

# INTERNATIONAL FOOD AND AGRIBUSINESS MANAGEMENT ASSOCIATION 17<sup>TH</sup> ANNUAL WORLD FORUM AND SYMPOSIUM



## PLENARY SPEAKER BIOGRAPHIES

PARMA, ITALY, JUNE 23 - 26, 2007

**Rhona S. Applebaum** serves as Chief Regulatory Officer for The Coca-Cola Company where she leads Scientific and Regulatory Affairs (SRA). The SRA department is responsible for sponsoring scientific research, communicating regulatory policy, providing systems guidance on regulatory, safety and health issues and working with other groups in industry, government and academia. SRA also provides greater business leadership on critical scientific and regulatory issues.

**Doyle Baker** has a PhD in Farm Management and Production Economics from Michigan State University, USA. From 1982 to 1988 he was employed by Kansas State University to conduct farming systems research for a USAID project in Botswana. Subsequently he held various positions of increasing seniority with the Institutional Institute of Tropical Agriculture (IITA) in Cameroon and Nigeria. He joined FAO in 1997 and is now Chief of the Agricultural Management, Marketing and Finance Service. This service conducts appraisals, develops guidelines and provides advisory support relating to agribusiness, farm management, agricultural marketing and rural finance. His current interests include farm commercialization, policies and institutions to support agribusiness and agro-industries development, and public-private cooperation in agricultural value chain projects. He represents FAO in the Donor Committee for Enterprise Development, and co-Chairs the Committee's Linkages and Value Chains working group.

**Guido Barilla** is President of Barilla and has served as Chairman of Barilla Holdings since 2003. He was educated in Italy and the United States. He began his executive training for Barilla France in 1982 and then completed several traineeships in the United States for American food companies. Barilla Holding Società per Azioni is based on four sub-holdings: Barilla G. e R. Fratelli SpA, GranMilano SpA, Kamps AG and Harry's SCA. The Group operates in 21 countries and, with a turnover IAS compliance of about 4.1 Billions euro, 80 production facilities (in 12 countries), about 20.400 employees, is world leader in the pasta market (Barilla, Voiello, Misko, Filiz, Yemina, Vesta brands), in sauces market with Barilla and Voiello brands, European leader in the bakery products with its leading brands Mulino Bianco, Pavesi and Le Tre Marie (Italy), Kamps, Golden Toast and Lieken Urkorn (soft and fresh bread – Germany), Harry's (soft bread and cakes – France and Russia), La Bella Easo (brioche and croissant – Spain) and Wasa (world-wide leader brand in crisp bread). The Group also operates in Italy in the ice-cream market with Sanson and in festivity products with Le Tre Marie brand.

**Reto Battaglia** studied organic chemistry at ETH and after post-doctoral research in the UK worked with the food control authority of Zurich. As a director of quality control of the largest Swiss retailer, he transformed their laboratories into the independent profit centre Swiss Quality Testing Services (SQTS). He now runs his own food safety consultancy, and he is associated with a private Chinese certification body as Food Safety Director. He was a member of the Swiss Nutritional Advisory Board and has been actively engaged in developing the Global Food Safety Initiative by the CIES (the international retailer's association). He is a regular lecturer for food quality assurance at the ETH Zurich and at the University of Parma.

**Leo Bertozzi** is the General Director of the Consorzio del Formaggio Parmigiano-Reggiano in Parma, Italy. He earned a degree agricultural science from Catholic University of the Sacred Heart in Milan in 1975. After working as an instructor and acting principal at an agricultural secondary school in West Africa, Leo returned to Italy and became a member at the Laboratory of Applied Technology of Consorzio Parmigiano-Reggiano where he analyzed milk and animal feeding related to cheese production. Mr. Bertozzi served as Director of International Market Relations for Consorzio Parmigiano-Reggiano for 12 years. He was responsible for promotional and advertising programs marketing cheese outside of Italy. He oversaw the Protected Designation of Origin (PDO) as well as certification and legal protection of Parmigiano-Reggiano in foreign markets. Mr. Bertozzi has worked in dairy trade policy and negotiations with both EC and internationally.

