



**15<sup>th</sup> Annual World Food & Agribusiness Symposium**  
**Paper Presentations and Discussion Sessions**

**Saturday, June 25, 2005**

**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 Arovuori, University of Helsinki, Finland  
Dr. Jukka Kola, University of Helsinki, Finland

**U.S. Agriculture: Commercial and Large Producer Concentration and Implication for Agribusiness Marketing Strategies**

Ms. Ana Rios, Purdue University, USA  
Dr. Allan Gray, Purdue University, USA

**Chancellor Room: Customer Relations**

**The Role of Typicality Judgement in Consumer Choice Process with Respect to Food: A Theoretical Framework**

Dr. Georges Giraud, ENITA of Clermont, France

**Analysis of the Process to Make a Purchase Decision by the Intermediate Customer**

Dr. Marcos Fava Neves, University of São Paulo/PENSA, Brazil  
Mr. Matheus Alberto Consoli, University of São Paulo/PENSA, Brazil  
Mr. Rafael Martins Marchetto, University of São Paulo/PENSA, Brazil  
Mr. Tito Sousa Carvalho, University of São Paulo/PENSA, Brazil

**An Evaluation of Customer Relationship Management Practices in Agribusiness Firms**

Dr. Antonio Torres, Jr., Purdue University, USA  
Dr. Jay Akridge, Purdue University, USA  
Dr. Allan Gray, Purdue University, USA  
Dr. Michael Boehlje, Purdue University, USA  
Dr. Richard Widdows, Purdue University, USA

**Moulin Rouge Room: Brands**

**Evolving Brand Preferences: The Case of China**

Mr. Torsten Staack, University of Goettingen, Germany  
Mr. Matthias Schramm, University of Goettingen, Germany  
Dr. Achim Spiller, University of Goettingen, Germany  
Dr. Markus Taube, University of Duisburg, Germany

**Brand Leadership and Product Innovation as Firm Strategies in Global Food Markets**

Dr. Mark Gehlhar, USDA Economic Research Service, USA  
Dr. Anita Regmi, USDA Economic Research Service, USA  
Dr. Spiro Stefanou, Penn State University, USA  
Dr. Barry Zoumas, Penn State University, USA

**Assessing the Growth Option Value of Brand Equity Among Food Processors**

Ms. Juan Liu, The Ohio State University, USA  
Dr. Thomas Sporleder, The Ohio State University, USA

**SESSION 2 – 10:30AM - 12:00PM**

**Ambassador Room: Strategy**

**Scorecarding and Heat Mapping: Tools and Concepts for Assessing Strategic Uncertainty**

Mr. Brian Briggeman, Purdue University, USA  
Mr. Joshua Detre, Purdue University, USA  
Dr. Allan Gray, Purdue University, USA  
Dr. Michael Boehlje, 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 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 Madevu, University of Pretoria, South Africa

#### **Can Cooperatives Internationalize? - Empirical Evidence from the European Meat and Dairy Sectors**

Mr. Oliver Ebneht, 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 Kurppa, MTT Agrifood Research Finland, Finland  
Dr. Johanna Mäkelä, 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

## **SESSION 3 – 1:30PM - 3:00PM**

### **Ambassador Room: Knowledge Transfer**

#### **Improving Access by Smallholder Farmers to Organic Crop Value Chains: Evidence from Ezemvelo 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 Favor 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 Duberga, 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 Tshilamatanda, 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 Blumthal, 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. Arnould, University of Nebraska, USA  
Ms. Julie R. Pennington, University of Nebraska, USA

#### **The Global Farmer: Typology, Institutions and Organization**

Dr. Kostas Karantininis, 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 Lma 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 Jahn, 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 Briggeman, Purdue University, USA  
Mr. Michael Gunderson, Purdue University, USA  
Mr. Joshua Detre, Purdue University, USA  
Dr. Allan Gray, Purdue University, USA

#### **Key Success Factors for Innovation in the Dutch Glasshouse Horticultural Production Chains**

Dr. Onno Omta, Wageningen University, Netherlands  
Dr. Olaf Van Kooten, Wageningen University, Netherlands  
Mr. Lennert Pannekoek, Wageningen University, Netherlands

#### **Institutional Change in the New Zealand Merino Industry: An Empirical Analysis of Grower Responses to Innovation**

