



International Food and Agribusiness Management Association
16th Annual Forum and Symposium
Buenos Aires, Argentina - June 10-13, 2006

Symposium Schedule of Presentations

Papers, Discussion Sessions, and Case Studies

SATURDAY, JUNE 10

Session 1 – 10:30AM - 12:00PM

Ombu I: Organizations – Cooperatives, Associations, Small and Medium Enterprises

Moderator: Dr. Lilyan Fulginiti, University of Nebraska, USA

***Environmental and Organizational Challenges for Dairy Cooperatives in LA and the US: Comparative Cases* (ID # 1005)**

Dr. Alejandro Galetto, SanCor Cooperativas Unidas Ltda, Argentina
Dr. Michael Cook, University of Missouri-Columbia, USA

***Producer Associations as a Response to Imperfect Quality Signaling* (ID # 1015)**

Mr. Alejandro Plastina, University of Nebraska-Lincoln, USA

***Is Decoupling the Solution for Agricultural Cooperatives in the UK?* (ID # 1063)**

Mr. Francisco Gonzalez-Diaz, Royal Agricultural College, UK
Ms. Abigail Reader, Formerly of Royal Agricultural College, UK
Ms. Rita Walsh, Royal Agricultural College, UK
Dr. John C. Alliston, Royal Agricultural College, UK
Dr. David Newton, Royal Agricultural College, UK

***“David and Goliath” – What kind of Managerial Concepts can SME Use?* (ID # 1083)**

Dr. Jon H. Hanf, Institute of agricultural Development in Central and Eastern Europe, Germany
Dr. Kirsti Dautzenberg, Leibniz-Institute of Agricultural Development in Central and Eastern Europe, Germany

Ombu II: Chain and Network Architecture and Coordination

Moderator: Dr. Carlos Steiger, Universidad de Belgrano, Argentina

***Channel Coordination: An Analysis of Agent’s Economic and Noneconomic Satisfaction* (ID # 1057)**

Ms. Everton Molina Campos, University of São Paulo, Brazil
Ms. Cintia Retz Lucci Scare, University of São Paulo, Brazil
Dr. Marcos Fava Neves, University of São Paulo, Brazil

***Developing an Effective Food Chain Management in a Developing Country: A Case Study on Manalagi Mango Fruit in Indonesia* (ID # 1136)**

Dr. Murray McGregor, Curtin University of Technology, Australia
Mr. Tedy Herlambang, Curtin University of Technology, Australia
Dr. Peter Batt, Curtin University of Technology, Australia

***Network Designs as Agribusiness Architecture: The Bioceres SA Case* (ID # 1170)**

Mr. Gustavo Napolitano, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina
Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina

***A Comparison Study of Forming Strategic Alliances as an Alternative to Venture Capital Funding in Biofood and Bioagriculture Industry in Finland and USA* (ID # 1176)**

Dr. Mark Hansen, Brigham Young University, USA
Mr. Aslak "Sam" Felin, Brigham Young University, USA

Martin Fierro I: Coordination on Wine Chain

Moderator: Mr. Gonzalo Estefanell, Inversiones y Desarrollos SA, Argentina

***An Inquiry into the Competitiveness of the South African Wine Industry* (ID # 1038)**

Mr. Dirk Esterhuizen, Agricultural Business Chamber, South Africa
Dr. Johan Van Rooyen, South African Wine and Brandy Company, South Africa

***Wine Festival Consumers’ Wine Preferences: A Discrete Choice Analysis* (ID # 1080)**

Dr. Jay Lillywhite, New Mexico State University, USA
Ms. Nasiba Alimova, New Mexico State University, USA
Dr. Jay Lillywhite, New Mexico State University, USA
Dr. Brian Hurd, New Mexico State University, USA

Martin Fierro II: Discussion Session

***Discussion Session: Methods for Teaching Marketing and Price Risk Management* (ID # 1036)**

Dr. Dennis M. Conley, University of Nebraska, USA
Dr. Donald W. Larson, The Ohio State University, USA
Dr. Francis Declerck, ESSEC Business School, France
Dr. Francesco Braga, University of Guelph, Canada

Poncho: Case Conference Opening Session

Discussant: Dr. Peter Goldsmith, University of Illinois Urbana-Champaign, USA

Opening Remarks

Dr. Francesco Braga, University of Guelph, Canada

***Banning Foie Gras in California* (ID # 1067)**

Dr. Gregory Baker, Santa Clara University, USA

***Analyzing Risk and Uncertainty of New Product Marketing: The Case of eMerge Interactive and VerifEYE®* (ID # 1070)**

Mr. Michael Gunderson, Purdue University, USA
Mrs. Maud Roucan, Purdue University, USA
Dr. Michael Boehlje, Purdue University, USA
Dr. Allan Gray, Purdue University, USA