**Michael Boehlje** is a Distinguished Professor in the Department of Agricultural Economics at Purdue University. He conducts research and teaches in the area of farm and agribusiness management and finance. His research interests include alternative systems of coordination of the food and industrial product chain, the industrialization of agriculture and alternative financial and organizational structures for farm and agribusiness firms. Dr. Boehlje teaches a graduate/undergraduate course in agricultural finance and a graduate course in economics for managers in the EMBA program. He also teaches in the executive development programs of the Center for Food and Agricultural Business, as well as in schools and extension programs for farmers and lenders on finance and management topics. He is a Fellow of the American Agricultural Economics Association and of the International Food and Agribusiness Management Association.

**Sandro Boscaini**, President, Masi Agricola SpA. Italy

**Francesco Braga** is Associate Professor with a joint appointment in the Department of Business and the Department of Economics, College of Management and Economics, University of Guelph, Canada, and Professore Incaricato, Istituto di Economia Agroalimentare, Facolta' di Agraria, Universita' Cattolica del Sacro Cuore, Italy. A graduate of the University of Guelph and the Universita' Cattolica del Sacro Cuore, Prof. Braga is a Board Member of IAMA and Editor of the IFAMR. Prof. Braga has advised over 100 graduate students, mostly at the MBA level. Passionate about his work in the Food and Agribusiness professional area, he has worked internationally with industry, government and academia. He is currently working on supply chain sustainability issues, price risk management issues and marketing of typical foods.

**Hon. Carole L. Brookins** is an international consultant known for her work as a policy and trade strategist on issues of global political economy and its effect on the food and agriculture sector. Her career has included positions as chairman and CEO, World Perspectives, Inc. and the U.S. Executive Director of the World Bank, 2001-2005. Ms. Brookins played a leading role in developing collaborative programs between the World Bank's International Development Agency (IDA) and the International Finance Corporation, providing critical support to small enterprise development in sub-Saharan Africa. She helped President Bush achieve initiatives to deliver IDA assistance in the form of grants instead of loans and adopt results based measurement programs. Carole was a consistent advocate for partnering public and private sectors to develop infrastructure in the poorest countries. Ms. Brookins regularly delivers keynote addresses on international economic, trade, agricultural and political issues before U.S. and overseas audiences. She has appeared on nationally televised programs, including "The MacNeil/Lehrer News Hour," and CNN's "Inside Business" and "Crossfire."

**Carlo Cannella** is a Professor in the Dipartimento di Scienza dell'Alimentazione at the Università la Sapienza di Roma, Italy. He earned his doctorate in Biochemistry from the Institute of Biological Chemistry at Rome University and later became a professor of Biochemistry at the University of Parma until 1986. Prof. Cannella is nutritional consultant to RAI for the programs "Superquark" (channel one) and "TG2 Salute" (channel two). In 2006 was appointed as a member of the "Consiglio Superiore di Sanità" (National Health Council) and more recently as President of INRAN (National Institute of Research on Food and Nutrition). Dr Cannella's scientific research in the field of metabolism and inorganic sulfur compounds has contributed towards better understanding of the physiological role of xenobiotic compounds. Other research includes dietary habits connected to lifestyle choices and distribution of CHD risk factors. Recently, he is working with color responses and reactions to stimuli from food, as a study between food preferences and actual choices. He is also studying the consumption of dietary supplements, poly-unsaturated acid fats and minor molecules (phytochemicals) in relation to functional foods and nutraceuticals. His research has formed the subject of over 150 scientific papers, international books and journals and presentations.

**Carlos Arthur B. da Silva** holds a Ph.D. and a M.Sc. degree in Agricultural Economics from Michigan State University and a B.Sc. in Economics from the Federal University of Rio de Janeiro, Brazil. After working for 28 years as an agribusiness consultant and Professor of Agro-industrial Economics and Management at the Federal University of Viçosa, in Brazil, he joined the Food and Agriculture Organization of the United Nations (FAO) in Rome, Italy, in 2004. At FAO he holds the position of Agribusiness Economist at the Agricultural Management, Marketing and Finance Service of the Rural Infrastructure and Agro-Industries Division. His responsibilities include the development of normative and field work activities in the general areas of agribusiness development and agribusiness management. He is the author or co-author of 4 books, 20 book chapters and about 65 refereed journal articles.

