16th Annual World Forum and Symposium

June 10 – 13, 2006
Sheraton Hotel and Convention Center • Buenos Aires, Argentina

Agribusiness, Food, Health, and Nutrition
It is my pleasure to welcome you to Buenos Aires, Argentina for IAMA’s 16th Annual Conference. This is truly a unique organization offering, among other remarkable membership services—a worldwide Congress where top leaders from business, government, academia and policy makers can gather to analyze, discuss and problem solve the present and future issues surrounding the food chain. The Symposiums and Forum will bring together the best and latest information, developments and strategic thinking, while listening to both consumers and stakeholders in the food system.

This year’s theme, Agribusiness, Food, Health, and Nutrition, encompasses an incredible array of knowledge, interests, needs, challenges and technologies. No one can underestimate the impact food has on health, disease prevention, obesity, malnutrition, biotechnology, and informatics. Other sessions explore the environmental impact on food production, land and fresh water supplies. The unique blend of IAMA and its valuable network makes it essential not only to listen, but contribute to the outcome of this event.

I know you will find the pre and post Congress tours useful and enjoyable. Enjoy Buenos Aires and its surroundings—the food—the arts—the people. Make new friends. Together, we will make this IAMA Congress worthwhile, and hopefully, unforgettable.

Hector Laurence, McLaren Holdings S.A.
IAMA President

Conference-at-a-Glance

IAMA Symposium & Case Conference

FRIDAY, JUNE 9
8:00AM – 6:00PM Registration
6:00PM Deadline for Case Competition Teams to check-in
8:45PM Board of Director’s Dinner
Busses depart Sheraton Hotel at 8:00PM and 8:20PM

SATURDAY, JUNE 10
7:00AM – 8:00AM Student Meeting
Required for all Travel Grant recipients
8:30AM – 10:00PM Welcome: Development of Future Scenarios for Agribusiness Education
10:00AM – 10:30AM Networking Break
Sponsored by: Nestlé Argentina
10:30AM – 12:00PM Session #1: Symposium
Session #1: Case Conference
12:00PM – 1:00PM Lunch
Sponsored by Aceitera General Debeza, SA
1:00PM – 2:30PM Session #2: Symposium
Session #2: Case Conference

IAMA Forum

Sponsored by: Nestlé Argentina

MONDAY, JUNE 12
8:30AM – 9:00AM Welcome and Fellows Awards
IAMA President, Hector Laurence
9:00AM – 10:00 AM Opening Session: Major Forces and Factors Shaping Global Markets and Their Structure
Sponsored by: Robobank
10:00AM – 10:45AM Networking Break
Sponsored by: SYSCO
10:45AM – 12:15PM Discussion Panel: A Regional View of the Global Food Economy
Sponsored by: Nestlé Argentina
11:15AM – 12:45PM Marketing Health and Nutrition
Sponsored by: Arcor SAIC, Banco de la Provincia de Buenos Aires, Bodega La Rural and Cargill SAIC
12:45PM – 2:45PM Lunch & Closing Session: Future Vision of the Global Food Economy
Sponsored by: The Coca-Cola Company
2:45PM – 3:00PM Student Meeting
Required for all Travel Grant Recipients
3:30PM – 5:00PM 2007 Program Planning Committee Meeting
9:00PM – 12:00AM Tango Show and Dinner at Sr. Tango
Tango Show and Dinner at Sr. Tango
Depart time: 8:00PM. Must be pre-registered, $70 USD. See tour information for details.

TUESDAY, JUNE 13
7:30AM – 8:45AM Publication Policy Committee Meeting
9:00AM – 10:30AM Informatics as a Tool for Management
Sponsored by: Nestlé Argentina
10:30AM – 11:15AM Networking Break
Sponsored by: SYSCO
11:15AM – 12:45PM Marketing Health and Nutrition
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12:45PM – 2:45PM Lunch & Closing Session: Future Vision of the Global Food Economy
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With rapid changes taking place in the global agribusiness economy, agribusiness education professionals need to evaluate new and innovative approaches to providing education to both classroom and post graduate programs. This session will investigate several scenarios that may impact agribusiness education and their implications for both providers of educational programs and recipients. The session will involve a discussion of both the changes taking place in needs for education as well as the capability of professionals to meet them.