Session 2 – 1:00PM - 2:30PM

Ombu I: Food Safety, Labeling and Obesity

Moderator: Mr. Daniel Conforte, Universidad ORT Uruguay, Uruguay

Attitudes and Behavior of Low-Income Household Primary Food Preparers toward Food Safety in Selected Southern States (ID # 1043)

Dr. Enefiok Ekanem, Tennessee State University, USA
Dr. F. Tegegne, Tennessee State University, USA
Mrs. M. Mafuyai-Ekanem, North Carolina A&T State University, USA
Dr. S. Singh, Tennessee State University, USA
Dr. S. Muhammad, Tennessee State University, USA

Nutrition Information and Food Labelling: An Analysis on Consumers' Use (ID # 1112)

Dr. Maria Carmela Aprile, University of Naples "Parthenope", Italy
Dr. Azzurra Annunziata, University of Naples "Parthenope", Italy

Strategies for Addressing Childhood Obesity – What Do the Experts Say? (ID # 1146)

Dr. Gregory Baker, Santa Clara University, USA

Nutritional Knowledge and Consumer Use of Nutritional Food Labels (ID # 1160)

Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina
Mr. Rodolfo Nayga, Texas A&M University, USA
Mr. Hernán Palau, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina

Martin Fierro I: Chain and Networks Governance, Environment and Negotiation

Moderator: Dr. John Nichols, Texas A&M University, USA

The Chain Facility (ID # 1018)

Dr. Woody Majjers, INHOLLAND University School of Agriculture and Technology, Netherlands
Dr. Lucas Vokurka, INHOLLAND University, Netherlands

Impacts from New Norms in Export Chains: Mycotoxin Management for Mercosur Wheat Actors (ID # 1071)

Dr. Daniel Iglesias, INTA-Anguil, Argentina
Dr. Guy Henry, CIRAD, Argentina
Dr. Alejandra Engler, INIA - Quilamapu, Chile
Mr. Gonzalo Gutierrez, University of the Republic, Uruguay

The Cattle Beef Negotiation in the Agribusiness System (ID # 1099)

Mr. Marco Antonio Conejero, FEARP/USP, Brazil
Mrs. Maria Stella B.L.de Melo Saab, FEARP/USP, Brazil
Dr. Dante Pinheiro Martinelli, FEARP/USP, Brazil

Ombu II: Brand Equity and Emerging Chains

Moderator: Dr. Jay Akridge, Purdue University, USA

New Designs in the Honey Agribusiness: The Case "Mieles Naturales de la Bahia" (ID # 1171)

Mr. Gustavo Napolitano, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina
Mr. Fernando Moggi, School of Agronomy-UBA, Argentina

Constraints and Limitations to the Application of Bio-fuel Production: Argentina as a Major Fuel Supplier in the Near Future? (ID # 1157)

Mr. Marcos Daziano, School of Agronomy-UBA, Argentina
Mr. Nicolas Gabrieludis, PepsiCo South Cone, Argentina
Ms. Andrea Radice, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina
Mr. Hernán Palau, School of Agronomy-UBA, Argentina

New Market Segments and Consumer Strategies in Argentina: Pre and Post Devaluation Scenarios (ID # 1165)

Mr. Hernán Palau, School of Agronomy-UBA, Argentina
Mrs. Sofia Glade, School of Agronomy-UBA, Argentina
Mrs. Consolación Otaño, School of Agronomy-UBA, Argentina
Mrs. Evangelina Dulce, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina

Martin Fierro II: Discussion Session

Discussion Session: Assessing Impacts of Disaster Events and Changing Trade Arrangements on the Corn and Oilseed Sector (ID # 1037)

Dr. Corinne E. Alexander, Purdue University, USA
Dr. Dennis M. Conley, University of Nebraska, USA
Dr. Donald W. Larson, The Ohio State University, USA

Poncho: Case Conference

Discussant: Dr. Murray McGregor, Muresk Institute, Australia

Quinoa Market Development: Rural Alti Plano Peru (ID # 1172)

Mr. Jim Krigbaum, Chemonics International, USA

Cocomar: Crisis Outline and Strategic Vocation for Regional Development (ID # 1027)

Dr. Maria Sylvia Saes, USP, Brazil
Dr. Christian Silva, UniFAE, Brazil

Session 3 – 3:00PM - 5:30PM

Ombu I: Supply Chains, Small Farmers and Ethics

Moderator: Dr. André Jooste, University of the Free State, South Africa

Dynamics of Supply Chains and Competitive Advantage: Event Structure Analysis of Two French Agri-food Companies (ID # 1081*)

Dr. Jean Charroin, Audencia, France

Public and Private Roles in Promoting Small Farmers' Access to Non-traditional Markets: Case Studies from Central America (ID # 1095)

