

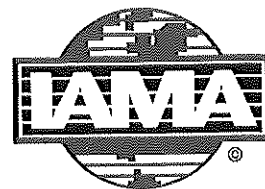
# **BUILDING TRUST IN THE AGRO-FOOD SYSTEM: Trade, Technology, and Competitiveness**



## **WORLD CONGRESS**

**JUNE 14-16, 1999**

**CENTRO INTERNAZIONALE CONGRESSI FIRENZE**





## **A TEAM EFFORT TO MAKE A GREAT CONGRESS**

*by Luiz Kaufmann, IAMA President, Brazil*



*Only the commitment and dedication of a group of competent individuals, working as a team, can make a World Congress successful.*

*John Nichols and Gian Paolo Cesaretti dedicated an incredible amount of their personal time, to lead the Planning Committee, a team of great professionals that organized the Congress.*

*Francesco Braga, Augusto Marinelli, Dennis Conley, and Gervasio Antonelli worked hard to assure that the Forum that precedes the Congress becomes better and more exciting every year.*

*William Gorman, IAMA's Executive Director, operated efficiently in all fronts, working with the Planning Committee, the Sponsorship Committee and together with Phillip Garrett and IAMA's staff, supervising all the complex logistics required to make the Congress happen.*

*Our sponsors, Associazione Industriali delle Carni (ASS.I.CA); ConAgra, Inc.; Regioni Italiane; Farmland Industries, Inc.; Conserve Italia; Regione Basilicata; Monsanto Company; Ministero per le Politiche Agricole; FATA Assicurazioni; Amministrazione Provincia di Firenze; Dow AgroSciences; Societa Italiana di Economia Agraria (SIDEA); Novartis Crop Protection AG; ISAD, Accademia dei Georgofili; Rabobank; Assessorato all'Agricoltura - ERSAC; Royal Ahold; ISMEA; DuPont Agricultural Enterprise; Regione Campania; Pioneer Hi-Bred International Inc.; and Farm Foundation supported the Congress from day one; their financial support created the conditions required to offer to all participants a great Congress.*

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*On behalf of IAMA, I would like to express our sincere appreciation for all of you that made this Congress happen, and extend our very special thanks to our Italian hosts.*

*IAMA welcomes the members of the International Policy Council (IPC) who are holding a plenary meeting in Florence concurrently with the IAMA World Food and Agribusiness Congress. The IPC, founded in 1987, is dedicated to developing and advocating policies that support an efficient and open global food and agricultural system. Its members meet twice annually to develop policy recommendations addressing the critical issues facing the world's agricultural system. Several of our Congress speakers are also members of the IPC: Aart de Zeeuw, Robert L. Thompson, Dean Kleckner, Rolf Moehler, Hiroshi Shiraiwa, Jiro Shiwaku. Their contributions and those of the IPC are greatly appreciated.*

## CONGRESS OPENING

12:15 - 1:45 p.m.

### OPENING LUNCHEON

Passi Perduti

Sponsored by:



### SESSIONS 1 AND 2

Sponsored by:



1:45 - 3:45 p.m.

### SESSION 1 - PLENARY

Sala Auditorium

#### *Strategies for Building Trust in the Global Agro-Food Industry: Ideas and Perspectives from Chief Executives*

The idea and issue of trust will be developed by the Moderator and a Roundtable of CEOs from the food and agribusiness sector. They will address the basic concepts and issues of trust, its relation to the rapidly changing trade and technological environment, and discuss strategic responses available to agro-food industry leaders.

**Moderator:** Luiz Kaufmann, President, IAMA, Brazil

**Speakers:** Jonathan F. Taylor, Chairman, Booker plc, United Kingdom  
Harold D. Cleberg, President and CEO, Farmland Industries, Inc., U.S.A.  
Hugh Grant, Co-President, Monsanto Company, U.S.A.

3:45 - 4:30 p.m.

### BREAK

Passi Perduti

4:30 - 6:00 p.m.

