2001 World Food & Agribusiness Symposium
Hilton Hotel
June 27, 2001
Sydney, Australia

8:00 - 8:15 AM
Symposium Opening
Ballroom B
Chair: Ellen Goddard, University of Alberta, Canada

8:15 - 8:20 AM
Intermission

IPC Open Seminar – Ballroom B
Moving Towards a Broader Negotiation in the WTO

As mandated by the Uruguay Round Agreement, the WTO began talks in agriculture and services in 1999 in anticipation of a comprehensive, sector-wide negotiation. However, there are obstacles to launching a broader negotiation that is based on the format of previous trade rounds. The IPC seminar will explore possible strategies for moving from the mandated negotiations towards a comprehensive outcome as soon as possible. In addition, the IPC will consider key national positions and important issues having an impact on the talks.

About IPC...
Founded in 1987, the International Policy Council on Agriculture, Food and Trade (IPC) is an independent group of 35 leaders and experts in food and agriculture from 20 developed and developing countries. The IPC is dedicated to developing and advocating policies that support an efficient and open global food and agricultural system – one that promotes the production and distribution of food supplies adequate to meet the needs of the world’s growing population, while supporting sound environmental standards. The Council meets twice annually to develop policy recommendations, which it then conveys to policy makers through personal contacts, a variety of papers and studies.

8:20 - 8:30 AM
Welcome and Introduction

Bob Thompson - IPC Chairman and Director of Rural Development, The World Bank, U.S.A.

W. Murray Rogers - Former Executive Chairman, Kellogg Pty. Ltd., Australia

8:30 - 9:30 AM
Session 1: Positions of the Major Players
This session will review the positions of key players in the WTO talks.

Rolf Moehler - Former Deputy Director General, European Commission, DG VI, Germany

Mitch Hooke - Executive Director, Australian Food & Grocery Council, Australia

Dean Kleckner - Past President, American Farm Bureau Federation, U.S.A.

9:30 - 10:00 AM
Morning Tea / Coffee

10:00 - 11:00 AM
Session 2: Important Issues Bearing on the Negotiations
This session will address issues affecting the talks, such as reform of domestic supports, biotechnology and the developing world concerns.

Bob Thompson - Director of Rural Development, The World Bank, U.S.A.

Bernard Auxenfans - CEO, FOL Networks Ltd.; Past COO, Monsanto Global Agricultural Company and Past Chairman, Monsanto Europa S.A., France

Ajay Taulananda - Vice Chairman, Charoen Pokphand Group; Executive Chairman of TelecomAsia Corporation, Public Company Limited, Thailand

11:15-12:15 PM
Session 3: Alternative Approaches to Broadening the Agenda

The session will examine three different approaches (conventional, parallel and incremental) to moving the WTO talks towards a comprehensive agenda.

Jim Starkey - Vice President, Universal Corporation; Senior Vice President, Universal Leaf Tobacco Company, U.S.A.

12:30 - 1:30 PM
Lunch

8:30 AM - 9:30 AM
Session A1
Parsley Bay
Agribusiness Curriculum

Agribusiness Research and Education as a Tool in International Development: Case Studies From Albania and Uganda. Cary W. Herndon and Joy Odom, Mississippi State University, U.S.A.

Competency-based curriculum development, Experiences in Agri Chain Management in the Netherlands and in China. Hendrik Kupper, Larenstein, University of Professional Education, Netherlands

8:30 AM - 9:30 AM
Session A2
Sydney Cove
E-Agribusiness

Using Information Technology to Enhance Communications among Agribusiness Organizations. Wen-Chi Huang, National PingTung University of Science & Technology, Taiwan; Jeun-Sheng Lin, National Ping Tung Institute of Commerce, Taiwan

What is Unique About E-Agribusiness? Neal H. Hocker, Julia Heilig, and Stan Ernst, The Ohio State University, U.S.A.

8:30 AM - 9:30 AM
Session A3
Farm Cove
Agribusiness Organization

Competing at the “Cutting Edge”: Opportunities for Agribusiness Partnerships and Co-operation in the Southern African Region. Johan C.J. van Roonen, Agricultural Business Chamber and Univ. of Pretoria, South Africa; Dirk Estabrook, Ag Business Chamber & Ag Research Council, South Africa; Ockert Doyen, University of Pretoria, South Africa

Efficiency of Private Interests Associations on Brazilian Agribusiness. André Meloni Nassar and Decio Zylbersztajn, Universidade de São Paulo, Brazil

8:30 AM - 9:30 AM
Session A4
Ballroom A
Discussion Session – The Comparative Teaching of Courses on Futures and Options Markets.