Ms. Pilar Jano, Virginia Tech, USA
Dr. Denise Mainville, Virginia Tech, USA

Business and Agribusiness Ethics in Argentina: Tensions and Contradictions (ID # 1104)

Dr. Raquel Sastre, Amerika 2001 S.A., Argentina
Mr. Juan Jose Rusinek, Amerika 2001 S.A., Argentina

Ombu II: Strategy and Competitiveness – Lessons from New Zealand and India

Moderator: Dr. Murray McGregor, Muresk Institute, Australia

An Analysis of Strategy in Action: A Case Study of the Subsidiary of a Multinational Agribusiness Firm (ID # 1131)

Ms. Maria Victoria Jauregui, Massey University, New Zealand

Dr. James C. Lockhart, Massey University, New Zealand
Ms. Nicola Mary Shadbolt, Massey University, New Zealand

The Balanced Scorecard as a Spontaneous Framework in a Horticultural Hybrid Co-operative under Strategic Change: A Case Study in the New Zealand Kiwifruit Industry (ID # 1132)

Ms. Nicola Mary Shadbolt, Massey University, New Zealand
Mr. Gustavo Cardemil-Katunarić, Massey University, New Zealand

Creating Competitiveness in Indian Floriculture (ID # 1173)

Dr. Vijendra Asopa, Indian Institute of Management, India

Martin Fierro I: Chain Governance and Trade Policies

Moderator: Dr. Jacques Trienekens, Wageningen University, Netherlands

Mechanism of Governance in the Beef Chain - Focusing the Measurement Costs (ID # 1002)

Mrs. Silvia M.Q. Caleman, UFMS, Brazil
Dr. Renato Luiz Sproesser, UFMS, Brazil
Dr. Dario O. Lima Filho, UFMS, Brazil
Dr. Cícero Antônio O. Tredezini, UFMS, Brazil

International Agribusiness Policy Analysis in the 21st Century (ID # 1055)

Dr. P. Lynn Kennedy, Louisiana State University, USA
Mrs. Elizabeth D. Dufour, Louisiana State University, USA
Dr. Hector O. Zapata, Louisiana State University, USA

Free Trade Agreements in the Western Hemisphere (ID # 1054)

Dr. P. Lynn Kennedy, Louisiana State University, USA
Mrs. Elizabeth D. Dufour, Louisiana State University, USA
Mr. Brian Hilbun, Louisiana State University, USA

Martin Fierro II: Quality, Traceability and Safety

Moderator: Dr. Hugo Goldsztein, OpsSmart - South America, Argentina

Adoption of Security Systems to Address Bioterrorist Threats on Dairy

Farms in the Western United States (ID # 1001)

Dr. DeeVon Bailey, Utah State University, USA
Mr. Nicholas K. Buttars, Pfizer, USA
Dr. Allen J. Young, Utah State University, USA
Dr. DeeVon Bailey, Utah State University, USA

Consumers' Perception of Food Traceability in Europe (ID # 1066)

Dr. Georges Giraud, ENITA of Clermont, France

Checklist Governance: Risk-oriented Audits to Improve the Quality of Certification Standards in the Food Sector (ID # 1064)

Mr. Holger Schulze, Georg-August University Goettingen, Germany
Mrs. Friederike Albersmeier, Georg-August University Goettingen, Germany
Ms. Gabriele Jahn, University of Goettingen, Germany
Dr. Achim Spiller, Georg-August University Goettingen, Germany

US and EU Rule-Making Procedures and Food Safety (ID # 1118*)

Dr. Vincent Amanor-Boadu, Kansas State University, USA
Mr. Chandra Mohan Reddy Metla, Kansas State University, USA

Poncho: Student Case Competition Preliminary Round

Seven teams from around the world will present a solution to an agribusiness management situation that requires a quick management response. Two teams will be selected to compete in the finals round. Finalists will be announced immediately following the preliminary round.

Judges:

Mr. Hans Johr, Corporate Head of Agriculture, Nestec Ltd., Switzerland
Dr. Eluned Jones, Director - Master of Agribusiness Program, Texas A&M University, USA
Mr. Ross McLaren, Fmr. President and CEO, Shaw Supermarkets - USA, UK

SUNDAY, JUNE 11

Session 4 – 8:30AM - 10:00AM

Ombu I: Innovation, Property Rights and Trade

Moderator: Dr. Kobus Laubscher, University of the Free State, South Africa

Regulatory Framework of Intellectual Property in the Seed Industry: A Comparative Analysis of Argentina, Brazil and the United States (ID # 1012)

Dr. Antonio Carlos Nogueira, University of São Paulo, Brazil
Dr. Jay Kesan, University of Illinois, USA
Dr. Andres Gallo, University of North Florida, USA