**Moderator:** Marcos Fava Neves, Prof. of Mktg & Strat., FEARP/University of Sao Paulo, Brazil

Jay Akridge, Director, Center for Food & Ag Business, Purdue University, USA

Dennis Conley, Professor, University of Nebraska-Lincoln, USA

Adrie Beulens, Professor, Wageningen University, Netherlands

Woody Majers, Professor, INHOLLAND University, Netherlands

Daniel Conforte, Head of Agribusiness Studies, Universidad ORT, Uruguay

Fernando Villega, Director, School of Agriculture, Buenos Aires University, Argentina

**10:00AM – 10:30AM**

**Networking Break** (Libertador Foyer)

Sponsored by: Nestlé Argentina

**10:30AM – 12:00PM**

**Symposium Concurrent Session #1**

(Ombu I, Ombu II, Martin Fierro I, Martin Fierro II)

**Case Conference Session #1** (Poncho)

**Moderator:** Walter J. Armbruster, President

Farm Foundation, USA

This session is important and relevant to agribusiness executives and government employees. The session strives for a better understanding of the knowledge-management task facing managers and how global governmental policy may influence firm strategy long-term. This session develops the possible nature of future global food supply chains through two synergistic analyses from a global food system perspective. Some vital aspects of each ‘boundary’ scenario include, but are not limited to, the following: 1) What are the supply chain implications for the market power of retailers versus processors? 2) Do pharmaceutical companies become part of an alliance with more traditional food processors? If so, what are the consequences for each and for other supply chain participants? 3) How much change among supply chain participants will be necessary to accommodate each scenario? 4) When the current transaction-driven global food supply chain is the ‘chain master’ model, does this present problems for the sustainability of various boundary scenarios?

**Moderator:** Walter J. Armbruster, President

Farm Foundation, USA

**3:00PM – 5:30PM**

**Student Case Competition: Preliminary Round**

(Poncho)

**6:00PM – 7:30PM**

**Student/Industry Reception**

(El Aguila Room)
10:00AM – 10:45AM
Networking Break (Libertador Foyer)
Sponsored by: SYSCO

10:45AM – 12:15PM
Discussion Panel: A Regional View of Emerging Trade Issues (Libertador Ballroom)

This session provides a response to the Doha Round discussion and emphasizes regional concerns regarding trade issues and their impact on food companies. It will feature participants from Argentina, Brazil, Chile, and Uruguay which have both current and future prospects as key players in the food chain.

Moderator: Alberto de las Carreras, Vice President, Exports Chamber, Argentina

Félix Alberto Peña, Director of Intl. Trade, BankBoston Foundation, Argentina
Miguel Santiago Campos, Sec. of Agriculture, Argentina
Roberto Rodrigues, Minister of Agriculture, Brazil
Luis Schmidt Montes, President, Agricultural National Society, Chile
Speaker to be determined, Ministry of Agriculture, Uruguay

12:15PM – 1:45PM
Lunch (Retiro Room)
Sponsored by: Unilever N.V.

IAMA Today
Sponsor Appreciation Awards
2007 IAMA Conference – Parma, Italy

1:45PM – 3:15PM
Food Health and Safety - Risk Communication (Libertador Ballroom)

As food health and safety concerns continue to increase globally, companies and governments are faced with developing appropriate strategies and mechanisms to deal with potential problems. This session will provide insights into the critical issues of food safety and risk communication, with examples of successful programs.

Moderator: Eluned Jones, Director, Master of Agribusiness Program, Texas A&M Univ., USA

Jeremy Russell, Dir. of Communications and Government Relations, National Meat Assoc., USA
Miguel Angel Marra, Manager of Quality Control, Bunge, Argentina
J. Eduardo Cervantes C., Public Affairs Director, Mexico Division, The Coca-Cola Company, Mexico
Ulrich Kihm, CEO, Safe Food Solutions, Switzerland

4:00PM – 5:30PM

Perhaps no sector in agriculture is more dynamic than the global soybean complex. End-use applications for soybeans are exploding, as the component parts of the soybean find increasing uses in the growing markets for nutritionally enhanced foods, alternative sources of energy, as well as the more traditional uses in food and animal feed. This discussion session will take a strategic look at the long-term potential for soybeans as a health product, as an alternative source of fuel, as well as the global trends in demand for more traditional uses.

Moderator: Allan Gray, Prof., Purdue University, USA

Marcos Fava Neves, Prof. of Mktg. & Strategy, FEARP/University of Sao Paulo, Brazil
Jose Zilio, Strategic Commercial & Technical Consultant, Bunge, Brazil
Jerry Steiner, Executive Vice President, Commercial Acceptance, Monsanto, USA
Rodolfo Hirsch, Rabobank, Argentina

7:00PM – 8:00PM
Wine Tasting: Marketing Wine as a Health Food (Retiro Room)
Sponsored by: Bodega Pulenta Estate; Maygars Hill Vineyard; & South African Wine & Brandy Co.

There is a growing body of evidence suggesting that consumption of wine can be beneficial to a healthy diet and lifestyle. This enjoyable session will feature a wine tasting and a discussion about marketing wine to the growing global marketplace.