Panelists: Dennis M. Conley, University of Nebraska - Lincoln, U.S.A.; Donald Larson, The Ohio State University, U.S.A.

9:30 - 10:00 AM
Level 9
Morning Tea / Coffee

10:00 AM - 11:00 AM
Session B1
Parsley Bay
Impact of Information on Food Choice

Brand Versus Generic Advertising in the Australian Fluid Milk Market. Ellen Goddard, University of Alberta, Canada; Garry Griffith, NSW Agriculture, Australia; Roly Piggott, University of New England, Australia

Health Media Information: How important is it to dairy product use by females? Stan Thompson, Shu-Ling Chen, and Cameron Thran, The Ohio State University, U.S.A.

10:00 AM - 11:00 AM
Session B2
Sydney Cove
Using IT in Agribusiness


Vertical and Horizontal Information Portals: Cooperation Models for Sector and Chain Information Services. Gerhard W. Schiefer and Katja Kreuder, University of Bonn, Germany
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<td>Discussion Session</td>
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<td>- Co-operating to Compete -</td>
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<td>- The Case of “Cellars of Canterbury.” -</td>
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<td>Panelists:</td>
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<td>Hamish R. Gow, University of Illinois at Urbana-Champaign, U.S.A.; Neil Gow, Lincoln University, New Zealand; Michael Cook, University of Missouri - Columbia, U.S.A.; Chris Morkane, Morwath Wine, New Zealand; Brent Rawston, Rossemond Wines, New Zealand</td>
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<td>Supply Chain Management for Single Desk Sellers. William C. Bailey and Lidia Norina, Massey University, New Zealand</td>
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<td>Ballroom A</td>
<td>Supply Chains and Region Issues</td>
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<td>Processors' Perspectives on Product Quality and the Need for Closer Linkage to the Raw Material Supplier in the Apparel Wool Textile Industry. Scott C. Champion, University of Tasmania, Australia; Andrew Fearne, Imperial College, University of London, United Kingdom</td>
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<td>Regional Market Integration and MERCOSUR: Implications for Wheat Trade. Donald W. Larson, Stan Thompson, and Cristiano Donoso, The Ohio State University, U.S.A.</td>
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<td>Sources of Transaction costs in the South African Wine Supply Chain: Implications for Enhancing Chain Competitiveness. Norma L. Treguérta, Mohammad Karaan, Nick Vink, and Johanness Meissenheimer, University of Stellenbosch, South Africa</td>
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<td>Level 9 Lunch</td>
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<td>Session D1</td>
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<td>Consumer Attitudes</td>
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<td>If You Can't Trust the Farmer, Who Can You Trust? The Role of Certifying Organizations in Consumer Willingness to Pay for Organic Products. Ruby A. Ward and Lynn Hunnicutt, Utah State University, U.S.A.</td>
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<td>Taste Panel Analysis of Mandarins in Indonesia. Elizabeth J. Woods, Rural Industries &amp; D Corporation, Australia; Sherrie Wei, University of Queensland, Australia; Damianus Adar, Maria Bano, and Nikolaus Serman, University of Nusa Cendana, Indonesia</td>
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<td>What Australian Consumers like about Fruit Juice: Results from a Hedonic Analysis. Hans Weemaes, Australian Federal Treasury - Consumer Affairs Division, Australia; Paul Riethumiller, University of Queensland, Australia</td>
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<td>Session D2</td>
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<td>Modeling Food Demand</td>
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<td>A Model of Food Demand, Nutrition and the Effects of Agricultural Policy. Jeffrey T. LaFrance and Timothy Bualty, University of California - Berkeley, U.S.A.</td>
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<td>Food Retailing, Quality Signals and the Customer Defence. Walter Belik, Universidade Estadual de Campinas, Brazil; Roseli Rocha dos Santos, Universidade Federal do Paraná, Brazil; Raúl Green, LEAA-INRA, France</td>
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<td>Session D3</td>
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<td>Agribusiness and the Use of the Internet</td>
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<td>Adoption of E-Business in Nebraska Retail Agriculture. Dusty R. Clevenger and Dennis Conley, University of Nebraska - Lincoln, U.S.A.</td>
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<td>Electronic Commerce and Agribusiness in Brazil: The Role of Portals. Dirceu Tomamov de Carvalho and Cynthia Burin, Universidade de São Paulo, Brazil</td>
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Session D4  Ballroom A  Supply Chains and Investment  1:30 PM - 3:00 PM

Are We Still Investing in South African Agriculture?: Perceptions, Evidence, and Analysis. Dirk Estes-Huizenga, Ag Business Chamber & Ag Research Council, South Africa; Johan van Rooyen, Agricultural Business Chamber and Univ. of Pretoria, South Africa; Ockert Doer, University of Pretoria, South Africa