### SESSION 2 - PLENARY

Sala Auditorium

#### *Changing Europe: Sustaining Competitiveness in Food and Agribusiness*

**Moderator:** Gian Paolo Cesaretti, Professor, Istituto Universitario Navale and Commissioner, ISMEA, Italy

**Panelists:** Ray Allan Goldberg, Moffett Professor of Agriculture & Business Emeritus, Harvard Business School, U.S.A.  
Carlo Ronchi, Amministratore Delegato, Conserve Italia, Italy  
Michel de Rougemont, Head Region Western Europe, Novartis Crop Protection AG, Switzerland  
Joseph P. Sullivan, Member of the Board and Executive Committee, IMC, U.S.A.  
Wytze Adema, Member of the Executive Board, Cebeco Group, Netherlands  
Risto Volen, General Secretary, COPA-EU, Finland  
Frans van Blijsterveld, Senior Vice President, Rabobank International, Netherlands

ISMEA has conducted a study on the competitiveness of the European agro-food system in the global market "The European Agro-Food System and the Challenge of Global Competition". The presentation will be lead by Professor Goldberg. A panel of industry and government leaders will provide a reaction and interpretation. Particular emphasis is given to the important issues of European Union enlargement, the Euro, emerging WTO negotiations, and the Agenda 2000 of the CAP.

MONDAY

11:15 - 12:45 p.m.

**SESSION 4A - CONCURRENT**

**Sala Auditorium**

***Sanitary and Phytosanitary Standards: Are We Moving Toward Greater Harmony or Discord?***

**Moderator:** Alfons Louis Schmid, Vice President, Royal Ahold N.V., *Netherlands*

**Speakers:** Isi A. Siddiqui, Special Assistant for Trade, U.S. Department of Agriculture, *U.S.A.*  
Hiroschi Shiraiwa, Director and Senior Deputy General Manager, Mitsui & Co., Ltd - Osaka, *Japan*  
Claude Chereau, Conseiller du Premier Ministre, *France*  
Vincenzo Caporale, Director, Istituto Zooprofilattico, *Italy*

The development of the global agro-food system depends on a common understanding of the needs of the market-place and the processes of responding to those needs. Liberalization of the global trade environment is confounded by many subtle and different approaches to identifying consumer and national interests relating to product safety and health. The trade agenda has begun to address these issues. How successful have we been? What are the emerging issues? What are the technical and political constraints, and how does this affect competitive strategies and the development of trust in the global agro-food system? Is there a responsible position on which we all can agree? These issues will be addressed by a panel of industry and regulatory leaders.

11:15 - 12:45 p.m.

**SESSION 4B - CONCURRENT**

**Sala Onice**

***Opening Markets: Rules of Competition***

**Moderator:** Felix Cirio, Former Undersecretary of Agriculture, Cirio Agribusiness Consultants, *Argentina*

**Speakers:** Rolf Moehler, Former Deputy Director-General for Agriculture of the European Commission, *Belgium*  
Jiro Shiwaku, President, Agriculture and Livestock Industries Corporation, *Japan*  
Joseph O'Mara, President, O'Mara and Associates, *U.S.A.*

Competition is viewed differently under the policies of different national jurisdictions and philosophies. As borders disappear in terms of the flow of goods, services, and capital, the differences in domestic policies may become a more significant limitation to further liberalization of trade. How far can WTO negotiations move in opening markets? What does the current agricultural and emerging market crisis mean for the "Millennium" Round's prospects? A panel of distinguished speakers who have been involved in recent trade negotiations will address the problems, what needs to be done, and how to get it done.

11:15 - 12:45 p.m.

**SESSION 4C - CONCURRENT**

**Sala Verde**

***Trade and Food Security: Building Trust in Developing and Net Importing Countries***

**Moderator:** Robert L. Thompson, Sector Strategy and Policy Specialist, The World Bank, *U.S.A.*

**Speakers:** Eugenia V. Serova, Head of Agrarian Policy Division, Institute for Economy in Transition, *Russia*  
H.S. Dillon, Executive Director, Centre for Agricultural Policy Studies, *Indonesia*  
Elizabeth M. Farina, Professor, Universidade de São Paulo, *Brazil*

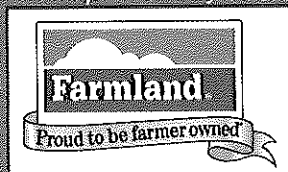
Developing and net-importing countries are particularly vulnerable in a rapidly changing global food system. If these countries are to be successful in transforming their economies, and food and agricultural sectors, they must depend upon assurances of access to markets and food supplies from the rest of the world. A panel of presenters will discuss the interests at stake, policy approaches to develop and assure access and food security, the role of domestic infrastructure, and what is needed from the private food and agribusiness sector.

