



14th Annual World Food & Agribusiness Forum Participant Biographies

Dr. Walter Armbruster is president of Farm Foundation and has been with the organization since 1968. Prior to that, he served for two years as staff economist in the Agricultural Marketing Service, and eight years with the Economic Research Service, both in the U.S. Department of Agriculture, Washington, D.C. Dr. Armbruster works as a catalyst to improve the economic and social well-being of U.S. agriculture, the food system and rural communities, assisting private and public sector decision makers in identifying and understanding forces that will shape the future. An agricultural economist with a Ph.D. from Oregon State University and M.S. and B.S. degrees from Purdue University, Dr. Armbruster has served as president of the American Agricultural Economics Association and the American Agricultural Law Association.

Mr. Chris Anstey is the Product Integrity Manager for the Tesco Group Trading Law and Technical Department. He manages a team of 6 auditors who undertake legal and compliance audits at high risk suppliers. Chris also works to develop policy and process on all matters concerning the continual improvement of standards at suppliers throughout the Tesco Group. To achieve this, he works with local technical teams in all the Tesco operating companies around the world. He represents Tesco on the Governance and Strategy Committee of the Global British Retail Consortium Standards, and is also on the Advisory Group to the Global Food Safety Initiative. Chris spent 15 years actively involved in a wide range of agriculture and horticulture activities, including 8 years as a Farm Manager for the UK's largest fruit growers.

Dr. Joshua Bishop is Senior Advisor on Economics and the Environment at the Global Headquarters of IUCN - The World Conservation Union. He holds a PhD in Economics from University College London, a Masters in Public Policy from the John F. Kennedy School of Government at Harvard University, and a B.A. in Literature from Yale University. Prior to joining IUCN, Bishop was Director of the Environmental Economics Programme at the International Institute for Environment and Development (IIED) in London. He started his career in West Africa where he worked as a consultant economist to the EC and the World Bank, as a conservation extension agent with IUCN, and as a development volunteer with the US Peace Corps in Mali. Dr Bishop is the author or co-author of several books and articles on economic approaches to environment and development.

Dr. Michael Boland is an associate professor of agricultural economics at Kansas State University and associate director of the Arthur Capper Cooperative Center. He has teaching, research, and service responsibilities in strategy and agribusiness marketing. The majority of his work involves food and agribusiness firms especially cooperatives. He is currently co-chair of the National Food and Agribusiness Management Education Commission.

Mr. Gerrit Booyens is the Founding Chief Executive Officer of the Southern African Citrus Co-operative (2001). Gerrit Booyens was appointed to the Board of the Perishable Product Export Control Board in October 2003. Prior to CSA he assisted the Table Grape Producer Alliances in the Orange River, Hex and Bergriver to develop the strategic framework within which producers designed, developed and implemented the organizational and institutional capacity to constructively engage and effectively participate in the export marketing of their fruit. He has developed several economic empowerment and transformation models in the mining, agricultural, tourism and FMCG distribution environment. Some of the other endeavors Mr. Booyens has participated in include the development of a Veld Product Marketing strategy for the Rural Area Dwellers, numerous consulting projects, and work as an executive with South African Breweries Ltd.

Dr. Jeroen Bordewijk has a 31 years professional career in Unilever, the Dutch-British multinational in food and home & personal care products. Worked in many different product categories in Unilever both in foods, detergents and personal care, mostly in Supply Chain and R&D roles. In his current position, he is responsible in Unilever's global foods division for supply chain excellence which includes areas like QA, safety, environment and sustainable development projects. Since July 2002, he is also president of the SAI-platform, the food-industry initiative for sustainable agriculture.

Mr. Manfred Bötsch currently serves as Director of the Federal Office for Agriculture (FOAG) under the Federal Department of Economic Affairs (DEA) (Switzerland). Other positions he has held at FOAG include: Assistant Director, Head of the Main Division of Production and International Affairs; Assistant Director, Head of the Main Division of Direct Payments and Structural Improvements; Head of the Division of Direct Payments; and Scientific adviser. Mr. Bötsch has also been a self-employed farmer on a dairy and fruit farm in Switzerland and worked on various farming activities in Canada and Switzerland. He is married with two children.