Environmental Supply Chain Management: Using Life Cycle Assessment to Structure Supply Chains. Geoffrey J.L.F. Hagedaak and Jack van der Vorst, Wageningen University, Netherlands

Flexibility in Canada’s Food Processing Industry. David Spalter, Ema van Duren, and Calum Turvey, University of Guelph, Canada; Linda Lake, Ontario Ministry of Finance, Canada

Session E3  Farm Cove  Regulation and Agribusiness  3:30 PM - 5:00 PM

Adapting (In)Coherently to Regulation: The Case of Philip Morris in the World Tobacco Industry. Waldir B. Fernandes, Jr., Carlos Jauregui, Thomas Spreen, and Brian Lacombe, University of Florida, U.S.A.

Changing Competition Patterns in a Weak Regulatory Environment: The Case of Organic Products in Brazil. Elizabeth Maria Farina and Christiane Lalos, University of São Paulo, Brazil

The Role of Scientific and Business Integrity in the Future of Biotechnology: A Scenario Analysis. H. Christopher Peterson and Dave Weatherspoon, Michigan State University, U.S.A.

Session E4  Ballroom A  Marketing Opportunities  3:30 PM - 5:00 PM

A Comparative Analysis of Citrus Costs and Returns, 1980-2000: Florida, USA and Sao Paulo, Brazil. Mark A. Wade, University of Florida, U.S.A.; Evaristo Neves and Cristiano Ramos, University of Sao Paulo, Brazil

Spot Price Leadership by Corn and Soybeans Elevators: Empirical Evidence and Practical Implications for the Main Ontario Market. Francesco S. Braga and Michela Nardella, University of Guelph, Canada

The Potential for Fruit and Vegetable Exports from Viet Nam. Dominic Smith and Francesco Goletti, Agrifood Consulting International, Pty. Ltd., Australia; Tim Purcell, University of Queensland, Australia

Session E5  Ballroom B  Modeling Supply Chains  3:30 PM - 5:00 PM

Inter-Organizational Information Feedback Systems in Agribusiness Chains: A Chain Case Study Theoretical Framework. Christine E. Storer, Curtin University of Technology, Australia

Information Agents for Competitive Market Monitoring in Production Chains. Gerhard W. Schiefer and Melanie Fritz, University of Bonn, Germany

Quantitative Approach to Supply Chain Relationships. William C. Bailey and Lidia Norina, Massey University, New Zealand

Stability and the Diffusion of Vertical Production Arrangements: A Theoretical Contribution. Decio Zylbersztajn, Universidade de São Paulo, Brazil

Session F1  Parsley Bay  Demands for Agribusiness Education  5:15 PM - 6:15 PM

Integrity in Solving Agribusiness Disputes in Rural Areas: Lessons Learned. Eric P. Thor, Arizona State University - East Campus, U.S.A.; Hanny Wijaya and Rizal Syarief, Bogor Agricultural University, Indonesia

Marketing Agribusiness: Profession, Education, and Careers. Surendra P. Singh, Sam Comer, Safdar Muhammad, and Troy Wakefield, Tennessee State University, U.S.A.

Session F2  Sydney Cove  Risk and Strategic Alliances  5:15 PM - 6:15 PM

Risk Management and Internet Use by Game-Based Tourism Operators in KwaZulu-Natal, South Africa. Mark A G Darroch, University of Natal, South Africa

Strategic Alliance in the Sugar Chain: The Case of Crystaless. Marcos Fava Neves, Decio Zylbersztajn, and Lucilano Thomé e Castro, Universidade de São Paulo, Brazil

Level 9  Afternoon Tea / Coffee  3:00 - 3:30 PM

A Review of Baccalaureate Degree Programs in Agribusiness Management Agribusiness Education Category. Erika Lehman, Jeri Stroade, and Michael Boland, Kansas State University, U.S.A.

Agribusiness Education and the Impact of the Internet: The Growing Ripple in the Pond. Kevin A. Parton, The University of Sydney, Orange, Australia

Agribusiness Logistics: An Emerging Field in Agribusiness Education. Arlo W. Bierie, Kansas State University, U.S.A.

Session E1  Parsley Bay  Agribusiness Education  3:30 PM - 5:00 PM

An Opportunity not to be Missed: Using IP (Identity Preservation) to Boost Australian Export and Domestic Food Supply Chain Performance. Margaret R. Cruckshank and Bruce McGrath, Queensland Department of Primary Industries, Australia; Leslie Brown, University of Southern Queensland, Australia

Market Opportunities and Threats to the U. S. Pork Industry Posed by Traceability Systems. Sterling Liddell and Dooyon Bailey, Utah State University, U.S.A.