1:00 - 2:30 p.m.

**LUNCHEON**

**Passi Perduti**

*Sponsored by:*



**TUESDAY**

4:45 - 6:15 p.m.

**SESSION 6B - CONCURRENT**

**Sala Verde**

*Building Strategies Based on Trust: Research and Experience*

**Moderator:** Decio Zylbersztajn, Associate Professor, Universidade de São Paulo, *Brazil*

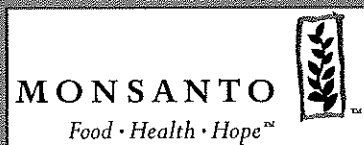
**Speakers:** Michael L. Cook, Robert D. Partridge Chair, University of Missouri - Columbia, *U.S.A.*  
William Schroder, Professor, Monash University, *Australia*  
Alfons Louis Schmid, Vice President, Royal Ahold N.V., *Netherlands*  
Andrew S. Starbird, Director, Food & Agribusiness Institute, Santa Clara University, *U.S.A.*

This session is organized as a Roundtable focusing on theory and research findings in the area of management strategies and trust in the food and agribusiness sector. Leading researchers will present brief opening comments and insights from the literature and their experience, focusing on applications to decisions in the private and public sector. What have we learned that will better guide producers, managers, boards of directors and policy makers as they develop and implement strategies? What are the questions that are resolved and what are those that are still very much open? The moderator will guide the discussion and reaction among the research panelists, a management perspective and the audience.

## WEDNESDAY, JUNE 15

**SESSIONS 7, 8A, 8B, 8C, 9, 10, 11, & LUNCH**

*Sponsored by:*



9:00 - 10:30 a.m.

**SESSION 7 - PLENARY**

**Sala Auditorium**

*Managing Technology to Create Competitive Advantage and Trust: Strategies and Implications*

**Moderator:** Frans van Bijsterveld, Senior Vice President, Rabobank International, *Netherlands*

**Speakers:** Harry Jongeneelen, Vice President of Technology, Unilever NV, *Netherlands*  
Geoff Spriegel, Technical Director, Sainsbury's Supermarkets Ltd., *United Kingdom*  
A. Charles Fischer, President and CEO, Dow AgroSciences, *U.S.A.*

Industries are developing and implementing technologies in the agro-food industry in order to create a competitive advantage. This plenary session will focus on the efforts of industry leaders to create and protect a competitive advantage on a technology platform, with a short-term as well as a long-term perspective. Presentations by industry leaders regarding the leading edge of technology and its relationships to competitive advantage and trust will include perspectives from retail, processing, and production inputs.

10:30 - 11:00 a.m.

**BREAK**

**Passi Perduti**

**WEDNESDAY**

**2:15 - 4:45 p.m.**

**SESSION 9 - PLENARY**

**Sala Auditorium**

***Building Consumer Trust in the Food System***

**Moderator:** Klaus Lampe, Retired, International Rice Institute, *Germany*

**Speakers:** Allan Noddle, Member, Corporate Executive Board, Royal Ahold N.V., *Netherlands*  
Wolfgang Samo, Member, Executive Committee and Division Head, Novartis Crop Protection AG,  
*Switzerland*

**Panelists:** Andrew Benson, Director of International Outreach, International Food Information Council, *U.S.A.*  
Diane McCrea, Representative, Consumer International, *United Kingdom*  
Euros W. Jones, Secretary General, European Council of Young Farmers, *Belgium*  
Willem-Jan Laan, Agricultural Economic Advisor, Unilever, *Netherlands*

Traceability, accountability, and labeling are key issues in building consumer responsive supply chains. Food crises have seriously challenged consumer confidence in our food provision systems. Consumer needs and the demand for the greater protection of society will be highlighted in this topical session focusing on responsibilities of the stakeholders across the entire system; approaches to quality assurance; public information, and effective regulation. Notable contributors from industry and government will identify the consumer concerns, and put forward government and industry responsibilities and approaches. These experts will define the problems we face and the issues of responsibility and accountability towards building consumer trust.

