SESSION 1 – 8:30AM - 10:00AM

Ambassador Room: Food Labeling

GM Foods Labeling Policy and Consumer Purchase Behavior: a Case Study of China
Ms. Yingchun Dai, Nanjing Agricultural University, China
Dr. Funing Zhong, Nanjing Agricultural University, China
Mr. Xijun Ye, Nanjing Agricultural University, China

Labeling as a Tool of Food Safety: An Analysis on Consumers' use of Food Labels
Mrs. Maria Carmela Aprile, University of Naples “Parthenope”, Italy
Ms. Azzurra Annunziata, University of Naples “Parthenope”, Italy

Canadian Consumers' Response to Mandatory versus Voluntary Labeling of Genetically Modified Food
Dr. Michele Veeman, University of Alberta, Canada
Dr. Wuyang Hu, University of Alberta, Canada
Dr. Wiktor Adamowicz, University of Alberta, Canada

Embassy Room: Consumer Food Purchases

Profiling the ‘Heavy Lamb’ Consumer in Montevideo (Uruguay)
Mr. Eduardo Silvera Etchemendy, Don Mario Farm, Uruguay
Mr. Luis Aguiar, Royal Agricultural College, UK

New Consumer Segments For Organic Food-Results From A Brand Choice Experiment
Mrs. Maren Lüth, University of Göttingen, Germany
Dr. Achim Spiller, University of Göttingen, Germany

New Dynamics in the Retail Food Sector in Central And Eastern Europe
Ms. Charlotte Friddle, University of Minnesota, USA

State Room: Food & Agricultural Policy

Non-common Agricultural Policy of the EU: Implications for the Member States and Policies
Dr. Jyrki Niemi, Agrifood Research Finland, Finland
Dr. Jukka Kola, University of Helsinki, Finland

Policies and Measures for Multifunctional Agriculture: Experts' Insight
Mr. Kyösti Arovuo, University of Helsinki, Finland
Dr. Jukka Kola, University of Helsinki, Finland

SESSION 2 – 10:30AM - 12:00PM

Ambassador Room: Strategy

Scorecarding and Heat Mapping: Tools and Concepts for Assessing Strategic Uncertainty
Mr. Brian Briggeaman, Purdue University, USA
Ms. Ana Rios, Purdue University, USA
Dr. Allan Gray, Purdue University, USA

Differences in Risk Perception and Risk Management Strategies used by New Zealand Dairy Farmers
Mr. Rene Pinochet-Chateau, Massey University, New Zealand
Ms. Nicola Shadbolt, Massey University, New Zealand

Dr. Colin Holmes, Massey University, New Zealand
Dr. Nicolas Lopez-Villalobos, Massey University, New Zealand

Argentine Regional Regional Products: Exploratory Survey in Organizational and Commerce Strategies
Ing. Hector Ordoñez, Buenos Aires University, Argentina
Mr. Facundo Neyra, Buenos Aires University, Argentina
Mr. Sebastian Senesi, Buenos Aires University, Argentina
Ing. Hernan Palau, Buenos Aires University, Argentina
Mr. Maximo Delacre, Buenos Aires University, Argentina
Embassy Room: Cooperatives & Producer Owned Firms

Agricultural Producer Cooperatives as Strategic Alliances
Ms. Ros Gall, University of Melbourne, Australia
Mr. Bill Schroder, Monash University, Australia

Securing Small-scale Producer Participation in Restructured Agri-food Systems: the Southern African Case
Dr. Andre Louw, University of Pretoria, South Africa
Dr. Johann Kirsten, University of Pretoria, South Africa
Mr. Hilton Madeva, University of Pretoria, South Africa

Can Cooperatives Internationalize? - Empirical Evidence from the European Meat and Dairy Sectors
Mr. Oliver Ebneth, University of Goettingen, Germany
Dr. Ludwig Theuvsen, University of Goettingen, Germany