Dr. Hamish Gow, University of Illinois at Urbana-Champaign, USA  
Mr. Mark Stevenson, New Zealand Merino Company, New Zealand  
Dr. Randell Westgren, University of Illinois at Urbana-Champaign, USA

## **SESSION 4 – 3:00PM - 4:30PM**

### **Ambassador Room: Supply Chain**

#### **Contract Farming in China: Supply Chain or Ball and Chain?**

Mr. Hongdong 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  
Mr. 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 Ehmke, 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. Jay Akridge, Purdue University, USA  
Dr. Linda Whipker, Whipker Consulting, USA  
Mr. James Joshua, Topco, Inc., 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  
Dr. Cesar Ciappa, Universidad Catolica Argentina, Argentina  
Dr. Carlos Mendez Acosta, Universidad Catolica Argentina, Argentina

#### **Is the Traditional Retailing Disappearing? Some Evidences from Brazil**

Mr. Guilherme Monteiro, University of Sao Paulo, Brazil

#### **Scale, Scope and Specialization Effects on Retailers' Produce Procurement Strategies: Evidence from Brazil**

Dr. Denise Mainville, Michigan State University, USA  
Dr. Thomas Reardon, Michigan State University, USA  
Dr. Elizabeth Farina, University of São Paulo, Brazil

## **Sunday, June 26, 2005**

## **SESSION 5 – 8:30AM - 10:00AM**

### **Ambassador Room: Agribusiness Education**

#### **Teaching Agribusiness in the Classroom vs. On-line**

Dr. Cheryl Wachenheim, North Dakota State University, USA

#### **The Advance Management in Food and Agribusiness Executive Postgraduates, Markets and Students**

Ing. Hector Ordoñez, School of Agronomy, Buenos Aires University, Argentina  
Mr. Maximo Delacre, Buenos Aires University, Argentina  
Mr. Sebastian Senesi, Buenos Aires University, Argentina  
Mr. Gustavo Napolitano, Buenos Aires University, Argentina  
Mr. Facundo Neyra, Buenos Aires University, Argentina  
Ing. Hernan Palau, Buenos Aires University, Argentina

#### **A Response-Inducing Sustainability Evaluation (RISE) on Tea Production in a specified sample area of India**

Dr. Fritz Häni, Swiss College of Agriculture, Switzerland  
Dr. Christoph Studer, Swiss College of Agriculture, Switzerland  
Mr. Tobias Gerber, Swiss College of Agriculture, Switzerland  
Mr. Andreas Stämpfli, Swiss College of Agriculture, Switzerland  
Mr. Hans Porsche, Swiss College of Agriculture, Switzerland

### **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. DeeVon Bailey, Utah State University, USA  
Mr. Sean Bartshi, Utah State University, USA  
Dr. Randall Wiedmeyer, Utah State University, USA  
Dr. Donald Snyder, Utah State University, USA

#### **Organic Bovine Meat – The Brazilian Consumer Profile and Marketing Strategies**

Mrs. Silvia Morales de Queiroz Caleman, Universidade Federal de Mato Grosso do Sul, Brazil  
Mrs. Catiana Sabadin, Universidade Federal de 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 Maijers, 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. Nesve 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. Yunus 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 Bacigalupo, Buenos Aires University, Argentina

**IQF Catfish Retail Pack: A Study of Consumers' Willingness to Pay**

Dr. Kwamena Quagraine, 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 Spers, 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. Ajuruchukwu 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  
Mr. 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 Agribusinesses 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 Vieto, CIMS - Sustainable Market Intelligence Center, Costa Rica  
Mr. Lawrence Pratt, INCAE, Costa Rica

**Marketing GM-Labeled Food Products in the United Kingdom: Can American Agribusinesses Do it Profitably?**

Dr. DeeVon Bailey, Utah State University, USA  
Mr. Nathan Hill, Utah State University, USA  
Dr. 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

**SESSION 8 – 3:00PM - 4:30PM**

**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 Dixon, Archer Daniels Midland, USA

**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 Ebneht, University of Goettingen, Germany  
Dr. Ludwig Theuvsen, 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

**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 Alameida 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

**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  
Ms. Nicola Shadbolt, Massey University, New Zealand  
Dr. Janet Reid, Massey University, New Zealand  
Dr. Nicolas Lopez-Villalobos, Massey University, New Zealand