J. Bourgeois

Dr. Ewald Breunese (1955) holds a masters' in spatial-and business economics of the Free University in Amsterdam. In 1995 he obtained his Ph.D. on the thesis "Vision of pensions in the 21st century". He started his career in food retailing, followed by retail banking and joined Shell in 1983. In Shell he was subsequently head marketing research, strategist in the Shell Pension Fund, corporate strategist in Shell Netherlands and change manager Retail. Since 2000 he is heading Shell's new division, the electricity business in the Netherlands. He is communications focal point for Shell Netherlands on Shell's long term scenarios in the media, for government, companies and (knowledge) institutes.

Jürg Bussmann

Dr. Mike Cook is the Robert D. Partridge Endowed Professor in Agribusiness in the Department of Agricultural Economics at the University of Missouri-Columbia. Dr. Cook has over eleven years of industry experience gained from working under three different firms, with responsibilities ranging from marketing analyst to Chief Executive Officer and President. Currently, at MU, Dr. Cook is a member of many organizations that pertain to agribusiness, research, and leadership, and also is Chairman of the International Advisory Board of KLICT.

Dr. Dennis Conley is a Professor in the Department of Agricultural Economics at the University of Nebraska. He received his B.S., M.S. and Ph.D. degrees in economics from Iowa State University. He has done international work in Thailand, Brazil and Eastern Europe, and worked as an economist in the private sector prior to arriving at Nebraska. Dr. Conley teaches undergraduate and graduate level courses, and has been recognized as an outstanding teacher. He has published in academic journals, and has supervised MBA, Master's and Ph.D. students.

Dr. Francis Declerck is Associate Professor, Department of Finance, ESSEC Business School, Paris - Cergy Pontoise, France. He is also the managing director of the International Agri-Food Management Institute at ESSEC (ESSEC-IMIA). He holds a Ph.D. in Agricultural Economics from the University of Illinois at Urbana-Champaign, USA), a Master's degree in agri-food economics and management from ESSEC at Cergy-Pontoise (France), and he graduated in Agricultural Sciences from ISAB (Beauvais, France). His main expertise is in finance applied to food and agribusiness: strategy-performance relationships, mergers & acquisitions, and commodity futures markets.

Dr. Aalt Dijkhuizen studied Agricultural Economics and Animal Sciences at Wageningen University and did his PhD at the Veterinary Faculty in Utrecht on the economic aspects of disease and disease control in dairy cattle. Afterwards he went back to Wageningen and was appointed professor of Animal Health Economics in 1992. In 1998 he left for private industry and became Managing Director of the business group Agri Northern Europe with Nutreco, a public quoted food company active in the salmon, pork and poultry chain. Moreover, he became corporate director food safety for Nutreco as a whole. In 2002 he went back to Wageningen and was appointed President of Wageningen University and Research Centre, the biggest organisation for research and teaching in the Netherlands

Urs Egli

Dr. Elizabeth Farina chairs the Department of Economics of the University of Sao Paulo and is the Vice-Coordinator of The Food and Agribusiness Program (PENSA) at the same university. She holds PhD in Economics from the University of Sao Paulo since 1983 and currently teaches Microeconomics and Industrial Organization. Prior to assuming her current position, Farina served as Graduate Course Coordinator in the Department of Economics. She has advised several theses and dissertations on the subjects of Agribusiness, Regulation and Competition Policy. She also has been working as a consultant in Brazil and other Latin America countries and as Economic expert in food and agribusiness strategies and antitrust litigation and mergers and acquisition analysis.

Ms. Paolo Ghillani is the CEO of Max Havelaar Foundation (Switzerland) and the President of the Board of FLO International (Fair Trade Labeling Organizations). Prior to her current positions, she served as the Marketing Director for Ciba/Novartis Consumer Health Benelux and the International Marketing Director for Bernafon International Ltd/William Demant Holding.

Dr. Manuela Gut-Rella is the Global Head Food Chain and Sustainable Agriculture at Syngenta AG, Switzerland. She is responsible to identify downstream trends impacting agricultural production and to propose and implement solutions to answer needs of customers beyond the farm gate. From 1994 till 1997 she lead the External Marketing Group in the Italian Group Company. Prior she worked in research, development and registration of crop biotechnology in the Seeds Division, and in bio-control projects in the Crop Protection Division in Basel. She has also held positions with the plant pathology department of the University of California in Berkeley, USA, and with the microbiology department of the Swiss Federal Institute of Technology (ETH) in Zurich. Dr. Gut-Rella earned a Ph.D. in Microbiology with the ETH.