**Hon. Paolo De Castro** is a Professor in the Agricultural Economics Department, University of Bologna, Ministro delle Politiche. Paolo De Castro is professor of Agricultural Economics at the Veterinary Medicine University of Bologna. In 1980 he graduated at the same University getting the maximum mark in Agricultural Sciences. He is married and has two sons. From January 2001 to May 2004 the Minister chaired the "Nomisma" Economics' Studies Institute. He is professor at the Agriculture Academy of Bologna, the Georgofili Agricultural Economics Academy of Florence, the Agriculture Academy of Pesaro and the National Academy of Treja. He is scientific coordinator of the International Center for Advanced Mediterranean Agronomic Studies (CIHEAM) in Paris, and scientific Director of the Genio Rurale Magazine: a magazine on goods evaluation and territory science of Edagricole. He is also member of the Italian Agricultural Economists' Society (SIDEA) and of the European Agricultural Economics Association (EAEA).

**Francis Declerck** is Associate Professor in the Department of Finance at ESSEC Business School Paris, France. He is also researcher at the ESSEC International Agri-Food Management Institute (ESSEC-IMIA). He co-chairs the ESSEC research Chair for Excellence in Food Chains, in partnership with Danone, Carrefour and Coutrelis & Associates. Mr. Declerck has a doctorate degree in agricultural economics from the University of Illinois at Urbana-Champaign (USA), a post-graduate degree in international agri-food economics and management from ESSEC Business School Paris (France) and he graduated in agricultural sciences from ISAB (Beauvais, France). His primary expertise is in finance applied to food and agribusiness: dynamics of the determinants of performance, mergers and acquisitions, commodity futures markets.

**Henk Folkerts** is a partner with the Rijnconsult Group (member of Allied Consultants Europe; ACE). His consulting activities include strategy-development, value chain development and corporate social responsibility. Henk has worked on projects in The Netherlands, Europe, the US, Canada, Australia and Asia. Mr. Folkerts studied agricultural engineering and business administration at the University of Wageningen. His work with (general) management functions has given him practical experience in international Value-chain development and linkages in the chain from consumer to producer. He has published many articles and has co-authored books on value chain management and corporate social responsibility.

**Stephanie Gallat** is a food technologist at FAO Headquarters. Dr Gallat has 15 years experience in designing, implementing, managing and evaluating post-harvest and agro-processing projects, including 10 years of field experience and research management in Ghana. Her expertise lies in post-harvest management and technology transfer in handling, processing and marketing of tropical food crops, including cereals, pulses, roots and tubers and horticultural produce. She also has experience of participatory needs assessment methodologies, gender analysis and working in multi-disciplinary and multi-cultural teams. The current thrust of her work at FAO is the provision of advice and guidance in support of the post-productions sector (handling, storage, distribution and transport and marketing of agricultural products, developing and implementing post-harvest and agro-processing projects in collaboration with FAO member countries and providing technical backstopping. She has undertaken missions in Sudan, Ghana, Swaziland and Afghanistan to assess opportunities for value-addition and agro-processing and conducted trainings in Kenya on safe grain handling and storage aimed at small farmers. Dr. Gallat holds a BSc and PhD in food technology from the University of Reading, UK.

**Ing. Pietro Gandolfi** is Managing Director of S.P.I.P. S.p.A., a public-private agency in charge of development and investment projects for the regional area of Parma. He holds a degree in Electrical Engineering from the University of Parma and spent seven years working for SASIB s.p.A., an international food and beverage company covering managerial positions in Italy and Brazil. Mr. Gandolfi joined A.T. Kearney in 2000 as a project manager and consultant for leading food and consumer goods companies until 2006.

**Catherine Geslain-Lanéelle** is the new Executive Director of EFSA (European Food Safety Authority). Previously, she was the Regional Director of Agriculture and Forestry for the Île de France region and one of the two Vice-Chairs of EFSA Management Board. Previously, she served as Director-General of Food of the French Agriculture Ministry where she was responsible for the management of health risks related to food, animal health and welfare, plant protection as well as risk communications. She has worked for the European Commission in the area of risk management and risk assessment and is active at an international level. She served as Chair of the Codex Alimentarius Committee on General Principles in 2001 and 2002.

**Allan Gray** joined the faculty at Purdue University in August 1998. His research interests are agribusiness management, strategic planning, decision making under uncertainty, and simulation. Current research includes the buying behaviors and attitudes of large commercial producers, the impacts of alternative farm policy proposals, and the management implications of real options thinking. His publications cover a range of topics including the implications of the 2002 farm bill for agricultural producers, a simulation approach to agribusiness behavior modeling, and risk/reward sharing in vertical arrangements between producers and processors. Dr. Gray is responsible for teaching Statistics for Decision-Making at the Masters of Science level, Strategic Agribusiness Management at the Ph.D. level, and Quantitative Analysis in the distance based EMBA program.