Productivity Growth and Convergence in Agriculture and its Effects on World Food Trade (ID # 1092)

Mr. Carlos Ludena, Purdue University, USA
Dr. Thomas Hertel, Purdue University, USA

Trade and Welfare Implications of Export Subsidy Abolition (ID # 1086)

Dr. Jyrki Niemi, MTT Agrifood Research Finland, Finland

Martin Fierro II: Quality, Traceability and Safety – Lessons from Beef

Moderator: Mr. Hernán Palau, School of Agronomy-UBA, Argentina

Traceability as Competitive Advantage in Beef Calf Marketing (ID # 1011)

Dr. Júlio Barcellos, Universidade Federal doRio Grande do Sul, Brazil
Mrs. Angélica dos Santos, Universidade Federal doRio Grande do Sul, Brazil
Mrs. Luciana Christofari, Universidade Federal doRio Grande do Sul, Brazil
Mrs. Fernanda Brandão, Universidade Federal doRio Grande do Sul, Brazil
Mr. Ricardo Oaigen, Universidade Federal doRio Grande do Sul, Brazil

Quality Assurance: Challenges and Opportunities for the Uruguayan Beef Industry (ID # 1084)

Mr. José Inciarte, National Meat Institute, Uruguay
Mr. Luis Aguiar, Royal Agricultural College, UK

Consumer Consciousness on Meat Products - Incentive for Higher Quality Production and Basis for Marked-Up Pricing [Case of Georgia (Country)] (ID # 1139)

Mr. David Ubilava, Purdue University, USA

Beef Safety Shocks and Dynamics of Vertical Price Adjustment: The Case of BSE Discovery in the U.S. Beef Sector (ID # 1150)

Dr. Sayed Saghaian, University of Kentucky, USA
Dr. Lee Meyer, University of Kentucky, USA

Ombu II: Food Chains in Mercosul

Moderator: Mr. Ramiro Costa, Bolsa de Cereales, Argentina

Trade Credit Relationships: Theory and Evidence from Small and Medium Size Agribusiness in Latin America (ID # 1046)

Mr. Enrique Hennings, University of Illinois, USA
Dr. Hamish Gow, University of Illinois, USA

Argentina and Brazil: Their Role in the Agriculture of the Future (ID # 1077)

Mr. Ramiro Costa, Bolsa de Cereales, Argentina
Mr. Jorge Ingaramo, Bolsa de Cereales, Argentina

Is Agricultural Productivity in Mercosur Declining? (ID # 1089)

Dr. Lilyan Fulginiti, University of Nebraska, USA
Ms. Preeti Bharati, University of Nebraska, USA

The Pricing of Crop Traits: Intellectual Property Rights and the Curse of the Coase Conjecture (ID # 1125)

Dr. Richard Perrin, University of Nebraska, USA
Dr. Lilyan Fulginiti, University of Nebraska, USA

Martin Fierro I: Institutional Environment

Moderator: Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina

Impacts of U.S. Farm Policy on the Agribusiness Environment (ID # 1024)

Mr. Michael Gunderson, Purdue University, USA
Mr. Brian Briggeman, Oklahoma State University, USA
Mr. Joshua Detre, Purdue University, USA

The Structure of the World Trade Organization: The Impacts on U.S. Agribusiness and Multilateral Trade Agreements (ID # 1052*)

Ms. Ericka Lane Luna, New Mexico State University, USA

The Decision Process of Buyers of a Graduate Degree in Agribusiness and Foods at the FAUBA (ID # 1158)

Mr. Maximo Delacre, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina
Mr. Facundo Neyra, School of Agronomy-UBA, Argentina
Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina

Poncho: Case Conference

Discussant: Dr. Michael Cook, University of Missouri - Columbia, USA

Strategic Management Options for Growing Power Foods Ltd: Dar Es Salaam Tanzania (ID # 1039)

Dr. Donald W. Larson, The Ohio State University, USA
Dr. Emmanuel R. Mbiha, Sokoine University of Agriculture, Tanzania
Dr. J. Mark Erbaugh, The Ohio State University, USA
Dr. Thomas Worley, The Ohio State University, USA

Sanitary and Phytosanitary Measures as Barriers to Market Entry: The Case of Citrus Black Spot and South African Citrus Exports to the European Union (ID # 1108)

Mr. Mark Darroch, University of KwaZulu-Natal, South Africa
Ms. Vireme Dlamini, University of KwaZulu-Natal, South Africa

Closing Remarks

Dr. Francesco Braga, University of Guelph, Canada

Session 5 – 10:30AM - 12:00PM

Ombu I: Chain Coordination under Institutional Changes

Moderator: Dr. Michael Boehlje, Purdue University, USA

Socio-Economic Impact Study of Transfair Intervention in the Coffee Marketing Channel (ID # 1014)