State Room: Food Security & Quality

Responsibility as an Integral Part of Quality in the Food Chain
Dr. Sari Forsman-Hugg, MTT Agrifood Research Finland, Finland
Ms. Merja Isoniemi, National Consumer Research Centre, Finland
Dr. Sirpa Kurpaa, MTT Agrifood Research Finland, Finland
Dr. Johanna Miikeli, National Consumer Research Centre, Finland
Mrs. Jaana Paananen, MTT Agrifood Research Finland, Finland
Ms. Inkeri Pesonen, MTT Agrifood Research Finland, Finland

Prospects for Embedded Markers in Food Chain Management
Dr. Stephen Nightingale, Burntside Partners, Inc., USA

The Global Traceability Network (GTN) - The new Information Highway for Food Chains?
Mr. Steinar Kjærnsrød, TraceTracker Innovation AS, Norway
Mr. Kjell Øystein Arisland, TraceTracker Innovation AS, Norway

Ambassador Room: Knowledge Transfer

Improving Access by Smallholder Farmers to Organic Crop Value Chains: Evidence from Ezeemvelo Farmers' Organization, KwaZulu-Natal, South Africa
Mr. Mark Darroch, University of KwaZulu-Natal, South Africa
Mr. Tinashe Mushayanyama, University of KwaZulu-Natal, South Africa

Knowledge Circulation in Cavor of Innovation in the Dutch Greenhouse Sector
Dr. Woody Maijers, INHOLLAND University, The Netherlands
Mr. Lucas Vokurka, INHOLLAND University, The Netherlands
Mr. Peter Ravensberger, Wageningen University, The Netherlands

Knowledge Transfer in Franchise Network: The Case of Yoplait
Mr. Lionel Bobot, Essec Business School, France
Mr. Bruno Diuberga, YOPLAIT, France

Embassy Room: Food Security & Terrorism

Food Flows at the Community Level: Examining the Market Potential of Rabbits and Cane Rats Meat and Implications for Poverty Alleviation and Food Security
Dr. Herman van Schalkwyk, University of the Free State, South Africa
Mr. Ajuruchukwu Obi, University of the Free State, South Africa
Mr. John Bashi, University of the Free State, South Africa
Mr. Milton Tshilamandata, University of the Free State, South Africa

Food Security Studies and Ways of Improving It: The Case Of Armenia
Dr. Vardges Hovhannisyan, Armenian Agricultural Academy, Armenia
Mr. Rafael Bakhtavoryan, Armenian Agricultural Academy, Armenia
Dr. Vardan Urutyan, Armenian Agricultural Academy, Armenia
Dr. Laszlo Vasa, Szent Istvan University, Hungary

Economic Assessment of Selected Terrorism Acts on the U.S. and World Corn Markets
Dr. Dennis Conley, University of Nebraska, USA

Chancellor Room: The Business of Flowers

E-business and Value Creating in the Flower Chains
Mr. Martinus C. van Hemert, INHOLLAND University, The Netherlands
Dr. Woody Maijers, INHOLLAND University, The Netherlands

Firm-Level Strategic Responses to Exogenous Economic Shocks: Dollarization, the Ecuadorian Export Cut Flower Industry, and Rural Development
Ms. Meredith Blumthall, University of Illinois at Urbana-Champaign, USA
Dr. Hamish Gow, University of Illinois at Urbana-Champaign, USA

Channel Conflicts on the Commercialization of Flowers in Brazil
Mr. Luciano van den Broek, Federal University of São Carlos, Brazil
Ms. Verônica Freitas de Paula, Federal University of São Carlos, Brazil
Mrs. Andrea Lago, Federal University of São Carlos, Brazil

Moulin Rouge Room: Understanding Producers

At the Beginning of the Food Value Chain: Understanding the Farmer and Rancher and their Supporting Communities
Dr. Eric J. Arould, University of Nebraska, USA
Ms. Julie R. Pennington, University of Nebraska, USA

The Global Farmer: Typology, Institutions and Organization
Dr. Kostas Karantinopoulos, Copenhagen Agriculture University, Denmark
Dr. Decio Zylbersztajn, University of São Paulo/PENSA, Brazil

Factors Affecting the Survival, Growth and Success of Small, Medium and Micro-enterprises in KwaZulu-Natal, South Africa
Mr. Mark Darroch, University of KwaZulu-Natal, South Africa
Ms. Theresa Clover, University of KwaZulu-Natal, South Africa