**4:45 - 5:00 p.m.**

**SESSION 10 - PLENARY**

**Sala Auditorium**

***Food, Agriculture, and Agribusiness: Addressing the Challenges***

**Perspective:** Ray Allan Goldberg, Moffett Professor of Agriculture & Business Emeritus, Harvard Business School, *U.S.A.*

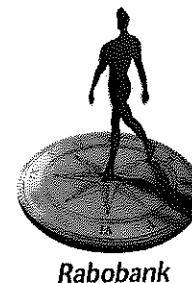
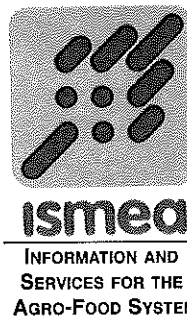
What are the lessons which can be distilled from the preceding debate? And, how do they relate to the entire Congress proceedings? What actions are we, as professionals in the global agro-food system, challenged to undertake in the next year? In the next decade? Professor Goldberg will provide a wrap up synthesis, setting the stage for a more focused response by all stakeholders in the food industry chain.

*See reverse side for details on the Presentation of the Mediterranean Diet and Presidential Banquet.*

**WEDNESDAY**

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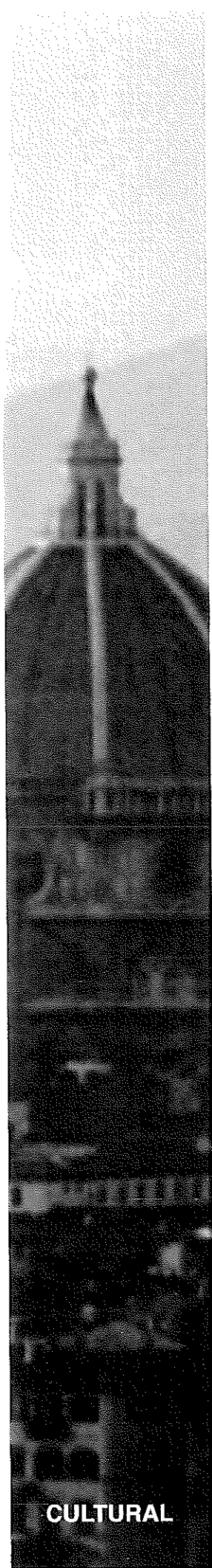
## Grazie



Accademia dei Georgofili

## Farm Foundation

International Food and Agribusiness Management Association  
Department of Agricultural Economics, Texas A&M University, College Station, Texas 77843-2124, U.S.A.  
Tel: 1-409-845-2118 ■ Fax: 1-409-862-1487 ■ E-mail: [iama@tamu.edu](mailto:iama@tamu.edu) ■ <http://www.ifama.org>



**Tuesday, June 15**

**TOUR E**

**2:30 - 5:30 p.m.**

***Cappelle Brancacci, Antico Setificio, and Oltrarno***

Visiting the Cappella Brancacci is a unique experience. The frescos by Masaccio are so powerful and so brilliant that they become alive in the celebration of the beginning of the Renaissance. The chapel is in the Santa Maria del Carmine church, and the superbly restored frescos celebrate the life of St. Peter. The Antico Setificio Fiorentino has become an important reference for architects and designers world-wide, who visit it in order to look for the unique solutions made possible by the superior professionalism of the local master artisans. The ancient techniques used more than 200 years ago to work with silk will fascinate today's visitors. A showroom gathers many examples of current uses of silk, from elegant clothes and accessories, to wall covers and embroidery. Oltrarno (literally: on the other side of the river Arno) offers many interesting antique stores and small artisan workshops specializing in restoration of furniture, pictures, rugs, tapestries, and crystal. Important antique dealers are also found on the ground floor of important palaces displaying gorgeous priceless pieces. The price for this tour is US \$35.00. Check in for the tour will begin at 2:15 p.m. at the Centro Internazionale Congressi Firenze and will depart at 2:30 p.m. and return at 5:30 p.m.

**Wednesday, June 16**

**TOUR F**

**9:30 a.m. - 12:30 p.m.**

***Palazzo Pitti, Museo degli Argenti e Galleria del Costume***

The palace was built by Brunelleschi in 1457 for a banker, Luca Pitti. It had to be bigger and better than the Medici Palace, and indeed the Medici took it over in 1550 and the palace remained as the residence of the rulers of Florence. The "royal residence" is grand and opulent and houses superb paintings and other antiques. The most beautiful pieces can be found in the Museo degli Argenti, the silver museum which gathers pieces from many important families, as well as ancient vases from the Roman and Byzantine eras, once belonging to Lorenzo il Magnifico. The Museo del Costume (Costume and Modern Art Museum) displays the history of clothing over many centuries. The price for this tour is US \$35.00. Check in for the tour will begin at 9:15 a.m. at the Centro Internazionale Congressi Firenze and will depart at 9:30 a.m. and return at 12:30 p.m.