Mr. Alejandro Plastina, University of Nebraska-Lincoln, USA
Dr. Eric Arnould, University of Arizona, USA

Does Success Mean that all Members are Homogeneous? An analysis of the German Wine Coops (ID # 1082)

Dr. Jon H. Hanf, Institute of agricultural Development in Central and Eastern Europe, Germany
Mr. Erik Schweickert, ORGA GmbH, Germany

Marketing of Carbon Credits: an Empirical Study (ID # 1102)

Mr. Marco Antonio Conejero, FEARP/USP, Brazil
Dr. Marcos Fava Neves, PENSA, Brazil

Contract Farming and Cut Flowers: An Ecuadorian Cut Flower Industry Response to Dollarization (ID # 1113)

Ms. Meredith Blumthal, University of Illinois, USA
Dr. Hamish Gow, University of Illinois, USA

Ombu II: Traceability Impacts on Chains and Horticultural Business

Moderator: Prof. Adrie Beulens, Wageningen University, Netherlands

Does On-Farm Quality Assurance Pay? A Cost-Benefit Analysis of the Grainsafe Program (ID # 1006)

Dr. Corinne Alexander, Purdue University, USA
Dr. Dirk Maier, Purdue University, USA
Mr. Umit Karaca, Purdue University, USA

Queensland's Implementation of a National Livestock Identification and Tracing System to Enhance Food Chain Management. (ID # 1030)

Ms. Sue Ryan, Department Primary Industries & Fisheries, Australia
Mr. Ron Glanville, Department Primary Industries & Fisheries, Australia
Mr. John Roberts, Department Primary Industries & Fisheries, Australia
Ms. Jenny Shorter, Department Primary Industries & Fisheries, Australia

Horticultural Pilot Project - Prosop Case: Small and Medium Vegetable Producers in Chaco and Institutional Assistance for Competitiveness. (ID # 1156)

Mr. Hernán Palau, School of Agronomy-UBA, Argentina
Dr. Hector Ordóñez, School of Agronomy-UBA, Argentina

Global Horticultural Procurement, International Strategic Alliances and the Challenges of Geographic Location (ID # 1045)

Mr. Enrique Hennings, University of Illinois, USA
Dr. Hamish Gow, University of Illinois, USA
Dr. Thomas Reardon, Michigan State University, USA

Martin Fierro I: Consumer and Environmental Changes – Impacts to Food Chains

Moderator: Dr. Lucas Vokurka, INHOLLAND University, Netherlands

An Examination of the Impacts of Exchange Rate Volatility on Sectoral Trade in the Mercosur (ID # 1040)

Dr. Donald W. Larson, The Ohio State University, USA
Dr. Mauricio V Bittencourt, Federal University of Parana, Brazil
Dr. Stanley R Thompson, The Ohio State University, USA

Finnish Citizens' Attitudes towards Multifunctional Agriculture (ID # 1119)

Ms. Nina Hyytiä, University of Helsinki, Finland
Dr. Jukka Kola, University of Helsinki, Finland

Environmental Uncertainty and Vertical Integration: The Case of Natural Valley Farms Inc. (ID # 1135)

Dr. Ronald Camp II, University of Regina, Canada
Mr. Sylvain Charlebois, University of Regina, Canada

Economic Assessment of Selected Disaster Events on Corn Markets in the U.S. and Argentina (ID # 1035)

Dr. Dennis M. Conley, University of Nebraska, USA
Mr. Christopher Kerr, University of Nebraska, USA

Martin Fierro II: Vertical Coordination and Collective Actions

Moderator: Dr. Anna Crole-Rees, Crole-Rees Consultants, Switzerland

Vertical Coordination in German Pork Production: Towards more Integration? (ID # 1022)

Dr. Ludwig Theuvsen, Georg-August-University Goettingen, Germany
Ms. Birgit Schulze, Georg-August-University Goettingen, Germany
Dr. Achim Spiller, Georg-August-University Goettingen, Germany

Actions to Enhance Vertical Coordination in the Dutch Pig Chain (ID # 1048)

Dr. Ina Enting, Wageningen UR, Netherlands
Mr. Johan Zonderland, Wageningen UR, Netherlands

Challenges for Increasing Milk and Yogurt Consumption in Brazil (ID # 1091)

Mr. Luciano Castro, PENSA, Brazil
Dr. Matheus Consoli, PENSA, Brazil
Mr. Lucas Teixeira, PENSA, Brazil
Dr. Marcos Fava Neves, PENSA, Brazil

Mapping and Quantification of the Milk Chain in São Paulo State - Brazil (ID # 1111)

Mr. Matheus Alberto Consoli, PENSA, Brazil
Mr. Helio Braga de Paiva, PENSA, Brazil
Dr. Marcos Fava Neves, PENSA, Brazil
Mr. Frederico Fonseca Lopes, PENSA, Brazil

