



SYMPOSIUM CONCURRENT SESSIONS

17th Annual Forum and Symposium
Parma, Italy - June 23-24, 2007

PAPERS, DISCUSSION SESSIONS & CASE STUDIES

SATURDAY, JUNE 23

SESSION 1

11:00AM - 12:30PM

Rigoletto (DLV): Discussion Session

Moderator: Mr. Daniel Conforte, Massey University, New Zealand

Case Studies in Futures and Options Markets and Violations of Government Regulations (ID # 1088)

Dr. Dennis Conley, University of Nebraska-Lincoln, USA
Dr. Francis Declerck, ESSEC Business School, France
Dr. Francesco Braga, University of Guelph, Canada

Nabucco (DLV): Knowledge and Communication

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

Vocational Training in the Field of Agriculture - Empirical Results (ID #1168)

Mr. Julian Voss, Georg August University Goettingen, Germany
Dr. Achim Spiller, Georg August University Goettingen, Germany

Industry-Academic Partnerships: Benefit or Burden? (ID# 1091)

Dr. Gregory Baker, Santa Clara University, USA
Dr. Juan Batista, Bella Carlo, USA
Dr. Lisa House, University of Florida, USA
Dr. Allen Wysocki, University of Florida, USA

A Measurement of Risk Bearing as a Result of Consolidation (ID #1112)

Dr. Mark Hansen, Brigham Young University, USA
Ms. Tanya Graziano, Brigham Young University, USA

Knowledge Based Communication Concept: A Case of an Innovative Functional Food Product with a Health Claim (ID # 1031)

Dr. Jofi Puspa, Justus Liebig University, Germany
Dr. Rainer K uhl, Justus Liebig University, Germany

Bigab Library (AB): Organic Production

Moderator: Dr. Sayed Saghalian, University of Kentucky, USA

The New Horizon for Organics: A Market Outlook of the Effects of Wal-Mart on the International Organic Market (ID # 1198)

Ms. Georgia Clark, Texas A&M University, USA
Mr. Dwi Susanto, Texas A&M University, USA
Dr. C. Parr Rosson, Texas A&M University, USA
Mr. Flynn Adcock, Texas A&M University, USA

Organic Dairy Demand Analysis: Market Segmentation and Targeting through Cluster Analysis Techniques (ID #1089)

Dr. Denise Mainville, Virginia Tech, USA
Ms. Hannah McKnight, Virginia Tech, USA

Adoption of Product Innovations by Food Processors: Inimitable First Mover Marketing Strategies (ID # 1059)

Dr. Thomas L. Sporleder, The Ohio State University, USA
Mr. Christopher Shanahan, The Ohio State University, USA
Dr. Neal H. Hooker, The Ohio State University, USA

Acceptance of the Organic Certification System by Farmers in Germany (ID # 1140)

Mr. Holger Schulze, Georg August University Goettingen, Germany
Dr. Gabriele Jahn, Food Plus GmbH, Germany
Dr. Achim Spiller, Georg August University Goettingen, Germany

Acquario (AB): Consumer Perceptions and Consumer Concerns

Moderator: Dr. Allan Gray, Purdue University, USA

Consumption and Obesity in China. A Consumer Segmentation Study Based on the Food Perspective (ID # 1004)* Best Paper Finalist

Dr. Xiaoyong Zhang, LEI, Wageningen UR, The Netherlands
Mrs. Yuna He, National Institute for Nutrition and Food Safety, China
Dr. Hans Dagevos, LEI, Wageningen UR, The Netherlands
Dr. Ivo van der Lans, Wageningen University, The Netherlands
Mrs. Fengying Zhai, National Institute of Nutrition and Food Safety, China

The Attitude of Italian Consumers Towards GM Foods (ID # 1132)

Dr. Cristina Mora, University of Parma, Italy
Dr. Davide Menozzi, University of Parma, Italy
Dr. Corrado Giacomini, University of Parma, Italy
Dr. Celia Cantoni, University of Parma, Italy
Dr. Matteo Massari, University of Parma, Italy
Dr. Gianluca Morelli, University of Parma, Italy

The Interaction between Beliefs and Evaluations of Milk: Application of the Theory of Reasoned Action (ID # 1159)

Mrs. Melanie Lang, University of Guelph, Canada
Mr. Elliot Currie, University of Guelph, Canada

Auditorium (AB): Case Conference Opening Session

Moderator : Dr. Gregory Baker, Santa Clara University, USA

Opening Remarks

Dr. Gregory Baker, Santa Clara University, USA

Case Conference Introduction "Developing a Teaching Case"

Ms. Mary L. Shelman, Harvard Business School, USA

SESSION 2
2:00PM - 3:30PM

Traviata (DLV): Ethanol and Biofuels Production

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

The Expansion of U.S. Ethanol Production and The Changing Distribution of Corn in the U.S. and the World (ID # 1083)

Dr. Dennis Conley, University of Nebraska-Lincoln, USA
Dr. Adam George, University of Nebraska, Lincoln, USA

Existing Governance Structures and their Impact on the Bio-fuel Agribusiness in Argentina (ID # 1163)

Mr. Marcos Daziano, School of Agronomy -UBA, Argentina
Mr. Sebastian Senesi, School of Agronomy -UBA, Argentina
Ms. Carolina Guerrero, School of Agronomy -UBA, Argentina
Mr. Fernando Vilella, Food and Agribusiness Program FAUBA, Argentina

Bio-ethanol Production from Wheat in the Winter Rainfall Region of South Africa: A Quantitative Risk Analysis (ID #1180)* Best Paper Finalist