## **POST CONGRESS TOURS**

**Thursday, June 17**

**TOUR G1**

**9:00 a.m. - 6:00 p.m.**

***Corso di Cucina in a Tuscan Farm***

The secrets of Tuscan culinary traditions will be revealed in this fun-intensive, hands-on, kitchen-to-mouth, unique practicum. You will enjoy yourself and your friends in this unusual, informal, and fun-filled atmosphere. You will also learn, but mostly you will enjoy this experience. Lunch will be served within the farm where the course is held. The price for this full day tour is US \$90.00. Check in for the tour will begin at 8:45 a.m. at the Hotel Baglioni and will depart at 9:00 a.m. and will return to the Hotel Baglioni at 6:00 p.m.

**Thursday, June 17**

**TOUR G2**

**10:00 a.m. - 11:00 p.m.**

***Valdorca e Montalcino. The Land of Brunello.***

Participants will travel the back roads of one of the most fascinating parts of Tuscany, between Florence and Siena visiting ancient small villages with fascinating buildings. While visiting local wineries, you will discover the most famous wines in the world. The lunch will be in a typical restaurant, before departing to Montalcino. Before returning to Florence, participants will have a delightful dinner in the typical restaurant of one of the most famous local wineries. The price for this full day tour is US \$125.00. Visits, lunch, dinner, and private bus transportation are included. Check in for the tour will begin at 9:45 a.m. at the Hotel Baglioni and will depart at 10:00 a.m. and will return to the Hotel Baglioni at 11:00 p.m.



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9:00 - 10:30 a.m.

**SESSION A4 - CONCURRENT**

**Sala Verde**

***Agribusiness Cooperatives (I)***

- "Competitive Analysis of Horticultural Cooperatives and Re-engineering Perspectives" Gian Luca Bagnara, Consultant of Agribusiness and Economics of Territory, *Italy*
- "Reference Processes for the Agricultural Commodity Trade and Consequences of Process Management Co-operation" Ralf Helbig, University of Bonn, *Germany*
- "Cooperative Restructuring in a Global Environment: Building up Farmer-Cooperative Commitment through Changing Reward and Governance Structures" Harry J. Bremmers and Peter J.P. Zuurbier, Wageningen Agricultural University, *Netherlands*
- "Evaluation of the Factors Influencing Mergers and Acquisitions of Agricultural Cooperatives" Cary W. Herndon, Charlie S. Forrest, and Juan C. Batista, Mississippi State University, *U.S.A.*

9:00 - 10:30 a.m.

**SESSION A5 - CONCURRENT**

**Belvedere**

***Strategic Management (I)***

- "Building up Trusting Research Strategy between Public and Private Institutions: The Case of Soybean Meal in Argentina" Julio A. Penna, Instituto Nacional de Tecnología Agropecuaria and Catholic University, *Argentina*
- "The Changing Nature of Information Systems for Economic Development in Rural Ontario: Strategic Partnering Between Local Agencies and Businesses" Alessandro Alasia and Francesco Braga, University of Guelph, *Canada*
- "Strategic Positioning in Response to Major Structural Changes in the Food and Agribusiness Industries" Michael D. Boehlje, Jay T. Akridge, and W. David Downey, Purdue University, *U.S.A.*; Kenneth F. Harling, Wilfrid Laurier University, *Canada*; Mark A. Darroch, University of Natal, *Republic of South Africa*
- "Agribusiness-Government Interface: A Business Strategy Perspective" William Schroder and Felix Mavondo, Monash University, *Australia*

9:00 - 10:30 a.m.