State Room: Contracts & Market Organization

Governance Structure and Quasi-Rent Distribution: The Case of Poultry in the State of Parana, Brazil
Dr. Maria Sylvia M. Lena Saes, University of São Paulo/PENSA, Brazil
Dr. Christian Luiz da Silva, FAE Business School, Brazil

Coexistence of Governance Structures in the Poultry Industry: Comparative Analysis of Two Brazilian States
Dr. Christian Luiz da Silva, FAE Business School, Brazil
Dr. Maria Sylvia M. Saes, University of São Paulo/PENSA, Brazil
Mr. Antonio Carlos Lima Nogueira, University of São Paulo/PENSA, Brazil

Contracting Without Institutions: Case of Genetic Modified Organisms in Brazil; Seemingly Impossible Transactions: Case of Genetic Modified Organisms in Brazil
Dr. Decio Zylbersztajn, University of São Paulo/PENSA, Brazil
Dr. Cláudio Pinheiro Machado Filho, University of São Paulo/PENSA, Brazil
Dr. Eduardo Spers, University of São Paulo/PENSA, Brazil
Mr. Antonio Carlos Lima Nogueira, University of São Paulo/PENSA, Brazil

Chancellor Room: Meat Quality

The Adoption of the QS System in the German Meat Sector: Exploring Attitudes and the Behavior–Intention Relationship
Mrs. Gabriele Jahm, University of Göttingen, Germany
Dr. Achim Spiller, University of Göttingen, Germany

Brands as Quality Signals in the Meat Sector: A Conjoint Analysis
Mrs. Maren Lüth, University of Göttingen, Germany
Dr. Achim Spiller, University of Göttingen, Germany

Quality and Productivity Improvements in the Red Meat Industry through Application of Lean Thinking
Mr. David Simons, Cardiff University, UK
Mr. Keivan Zokaei, Cardiff University, UK
**Moulin Rouge Room: Innovation Strategies**

**Protecting Your Turf: First Mover Advantages as a Barrier to Competitor Innovation**
Mr. Brian Briggezeman, Purdue University, USA
Mr. Michael Gunderson, Purdue University, USA
Mr. Joshua Detre, Purdue University, USA
Dr. Allan Gray, Purdue University, USA

**Ambassador Room: Supply Chain**

**Contract Farming in China: Supply Chain or Ball and Chain?**
Mr. Hongdoung Guo, Zhejiang University, China
Dr. Robert W. Jolly, Iowa State University, USA
Mr. Jianhua Zhu, Iowa State University, USA
Dr. Wenhua Jiang, Zhejiang University, China

**A Role of Eco-Efficiency in Supply Chain Management? Case Study of Life Cycle Assessment of Australian Grains**
Dr. Murray McGregor, Curtin University of Technology, Australia
Dr. Rene van Berkel, Curtin University of Technology, Australia
Dr. Venky Narayanaswamy, Curtin University of Technology, Australia
Dr. Jim Altham, Curtin University of Technology, Australia

**Performance Analysis in the Supply Chain**
Dr. William Bailey, Massey University, New Zealand
Mrs. Lidia Norina, Massey University, New Zealand

**Embassy Room: Entrepreneurship**

**A Methodology and Model for Assessing Entrepreneurial Ventures**
Mr. Cole Ehime, Purdue University, USA
Dr. Michael Boehlje, Purdue University, USA

**The Role of Entrepreneurship and SME Sector in Armenian Economy**
Mrs. Gayaneh Kyureghian, Texas A&M University, USA
Ms. Tatevik Zohrabyan, Texas A&M University, USA

**State Room: Marketing of Agricultural Inputs**

**An Assessment of Opportunities, Challenges, and the Future Role of the U.S. Crop Input Dealer**
Dr. Robert Wiedmeyer, Utah State University, USA
Mr. Sean Bartshi, Utah State University, USA
Dr. DeeVon Bailey, Utah State University, USA

**Segmenting Agribusiness Customers on Their Capital Expenditures**
Mr. Michael Gunderson, Purdue University, USA
Dr. Michael Boehlje, Purdue University, USA
Dr. Allan Gray, Purdue University, USA