Session 6 – 1:00PM - 2:30PM

Ombu I: Niche Markets and Retail/Foodservice Demands

Moderator: Mr. Jim Krigbaum, Chemonics International, USA

Sales Management and its Effects on the Prices of Beef Calves (ID # 1090)

Dr. Júlio Barcellos, Universidade Federal do Rio Grande do Sul, Brazil
Mrs. Luciana Christofari, Universidade Federal do Rio Grande do Sul, Brazil
Mrs. Angelica dos Santos, Universidade Federal do Rio Grande do Sul, Brazil
Mr. Fernando Kuss, Universidade Federal do Rio Grande do Sul, Brazil
Mrs. Cecilia Giordano, Universidade Federal do Rio Grande do Sul, Brazil

Niche Market Opportunities for Small Farmers: Case Study of Virginia Beef Markets (ID # 1096)

Dr. Denise Mainville, Virginia Tech, USA
Ms. Ashleigh Waddle, Virginia Tech, USA

Perspectives of Small Retailers in the Organic Market: Customer Satisfaction and Customer Enthusiasm (ID # 1107)

Dr. Achim Spiller, University of Goettingen, Germany
Dr. Jan Bolten, University of Goettingen, Germany
Dr. Raphael Kennerknecht, University of Goettingen, Germany

Restaurant Demand for Live Cultured Grouper in East Timor (ID # 1149)

Dr. Catherine Chan-Halbrendt, University of Hawaii, USA
Ms. Jacqueline Halbrendt, University of Hawaii, USA
Ms. Flavia Da Silva, University of Hawaii, USA

Ombu II: Quality Incentives and Standards on Food Chains

Moderator: Prof. Beth Woods, Department of Primary Industries & Fisheries, Australia

Do Quality Incentives Matter? (ID # 1007)

Dr. Corinne Alexander, Purdue University, USA
Dr. Rachael Goodhue, University of California, Davis, USA
Dr. Gordon Rausser, University of California, Berkeley, USA

Supplier Relationship Quality in the German Pork and Dairy Sector: Theoretical Considerations and Empirical Evidence (ID # 1021)

Ms. Birgit Schulze, Georg-August-University Goettingen, Germany
Mr. Christian Wocken, Georg-August-University Goettingen, Germany
Dr. Achim Spiller, Georg-August-University Goettingen, Germany

Structure and Management Design with Quality Assurance: A Case of ISO 9001:2000 Quality Standard Implementation in an Argentine Agricultural Farm (ID # 1106)

Dr. Raquel Sastre, Amerika 2001 S.A, Argentina

The Impact of Differences in Quality Standards and Quality Systems on International Food Chain Development (ID # 1138)

Dr. Jacques Trienekens, Wageningen University, Netherlands

Martin Fierro I: Supply Chains and Marketing Channels

Moderator: Ms. Mary L. Shelman, Harvard Business School, USA
Designing the Last Mile of the Supply Chain in Africa: Firm Expansion and Managerial Inferences from a Grocer Model (ID # 1033)
Ms. Laura Donnet, Michigan State University, USA
Dr. Dave Weatherspoon, Michigan State University, USA
Dr. Anthony Ross, Michigan State University, USA

Choice of Procurement Strategy in Specialty Coffee: Supply Relationship and E-Auctions (ID # 1088)

Ms. Laura Donnet, Michigan State University, USA
Dr. David Weatherspoon, Michigan State University, USA

The Relationship between Business Internationalization and Financial Performance of Stock-Listed Brewing Groups (ID # 1121)

Mr. Oliver Ebneht, Goettingen University, Germany
Dr. Ludwig Theuvsen, Goettingen University, Germany

Difficulty in Designing Marketing Channels: The Search of Efficiency by Brazilian Food Industry (ID # 1128)

Mr. Ricardo Messias Rossi, Federal University of Sao Carlos, Brazil
Dr. Andrea Lago Silva, Federal University of Sao Carlos, Brazil
Dr. Marcos Fava Neves, PENSA, Brazil

Poncho: Student Case Competition Finals Round

The two best teams from the preliminary round will be given a short update to the original agribusiness management situation. The finalists will compete for 1st place by presenting a revised management solution.