**William D. Gorman** is a Professor Emeritus in Agricultural Economics and Agricultural Business at New Mexico State University. He holds a B.S. in General Agriculture and a M.S. in Agricultural Economics from University of Illinois, and a Ph.D Oregon State University, Agricultural Economics, Minor: Economics & Statistics. His fields of concentration are in: Agricultural Business Feasibility, High Value Crops, International Competitiveness, International Trade and Marketing. Dr. Gorman's areas of special interest are: International Marketing, Impacts of the Information Revolution on the structure of global food and agribusiness firms, and Viticulture.

**Gustavo Grobocopatel** is the Vice President and CEO of Grupo Los Grobo, a leading Argentine company that supplies the agrifood network with raw materials, services and information. Gustavo studied Agricultural Engineering at the University of Buenos Aires, and served as a professor there until 1989. Additionally, Mr. Grobocopatel is president of Bioceres SA, a company that researches and develops projects on agro-biotechnology and other scientific fields. He is a member of the Argentine Business Association, a board member for AAPRESID (Argentine No-till Farmers Association), an open network of innovative farmers receptive to scientific and technological advances and a member of several relevant Argentine organizations. In 2004, Gustavo received the "Businessman of the Year" award by Grupo Clarin (media local group), and in 2006, his company Grupo Los Grobo received the Special Mention and National Award for Quality.

**Valerio Guareschi**, Sales Manager, CIO Consorzio Interregionale Ortofrutticoli, Italy

**Josef Haber** is a Value Chain Manager in the Agricultural Products unit of BASF AG. He attained the Ph.D. in Agricultural Sciences. Since joining BASF in 1985, Mr. Haber held a variety of positions in the Ag-chem business including product development, sales and marketing. In 2001 he built up the Food Value Chain team in the European business organisation. This team takes care of the alignment of the crop protection operation with the growing needs of various food value chain players. At present, he is managing new business projects in Global Marketing. He focuses on value added products both for BASF's farming customers and their downstream partners.

**Birthe Linddal Hansen** is a senior consultant and futures analyst at Kairos Future Denmark. She has a master degree in sociology from the University of Amsterdam and in history from University of Roskilde Denmark. Her expertise is in sociology and the change processes. More specifically she focuses on people, modern life and future consumers. She specializes in the agricultural sector, food business, trends in the food sector, and food consumption. Birthe is an experienced project manager, accomplished speaker and author. She is often a regular columnist in the Danish press.

**Neal Hooker's** research, teaching and outreach efforts focus on Agribusiness management and marketing, food safety and nutrition, and related policy issues. Ongoing research relates to agricultural, environmental and food risk analysis; consumer studies of food quality issues; the impact of food recalls; and the effects of E-Business on agribusiness management and produce quality. Hooker is author of numerous journal articles and book chapters on these topics. Prior to joining the department in 2000, he held faculty and postdoctoral positions at Colorado State, Texas A&M and Massachusetts.

**Hans Jöhr** served as the president of IAMA from June 2003 - June 2004. He is the corporate head of agriculture at Nestlé in Vevey, Switzerland and is responsible for providing technical and strategic leadership in the groups' world-wide agricultural raw material supply chain. Prior to moving to Nestlé in 2000, Mr. Jöhr served as chief executive officer of AFC Consulting in Brazil where he engaged in agribusiness and forestry, consulting and management. He is a member of the board of IPC (Intl. Policy Council on Agriculture Food and Trade) and a member of the advisory council of the Swiss State Secretariat of Economic Affairs (SECO). He also serves as the chairman of SIPPO (Swiss Import Promotion Programme). Mr. Jöhr is the past president of the Swiss-Brazilian Chamber of Commerce in São Paulo, Brazil and has consulted in over 40 countries. He is the author of more than 30 publications in Brazilian and international newspapers.

**Erica Kuhlmann** is Market Executive and Sector Head of the Food Group for BMO Capital Markets. She is responsible for managing five industry teams and their client coverage activities. Ms. Kuhlmann has been with Harris as a member of its Food Group since 1985. She has served in a variety of positions and has worked with companies in a wide range of industry segments across the food chain including food manufacturers, meat processors, wineries, commodity companies, and input suppliers and distributors. Erica received a BA in French Studies and Political Science from Northwestern University and an MBA in Finance and Business Policy from the University Of Chicago Graduate School Of Business.