**Chancellor Room: Soybean Exports & Food Retailing**

**The Crusher's Problem: Understanding Monthly Exports Allocation Decisions, the Case of Argentina**
Dr. Peter Goldsmith, University of Illinois at Urbana-Champaign, USA
Mr. Cesar Ciappa, Universidad Catolica Argentina, Argentina

**Is the Traditional Retailing Disappearing? Some Evidences from Brazil**
Mr. Guilherme Monteiro, Michigan State University, USA
Dr. Denise Mainville, Michigan State University, USA
Dr. Thomas Reardon, Michigan State University, USA
Dr. Elizabeth Farina, University of Sao Paulo, Brazil

**State Room: Beef Marketing**

**New Consumer Approach: Understanding Emotions and Involvement in Beef Consumption**
Ms. Marcia Barcellos, Universidade Federal do Rio Grande do Sul, Brazil
Mr. Walter Nique, Universidade Federal do Rio Grande do Sul, Brazil
Dr. Eugenio Pedrozo, Universidade Federal do Rio Grande do Sul, Brazil

**Can Accelerated Feeding Programs For Cattle, Make Production Of Natural Beef a Viable Alternative For Producers?**
Dr. Ruby Ward, Utah State University, USA
Dr. Dee Von Bailey, Utah State University, USA
Mr. Sean Bartshi, Utah State University, USA
Dr. Randall Wiedmeyer, Utah State University, USA

**Organic Bovine Meat – The Brazilian Consumer Profile and Marketing Strategies**
Mrs. Silvia Morales de Queiroz Carta, Universidade Federal do Mato Grosso do Sul, Brazil
Mrs. Catiana Sabadin, Universidade Federal do Mato Grosso do Sul, Brazil
Dr. Dario de Oliveira Lima Filho, Universidade Federal de Mato Grosso do Sul, Brazil
Embassy Room: Global Food Network
Discussion Session: Global Food Network: Set-up of an International Public-Private Knowledge Exchange Infrastructure on Safety and Quality Standards in Food Chains and Networks
Moderator: Dr. Decio Zylbersztajn, University of São Paulo/PENSA, Brazil
Dr. Jacques Trienekens, Wageningen University, The Netherlands
Dr. Marcos Neves, University of São Paulo/PENSA, Brazil
Ing. Hector Ordoñez, Buenos Aires University, Argentina
Dr. Woody Majers, INHOLLAND University, The Netherlands
Dr. Onno Omta, Wageningen University, The Netherlands

Chancellor Room: Food Safety & Mad Cow Disease
Legal Systems and Institutional Environments, Understanding Incentives for Eliciting Food Safety: A US and UK Comparison
Dr. Nese Turan, University of Illinois at Urbana-Champaign, USA
Dr. Peter Goldsmith, University of Illinois at Urbana-Champaign, USA

A Conceptual Comparative Analysis between the 1996 British Mad Cow Crisis and the 2003 Canadian Mad Cow Crisis: A Case Study
Mr. Sylvain Charlebois, University of Regina, Canada
Dr. JoAnne Labrecque, HEC Montréal, Canada

HACCP Implementation in the Australian Meat Industry
Dr. Yumus Khatri, University of Queensland, Australia
Dr. Ray Collins, University of Queensland, Australia

SESSION 6 – 10:30AM - 12:00PM
Ambassador Room: Value of Food Products
Professional Cooks: Adding Value to Argentine Agrifood Products
Ing. Hernan Palau, Buenos Aires University, Argentina
Mrs. Maria Julia Baezgalupo, Buenos Aires University, Argentina

IQF Catfish Retail Pack: A Study of Consumers' Willingness to Pay
Dr. Kwamena Quagrainie, University of Arkansas at Pine Bluff, USA

Consumer Preferences of a Fresh-Cut Melon Product - A Potential Valued Added Product for Melon Growers
Mr. Carlos Mayen-Solorzano, Purdue University, USA
Dr. Maria Marshall, Purdue University, USA