Dr. James Richardson, Texas A&M University, USA
Mr. Wessel Lemmer, Grain South Africa, South Africa
Dr. Joe Outlaw, Texas A&M University, USA

Usage Competition between Oilseeds and Biofuels: Impact Assessment on the Brazilian Food Production (ID # 1197)

Mr. Omar Benedetti, UFRGS, Brazil
Mr. Régis Rathmann, UFRGS, Brazil
Dr. Antonio Padula, UFRGS, Brazil
Dr. Homero Dewes, UFRGS, Brazil

Trivatore (DLV): Innovation and Entrepreneurship

Moderator: Ms. Ina Enting, Wageningen UR, Netherlands

Entrepreneurship and Competitive Advantage: Examining the Case of Study of Illy Cafe (ID # 1022)

Dr. Maria Sylvia Saes, University of São Paulo, Brazil
Mr. Ibuki Ishikawa, Ritsumeikan University, Japan

Food Promotion Strategies: Drivers of Global Business Expansion (ID # 1051)

Dr. Sushil Kumar, Indian Institute of Management, India
Mr. Nimish Jain, Indian Institute of Management, India

Innovation Strategies in the Emerging Nutraceuticals and Functional Foods Industry (ID # 1104)

Dr. Stefanie Bröring, Rölfs MC Partner Management Consultants GmbH, Germany

Rigoletto (DLV): Building Competitive Advantage

Moderator: Dr. Fabio Rivas Chaddad, Ibmec Sao Paulo, Brazil

Building Competitive Advantages for the Livestock Farming of Rio Grande do Sul. The Case of the Indication of Origin of the “Meat of the Gaucho Pampas” (ID # 1094)

Mr. Guilherme Malafaia, University of Rio Grande do Sul, Brazil
Dr. Julio Otavio Barcellos, University of Rio Grande do Sul, Brazil
Ms. Denise Azevedo, University of Rio Grande do Sul, Brazil
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Mr. Marcelo Pinto, University of Rio Grande do Sul, Brazil

The Salinas Cheese Factory: Factors Affecting the Competitive Strategy in Ecuador (ID 1184)

Mr. Francisco Gonzalez Diaz, Royal Agricultural College, UK
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Mr. Gareth Thomas, Royal Agricultural College, UK
Mr. Raul Martinez Hernandez, Hacienda Agualongo, Ecuador

Implementing the Porter Framework to Develop Strategies to Improve the Competitiveness of the South African Wine Industry (ID # 1023)

Mr. Dirk Esterhuizen, Agricultural Business Chamber, South Africa
Mr. Johan Van Rooyen, South African Wine Board, South Africa

Determinants of Sector Competitiveness and Implications for the EU Food & Drink Manufacturing Industries (ID #1071)

Mr. Christian Fischer, University of Bonn, Germany
Mr. Sebastian Schornberg, University of Bonn, Germany

Nabucco (DLV): Retail

Moderator: Dr. Jon Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Market Segmentation Practices of Retail Agribusiness Firms (ID # 1053)

Dr. Jay Akridge, Purdue University, USA
Mr. Aaron Reimer, Purdue University, USA
Dr. Mike Boehlje, Purdue University, USA
Dr. Allan Gray, Purdue University, USA

Food Retailing Competition and Trust: Some Evidences from Brazil (ID # 1070)

Dr. Elizabeth Farina, University of Sao Paulo, Brazil
Mr. Guilherme Monteiro, University of Sao Paulo, Brazil

An Inquiry into the Evolving Supermarket Industry in Africa (ID # 1192)

Ms. Lindie Botha, Agricultural Business Chamber, South Africa
Dr. Herman van Schalkwyk, University of the Free State, South Africa

Consumer Preference for Region of Origin: Evidence with Origin Embedded Goods (ID # 1090)

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

Acquario (AB): Governance

Moderator: Dr. Derek Baker, Institute of Food and Resource Economics, Denmark

Does Traditional Guanxi Matter for Smallholders in Modern Markets? A Structural Equation Modeling (ID #1008)

Mr. Hualiang Lu, Wageningen University, The Netherlands
Dr. Jacques Trienekens, Wageningen University, The Netherlands
Dr. Onno Omta, Wageningen University, The Netherlands

Effective Food Network Management through Dynamic E-Commerce Partnering: Trust and Cultural Influences (ID #1113)

Ms. Melanie Fritz, University of Bonn, Germany

Governance Structures in the Argentine Chicken Industry (ID #1165)

Mr. Hernan Palau, School of Agronomy-UBA, Argentina
Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina
Ms. Romina Pizzorno, School of Agronomy-UBA, Argentina
Mrs. Consolacion Otano, School of Agronomy-UBA, Argentina
Mr. Fernando Vilella, Food and Agribusiness Program FAUBA, Argentina

Relationship and Incentives in Agricultural Inputs' Marketing Channels (ID # 1193)

Mr. Luciano Castro, PENSA, Brazil
Dr. Marcos Fava Neves, PENSA/ USP, Brazil
Dr. Geraldo Toledo, PENSA, Brazil

Auditorium (AB): Case Conference

Don Raúl Rosas - An Entrepreneur in Mexico (ID #1186)

Dr. Maria del Carmen Lopez-Reyna, Colegio de Postgraduados de Mexico, Mexico
Mrs. Maria Olga Toledano, Colegio de Postgraduados de Mexico, Mexico
Dr. Lisa House, University of Florida, USA
Mr. Carlos Omar Trejo-Pech, University of Florida, USA

Discussant: Mr. Bernard Kilian, INCAE, Costa Rica

The Las Cruces Framers' and Crafts Markets: Facing a “Chicken or the Egg” Situation (ID #1188)

Dr. Jay Lillywhite, New Mexico State University, USA
Ms. Jennifer Simonsen, New Mexico State University