**SESSION A6 - CONCURRENT**

**Room 11**

***Focus on the Consumer***

- "'Catching' Consumers on Consumer Images and Trust in the Food Market" H.J.M. Hansman and J.C. Dagevos, Agricultural Economics Research Institute, *Netherlands*
- "Trust, Loyalty, and Food Retailers: The Consumer Perspective" Michelle A. Morganosky, University of Illinois, *U.S.A.*; Brenda J. Cude, The University of Georgia, *U.S.A.*
- "A Multinomial Logit Model of Retail Outlet Selection for Beef" Sara Medina and Ronald W. Ward, University of Florida, *U.S.A.*
- "Hedonic Price Analysis and Its Application to Package Design: Packaged Cooked Rice in Japan" Tamotsu Kawamura, Iwate University, *Japan*

10:30 - 11:15 a.m.

**BREAK**

**Passi Perduti**

11:15 - 12:45 p.m.

**SESSION B1 - CONCURRENT**

**Room 4**

***Economic Analysis of Agribusiness Issues (II)***

- "Public Regulation as a Substitute for Trust in Quality Food Markets. What if the Trust Substitute Cannot be Fully Trusted?" Giovanni Anania and Rosanna Rosanna Nisticò, Università della Calabria, *Italy*
- "The Social Capital Foundations of Trust in Global Agri-Food System Transactions" Chris Peterson, Lindon Robinson, and Marcelo Siles, Michigan State University, *U.S.A.*
- "A Non-Naïve Explanation of Trust: Avoiding Mistaken Decisions for Agribusiness Chain Management" Decio Zylbersztajn, Universidade de São Paulo, *Brazil*; Peter Zuurbier, Wageningen Agricultural University, *Netherlands*

11:15 - 12:45 p.m.

**SESSION B6 - CONCURRENT**

**Room 11**

*Strategic Management (I)*

"Strategic Management within the Food System" Kenneth F. Harling, Wilfrid Laurier University, *Canada*

"Agents of Trust: Dutch and British Business Associations in Networks of Agri-Food Firms" Martijn F.L. Rademakers, Erasmus University Rotterdam, *Netherlands*

"Supplier-Retailer Cooperation Strategies in a Global Market: Lessons from Ben and Jerry's 1998 Entry into the Japan Market" James M. Hagen, Cornell University, *U.S.A.*

"Vertical Relationships and Forms of Cooperation In The Food Supply Chains: Is a Non-Zero Sum Game Possible?" Giovanni Galizzi and Luciano Venturini, Università Cattolica del Sacro Cuore, *Italy*

11:15 - 12:45 p.m.

**SESSION B7 - CONCURRENT**

**Room 9**

*Issues in International Agribusiness*

"Building Trust in Central American Agribusiness" John C. Ickis, INCAE, *Costa Rica*; Esteban R. Brenes, Government of Costa Rica, *Costa Rica*

"Food Aid Management: International Challenge to Food Security and Global Development" Bernardo Pacheco De Carvalho, University of Lisbon, *Portugal*

"Agribusiness in India: Profile, Problems, and Prospects" Harbhajan S. Kehal, *Australia*; A.R. Talwar, Punjab Agro-Industries Corporation, *India*

"How Foreign Direct Investment has Stimulated Growth in the Central and Eastern European Agri-Food Sectors: Vertical Contracting and the Role of Private Enforcement Capital" Hamish R. Gow, Katholieke Universiteit Leuven, *Belgium*; Johan F.M. Swinnen, European Commission and Katholieke Universiteit Leuven, *Belgium*

1:00 - 2:30 p.m.

**LUNCH**

**Passi Perduti**

2:30 - 4:00 p.m.

**SESSION C1 - CONCURRENT**

**Room 4**

*Economic Analysis of Agribusiness Issues (III)*

"Impact of R&D on the Development of New Dairy Products in the European Markets (1989-1999)" Jean-Louis Floriot, Institut de Gestion Internationale Agro-Alimentaire, *France*

"Agrifood and Tourism: Consumption Behaviour and Intersectoral-Interregional Economic Impacts. The Case of Italy" Mara Manente, CISET, University of Venice, *Italy*

"International Wheat Price Transmission and CAP Reform" Stanley R. Thompson, The Ohio State University, *U.S.A.*; Martin T. Bohl, Justus-Liebig-University of Giessen, *Germany*

"The Economics of Building Trust in Business Relationships: Implications for the Agri-Food Sector in Canada" Rakhal Sarker, University of Guelph, *Canada*; Danny LeRoy, University of Lethbridge, *Canada*

2:30 - 4:00 p.m.