The Consumption of Wines in Argentina. Hugo A. Cetrangolo and Sandra Fernandez, University of Buenos Aires, Argentina

The Australia New Zealand Food Authority: An Example of the Move Towards Integrated Food Standards Agencies. Neal H. Hooker, The Ohio State University, U.S.A.; John Spriggs, Charles Sturt University, Australia; Oswin Maurer, The University of Waikato, New Zealand; Hugh Blgsby, Lincoln University, New Zealand.

Determinants of Competitiveness in the South African Agro-Food and Fibre Complex. Dirk Esterhuizen, Ag Business Chamber & Ag Research Council, South Africa; Johan van Rooyen, Agricultural Business Chamber and Univ. of Pretoria, South Africa; Luc D’Haese, University of Ghent, Belgium.

The Real Rate of Protection: The Stabilizing Effect of Price Policies and Direct Payments. Stan Thompson, The Ohio State University, U.S.A.; P. Michael Schmitz, University of Giessen, Germany.

Examining Asian Attitudes to Australian Horticultural Products in Hong Kong, Malaysia and Singapore. Peter J. Bait and Vicki Thain, Curtin University of Technology, Australia.


Agribusinesses: Educational and Informational Needs: Results of A Study of Alabama and Tennessee Agribusinesses. Sureshara P. Singh, Enificlo Ekani, Fisusa Tegegne, Safdar Muhammad, and Aonya Akuley, Tennessee State University, U.S.A.

Concentration in Agribusiness and the Brazilian Antitrust System. Eduardo Luiz Léo de Sousa and Mariartela Leme, Universidade de São Paulo, Brazil.


Effects of Traceability and Information Technology on The Coordination of Beef Industry in The United Kingdom. Rosa Teresa Machado, Universidade Federal de Pernambuco / UFRPE, Brazil; Decio Zylbersztajn, Universidade de São Paulo, Brazil.

Electronic Grain Marketing: CyberCrop.com Case Study. Dusty R. Clevenger, University of Nebraska - Lincoln, U.S.A.; Karl Mergelman, CyberCrop.com, U.S.A.

Exploring the Impact of Food Recalls: A GARCH Application. Neal H. Hooker, The Ohio State University, U.S.A.; Victoria Salin, Zijun Wang, and David Leatham, Texas A&M University, U.S.A.

Framework for Building Marketing Information System for an Agribusiness Organization — A Case Study of the Production and Marketing Team in Taiwan. Mei-chu Chen and Wen-chie Huang, National Pingtung University of Science & Technology, Taiwan.

Framing Strategic Decisions about Genetically-Modified Inputs. Cheryl S. DeVuyyst, North Dakota State University, U.S.A.

Free Trade and New Viable Regional Links in the Global Food System: Opportunities for the Province of Ontario in Canada and the VIIIth Region in Chile. Oscar J. Gercke, University of Bio-Bio, Chile; Francesco Braga, University of Guelph, Canada; Max Aguayo, University of Bio-Bio, Chile.


New Product Development Success Factors in The Thai Food Processing Industry. Prisana Suwannaporn, Kasetsart University, Thailand; Mark Speece, Asian Institute of Technology, Thailand.

Regional Community Networks in the Australian Agri-Food Industry. Emma H. Coath, RMIT University, Australia.

Risk Reduction Strategies Among Filipino Potato Farmers. Peter J. Bait, Curtin University of Technology, Australia.


The Effect of Consolidation: Risk Transfer, Risk Bearing, and Risk Compensation. Mark Hansen and Melissa Kenley, Brigham Young University, U.S.A.

The Effect of Food Safety Labeling on Consumers' Choice on Pure Fruit Juice Consumption in Taiwan. Jeun-Sheng Lin, National Ping Tung Institute of Commerce, Taiwan; Wen-Chi Huang, National Pingtung University of Science & Technology, Taiwan.

The Impact of Internet Exchanges on Trust Relations Between Retailers and Suppliers. James M. Hagen, Cornell University, U.S.A.

The Influences That Personality and Type of Education Have on a Dairy Farmer's Competence to Manage Risk. David D. Marchant, University of Queensland, Australia.

Think Local, Act Global—Enhancing the Link: The Governor's Trade Mission Project. Dennis M. Conley, Karen Novak, Linda Price, and Brett Stuart, University of Nebraska - Lincoln, U.S.A.

Vineyard Establishment Costs under Price and Yield Uncertainty: An Application to Southern Indiana. Angela M. Kruuger and Kristyn Stina, Purdue University, U.S.A.