**Héctor Laurence**, President of IAMA and founder and president of its Argentine Chapter, has served as corporate vice president of Pioneer Hi Bred International, for several years—overseeing their Latin America operations. He is founder and president of several companies in the agribusiness sector such as HL Partners, SA and Mc Laren Holdings, SA. Mr. Laurence is currently president of the Fundación Vida Silvestre Argentina and was formerly president of the Argentine Seed Association, Arpov in Argentina, a board member for the FIS, and corporate vice president of Morgan Seeds.

**Rosangela Marchelli**, Dean of Agriculture, Facoltà di Agraria, Università di Parma, Italy

**Thierry Marotine** is currently member of the Board of Crédit Agricole du Nord Est Group, in Reims, France. After 12 years with BNP Paribas, where after his time with the General Inspection of the Group he developed an international career (PECO, Tunisia), he joined the Crédit Agricole. The "Crédit Agricole du Nord Est" Group, where he now holds the position of Director of International Development and is also in charge of the Real Estate Development, is the main financial and economic actor of its region with more than 2,500 employees and a total balance sheet of 16 billion Euros. It is also one of the main agro business banks in France, in terms of activities and potential.

**Ross McLaren** joined J. Sainsbury plc., a division of Shaw's Supermarkets parent company in 1967 as a meat buyer trainee after earning a degree in agriculture and animal husbandry from Aberdeen University. He worked in the buying departments and headed up Dairy, Frozen Food and Produce Division. He was appointed to departmental director in 1983 and became responsible for a major trading division, as well as serving on the board of Sainsbury's Hypermarket Subsidiary, Savacentre. Later, he was appointed to Vice President Procurement for Shaw's, then Managing Director of Homebase, the Sainsbury's D.I.Y. (Do-It-Yourself) subsidiary. He returned to the United States as president and chief executive officer of Shaw's Supermarkets, Inc. in August 1998. In 2000, Ross was elected president of IAMA. Ross officially retired from Shaw's Supermarkets in the Fall of 2002. Mr. McLaren was a 2003 recipient of the "Fellows" award. The highest award given by IAMA given 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.

**Emmo Meijer** joined Unilever as Senior Vice President responsible for Global Foods R&D in 2005.. Dr. Meijers studied chemistry at the University of Amsterdam and gained his PhD in biochemistry in 1979. That same year he joined DSM Research, where he played an active role in innovative fine-chemicals research in various capacities. In 1984 he was appointed part-time lecturer in bioorganic chemistry at Eindhoven University of Technology. From 1989 onwards he became more closely involved as a Business Development Manager in the expansion of DSM's fine-chemicals business. In 1992 he was appointed Vice-President of Strategic Planning in the newly formed DSM Fine Chemicals division. From 1994 to 1996 he was Director of Holland Sweetener Company (Maastricht, Netherlands), a joint venture of DSM and Tosoh (Japan). In 1996 he became Director of DSM Andeno (Venlo, Netherlands), a producer of pharmaceutical intermediates. In January 1998 he was appointed to the post of Director of DSM Research and in 2001 he was appointed as DSM's first CTO.

**Francisco Mere**, Director of Business Development, Energy and Natural Resources, Societe Generale, Mexico.

**Luc Morelon** is the Director of External Relations and Communication for Lactalis. Lactalis is the second largest dairy company worldwide and has a turnover of 7,5 Bn € Lactalis is a leader in french dairy markets and produces 750 000 T of cheeses, with prestigious brands such as President Galbani, and other regional brands. Lactalis also produces preserved milks, liquid milk and fresh products. Mr. Morelon earned a degree in Agricultural Economics in Paris, began his career in banking at Credit Agricole in Paris and joined the Co-op France-Lait (preserved milks) in 1981 as General Manager. In 1989, he became General Manager of the cheese factory Valmont until it was acquired by Lactalis in 1991.