**SESSION C2 - CONCURRENT**

**Room 5**

*Developments in Agribusiness Training (III)*

"Agribusiness Trade Education Tools for the New Millennium: Linking EU-US University Experiences through the "Attacking Global Barriers" Initiative for the New Millennium" Richard Baines, Jonathan C. Turner, and W. Paul Davies, Royal Agricultural College, *U.K.*; Eric P. Thor, Arizona State University-East, *U.S.A.*

"INSFA, an Educational Program Built as a B-to-B Product" Jean E. Cordier, Ecole Nationale Supérieure Agronomique (ENSAR-INSFA), *France*; Claude Masson, INSFA, *France*

"Training Policies and Demand for Training in Small and Medium Italian Food Companies" Claudia Lanciotti and Daniele Rama, Catholic University, *Italy*

"MBA in Agribusiness: A Strategic Alliance Across Colleges" Dennis M. Conley, University of Nebraska - Lincoln, *U.S.A.*

**2:30 - 4:00 p.m.**

**SESSION C7 - CONCURRENT**

**Room 9**

***Agribusiness Chain Analysis (I)***

- "Government Regulation and Business Strategies in the Brazilian Fresh Fruit and Vegetable Market" Elizabeth Farina, Eduardo Luiz Machado, and Carolina Kalil, Universidade de São Paulo, *Brazil*
- "Vertical Network Alliances within the Global Food System with Emphasis on the Role of Trust" Thomas L. Sporleder, The Ohio State University, *U.S.A.*
- "Trust and Supply Chain Relationships: A South African Case Study" Norma Tregurtha and N. Vink, University of Stellenbosch, *Matieland, South Africa*
- "Building Upward and Downward Trust: Does the Local Dimension Matter in the Strategies of the Food Industries?" Marcello de Rosa and Vincenzo Merenna, University of Cassino, *Italy*

**4:00 - 4:45 p.m.**

**BREAK**

**Passi Perduti**

**4:45 - 6:15 p.m.**

**SESSION D1 - CONCURRENT**

**Room 4**

***Asian Agribusiness***

- "Japan's Large Scale Retail Store Law: A Cause of Concern for Food Exporters?" Paul C. Riethmuller and Joseph C.H. Chai, University of Queensland, *Australia*
- "A Study on Changes in the Demand for Sugar and the Sugar Industry in Japan" Toshihisa Kanayama, Eduardo Caldas, and Manabu Sawada, Obihiro University of Agriculture and Veterinary Medicine, *Japan*; Tokihisa Doi, Iwate Prefectural University, *Japan*
- "Comparative Performance of Western Food Processors in China's Market" Joseph C.H. Chai and Paul C. Riethmuller, University of Queensland, *Australia*
- "Assessment of Trade and Foreign Direct Investment Management Strategies on Competitiveness of U.S. Agro-Food Firms in Asian Markets" Mary A. Marchant and Sayed Saghaian, University of Kentucky, *U.S.A.*

**4:45 - 6:15 p.m.**

**SESSION D2 - CONCURRENT**

**Sala Verde**

***Developments in Agribusiness Training (IV)***

- "SMEA Case" Michael L. Cook, University of Missouri - Columbia, *U.S.A.*; Francesco Braga, University of Guelph, *Canada*

**4:45 - 6:15 p.m.**

**SESSION D3 - CONCURRENT**

**Room 5**

***Trust, Standards, and Regulations (II)***

- "Assessing Consumer Response to Mandated Market Changes: The Case of Nutritional Labeling and Education Act" Rodolfo M. Nayga, Texas A&M University, *U.S.A.*
- "The Role of Institutional Change in Industrialization Process: The Case of Grades and Standards in the UK-US-Michigan Dry Bean Agrifood System" Patricia Aust Sterns and Thomas Reardon, Michigan State University, *U.S.A.*
- "Integrated Farming Systems, Trust and Competitive Advantage" Harry W.J. Donkers, DLO-Institute for Agriculture and Environmental Engineering, *Netherlands*