Dr. Craig Henry, PhD, NFPA 's Vice President of Food Safety Programs, directs the Association's food safety activities on issues including food inspections, Hazard Analysis and Critical Control Point, and crisis management. Dr. Henry has gained experience from companies such as Cargill Inc., Foster Farms and American Cyanamid. Dr. Henry has published numerous articles in scientific journals, and is a member of the American Association of Avian Pathologists as well as the U.S. Poultry Science Association. He earned his Ph.D. in Animal Science from Auburn University, a M.S. in Poultry Science from Clemson University, and a B.Sc. in Agriculture from the University of Delaware.

Beat Hoddler

Dr. David Hughes is Professor of Food Marketing at the Centre for Food Chain Research, Imperial College London, and Visiting Professor at the Royal Agricultural College, U.K. David is a much sought-after speaker at international conferences and seminars on global food industry issues, and is a strong proponent of building vertical alliances between key food chain members in the food industry – farmers, life science and input companies, ingredient and food manufacturers, retailers and food service. He has lived and worked in Europe, North America, the Caribbean, Africa and South East Asia and, currently, spends two months of his year working with food industry participants in Australasia. David is: an international advisory board member with food organizations in the U.K., Holland, U.S.A., Canada, and New Zealand; a co-owner of a fresh produce company in the U.S.A.; and a Non-Executive Director of KG Fruits – a U.K. farmer-owned soft fruit business (US\$120 million turnover in 2002). He works closely with senior management of food firms on business strategy development and with governments on food policy formulation.

Mr. Heinz Imhof has served as the Chairman of the Board of Directors and Head of the Chairman's Committee since the creation of Syngenta in 2000. Previously Mr. Imhof was a member of the Executive Committee of Novartis and Head of the Agribusiness Division responsible for Crop Protection, Seeds and Animal Health. Former positions held include from 1993 to 1995 Vice-Chairman and Chief Executive Officer of Sandoz Corporation in New York and Chairman and Chief Executive Officer of Sandoz Pharmaceuticals Corporation East Hanover, NJ. From 1988 to 1993 he was a member of the Executive Committee of Sandoz Ltd. and CEO of the Agro and Seeds Division. Mr. Imhof graduated from the Swiss Federal Institute of Technology in Zurich with a degree in agronomy.

Mr. Steve Jaffee has worked at the World Bank since 1991, in its Agriculture and Rural Development Department (1991-95), East and Southern Africa Agriculture Division (1995-1998), Africa Private Sector Division (1999-2001), and International Trade Department (2002-present). His research and operational work at the Bank has related to several areas, including agricultural product and input marketing, agribusiness development, non-traditional export promotion, rural finance, and agricultural services reform. In 1999-2000 he was seconded to Novartis Agribusiness where he worked on food safety and biotechnology regulatory issues. He is currently coordinating a global study dealing with the challenges, strategies, and costs of compliance for developing countries in relation to international sanitary and phytosanitary standards. Before joining the Bank he did various research consultancies and was employed at USAID. He holds a D.Phil. in agricultural economics from Oxford University and a B.A. in International Relations from the University of Pennsylvania.

Mr. Hans Jöhr is the Corporate Head of Agriculture at Nestlé in Vevey, Switzerland and the current President of IAMA. As such, Mr Jöhr is responsible for providing technical and strategic leadership in the groups' world-wide agricultural raw material supply chain. Prior to moving to Nestlé in 2000, Mr Jöhr served as CEO of AFC Consulting in Brazil engaged in agribusiness & forestry consulting and management. He is a member of the board of IPC (Intl. Policy Council on Agriculture Food and Trade) and a member of the Advisory Council of the Swiss State Secretariat of Economic Affairs (SECO). He also serves as the chairman of SIPPO (Swiss Import Promotion Programme). Mr Jöhr is the past president of the Swiss-Brazilian Chamber of Commerce in São Paulo, Brazil and has extensive experience based on several long-term international assignments and additionally has consulted in over 40 countries. He is the author of more than 30 publications in Brazilian and international newspapers.

Mr. Bill Jorgenson is Senior Managing Director of Global Sales and Marketing of John Deere FoodOrigins™, a provider of business solutions connecting information in the global food chain. These solutions employ tracing/tracking and reporting/analysis tools, creating value, while enabling compliance with regulatory and food safety standards. Mr. Jorgenson also serves as Managing Principal for SJH & Company, Inc. SJH, a strategic management-consulting group to the food and agriculture industries, provided counsel to FoodOrigins™ at its early stages of business planning and market positioning. Mr. Jorgenson also served as Vice President / Director for Quaker Oats and Chief Operating Officer for the Terson Company, which was sold to Nestlé.

