned by Google which provides synergy in terms of search. We have a library of 50+ videos. A video by Fritz Roka, Associate Professor in the Food and Resource Economics Department at the University of Florida has been downloaded over 19,000 times in the last year. Now that is impact!

What can you do to help us on our mission? Keep sending us articles. Instead of producing one article on a topic, edit a special issue and advance an idea with ten. Cite IFAMR articles in your publications. Link the IFAMR to your web page. Produce a two-minute video to accompany your article. Promote your program to our global mail list by advertising. Together we can build the sub discipline of Food and Agribusiness Management.

Enjoy the issue,

Peter Goldsmith, Executive Editor, IFAMR