Discussant: Dr. Michael Lau, Sam Houston State University, USA

SESSION 3

4:00PM - 5:30PM

Traviata (DLV): African Development

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

Emerging from 27 years of Civil War: What Role can Agribusiness Managers Play in Developing a Vibrant Angolan Agricultural Sector? (ID # 1068)

Mr. Gomes Cambuta, Michigan State University, USA
Dr. Dave Weatherspoon, Michigan State University, USA

Exploring Black Economic Empowerment in the South African Wine Industry: A Case Study (ID # 1115)

Mr. Ngwako Moses Sefoko, University of Antwerp, Belgium
Dr. Wim Janssens, University of Antwerp, Belgium
Dr. Johan Van Rooyen, Univ of Pretoria/ Wine Industry Council, South Africa
Dr. Frank Bostyn, University of Antwerp – UAMS, Belgium
Dr. Luc D'Haese, University of Antwerp – UAMS, Belgium

New Trends in Supermarkets Procurement System in South Africa: The Case of Local Procurement Schemes from Small-Scale Farmers by Rural-Based Retail Chain Stores (ID # 1189)

Mrs. Hester Vermeulen, University of Pretoria, South Africa
Mrs. Estelle Bienabe, CIRAD & University of Pretoria, South Africa

An Evaluation of Participatory Irrigation and Livestock Development Projects: A Case of Beitbridge and Mberengwa Districts of Zimbabwe (ID # 1121)

Ms. Portia Ndou, University of Fort Hare, South Africa
Mr. Abbyssinia Mushunje, University of Fort Hare, South Africa

Trovatore (DLV): Small Holders Participation

Moderator: Dr. Murray McGregor, Desert Knowledge CRC, Australia

Economic Feasibility of a Mariculture Enterprise in a Transitional Economy. A Case for Grouper in East Timor (ID # 1102)

Mr. Toby Wood, University of Hawaii at Manoa, USA
Dr. Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA
Dr. Richard Bowen, University of Hawaii at Manoa, USA

Restructuring of Agri-Food Market Chains and Smallholder Dairy Producers' Participation in India (ID # 1161)

Dr. Vijay Sharma, Indian Institute of Management, India

The Importance of Economic Information Management in Traditional Agriculture Production Systems in Central America - A Case Study on Coffee (ID # 1199)

Dr. Bernard Kilian, INCAE, Costa Rica
Ms. Kira Schroeder, CIMIS, Costa Rica

Rigoletto (DLV): Food Consumption and Health

Moderator: Dr. Marcos Fava Neves, FEARP/ USP, Brazil

Discovering and Promoting Commodity Health Attributes: Programs and Issues (ID # 1075) Best Paper Finalist*

Dr. Hoy Carman, University of California, USA

Fruits and Vegetable Consumption Among College Students in Arkansas and Florida: Food Culture vs. Health Knowledge (ID # 1077) Best Paper Finalist*

Dr. Christiane Schroeter, Arkansas State University, USA

Will Consumers Put Their Money Where Their Mouth Is? Willingness-to Pay for Nutritional, Taste and Visual Attributes in Grass-fed Versus Grain-finished Beef (ID # 1101)

Dr. Wendy J. Umberger, University of Adelaide, Australia
Dr. Peter C. Boxall, University of Alberta, Canada
Dr. R. Curt Lacy, University of Georgia, USA
Dr. Candice N. Clark, University of Georgia, USA

The Dynamic Impact of H5N1 Avian Influenza on the Turkish Poultry Sector (ID # 1116)

Dr. Sayed Saghaian, University of Kentucky, USA
Dr. Gökhan Özertan, Boğaziçi University, Turkey
Dr. Aslihan Spaulding, Illinois State University, USA

Nabucco (DLV): Role of Trust

Moderator: Dr. Melanie Fritz, University of Bonn, Germany

Transcending Cultural Barriers Between Nations in Order to Improve Trust in Agribusiness (ID # 1111) Best Paper Finalist*

Dr. Mark Hansen, Brigham Young University, USA
Mr. Todd Plocher, Brigham Young University, USA

Understanding Trust: A Comparative Study of French and Mexican Firms in the Cheese Industry (ID # 1029)

Dr. Katia A. Figueroa Rodriguez, Colegio de Postgraduados, Mexico
Dr. Oscar L. Figueroa Rodriguez, Colegio de Postgraduados, Mexico

The Role of Trust in European Food Chains – Theory and Empirical Findings (ID # 1045) Best Paper Finalist*

Dr. Christian Fischer, University of Bonn, Germany
Dr. Melanie Fritz, University of Bonn, Germany

Trust as a Supply Chain Management Tool for Slaughterhouses: Empirical Evidence from North-Western Germany (ID # 1137)

Mr. Jan Bahlmann, Georg August University Goettingen, Germany
Ms. Birgit Schulze, Georg August University Goettingen, Germany
Dr. Achim Spiller, Georg August University Goettingen, Germany

Bigab Library (AB): Cooperation in Chains and Networks

Moderator: Prof. Sushil Kumar, Indian Institute of Management, India

Networking for Competitive Advantage: The Case of U.S. Agricultural Cooperatives (ID # 1028)

Dr. Fabio Rivas Chaddad, Ibmecc Sao Paulo, Brazil

The Willingness and Likelihood of Growers Participation in Fresh Produce Supply Chain Management: Special Focus on the Hawaiian Avocado Industry (ID # 1103)

Ms. Jyotsna Krishnankumar, University of Hawaii at Manoa, USA
Dr. Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA
Dr. Pauline Sullivan, Florida State University, USA
Mr. Ken Love, Love Family Farms, USA