State Room: Regulation of Production
The U.S. Meat and Livestock as a Hazardous Industry: from Negative Externalities to Illegitimacy?
Dr. Peter Goldsmith, University of Illinois at Urbana-Champaign, USA
Mr. Filipe Pereira, University of Illinois at Urbana-Champaign, USA

Evolution of Regulatory System for Genetically Modified Crops: The Case of Soybean in Brazil
Mr. Antonio Carlos Nogueira, University of São Paulo/PENSA, Brazil
Mr. Decio Zylbersztajn, University of São Paulo/PENSA, Brazil
Mr. Eduardo Sper, Methodist University of Piracicaba, Brazil
Dr. Claudio Antonio Machado, Methodist University of Piracicaba, Brazil

Welfare Effects of the Regulation of the Maize Market in Swaziland
Dr. Herman van Schalkwyk, University of the Free State, South Africa
Ms. Nkosazana Mashinini, University of the Free State, South Africa
Mr. Afuruchukwala Obi, University of the Free State, South Africa

Embassy Room: Re-inventing the Food Chain
Redesigning the Food Chain: Trade, Investment and Strategic Alliances in the Orange Juice Industry
Dr. Paulo F. Azevedo, Fundação Getúlio Vargas, Brazil
Dr. Fabio R. Chaddad, IBMEC Business School, Brazil

An Analysis of Business Relations in the Fruit Supply Chain
Mr. Kai Maack, University of Hannover, Germany

Re-inventing the Food Chain: Creating Economic Access for Black South Africans into the Wine Value Chain
Mr. Ngwako Sefoko, University of Antwerp, Belgium
Dr. Wim Janssens, University of Antwerp, Belgium
Dr. Johan Van Rooyen, South African Wine & Brandy Co., South Africa
Dr. Frank Bostyn, University of Antwerp, Belgium

Chancellor Room: Food Trade
Effects of Productivity Growth in Primary Agriculture on Processed Food Trade and the Food Processing Sector
Mr. Carlos Ludena, Purdue University, USA
Mr. Thomas Hertel, Purdue University, USA

Leveraging-Business Technologies for International Market Access: The Case of Pistachio Industry in Iran
Mr. Ali Asadi, Asadi Pistachio Production & Processing, Iran
Dr. Shaobo Ji, Carleton University, Canada

Corporate Social Responsibility and International Cocoa Trade
Dr. Philip Abbott, Purdue University, USA
Mr. Michael Wilcox, Purdue University, USA
Ms. Wendy Muir, Purdue University, USA

SESSION 7 – 1:30PM - 3:00PM
Ambassador Room: Firm Performance, ROI & Decisions
A Framework for Evaluating Return on Investment in Management Development Programs
Ms. Kara Lynch, Texas A&M University, USA
Dr. Jay Akridge, Purdue University, USA
Dr. Scott Schaffer, Purdue University, USA
Dr. Allan Gray, Purdue University, USA

Firm Performance: CEO Effect v. Firm Effect
Dr. Mark Hansen, Brigham Young University, USA
Dr. C. Shane Reese, Brigham Young University, USA
Mr. Lee Perry, Brigham Young University, USA
Mr. Seth Springer, Brigham Young University, USA

Measuring the Agribusiness Decision Environment: Trends in the Confidence of Agribusiness Managers in South Africa
Mr. Dirk Esterhuizen, Agricultural Business Chamber, South Africa
Dr. Johan Van Rooyen, South African Wine and Brandy Company, South Africa

State Room: Marketing of GM Food Products
The Value Chain for Certified Socially Responsible and Environmentally Preferred Products in the US and Europe and its Impacts on Sustainable Production in Latin America
Dr. Bernard Kilian, CIMS - Sustainable Market Intelligence Center, Costa Rica
Mr. Jorge Viento, CIMS - Sustainable Market Intelligence Center, Costa Rica
Mr. Lawrence Pratt, INCAE, Costa Rica

Marketing GM-Labeled Food Products in the United Kingdom: Can Agribusinesses Do it Profitably?
Dr. DeeVon Bailey, Utah State University, USA
Mr. Nathan Hill, Utah State University, USA
Mr. Steven Vickner, Utah State University, USA