Judges:

Mr. Hans Johr, Corporate Head of Agriculture, Nestec Ltd., Switzerland
Dr. Eluned Jones, Director - Master of Agribusiness Program, TAMU, USA
Mr. Ross McLaren, Fmr. President and CEO, Shaw Supermarkets - USA, UK

Poster Presentations

****All posters will be displayed in the Libertador Foyer during the entire conference. The poster presenters will be available during one networking break on each day of the Symposium to answer questions.****

Saturday and Sunday, 10:00AM - 10:30AM, Libertador Foyer

Impact of Farmland Prices on Debt Accumulation in South Africa's Agricultural Sector (ID # 1003)

Dr. Herman van Schalkwyk, University of the Free State, South Africa
Mr. Ajuruchukwu Obi, University of the Free State, South Africa

Towards a Broader Understanding of South African Consumer Spending on Meat (ID # 1009)

Dr. André Jooste, University of the Free State, South Africa
Mr. Pieter Taljaard, University of the Free State, South Africa
Mr. Tesfalidet Asfaha, University of the Free State, South Africa
Mr. Herman Van Schalkwyk, University of the Free State, South Africa

Institutional Arrangements and Intellectual Property in the Seed Industry: Analysis of Soybean Seed Market in Brazil (ID # 1013)

Dr. Antonio Carlos Nogueira, University of São Paulo, Brazil

Optimal Labeling Regimes for GMOs in Open Developing Countries (ID # 1016)

Mr. Alejandro Plastina, University of Nebraska-Lincoln, USA
Dr. Konstantinos Giannakas, University of Nebraska-Lincoln, USA

Modelling Food Security in the Kgalagadi District: South Africa (ID # 1031)

Mr. Daniël Barend Louw, University of the Free State, South Africa
Dr. Andre Jooste, University of the Free State, South Africa

Economic and Social Development – The role of Public Private Partnerships in Dispute Resolution (ID # 1050)

Dr. Eric Thor, Arizona State University, USA
Dr. Francisco Diniz, Universidade de Trás-os-Montes e Alto Douro, Portugal
Mr. Luis Leite, Portugal University, Portugal

Development of New Products for Sectorial Associations of the Brazilian Agribusiness (ID # 1058)

Ms. Everton Molina Campos, University of São Paulo, Brazil

The Use of Artificial Neural Networks as Information Systems in the Food Chain Management: An Empirical Comparison of Methods (ID # 1065)

Mr. Holger Schulze, University of Goettingen, Germany
Dr. Achim Spiller, University of Goettingen, Germany

Local Agrifood System as a Mechanism of the Insertion of the Family Agriculture in the Competitive Market (ID # 1068)

Mr. Guilherme Malafaia, UFRGS, Brazil
Dr. Julio Otavio Barcellos, UFRGS, Brazil
Dr. Eugenio Pedrozo, UFRGS, Brazil

Systemic Competitiveness of the Interorganizational Relationships of the Beef Cattle in Brazil (ID # 1069)

Mr. Guilherme Malafaia, UFRGS, Brazil
Dr. Julio Otavio Barcellos, UFRGS, Brazil
Dr. Peter Hansen, UFRGS, Brazil
Mr. Carla Neumann, UFRGS, Brazil
Mr. Marcelo Pinto, UCS, Brazil

The Sustainability of Ethically Traded Coffee: A Comparison between Brazil and Peru (ID # 1094)

Mr. Luis Aguiar, Royal Agricultural College, UK

Agro-Energy (Biofuels and Biomass): Analysis of Global Opportunities for Agribusiness (ID # 1098)

Mr. Marco Antonio Conejero, FEARP/USP, Brazil
Dr. Marcos Fava Neves, PENSA, Brazil
Mr. Vinicius Gustavo Trombin, FEARP/USP, Brazil

Marketing Channel Choice, Investment Allocation and 3rd Party Facilitation: The case of the USDA MAP and Armenia Dairy Sector (ID # 1133)

Dr. Hamish Gow, University of Illinois, USA
Mr. Aleksan Shanoyan, University of Illinois, USA

Saturday and Sunday, 2:30PM - 3:00PM, Libertador Foyer

Geographical Branding: The Case of Premium New Mexico Sweet Onions (ID # 1029)

Ms. Clarissa Cox, New Mexico State University, USA
Ms. Vera Wilson, New Mexico State University, USA
Dr. Jay Lillywhite, New Mexico State University, USA

Optimal Capital Structure for a Newly-merged Firm: The Case of Brewer Molson Coors (ID # 1041)

Dr. Chris Peterson, Michigan State University, USA
Ms. Sylvia Yang, Cal Poly Pomona University, USA
Mr. Atsushi Kanaya, Cal Poly Pomona University, USA
Dr. Jon Phillips, Cal Poly Pomona University, USA

Food Biosecurity and Safety Issues in the Americas (ID # 1051)

Dr. Eric Thor, Arizona State University, USA
Mr. Antonio Calzada, Chemonics, Mexico
Dr. Moshe Raccach, Arizona State University Polytechnic Campus, USA

Price Formation and Margin Behaviour in the Finnish Food Markets (ID # 1085)

Dr. Jyrki Niemi, MTT Agrifood Research Finland, Finland
Dr. Csaba Jansik, MTT Agrifood Research Finland, Finland