Dr. Beat Kappeler currently works as a journalist at Neue Zürcher Zeitung am Sonntag and as a commentator at Le Temps in Geneva. He has been a Member of the Federal Communications Commission since 1997 (regulator). He was an author at the weekly "Die Weltwoche" in Zurich from 1993-2002. From 1996 to 2000, he served as a Professor for Social Policy at the Institut de Hautes Etudes en Administration Publique (IDHEAP) in Lausanne. Dr. Kappeler worked with the National Secretary of the Swiss Trade Union Confederation from 1977-1992. With this position, he was a member of the federal anti-monopolies commission and of the "Conseil suisse de la science".

Prof. Ulrich Kihm's career has been built from his wide diversity of professional skills and his profound knowledge of infectious diseases and zoonoses, combined with his more than fifteen years of experience in the field of animal health at the international level. In addition his professional experience has also included extensive technical management of a high security institute conducting research and diagnostic services for highly contagious animal diseases. He has participated in diverse international activities, in particular with the OIE and FAO, as well as with projects in developing countries. For the past 10 years he has been the Chief Veterinary Officer of Switzerland, working to control BSE among other important diseases (e.g. Salmonella). He also teaches Veterinary Public Health at the Veterinary Faculty of the University of Bern, Switzerland. Today he is the CEO of the private company SAFOSO Switzerland, Safe Food Solutions Inc. a consulting company providing professional services in all aspects of food safety on a global level, with a primary emphasis on foods of animal origin.

Prof. Jan Kubes is a Professor in the Strategy and Business Policy Department at IMD International. He received his Doctorate from the University of Lausanne, MBA from Harvard University, and a Bachelor of Arts at Princeton University. He currently serves as the Director of the MBA International Consulting Projects and Co-Director of the Orchestrating Winning Performance (OWP) program and of its Partner programs. Professor Kubes has over 30 years of consulting experience both as a partner with McKinsey & Company and as independent consultant for more than 300 companies on all 5 continents. His current focus is on the rapid international expansion and globalization issues.

Renate Künast

Ing. Héctor Laurence is Board member of IAMA and founder and President of its Argentine Chapter. After holding the position of Corporate Vice President of Pioneer Hi Bred Intl. for several years in charge of Latin America, he founded and runs as President companies in the agribusiness sector such as HL Partners SA and Mc Laren Holdings SA. He is also current President of Fundación Vida Silvestre Argentina and in the previous past, was President of the Argentine Seed Association and Arpov in Argentina, Board Member of FIS and Corporate Vice President of Morgan Seeds.

Mr. Mike Love is a Vice President of McDonald's Corporation. He joined McDonald's UK in 1994 as Head of Communications and moved to McDonald's Europe in 2001. He is currently Vice President for European Corporate Affairs with responsibility for Corporate Social Responsibility, Environmental Affairs, Government Relations and Communications. There are over 6,100 McDonald's restaurants in 51 European countries, employing over 260,000 people serving over 10 million people every day. Before joining McDonald's, Mike spent 13 years as a political campaign manager in the UK including five years as political agent to the then Prime Minister Margaret Thatcher. He previously held legal and marketing positions in Shell UK.

Marek Luczak

Dr. Rainer Metz currently serves as the Deputy Director General in the department of Consumer Protection at Bundesministerium für Verbraucherschutz, Ernährung und Landwirtschaft in Germany. He attended law schools in Germany and the United States. Past experiences include Head of Department of Consumer Law and Financial Services at the Consumer Organisation of Nordrhein-Westphalia, a Partner in a Private Law Firm, and a Research Assistant at the University of Bremen.

Mr. Yves Rey is French citizen and is graduated from ENSAIA, Nancy in France then he's a graduate of a business school, Chicago IL. He started his career in 1976 at PELFORTH Brewery (Groupe Heineken) in Production and then he joined SCHWEPES in 1982 as Plant Manager then as Industrial Operations Director. In 1991, he was appointed Technical Director of COCA COLA then, in 1994 Managing Director for Europe of Mc CAIN SUNNYLAND, and in 1999 Managing Director South Europe of WIPAK. Since 2003, he has been he has been Corporate Quality General Manager of DANONE GROUP.