**Elsa Murano** is Vice Chancellor and Dean, Agriculture and Life Sciences and Director, Texas Agricultural Experiment Station at Texas A&M University since 2005. Previously, she was appointed Undersecretary for Food Safety, U.S. Department of Agriculture, by President George W. Bush in 2001. Dr. Murano served as the highest ranking food safety official in the U.S. government with the responsibility of overseeing the policies and programs of the Food Safety Inspection Service (FSIS). Prior to working with the US Department of Agriculture she was appointed professor in the Department of Animal Science at Texas A&M University after having been associate professor since 1995. She also served as director of the Center for Food Safety within the Institute of Food Science and Engineering from 1997 to 2001 and associate director from 1995 to 1997. A native of Havana, Cuba, Dr. Murano received her B.S. in biological sciences from Florida International University. She received her M.S. in anaerobic microbiology and her doctorate in food science and technology from Virginia Polytechnic Institute and State University.

**Erasmus Neviani** is a professor in the Dipartimento di Genetica, Biologia dei Microrganismi, Antropologia Evoluzione, Università di Parma. He earned a degree in Food Science and Technology from the Università degli Studi di Milano il with a specialization in Biotechnology Applications from the Università degli Studi di Milano il. He became a full professor of Food Microbiology and Industrial Microbiology – Food Science and Technology, Faculty of Agronomy – University of Parma in 1988. Professor Neviani's primary scientific activities include microbiology and technology of dairy products; food safety and processing; microbial interactions in natural food ecosystems; enzymatic activities and cheese ripening. He has contributed to more than 200 scientific publications; 77 of which were published in international food science journals.

**John Nichols** is a Professor and Department Head of Agricultural Economics at Texas A&M University. His research and teaching program includes agricultural and food product marketing and policy and international agribusiness. Dr. Nichols' teaching responsibilities have included agribusiness and food marketing, strategic marketing and planning, and agricultural and food policy. Primary research interests have focused on producer-based collective marketing programs, evaluation of marketing strategies, and food industry marketing. Since the early 1990s he has directed a series of agribusiness education projects in Russia, Armenia, and Georgia. Dr. Nichols received his B.S. and Ph.D. from Cornell University, and his M.S. from Michigan State University.

**Maria Pagura** has worked on rural and micro finance and small enterprise development issues in Africa and Asia over the last fourteen years. As a Rural Finance Officer at FAO she helps design and review programs and projects in rural finance. Her current thrust of work is examining financial products and services for agribusinesses and strengthening formal-informal financial sector linkages. She was the Project Coordinator for a global review on financial linkages funded by the Ford Foundation and recently organized international conference focused on applying rural finance research to policies and practice. She has worked extensively in Mali on Micro enterprise and microfinance issues. Maria has facilitated project evaluation trainings in South Africa and Uzbekistan

and reviewed rural and microfinance sectors in Bangladesh, India, Indonesia, Mali, Peru and Rwanda. She has a Masters in Economics and a PhD in Agricultural Economics from The Ohio State University.

**Giovanni Parolari** has been affiliated with the Experiment Station for Food Processing in Parma, where he has dealt with research in a variety of food areas, including meat chemistry, technology of muscle foods, experimental design and industrial applications for 25 years. Author of over 100 scientific papers and member of several scientific committees, he has been chairman of the nutrition panel of the European Meat Processing Industry. As a consultant in meat technology, he has been especially committed to the Italian industry of traditional meat products, including the leading Protected Designation of Origin brands. He is Contract Professor of Meat Products and of Applied Statistics at the University of Parma. He has a degree in Chemistry and a doctorate in Biochemistry.

**Giovanni Praderio** earned a degree in Business Administration at the Bocconi University of Milan, and began his professional career by joining in 1988 Italian Company Italgel in Marketing department. He has worked for Nestlè Italy since 1991, where he moved into positions of increasingly responsibility, becoming Confectionary Marketing Director in 2001. Since November, 2006 he has been the Italy Wellness Champion.

**Giulio Sapelli** is professor of Economic History at the Università degli Studi di Milano, and also teaches Cultural Analysis of Organisation Processes. He graduated with a degree in Economic History and specialized in Ergonomics. Mr. Sapelli has been a fellow of the European University, Fiesole, and the Gulbenkian Foundation, Lisbon. He's been a visiting professor and carried out numerous teaching and research activities at universities throughout Central and Eastern Europe; North and South America; and Australia. Giulio Sapelli has served as a research and management consultant for a variety of organizations and companies. His assignments have included direct responsibilities for orientation and intervention in the fields of personnel policies, internal relations, internal communications, and the development of "ethic code" programs for studies and research. He is a published author and multi-award winner receiving international recognition. He's published works on industrial relations, non-profits and received the distinguished "Salvatore Valitutti" and the "Capalbio Economia" Award.