Effective Cooperation within the UK Food Supply Chain
Mr. Francisco Gonzalez-Diaz, Royal Agricultural College, UK
Dr. David Newton, Royal Agricultural College, UK
Dr. John Alliston, Royal Agricultural College, UK
**Embassy Room: Teaching of Risk Management**
Discussion Session: Undergraduate and Graduate Teaching of Courses on Price Risk Management
- Dr. Dennis Conley, University of Nebraska, USA
- Dr. Donald Larson, The Ohio State University, USA
- Dr. Francis Declerck, ESSEC Business School, France
- Dr. Francesco Braga, University of Guelph, Canada

**Chancellor Room: Obesity Issues**
- Childhood Obesity: Causes, Consequences, and Strategies
  - Dr. Gregory Baker, Santa Clara University, USA
- Determining the Impact of Taxes and Subsidies on Obesity
  - Mrs. Christiane Schroeter, Purdue University, USA
  - Dr. Jayson Lusk, Purdue University, USA
  - Dr. Wallace Tyner, Purdue University, USA

**Ambassador Room: Agribusiness Investment in Latin America**
Discussion Session: The Current State of the Latin American Agribusiness Investment Environment
- Moderator: Dr. Peter Goldsmith, University of Illinois at Urbana-Champaign, USA
- Mr. Gustavo Grobocopatel, LOS-Grobo Agropecuaria, Argentina
- Mr. Hector Laurence, McLaren Holdings, S.A., Argentina
- Mr. Rodolfo Hirsch, Rabobank, Brazil
- Mr. Brian Moeller, Harris Nesbitt Bank, USA
- Mr. Parry Dixson, Archer Daniels Midland, USA

**State Room: Agricultural Inputs in Brazil**
- Selling Agricultural Inputs in Brazil: A Framework for Sales Planning and Management
  - Mr. Luciano Castro, University of São Paulo/PENSA, Brazil
  - Dr. Marcos Neves, University of São Paulo/PENSA, Brazil
- Access Costs in Agricultural Credit in Brazil
  - Ms. Luciana Almeida Florêncio, University of São Paulo/PENSA, Brazil
  - Dr. Matheus Marino, University of São Paulo/PENSA, Brazil
  - Dr. Decio Zylbersztajn, University of São Paulo/PENSA, Brazil

**Embassy Room: Merger's & Acquisitions, Joint Ventures**
- Food Firms: Was Performance Enhanced by M&A in the Years 1996-2000?
  - Dr. Francis Declerck, ESSEC Business School, France
  - Dr. Olivier Fourcadet, ESSEC Business School, France
- Internationalization and Corporate Success - Event Study Evidence on M&As of European Brewing Groups
  - Mr. Oliver Ebneth, University of Goettingen, Germany
  - Dr. Ludwig Theuwen, University of Goettingen, Germany
- A Framework to Build Joint Ventures
  - Dr. Marcos Fava Neves, University of São Paulo/PENSA, Brazil
  - Dr. Decio Zylbersztajn, University of São Paulo/PENSA, Brazil
  - Mr. Danny Pimentel Claro, University of São Paulo/PENSA, Brazil
  - Mr. Matheus Alberto Consoli, University of São Paulo/PENSA, Brazil

**Chancellor Room: Vertical Coordination**
- Vertical Co-ordination Structures: Mixing the Resource Based View and Transaction Cost Approaches for a Better Understanding of the Vertical Co-ordination Choices
  - Dr. Paulo Rigatto, Federal University of Pelotas, Brazil
  - Dr. Donald Larson, The Ohio State University, USA
  - Dr. Antônio Padula, Federal University of Rio Grande do Sul, Brazil
- Vertical Coordination of Hog Industry in China
  - Ms. Yingchun Dai, Nanjing Agricultural University, China
  - Dr. Shudong Zhou, Nanjing Agricultural University, China
- Factors Inhibiting Closer Relationships between Processors and their Suppliers in the New Zealand Red Meat Industry
  - Mr. Brendan Clare, Massey University, New Zealand
  - Dr. Janet Reid, Massey University, New Zealand
  - Dr. Nicolas Lopez-Villalobos, Massey University, New Zealand