The Role and Success Factors of Livestock Trading Cooperatives (ID # 1183) Best Paper Finalist*

Dr. Ludwig Theuvsen, Georg August University Goettingen, Germany
Ms. Annabell Franz, Georg August University Goettingen, Germany

Target Groups and Customer Satisfaction in Farmer-to-Consumer Direct Marketing (ID # 1134) Best Paper Finalist*

Dr. Achim Spiller, Georg August University Goettingen, Germany
Mr. Matthias Mellin, Georg August University Goettingen, Germany
Dr. Anke Zuehlsdorf, Georg August University Goettingen, Germany

Acuario (AB): Investments and Industry Concentration

Moderator: Mr. Jose Antonio Boccherini, Instituto San Telmo, Spain

Economic Analysis of Incentives for Foreign Direct Investment in Beef Systems in Argentina and Uruguay (ID # 1006) Best Paper Finalist*

Dr. DeeVon Bailey, Utah State University, USA
Mr. Eric Thor III, Royal Agricultural College and Utah State University, UK
Mr. Alejandro Silva, University of Buenos Aires, Argentina
Dr. Steven Vickner, Utah State University, USA

The Determinants of Capital Structure Choice for Soybean Production in Brazil (ID # 1040)

Mrs. Luciana Almeida, ESPM Business School, Brazil
Dr. Decio Zylbersztajn, University of Sao Paulo, Brazil

The Impact of Increasing Consolidation and Concentration in the Food Industry on the Food Chain Performance: Economic and Legal Evidence from Agricultural Contracting in the US (ID # 1049)

Dr. Yuliya Bolotova, University of Idaho, USA

Structural and Social Dimensions of an International Joint Venture: The Case of Hypor Canada (ID # 1175)

Dr. Sylvain Charlebois, University of Regina, Canada

SUNDAY, JUNE 24

SESSION 4

9:00AM - 10:30AM

Traviata (DLV): Chain Modelling and Mapping

Moderator: Dr. Keivan Zokaï, Cardiff Business School, UK

An Error Correction Approach to Modelling Beef Supply Response in South Africa (ID # 1021)

Mr. Ogundeji A. Akintunde, University of the Free State, South Africa
Mr. Oyewumi O. Ayodeji, National Agricultural Marketing Council, South Africa
Mr. Andre Jooste, University of the Free State, South Africa

Computer Simulation of Soybean Export Supply Chains in Uruguay (ID # 1106)

Mr. Daniel Conforte, Massey University, New Zealand
Mr. Pablo Caputi, Facultad de Administración y Ciencias Sociales, Uruguay
Mr. Juan Carlos Nogueira, Universidad ORT, Uruguay

Mapping the Competitive Food Chain for Fresh Produce: The Case of Retailers in Tshwane Metro, South Africa (ID # 1158)

Mr. Hilton Madevu, National Dept. of Agriculture, South Africa
Mr. Andre Louw, University of Pretoria, South Africa
Mr. Johann Kirsten, University of Pretoria, South Africa

The Case for Heterogeneity in the Pork Value Chain: Sharing Rewards and Risk (ID # 1072)

Dr. Allan Gray, Purdue University, USA
Dr. Paul Preckel, Purdue University, USA
Dr. Mike Boehlje, Purdue University, USA

Trovatore (DLV): Integration of Smallholders in Chains

Moderator: Dr. Sylvain Charlebois, University of Regina, Canada

Integrating Small-scale Producers in Agrifood Chains: The Case of the Palm Oil Industry in Honduras (ID # 1024)

Ms. Ingrid Fromm, University of Leipzig, Germany

Marketing Opportunities for Art and Eco Textiles from Laos (ID # 1109)

Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Ms. Karin Tränkner-Beslimane, Royal Agricultural College, UK

The Commercialisation of Emerging Vegetable Producers in the Western Cape Province of South Africa (ID # 1182)

Mr. Modise Moloi, Western Cape Department of Agriculture, South Africa

Inefficiencies of the Kenyan Cattle Market: Problems and Potential Solutions (ID # 1214)

Ms. Katherine Baldwin, Purdue University, USA
Dr. Keneth Foster, Purdue University

Rigoletto (DLV): Customer Orientation

Moderator: Dr. Joseph Haber, BASF, Germany

Invest in People, Products, or Plants? Farmer Preferences for Service Quality Attributes (ID # 1019)

Mr. Michael Gunderson, University of Florida, USA
Dr. Jay Akridge, Purdue University, USA
Dr. Michael Boehlje, Purdue University, USA
Dr. Allan Gray, Purdue University, USA
Dr. Jayson Lusk, Oklahoma State University, USA

Customer Service Design Case Study: Insights for Customer Loyalty in the Food Sector (ID # 1041)* Best Paper Finalist

Mrs. Luciana Almeida, ESPM Business School, Brazil
Ms. Ione Almeida, Almeida Associados Consulting Firm Ltd, Brazil

Farmer Controlled Business: The Need to Introduce a Focus of Consumer and Supply Chain (ID #1178)

Mr. Francisco Gonzalez Diaz, Royal Agricultural College, UK
Dr. David Newton, Royal Agricultural College, UK
Dr. John Alliston, Royal Agricultural College, UK

Willingness to Try Innovative Products: The Case of Food Products in Rio Grande do Sul, Brazil (ID # 1080)

Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Ms. Marcia Barcellos, Federal University of Rio Grande do Sul, Brazil
Dr. Luciana Vieira, UNISINOS, Brazil
Dr. Gabriela Ferreira, Pontificia Universidade Católica – PUCRS, Brazil