Dr. Jan van Roekel became member of IAMA in 1995 and was appointed as boardmember in 1999. He was member of many program planning committees and co-chair of the IAMA Forum & Symposium 2002 in Noordwijk, The Netherlands and 2004 in Montreux, Switzerland. Jan van Roekel studied at Wageningen Agricultural University in The Netherlands where he graduated with distinction in 1972 in Business Administration, Marketing and Food Technology. He then held a variety of managers posts at Sara Lee, International Flavors & Fragrances, Hero and Nehem Consulting Group. In 1994 Jan van Roekel set up Agri Chain Competence Center which was followed by other knowledge and innovation centers in the agri-food sector, culminating in the establishment of COKON. Today Jan van Roekel is CEO of COKON.

Mr. Alfons Schmid is the vice president of Food Safety and Consumer Health for Royal Ahold, and international supermarket business based in the Netherlands with 9,000 supermarkets, hypermarkets and convenience stores in the U.S. and Europe. As vice president he oversees the consumer health strategies and international supply chain projects for the company. He also serves as the chairman of both the Global Food Safety Initiative (GFSI) Task Force and the EuroCommerce Food and Agricultural Committee.

Mr. Peter Schuler currently serves as a Project Manager in the Market Development/Food Industries Europe, Middle East and Africa Department for DSM Nutritional Products in Basel, Switzerland. He has held various positions in the field of Technical Customer Service, Product Development and Global Marketing for vitamins and carotenoids. Mr. Schuler received a diploma in Agronomy/Food Science at the Swiss Federal Institute of Technology in Zürich and has taken classes for industrial management.

Mr. Markus Stern is the current Director of SIPPO, the Swiss Import Promotion Programme. SIPPO (Swiss Import Promotion Programme) supports private companies in emerging markets and markets in transition that are endeavouring to access the Swiss market as well as markets in the European Union. SIPPO's services include business branch-related market information, advisory services for products and marketing, promotion in Switzerland as well as assistance at selected European trade fairs. He has leadership experience in various sectors and at various levels (education, training, production, marketing and sales, business manager). In 1992 he received the award for "Best improvement of Return on Sales" by international company (Alfa Laval Agri, now Tetra Laval).

Dr. Stefan Tangermann has acted as a professor of economics and agricultural economics for twenty-five years. His academic work has concentrated on the need and options for reforming agricultural policies in OECD countries, and on strengthening the rules for agricultural trade. Dr. Tangermann has been professor of agricultural economics at the University of Göttingen since 1980. He was also Director of the Institute of Agricultural Economics, Dean of the Faculty of Agriculture, and Vice-President of the University of Göttingen. Mr Tangermann has been a member of the Scientific Advisory Council of the Federal Ministry of Consumer Protection, Food and Agriculture in Germany since 1976. From 1994 to 2000, Dr. Tangermann was a member of the Science Council of Germany where he served as chairman of the Scientific Committee and several working groups. He is a Member of the Academy of Science at Göttingen, and of the Executive Committee of the International Agricultural Trade Research Consortium.

Mr. Kees van der Meer was born in the Netherlands on May 13, 1944. He studied agricultural economics at Wageningen University and got a PhD in economics at the National University at Groningen. He taught agricultural and development economics as an associate professor at Groningen University until 1988. Thereafter he went to the Netherlands Ministry of Agriculture in The Hague where he worked in R&D policy and management. In 1999, Kees van der Meer entered the World Bank where he currently works on private sector development in rural areas and markets and agribusiness. Since 1975, he has worked in research and development projects in many developed and developing countries.

Dr. László Vajda is the current Head of Integration Directorate of the Hungarian Ministry of Agriculture and Rural Development, Spokesman of Hungary for the Special Agriculture Committee, Head of the Managing Authority for the Operative Program for Agriculture and Rural Development, and Senior Program officer for several Phare Programs. He received his Bachelor of Arts Degree from the Budapest Faculty of Foreign Trade and a Master of Arts from the University of Economics, Budapest Chair for World. Dr. László is fluent in English, German, and French. Some of his past experiences include being a member of the Hungarian Government's accession negotiation team and Director of the Ministry of Agriculture, Department for EU integration.