Discussion Leader: Johan van Rooyen, CEO, South Africa Wine and Brandy Co., S.Africa

Jenny Houghton, Owner, Maygars Hill Vineyard, Australia
Eduardo Pulenta, President, Bodega Pulenta S.A., Argentina

8:00PM – 9:30PM
Presidential Banquet (Retiro Room)
Sponsored by: Arcor S.A.I.C.; Banco de la Provincia de Buenos Aires; Bodega La Rural; and Cargill SAIC

Welcome:
Daniel Osvaldo Scioli, Vice President of the Argentine Republic

Tango Show & Dinner

TUESDAY, JUNE 13

7:30AM – 8:45AM
Publication Policy Committee Meeting (Gomez Losada Room)

9:00AM – 10:30AM
Informatics as a Tool for Management (Libertador Ballroom)

Informatics is a rapidly developing management tool that focuses on information as a source of learning that needs to be organized, processed, and made available to the right people at the right time in a format for decision making so that it is a benefit and not a burden. This session will offer insights into the current status of informatics and examples of how knowledge can be organized and managed.

Moderator: William Mott, President, Agland Investment Services, USA

Torsten Hemme, CEO, IFCN Dairy Research Ctr., Germany
Lynn F. White, President, John Deere Agri Services Inc., USA
André Papaleo, Director of Agribusiness Solutions for Latin America, Oracle, Brazil
Josef Haber, Value Chain Manager, BASF, Germany

10:30AM – 11:15AM
Networking Break (Libertador Foyer)
Sponsored by: SYSCO

11:15AM – 12:45PM
Marketing Health and Nutrition (Libertador Ballroom)

As public awareness and interest grows concerning the health and nutrition attributes related to food, agribusiness companies are developing marketing strategies to meet consumer concerns and demands. This session will feature examples of how companies have developed strategies to take advantage of this growing demand in a global market.

Moderator: Gianluigi Zenti, President, Academia Barilla, Italy

Alberto Lambierto, Medical Director, Medicus, Argentina
Miguel Dupont, Marketing Manager, Fargo S.A., Argentina
Josue de la Maza, Marketing Mgr, Nestlé Argentina
Felipe Burgaz, South Latin Division Mktg. Dir., The Coca-Cola Company, Argentina

12:45PM – 2:45PM
Lunch & Closing Session: Future Vision of the Global Food Economy (Retiro Room)
Sponsored by: The Coca-Cola Company
International Food and Agribusiness Management Association

Derek Dictson, Executive Director
Jessica Smith, Project Manager  Kathryn White, Project Manager

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Program Planning Committee

Hector Laurence, IAMA President
Gianluigi Zenti, IAMA President-Elect
Jerome Siebert, IAMA Executive Vice President
Hector Ordóñez, Forum Co-Chair
Gustavo Grobocopatel, Forum Co-Chair
Marcos Fava Neves, Symposium Chair
Jacques Treinekens, Symposium Vice-Chair
Jay Akridge  Greg Baker
Mike Boehlje  Francesco Braga
Daniel Conforte  Bill Gorman
Allan Gray  Eluned Jones
Ulrich Kihm  Tom Sporleder
Sally Thompson  Decio Zylbersztajn

Sponsored by:
This concluding session will feature several IAMA Presidents who offer insights into the emerging issues and changes taking place in the global food economy. They will discuss the implications for management and decision making and suggest future issues to be addressed in IAMA programs.

Moderator: Hector Laurence, President & CEO, McLaren Holdings S.A., Argentina

Walter J. Armbuster, President, Farm Foundation, USA
Ross McLaren, Former President & CEO, Shaw’s Supermarkets USA, UK
Hans Jöhr, Corporate Head of Agriculture, Nestec Ltd., Switzerland
Lynn F. White, President, John Deere Agri Services Inc., USA
Gianluigi Zenti, President, Academia Barilla, Italy

Conference Attire

• IAMA Forum & Symposium: Business Attire
• Welcome Reception & Presidential Banquet: Business Attire
• Tours: Casual/Seasonal

IMA Fellows Award

Since its founding, IAMA has been successful due to the vision, hard work and creative efforts of a few key individuals. These individuals have distinguished themselves as leaders in the food and agribusiness industry as well as in service to IAMA. This is the highest award given by IAMA and is awarded only to members who have made outstanding and sustained contributions to the success of the organization, and are demonstrated leaders in the food and agribusiness industry.

2006 Fellows Award Recipient
Walter J. Armbuster, President, Farm Foundation, USA
IAMA Past President, 2004-2005

Conference Tours

All tours will depart from the Sheraton Hotel at either the front desk or the IAMA registration desk. Please arrive 15 minutes prior to departure. Space may still be available for certain tours. Check with the IAMA registration desk.