Nabucco (DLV): Added Value Creation

Moderator: Prof. Rudy Nayga, Texas A&M University, USA

The Cocoa Marketing Chain in Ecuador: Analysis of Chain Constraints to the Development of Markets for High-Quality Cacao (ID # 1067)

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

What Adds Value in Specialty Coffee? A Hedonic Price Analysis of Central and South American E-Auctions (ID # 1076)* Best Paper Finalist

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

The Decision to Direct Market: An Analysis of Small Fruit and Specialty Product Markets in Virginia (ID # 1081)

Mr. Joseph Monson, Virginia Tech, USA
Dr. Denise Mainville, Virginia Tech, USA

Analysis of Farm Household Preferences in the Management of Invasive Species: The Case of Miconia in Hawaii (ID # 1105)* Best Paper Finalist

Dr. Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA
Ms. Fang Yang, University of Hawaii at Manoa, USA
Ms. Lynna Thomas, University of Hawaii at Manoa, USA
Ms. Jyotsna Krishnankumar, University of Hawaii at Manoa, USA

Bigab Library (AB): Quality Standards

Moderator: Prof. Drew Starbird, Santa Clara University, USA

Certification Schemes in the German Food Business: Classification and Evaluation from the Perspective of Small and Medium-Sized Enterprises (ID # 1018)

Ms. Christina Gawron, Georg August University Goettingen, Germany
Dr. Ludwig Theuvsen, Georg August University Goettingen, Germany
Mr. Christian Schaper, Georg August University Goettingen, Germany
Mr. Arne Schlieckau, Georg August University Goettingen, Germany

Traceability Implementation in Argentine and Brazilian Beef Agribusiness: Incentives, Key Drivers and Limitations (ID # 1154)

Mr. Hernan Palau, School of Agronomy-UBA, Argentina
Mr. Marco Conejero, PENZA USP, Brazil
Mr. Maximo Delacre, School of Agronomy, Argentina
Mr. Everton Molina Campos, PENZA USP, Brazil
Mr. Facundo Neyra, School of Agronomy –UBA, Argentina
Dr. Fernando Vilella, School of Agronomy-UBA, Argentina

Private Voluntary Standards and Developing Country Access to Global Value Chains (ID # 1194)

Dr. Linda Fulponi, OECD, France
Dr. Andree Jooste, University of the Free State, South Africa

Acquario (AB): Information Exchange, Food Safety

Moderator: Dr. Lisa House, University of Florida, USA

Efficiency and Productivity Change in Indian Food Processing Industry: Determinants and Policy Implications (ID # 1046)

Dr. Surendra Singh, Tennessee State University, USA
Dr. Jabir Ali, Indian Institute of Management, India
Mr. Enefiok Ekanem, Tennessee State University, USA

Economic Relationships and B2B Communication in Selected European Agri-food Chains – First Empirical Evidence (ID # 1047)

Mr. Christian Fischer, University of Bonn, Germany
M. Hartmann, University of Bonn, Germany
M. Bavorova, IAMO, Germany
H. Hockmann, IAMO, Germany
H. Suvanto, University of Helsinki Ruralia Institute, Finland
Dr. Maeve Henchion, Teagasc, Ireland
C. Mc Gee, Ashtown Food Research Center, Ireland
G. Dybowski, Institute of Agricultural and Food Economics, Poland
M. Kobuszynska, Institute of Agricultural and Food Economics, Poland

Food Safety Information Sources for Rural and Urban Primary Food Preparers (ID # 1084)

Mr. Enefiok Ekanem, Tennessee State University, USA
Dr. Fisseha Tegegne, Tennessee State University, USA
Ms. Mary Mafuyai-Ekanem, NC A&T State University, USA
Dr. Surendra Singh, Tennessee State University, USA
Mr. Safdar Muhammad, Tennessee State University, USA

Reforming the Produce Food Safety System: An Analysis of the 2006 E. Coli Spinach Outbreak in California (ID # 1200)

Mr. Ron Maysenhalder, Santa Clara University, USA
Ms. Ellen Farmer, Collaborative Ventures, USA
Dr. Gregory Baker, Santa Clara University, USA

Auditorium (AB): Case Conference

Super AM Supermarkets (ID# 1171)

Dr. Kenneth Harling, Wilfrid Laurier University, Canada

Discussant: Mr. Arlo Biere, Kansas State University, USA

Grupo Modelo at the Beginning of the XXI Century (ID #1060)

Dr. Miguel Angel Llano Irueta, Instituto Internacional San Telmo, Spain

Discussant: Mr. Alfred Parks, Prairie View A&M University, USA

**SESSION 5
11:00AM - 12:30PM**

Traviata (DLV): Vertical Coordination

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

Agri-Chain Transfer and the Integrated Logistics Impact: The São Francisco Valley Citrus Project - Brazil (ID # 1055)

Mr. Matheus Alberto Consoli, EESC USP, Brazil
Dr. Marcos Fava Neves, FEARP USP, Brazil
Dr. Marcel Andreotti Musetti, EESC USP, Brazil

How Structure Vertical Organizations in the Brazilian Agribusiness? The Case of Dairy Chain. (ID # 1128)

Mr. Everton Molina Campos, University São Paulo, Brazil
Dr. Marcos Fava Neves, University São Paulo, Brazil

Implementation of Supply Chain Integration and Quality Management and their Impact on the Performance of Pork Processing Firms in China (ID # 1147)* Best Paper Finalist

Mrs. Jiqin Han, Wageningen University, The Netherlands
Dr. S.W.F. Omta, Wageningen University, The Netherlands
Dr. Jacques Trienekens, Wageningen University, The Netherlands

Quest for Quality - An Enabler of Vertical Collaboration (ID # 1179)