**William E. Scott** is an agricultural economist with 26 years of experience in project development, both in the United States and internationally. He has undertaken projects in more than 30 countries on five continents, working with a broad spectrum of businesses and governments on agricultural and energy projects. In recent years, Mr. Scott has been working in the biofuels sector. In 2006 in Nigeria, he headed a team of experts to prepare feasibility studies for two \$300 million integrated projects, each designed with 20,000 hectares of sugar cane and a plant producing ethanol, sugar, and electricity through cogeneration. Scott is now working on the development of biofuel projects in Brazil, Peru, Mexico, Nigeria, and Egypt. Mr. Scott has a Master's degree from the Food Research Institute of Stanford University and an undergraduate degree from Stanford University and the Institut d'Etudes Politiques in Paris, France.

**Jerry Siebert** is Extension Economist Emeritus in the Department of Agricultural and Resource Economics at the University of California, Berkeley and Associate Director for Agribusiness Issues in the University of California Agricultural Issues Center. Since receiving his Ph.D. in 1964, he has been a U.S. Army Officer in Vietnam, worked U.S. Department of Agriculture, and worked in several countries introducing Western management concepts and tools. Dr. Siebert is the Executive Director of IAMA, since October 2002.

**Mary Shelman** is Director of the Agribusiness Program at Harvard Business School, where she coordinates the content and production of the annual Agribusiness Seminar and related programs. In addition, she serves as a strategic advisor to companies and is a member of the editorial board of the International Food and Agribusiness Management Review. Formerly, Shelman was Chairman of the Board of RiceTec, Inc., and also served on the boards of RiceTec AG, Stiftung Furst Liechtenstein, and the USA Rice Millers' Association. She earned an MBA from Harvard Business School and a B.S. in chemical engineering from the University of Kentucky.

**Thomas Sporleder** is an agribusiness professor in the Department of Agricultural, Environmental, and Development Economics and holds the *Farm Income Enhancement Endowed Chair* at The Ohio State University, Columbus, Ohio. His current areas of interest include value-added commodity marketing, and vertical coordination in the food supply chain. In addition, he consults in the area of patent infringement and has been an outside director for several agribusiness corporations. He serves as associate editor for AgBioForum and also is Immediate past-president of the Agribusiness Economics and Management Section of the American Agricultural Economics Association. He also serves in an elected position on the board of directors of the International Food and Agribusiness Management Association

**Florence Tartanac** is a French national; she holds a Ph.D. in Economic Geography from the University of Paris X-Nanterre, France, and an engineering degree in Agrifood Industries. She is a specialist in rural agro-industries development, currently serving as Agro-industry Officer at FAO Headquarters in Rome. She was Agro-industry Officer at the FAO Regional Office for Latin America and the Caribbean for five years, and previously worked for 10 years in Guatemala and Central America at the Nutrition Institute of Central America and Panama, promoting the development of small-scale rural agribusiness. Her areas of interest are support for small-scale entrepreneurs in the value-chain framework, promotion of business partnerships, and the promotion of innovations for the small and medium-sized agribusiness enterprise sector.

**Martin Taylor** is a businessman and former chief executive of Barclays Bank. He is currently Chairman of Syngenta AG. He joined Reuters as a journalist in 1974, before moving to the Financial Times in 1978. In 1984, he joined the board of Courtaulds, becoming chief executive of Courtaulds Textiles by 1990. He became chief executive of Barclays four years later, in 1994, remaining there until 1998. He was a member of the UK Parliament select Committee for Science and Technology for five years. He also joined the Institute for Public Policy Research (IPPR) and compiled their 2001 Commission on Public/Private Partnerships report. Mr. Taylor is currently an international adviser to Goldman Sachs. He is Chairman of Syngenta AG and he also chairs the Syngenta Foundation for Sustainable Agriculture. Mr. Taylor was educated at Eton and Balliol College, Oxford, where he earned a degree in Oriental languages.

**Paolo Tramelli** was born in Parma, graduated in economics at the University of Parma in 1994, and is the International Marketing Manager at the Consorzio del Prosciutto di Parma.