**4:45 - 6:15 p.m.**

**SESSION D4 - CONCURRENT**

**Belvedere**

***Sector Study (IV)***

- "Perspectives of the Application of Biotechnology on the Brazilian Agroindustrial System: The Case of Round-up Ready Soya" Decio Zylbersztajn, Cláudio A. Pinheiro Machado Filho, and Sérgio Giovanetti Lazzarini, Universidade de São Paulo, *Brazil*
- "Changes in the Institutional Environment and Competitiveness: A Comparative Analysis of Corn and Soy Production in Brazil and Argentina" Eduardo Leão de Sousa, Maria Sylvia Macchione Saes, and Rubens Nunes, Universidade de São Paulo, *Brazil*
- "Changing the Culture: Developing a Model for Enhancing Agribusiness Marketing Skills" Grant Vinning, Asian Markets Research, *Australia*; Denis McEvoy, Queensland Department of Primary Industries, *Australia*; Les Brown, University of Southern Queensland, *Australia*
- "A Virtual Agribusiness Community Built on Trust and Collaboration: An Introduction to eAgriBiz Knowledge Base" James Carriger and R.J. Davis, Davis-Carriger Group, *U.S.A.*

**SUNDAY**

**Thursday, June 17**

**TOUR G3**

**10:00 a.m. - 6:00 p.m.**

***Rufina e Pomino. The Land of Chianti and Oil***

This trip promises an interesting mix of ancient colors, fascinating cultural visits, and typical agribusiness excellency. The enjoyment of the splendid romantic architecture, sculpture, and picture will be simply stunning. The most exclusive "aziende" will open their doors to allow you to visit traditional wine and oil production facilities, using modern technologies in very interesting buildings. Lunch will be in a prominent "azienda" and will feature local products and cooking tradition. The price for this full day tour is US \$100.00. Visits, lunch, dinner, and private bus transportation are included. Check in for the tour will begin at 9:45 a.m. at the Hotel Baglioni and will depart at 10:00 a.m. and will return to the Hotel Baglioni at 6:00 p.m.

**Friday, June 18**

**TOUR H1**

**9:00 a.m. - 6:00 p.m.**

***Siena e San Gimignano***

Siena is a unique and modern city in a medieval ambiance. The group will visit the Piazza del Campo, where the Palio is run in July and August; the magnificent Duomo, built between 1136 and 1382; and the Accademia Chigiana, a special place for the music lovers. Lunch will be in Siena in a typical restaurant. The group will then reach San Gimignano, famous for its medieval towers and narrow roads. The price for this full day tour is US \$90.00. Check in for the tour will begin at 8:45 a.m. at the Hotel Baglioni and will depart at 9:00 a.m. and will return to the Hotel Baglioni at 6:00 p.m.

**Friday, June 18**

**TOUR H2**

**9:00 a.m. - 6:00 p.m.**

***Vinci and the Medici Villas***

The Medici cultural imprint is fascinating still today, and it is possible to admire and appreciate this by visiting their country villas. The first villa the participants will visit is in Cerreto Guidi, perhaps less well known but certainly very interesting. Next, the tour will stop in Vinci, where you will meet the genius of Leonardo. A truly unique experience, participants will visit the Leonardo Museum and approach Leonardo's discoveries through his models and machines. After the Leonardo Museum, the group will visit a local winery and will have the opportunity to taste samples of local wines. Lunch will be in Artimino, another of the Ville Medicee, where you will taste the flavors of typical Tuscan cooking. Later in the afternoon, the group will visit the Villa in Poggio a Caiano and its magnificent gardens. The price for this full day tour is US \$100.00. Visits, lunch, and private bus transportation are included. Check in for the tour will begin at 9:45 a.m. at the Hotel Baglioni and will depart at 10:00 a.m. and will return to the Hotel Baglioni at 6:00 p.m.

**Friday, June 18**

**TOUR H3**

**10:00 a.m. - 6:00 p.m.**

***Pisa e San Rossore***

This tour will first reach Pisa, an ancient Repubblica Marinara and home of Galileo Galilei and his famous scientific research. The visit will begin with the 1000 year old Campo dei Miracoli. Visits to the Duomo, the Battistero, the Campo Santo and of course the Torre (possibly the most famous bell tower in the world) will also be included. After a typical lunch, participants will travel to the San Rossore Natural Park, a green oasis famous for its magnificent nature and visit a winery and have the opportunity to taste the local wines. The price for this full day tour is US \$100.00. Visits, lunch, and private bus transportation are included. Check in for the tour will begin at 9:45 a.m. at the Hotel Baglioni and will depart at 10:00 a.m. and will return to the Hotel Baglioni at 6:00 p.m.