Mr. Taras Gagalyuk, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany
Dr. Kirsti Dautzenberg, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany
Dr. Jon H. Hanf, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany

Trovatore (DLV): Chains and International Trade

Moderator: Mr. Christian Fischer, University of Bonn, Germany

EU-China Agricultural Trade in Relation to China's WTO Membership (ID # 1044)* Best Paper Finalist

Dr. Jyrki Niemi, MTT Agrifood Research Finland, Finland
Ms. Ellen Huan-Niemi, MTT Agrifood Research Finland, Finland

Market Integration and Agribusiness in the North American Free Trade Agreement: The Case of Fruits and Vegetables (ID # 1176)

Dr. Dwi Susanto, Texas A&M University, USA
Dr. C. Parr Rosson, Texas A&M University, USA
Mr. Flynn Adcock, Texas A&M University, USA

Washington-British Columbia Forecasted Trade and Border Crossings' Potential Impact on Supply Chain Logistics in Agriculture and Other Industries (ID # 1181)

Mr. Hamilton Galloway, Washington State University, USA
Dr. Ken Casavant, Washington State University, USA
Dr. Eric Jessup, Washington State University, USA

Rigoletto (DLV): Education and Training

Moderator: Prof. Kerry Litzenberg, Texas A&M University, USA

Teaching and Learning Technologies and Student Success in Agricultural Higher Education of Armenia (ID # 1013)

Dr. Vardan Urutyan, ICARE Foundation, Armenia
Mr. Arthur Grigoryan, ICARE Foundation, Armenia

Disciplinary Differences and Their Implications for the Future of Agribusiness Programs (ID # 1078)

Dr. Jeffrey Royer, University of Nebraska-Lincoln, USA

***The Effects of Research and Extension Appointments on Teaching Performance: Implications for Agribusiness Programs (ID # 1079)
* Best Paper Finalist***

Dr. Jeffrey Royer, University of Nebraska-Lincoln, USA
Dr. David Marx, University of Nebraska-Lincoln, USA

On the Use of Valuation Mechanisms to Measure Consumers' Willingness to Pay for Novel Products: A Comparison of Hypothetical and Non-Hypothetical Values (ID # 1174) * Best Paper Finalist

Mr. Andres Silva, Texas A&M University, USA
Mr. Ben Campbell, Texas A&M University, USA
Dr. Rudy Nayga, Texas A&M University, USA
Dr. Park John, Texas A&M University, USA

Nabucco (DLV): Chain Issues

Moderator: Dr. Ludwig Theuvsen, Georg August University Goettingen, Germany

Supply Chain Risk Management: An Effective Lever to Enhance Sustainability on Agricultural Materials Supply (ID # 1170)

Mr. Benjamin Ware, Nestec S.A., Switzerland
Dr. Hans Jöhr, Nestec S.A., Switzerland

The Acceptance of GMO Seeds in German Agriculture - Empirical Results (ID # 1136)

Mr. Julian Voss, Georg August University Goettingen, Germany
Dr. Achim Spiller, Georg August University Goettingen, Germany

A Value Chain Management Approach to Exploring the Role of Strategy, Structure and Conduct on Firm Performance (ID # 1086)

Ms. Nicola Shadbolt, Massey University, Denmark
Mr. Alan McDermott, Ruakura Research Center, New Zealand
Prof. David Walters, Massey University

A Future Driver of Competitiveness – Analyzing a Non-food Value Chain (ID # 1014)

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

Auditorium (AB): Case Conference

Excel Cooperative: Strategic Response to the Boom in Biofuels (ID #1009)

Dr. Jay Akridge, Purdue University, USA

Discussant: Dr. Peter Goldsmith, University of Illinois, USA

Closing Remarks

Dr. Michael Boehlje, Purdue University, USA

SESSION 6

2:00PM - 3:30PM

Traviata (DLV): Policy Development

Moderator: Mr. Craig Watson, SYSCO Corporation, USA

Farmers' Preferences on Multifunctionality Targeted Policy Measures (ID # 1039)

Mr. Kyosti Arovuori, University of Helsinki, Finland
Dr. Jukka Kola, University of Helsinki, Finland

The Role of the Food Industry in Economic and Social Development: Evidence from the State of Idahos (ID # 1052)

Dr. Yuliya Bolotova, University of Idaho, USA

Playing by the Rules - The High Cost of Regulation in California Agriculture (ID # 1099)

Dr. Lynn Hamilton, Cal Poly, USA

Trovattore (DLV): Innovation

Moderator: Dr. Stefanie Bröring, Röfls MC Partner Management Consultants GmbH, Germany

New Product Introductions by Danish Food Industry Firms (ID # 1141)

Dr. Derek Baker, Institute of Food and Resource Economics, Denmark

Restrictions to Innovation in the Honey Agribusiness Design in Argentina. The Mieleles Naturales de la Bahia™ Case (ID # 1204)

Mr. Gustavo Napolitano, School of Agronomy-UBA, Argentina
Ms. Maria Cecilia Tresoldi, School of Agronomy-UBA, Argentina
Mr. Fernando Mogni, School of Agronomy-UBA, Argentina

Key Success Factors of Innovation in Multinational Agrifood Prospector Companies (ID # 1215) Best Paper Finalist*

Dr. Frances Fortuin, Wageningen University, The Netherlands
Dr. Onno Omta, Wageningen University, The Netherlands

Rigoletto (DLV): Origin and Labeling of Food

Moderator: Ms. Julie Pennington, University of Nebraska – Lincoln, USA

The New Brazilian Legislation Regarding the Transgenic Food Labeling and the Implications in Consumer Behavior (ID # 1100)