Pre-conference Tour

Puerto San Martin Soybean Complex
THURSDAY, JUNE 8
Departure Time: 2:00PM (Meet at Sheraton front desk)
Tour participants will be driven to Rosario (3 hrs) in a private bus to the hotel. Dinner will be served at a traditional restaurant.

FRIDAY, JUNE 9
Participants will be taken to the Port on the Parana River and board a private boat of the Navy Army. Sailing down the river they view the crushing plants and private ports of Cargill, Bunge, Terminal 6, Nidera, Dreyfus and Noble.

Tango Show and Dinner at Sr. Tango
Departure time: 8:00PM (Meet at IAMA reg. desk)
Enjoy a breath taking world-class tango show in a traditional Buenos Aires restaurant. You'll enjoy a fabulous atmosphere, excellent cuisine and flawless service make this a truly unforgettable experience. Duration: 3 hours

Post-conference Tour

Mendoza Wine Tour
Departure time: 10:45AM (Meet at Sheraton front desk)
Mendoza is located 659 miles due west of Buenos Aires. It was founded in 1561 and is the third most visited city in Argentina. Scattered across this fertile plain is nearly 2,000 different vineyards. Some are small family operations, others huge and state owned. The cultivation is made possible through an extensive network of irrigation channels laid in pre-Columbian times extending into the colonial era. The combination of plentiful water, sandy soil and dry climate provide year-round sunshine which makes enormous grape fields.

Participants fly to Mendoza and check in to the NH Cordilleria Hotel. Our bilingual tour guide will take us on a city tour which includes the Old Aquare, Parque O’Higgins, Loreto Cathedral, Cerro de la Gloria and more. Participants will be on their own for dinner in Mendoza. Thursday is a full day of wine tours and tasting at three wineries. Lunch is provided at Bodega Familia Zuccardi. Dinner will be on your own in Mendoza. On Friday after breakfast, we will be taken to the Mendoza airport and return to Buenos Aires.

TUESDAY, JUNE 13
Shopping Tour: Leather Goods
Departure time: 9:00AM (Meet at IAMA reg. desk)
Argentine superb-quality leather products enjoy worldwide recognition. This tour will take you on a visit to a leather goods factory. The products manufactured there follow the latest quality and design standards, both internationally and domestically. Duration: 4 hours

SUNDAY, JUNE 11
Tango Tour - Tango as a Cultural Porteño Symbol
Tour participants will be taken to the Port on the Parana River and board a private boat of the Navy Army. Sailing down the river they view the crushing plants and private ports of Cargill, Bunge, Terminal 6, Nidera, Dreyfus and Noble.

Conference Tours

SUNDAY, JUNE 11
Tango Tour - Tango as a Cultural Porteño Symbol
Departure time: 9:00AM (Meet at IAMA reg. desk)
Tango is undoubtedly one of the city’s most emblematic symbols. We’ll take a journey tracing the history of Tango back to its humble origins in the poor areas of town. We’ll follow every stage of its development, from its silent arrival at the tenement houses to its conquer of Corrientes Avenue and its final apotheosis as the quintessential symbol of the city’s culture. Duration: 2.5 hours

MONDAY, JUNE 12
San Isidro, Tigre and Sailing
Departure time: 9:00AM (Meet at IAMA reg. desk)
Visit San Isidro, one of the most beautiful neighborhoods outside the capital city. This tour offers participants an opportunity to view a slice of Buenos Aires culture through rich historical landmarks, architecture, shopping and sailing. We’ll visit a Neogothic-style cathedral, built between 1895 and 1898.

Lunch will be served at the Villa Hipica, a magnificent restaurant located in the exclusive San Isidro’s Race-track. Our next stop is Tigre, located on the Delta. This unique estuary of fresh water contains thousands of islands and small rivers surrounded by thick vegetation and fauna. Participants will sail along the magnificent islands and disembark at Paseo Victoria. Elegant architecture and a beautiful antique promenade of clubs, restaurants, cafés, and museums. Our final stop is the Port of Fruits which will provide unique shopping opportunities. Duration: 7 hours

DAY 9:
Participants will be taken to the Port on the Parana River and board a private boat of the Navy Army. Sailing down the river they view the crushing plants and private ports of Cargill, Bunge, Terminal 6, Nidera, Dreyfus and Noble.

Tango Show and Dinner at Sr. Tango
Departure time: 8:00PM (Meet at IAMA reg. desk)
Enjoy a breath taking world-class tango show in a traditional Buenos Aires restaurant. You’ll enjoy a fabulous meal while watching 40 highly skilled dancers. Fantastic atmosphere, excellent cuisine and flawless service make this a truly unforgettable experience. Duration: 3 hours

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