Consumer Perception of Health Food Products and the Effect of Country of Origin in Purchase Preference in Taiwan (ID # 1093)

Mr. Luis Aguiar, Royal Agricultural College, UK
Mr. Chien-Ming Huang, Royal Agricultural College, UK

Snail Farming in Argentina: Limiting and Promoting Factors of the Activity (ID # 1105)

Dr. Raquel Sastre, Amerika 2001 S.A, Argentina

International Trade Performace of the South African Fish Industry (ID # 1117*)

Mr. Mogos Y Teweldemedhin, University of the Free State, South Africa
Mr. Micheal Viljoen, University of the Free State, South Africa
Dr. Andre Jooste, University of the Free State, South Africa

Growth and Profit Opportunities - Analyzing the World Brewing Industry (ID # 1120)

Mr. Oliver Ebnet, Goettingen University, Germany
Dr. Ludwig Theuvsen, Goettingen University, Germany

Farmers Entry and Allocation Decisions in 3rd Party Facilitated Marketing Channels Initiatives (ID # 1134)

Dr. Hamish Gow, University of Illinois, USA
Mr. Aleksan Shanoyan, University of Illinois, USA

Traceability, Transparency and Assurance (TTA) Systems Implementation for the Brazilian Exporter Pork Meat Chain (ID # 1144)

Mr. Edson Talamini, FABE/UPF, Brazil
Dr. Eugênio Ávila Pedrozo, UFRGS, Brazil
Mr. Guilherme Malafaia, UFRGS, Brazil

Guangzhou Buyers Preference for Premium Hawaiian Grown Product Gift Baskets (ID # 1145)

Dr. Catherine Chan-Halbrendt, University of Hawaii, USA
Mr. Yu Jin, Nanyang Technological University at Singapore, Singapore
Ms. Helen Keung, University of Michigan at Ann Arbor, USA
Dr. Tun Lin, Asian Development Bank, Philippines
Dr. Carol Ferguson, University of Hawaii at Manoa, USA

Master Watershed Steward – A Community-based Water Quality Curriculum which Enhances Stakeholder Involvement in Watershed Protection Planning and Implementation of Practices to Improve Water Quality (ID # 1152)

Mrs. Nikkoal Dictson, Texas Cooperative Extension, USA
Dr. Mark McFarland, Texas Cooperative Extension, USA

Lowering Risk Premium to Enhance Investments in Differentiated Products (ID # 1155)

Mr. Jean Cordier, Agrocampus Rennes, France
Mr. Sabine Treguer, Agrocampus Rennes, France

Case Competition Teams

****The Case Competition preliminary round will be held during Session 3 on Saturday in the Poncho Room. The final round will be held during Session 6 on Sunday in the same room. See session details above for more information, including a list of judges.****

Team # 1

Advisor – Dr. Jay Akridge, Purdue University, USA

Mr. Michael Gunderson, Purdue University, USA
Mr. David Ubilava, Purdue University, USA
Ms. Giovanna Facetti, Purdue University, USA

Team # 2

Advisor – Dr. Dennis Conley, University of Nebraska - Lincoln, USA

Mr. Alejandro Plastina, University of Nebraska-Lincoln, USA
Mr. Sam Felin, Brigham Young University, USA
Mr. Tomas Murtagh, University of Nebraska-Lincoln, USA

Team # 3

Advisor – Dr. Kobus Laubscher, University of the Free State, South Africa

Mr. Olubukola Oyewumi, University of the Free State, South Africa
Mr. Hilton Madevu, University of Pretoria, South Africa
Mr. Bonani Nyhodo, University of Stellenbosch, South Africa
Mr. Dirk Esterhuizen, University of Pretoria, South Africa

Team # 4

Advisor – Mr. Hernan Palau, University of Buenos Aires, Argentina

Mr. Ezequiel Poletto, University of Buenos Aires, Argentina
Mr. Maximo Delacre, University of Buenos Aires, Argentina
Mr. Sergio Britos, University of Buenos Aires, Argentina
Ms. Carolina Guerrero, University of Buenos Aires, Argentina

Team # 5

Advisor – Dr. Marcos Neves, PENZA, Brazil

Mr. Luciano Thomé e Castro, PENZA, Brazil
Mr. Matheus Alberto Consoli, PENZA, Brazil
Mr. Marco Conejero, PENZA, Brazil
Ms. Everton Molina Campos, PENZA, Brazil

Team # 6

Advisor: Mr. Sebastian Senesi, University of Buenos Aires, Argentina

Mr. Gustavo Napolitano, University of Buenos Aires, Argentina
Mr. Fecundo Neyra, University of Buenos Aires, Argentina
Mr. Marcos Daziano, University of Buenos Aires, Argentina
Ms. Evangelina Dulce, University of Buenos Aires, Argentina