Mr. Rodrigo A. Orati, University of São Paulo (FEA-RP/USP), Brazil
Mr. Roberto Fava Scare, University of São Paulo (FEA-RP/USP), Brazil

Glocalization in Food and Agribusiness: Strategies of Adaptation to Local Needs and Demands (ID # 1135)

Dr. Sushil Kumar, Indian Institute of Management, India
Mr. Bharat Goel, Indian Institute of Management, India

What are Food Quality Labels Key Factors of Success? (ID # 1172)

Mr. Francis Declerck, ESSEC Business School Paris, France
Mrs. Perrine Nadaud, ESSEC Business School Paris, France
Dr. Olivier Fourcadet, ESSEC Business School Paris, France

Nabucco (DLV): Chain Strategies

Moderator: Prof. Jacques Trienekens, Wageningen University and Research Center, The Netherlands

Strategic Groups and Firm Performance in the German Brewing Industry: An Empirical Analysis (ID # 1017)

Dr. Ludwig Theuvsen, Georg August University Goettingen, Germany
Dr. Christoph Niederhut-Bollmann, LU Lohnunternehmer Service GmbH, Germany

A Method for Demand Driven Strategic Planning and Management for Food Chains (The ChainPlan Method) (ID # 1124)

Dr. Marcos Fava Neves, University of São Paulo (FEA-RP/USP), Brazil

The New Competitive Environment and the Challenge Facing Integrated Logistics: The Fruit and Vegetable Sector (ID # 1125)

Dr. Maria Cecilia Mancini, Parma University, Italy
Dr. Corrado Giacomini, Parma University, Italy
Dr. Simona Barbieri, Parma University, Italy
Dr. Dario Caccamisi, Parma University, Italy

Redesigning The Corn Chain: The Renessen Case. (ID # 1196)

Mr. Marcos Botta, School of Agronomy-U BA, Argentina
Mr. Jose Maria Monez Cazon, School of Agronomy-UBA, Argentina

Poster Oral Presentations

Bigab Library (AB): Poster Presentations

Moderator: Dr. Walter J. Armbruster, Farm Foundation, USA

Investigation of Mining/Mineral Transportation Characteristics in the State of Washington (ID # 1173)

Mr. Hayk Khachatryan, Washington State University, USA

Challenges Facing Undergraduate Agricultural Business Programs (ID # 1063)

Dr. Michael Lau, Sam Houston State University, USA
Dr. Roger Hanagriff, Sam Houston State University, USA
Dr. Phil Hamilton, Sam Houston State University, USA
Dr. Lynn Hamilton, Cal Polytechnic State University, USA

Central Europe Task Force, The Visegrad Countries Hungary, Poland, Czech Republic, Slovakia (ID # 1035)

Mr. Woody Maijers, INHOLLAND University, The Netherlands
Mr. Lucas Vokurka, INHOLLAND University, The Netherlands
Mr. Gilles Berholz, INHOLLAND University, The Netherlands

The Challenges of Designing and Managing a Whole of Chain Research Program: The Australian 'bush tomato' from the Desert to Your Table (ID # 1037)

Dr. Murray McGregor, Desert Knowledge CRC, Australia
Mr. Craig James, Desert Knowledge Cooperative Research Centre, Australia

Food Culture: Alternative Dispute Resolution is an Important New Management Tool in Tradition, Innovation, and Trust affecting Supply Chains (ID # 1010)

Dr. Eric Thor, Arizona State University, USA
Dr. Francisco Diniz, UTAD, Portugal
Ms. Anastasia Alentseva, Arizona State University, USA

ISAFRUIT and Pillar 1 (ID #1150A – 1150D)

Ms. Karin Zimmermann, Wageningen University Research Center, Netherlands

Poster Displays

Saturday and Sunday

10:30AM - 11:00AM

Hotel de la Ville Foyer

These poster presenters will be available from 10:30AM - 11:00AM on Saturday and Sunday to answer questions.

Posters will be displayed in the Hotel de la Ville Foyer during the entire conference.

Agility in the Ghanaian International Pineapple Supply Chain (ID # 1110)

Mr. David Yawson, Royal Agricultural College, UK
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK

Tracking and Tracing Food Products with RFID Technology: an Application for Commodities? (ID # 1074)

Mr. Freddy Brofman-Epelbaum, Royal Agricultural College, UK
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK

Effects of Changes in the Brazilian Beef Traceability System on Feeder Steer Trade (ID # 1065)

Ms. Luciana Christofari, University of Rio Grande do Sul, Brazil
Dr. Julio Otavio Barcellos, University of Rio Grande do Sul, Brazil
Mr. Guilherme Malafaia, University of Rio Grande do Sul, Brazil
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Ms. Maria Eugenia Canozzi, University of Rio Grande do Sul, Brazil

Evaluation of the Performance of Laying Hens Submitted to Different Methods of Forced Molt (ID # 1202)

Mrs. Silvana Artoni, UNESP, Brazil
Ms. Cristiane Araujo, UNESP, Brazil
Mr. Lucio Francelino Araujo, UNESP, Brazil
Mr. Otto Mack Junqueira, UNESP, Brazil
Mrs. Flavia Bottino, UNESP, Brazil
Ms. Carla Baraldi Artoni, UNESP, Brazil

The Influence of the Stakeholders in Environmental Management Process: A Systemic Complexity Perspectives in Agribusiness (ID # 1027)

Ms. Denise Azevedo, Universidade Federal do Rio Grande do Sul, Brazil
Dr. Eugenio Pedrozo, Universidade Federal do Rio Grande do Sul, Brazil
Dr. Tania Silva, Universidade Federal do Rio Grande do Sul, Brazil
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Mr. Guilherme Malafaia, CEPAN/UFRGS, Brazil