Mr. Roland Vaxelaire currently holds the positions of Director for Quality & Sustainable Development for the Carrefour Group, CEO of Carrefour Belgium and Permanent Delegate for the Carrefour Group in relation to the European Institutions. He is also Vice-President of FEDIS (Fédération des Entreprises de Distributeurs Belges) and ERRT (European Retail Round Table) and is an administrator of EuroCommerce. Due to his extensive experience in the food industry and retail sector, Mr Vaxelaire was further appointed to the management board of the EFSA (European Food Safety Authority) in 2002. He received a degree in commercial sciences at Leuven University and an MBA at the University of Chicago. Roland Vaxelaire is married with three children.

Dr. Ed Veltkamp became a Professor in Applied Genetics at the Free University in Amsterdam upon receiving his Master's degree in Biology in 1981. In 1986 he joined Sandoz, where he fulfilled various functions such as vice-president of Research & Technology in Basle, Switzerland President and Chief Executive Officer of S&G Seeds B.V. since 1993. In August 1996, Mr. Veltkamp joined Unilever and is currently the Senior Vice President of Research & Development and a member of the executive board of Unilever Bestfoods. In this capacity he is responsible for the global R&D programme of Unilever Bestfoods.

Mr. Philip Freiherr von dem Bussche currently serves as the President of the German Agriculture Society. In 1976, he took over the parental farm Ippenbug Estate near Bad Essen (Lower Saxony), owned by the family since 1345. Together with his wife he organises the Ippenbug Festival at the beginning of June as a supra-regional garden culture event during which the park of the castle is open to the public and numerous exhibitors show a full gardening programme. Since 1991, he has been a tenant of an arable farm of approx. 2050 ha in Krostitz (Saxony, East Germany) together with one partner. Baron von dem Bussche co-organized the conversion of the Agricultural Producers' Co-operative and the paying off of its members. He played a vital role in creating new jobs for the former workers and succeeded in persuading the German Parcel Service to establish a distribution center at the location of the co-operative where approx. 400 new jobs have been created today.

Mr. Craig Watson is Vice President of Quality Assurance for SYSCO Corporation with National Headquarters in Houston, Texas. Mr. Watson received his Bachelor of Science degree in Animal Science (1974) and his Master of Science in Meat Science (1976) from Iowa State University. In his current position, Mr. Watson leads approximately 180 full and part time employees who are actively engaged in the supervision of 42,000 Sysco Branded products. The Sysco Quality Assurance team is responsible for product development, global supplier approval, and the development and implementation of quality systems to ensure product consistency and food safety of approved sources of supply.

Mr. Lynn White, prior to joining Deere in May of 2000, served as Senior Vice President, Corporate Development for IMC Global Inc., a leading crop nutrients producer. He was an officer of the Company and also served as Acting Chief Financial Officer in 1997-98. Prior to joining IMC, Mr. White was General Manager of Chicago-based FMC Corporation's worldwide Food Ingredients Division. During his 17 years at FMC, Mr. White's responsibilities included a wide array of domestic and international assignments, including serving as Business Director for an FMC division in the United Kingdom. He also held positions in its Agricultural Chemicals Group, serving as Group Director, Planning and Development, in Philadelphia and later as Area Director in Brussels with responsibility for Europe, the Middle East and Africa. Additionally, Mr. White has held several positions of increasing responsibility in information systems and corporate development. Mr. White earned a Bachelor of Arts degree in history and economics summa cum laude from California Polytechnic State University in 1977 and an MBA in Finance and Multinational Enterprise from the Wharton Graduate School of Business at the University of Pennsylvania in 1979.

Mr. Chris Wille is Chief of Sustainable Agriculture at the Rainforest Alliance. The Alliance, a nonprofit, New York-based citizens' group, is the international secretariat of the Sustainable Agriculture Network or SAN. The SAN is a coalition of leading Latin American conservation groups. The coalition develops best management practices and measurable standards for environmentally and socially responsible cultivation of commodity crops, provides incentives to farmers to meet those standards, and encourages businesses and consumers to support farmers who are making on-farm improvements toward sustainability.

Ms. Mumeka Wright is an American-trained woman who returned to her native country, Zambia, a decade ago to contribute to the growth of that nation. She is the General Manager of Bimzi Limited, a company that is actively engaged in the agriculture sector. The company, which was established in 1980, is a business with a social conscience and works with small-scale farmers to provide them with agriculture inputs and extensive training to produce high value crops (mainly paprika). The crop is exported to regional and international markets that include South Africa and Spain. The company anticipates penetrating the American market under AGOA during the course of next year.