**Libero Giovanni Stradiotti** has served as President of the Consortium for the Protection of the Provolone Valpadana cheese since 2002; which is one of the most important and consolidated Consortiums for the Protection of Italian cheeses. Born a son of a farmer, Mr. Stradiotti grew up in the Cremonese countryside and he inherited the family farm, which he is still running. Mr. Stradiotti graduated with a degree in Agricultural Sciences, with specialization in zootechnics, at the University "Cattolica del Sacro Cuore" in Piacenza. He is Vice- President of the Social Dairy Ca' de' Stefani in Vescovato (CR), to which he supplies the milk of his cattle; he is Vice –President of the Central Dairy in Cremona, FEDAGRI (National Federation of the Agricultural and Food processing co-operatives) Lombardy Councillor, Member of the Management Committee FIL-IDF (International Dairy Federation) and holds several posts in land-improvement and irrigation Co-operatives of the territory.

**László Vajda** is an economist by training, and graduated from the University for Economics in his native Budapest (HU). He is Director of the Hungarian Ministry of Agriculture and Rural Development where he was worked since 1975. He was a member of the Hungarian EU accession negotiations team responsible for agriculture and fisheries. He is currently head of the Department for EU Coordination at the Ministry. He is Hungary's spokesperson for the Special Agriculture Committee in Brussels (BE). Dr Vajda teaches at several universities in Hungary and is a guest professor at the Agricultural University in Gödöllő (HU).

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

**Christoph Studer** is a professor teaching Natural Resources Management at the Swiss College of Agriculture (Zollikofen) and collaborates internationally as a consultant engaged in various R&D projects (such as RISE ). Dr. Studer studied Agricultural Sciences at the Swiss Federal Institute of Technology (ETH) in Zurich. His doctorate and post doctorate research focused on improving crop drought tolerance and water use efficiency. His career at international research centers began in the Agroforestry Program of the ICRISAT Sahelian Center (Niger). Later, he worked as a Soil-Plant-Water, Relations Specialist at ICARDA (Syria) concentrating on integrated approaches to improved water productivity in dry areas.

**Clement Vachon** is Communications Director for SanPellegrino, Nestlé Waters, in Italy. He studied at the Economy and Commerce Laval University in Quebec City, Canada, then worked with Gruppo Alimentare Ferrero as Marketing Manager in Toronto and as Coordinator of International Marketing and Publicity for Ferrero International in Torino. He served as Director of Marketing for World Gold Council in Milan from 1984-1986. Until joining SanPellegrino in 1998, Mr. Vachon worked with Gruppo Fininvest, serving as both Director of Marketing and Publicity.

**Lynn F. White**, President of John Deere Agri Services, will serve as the IAMA Board President in 2007-2008. Prior to joining Deere in 2000, Mr. White served as Senior Vice President of Corporate Development for IMC Global Inc., a leading crop nutrients producer. He was an officer of the company and also served as Acting Chief Financial Officer in 1997-98. Prior to joining IMC, Mr. White was general manager of Chicago-based FMC Corporation's worldwide Food Ingredients Division. During his 17 years at FMC, Mr. White's responsibilities included a wide array of domestic and international assignments, including serving as Business Director for an FMC division in the United Kingdom. He also held positions in its Agricultural Chemicals Group, serving as Group Director, Planning and Development, in Philadelphia and later as area director in Brussels with responsibility for Europe, the Middle East and Africa.

**Gianluigi Zenti**, is President of Academia Barilla S.p.A. He established a track record of exceptional achievements during a uniquely diverse 12-year Barilla career, working in all businesses, start up and turnaround situations in Italy and internationally. In 2001, Barilla assigned him the task to initiating and developing a new company with the objective of becoming the global flagship brand of Italian Gastronomic Culture by offering exclusive, customized services and top quality food products. He is also responsible for the creation, together with Renzo Piano, of the Academia Barilla HQ in Parma: the most technologically advanced culinary center in Europe. Mr. Zenti is completing his term as IAMA's Board President, 2006-2007.

**Johann Zueblin** is Head of Standards and Social Compliance at the Migros Federation of Cooperatives. He joined Migros in 1988 and worked with a team for 10 years a program for integrating production within primary production. In 1998 he joined the new quality department at Migros and took over the implementation of the new scheme within the food sector. Since 2005 manages the new approach including standards in the food safety and social compliance within the organization. This includes the implementation of the EurepGAP the GFSI standards as well as the social standards BSCI. Mr. Zueblin is board member of the EurepGAP GFSI and the CIES driven GSCP (Global Social Compliance Program).