Alternative Dispute Resolution for Resolving Agribusiness and Food Management Conflict: The French Agricultural Mediation Program (ID # 1005)

Dr. Lionel Bobot, NEGOCIA Business School, France

Future Development of the Farms in Bulgaria – Case in the Plovdiv Region (ID # 1177)

Dr. Elena Garnevska, Massey University, New Zealand
Dr. Roger Vaughan, Bournemouth University, UK
Dr. Jonathan Edwards, Bournemouth University, UK

Global Implications for: Agricultural Producers and Processors in the American Southwest and Chihuahua, Mexico (ID # 1167)

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

Have you Checked Cohort Effects on Your Future Product Sales: The Case of Japanese Fresh Orange Consumption (ID # 1216)

Dr. William Gorman, New Mexico State University, USA
Mr. Koichiroh Satoh, Senshu University, Japan
Prof. Hiroshi Mori, Senshu University, Japan

Characteristics of Food Security at the Household Level in Ukraine (ID # 1007)

Ms. Kateryna Goychuk, University of Tennessee, USA

Go East - The Impact of Retailer Internationalization on Central and Eastern Europe (ID # 1012)

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

Qualified Health Claims on Foods: A Storm in a (Green) Teacup? (ID # 1056)

Dr. Thomas L. Sporleder, The Ohio State University, USA
Dr. Neal H. Hooker, The Ohio State University, USA
Dr. Meebok Kim, The Ohio State University, USA
Dr. Tekle Atalay, The Ohio State University, USA

Investigation of Mining/Mineral Transportation Characteristics in the State of Washington (ID # 1173)

Mr. Hayk Khachatryan, Washington State University, USA

Export Platforms: The IICA Experience in the Americas (ID # 1015)

Mr. Frank Lam, IICA, USA
Mr. Daniel Rodriguez, IICA, USA

Challenges Facing Undergraduate Agricultural Business Programs (ID # 1063)

Dr. Michael Lau, Sam Houston State University, USA
Dr. Roger Hanagriff, Sam Houston State University, USA
Dr. Phil Hamilton, Sam Houston State University, USA
Dr. Lynn Hamilton, Cal Polytechnic State University, USA

The Characterization of a Cooperative Net Among Rural Producers in the Gaucho Chain of Beef (ID # 1096)

Mr. Guilherme Malafaia, University of Rio Grande do Sul, Brazil
Ms. Alessandra Costenaro, Faculdade Planalto, Brazil
Dr. Julio Otavio Barcellos, University of Rio Grande do Sul, Brazil
Mr. Luis Kluwe Aguiar, Royal Agricultural College, UK
Mr. Marcelo Pinto, University of Caxias do Sul, Brazil

Firms Animal Welfare Friendly Strategies in Food Safety and Quality Market Scenario (ID # 1127)

Dr. Maria Cecilia Mancini, Parma University, Italy
Dr. Filippo Arfini, Parma University, Italy
Dr. Sabrina Cemicchiaro, Parma University, Italy

The Impact of a Regulatory Event on Ethanol Stocks (ID # 1020)

Mrs. Chun Chun Yang, California State Polytechnic University
Dr. Jon Phillips, California State Polytechnic University
Dr. Chris Peterson, Michigan State University, USA

Analysis of the U.S. & Canadian Market for Cultivated Natural Dye Plants (ID # 1217)

Mr. Angel Romero, New Mexico State University, USA
Dr. William Gorman, New Mexico State University, USA

Introduction of RISE into Armenian Agriculture (ID # 1191)

Dr. Vardan Urutyan, ICARE – Foundation, Armenia
Mr. Christoph Studer, Swiss College of Agriculture, Switzerland
Dr. Fritz Häni, Swiss College of Agriculture, Switzerland
Mr. Hans Porsche, Swiss College of Agriculture, Switzerland
Mr. Arthur Grigoryan, Agribusiness Teaching Center, Russia

A Supply-Side Analysis of the German Farm Vacation Tourism (ID # 1138)

Mr. Holger Schulze, Georg August University Goettingen, Germany
Ms. Katia Laura Sidali, Georg August University Goettingen, Germany
Dr. Achim Spiller, Georg August University Goettingen, Germany

Value of the Trust of Georgian Pork Consumers: Analysis of the in-Store Stated Choice Experiment (ID #1043)

Mr. David Ubilava, Purdue University, USA
Dr. Ken Foster, Purdue University, USA
Dr. Corinne Zlexander, Purdue University, USA

Poster Displays

Saturday and Sunday

3:30PM - 4:00PM

Hotel de la Ville Foyer

*These poster presenters will be available from 3:30PM - 4:00PM on Saturday and Sunday to answer questions.
Posters will be displayed in the Hotel de la Ville Foyer during the entire conference.*

Central Europe Task Force, The Visegrad Countries Hungary, Poland, Czech Republic, Slovakia (ID # 1035)

Mr. Woody Majjers, INHOLLAND University, The Netherlands
Mr. Lucas Vokurka, INHOLLAND University, The Netherlands
Mr. Gilles Berholz, INHOLLAND University, The Netherlands

Proposal of a Method to Analyze the Viability of the Implantation of a Productive Chain in a New Place. (ID # 1098)

Mr. Vinicius Gustavo Trombin, University of São Paulo, Brazil
Dr. Marcos Fava Neves, University of São Paulo, Brazil

The Alternatives of Positioning for an Agri-food Supply Chain: Fair Trade, Organics and Social-environmental Responsibility (ID # 1107)

Mr. Marco Antonio Conejero, University of São Paulo, Brazil
Mr. Vinicius Gustavo Trombin, University of São Paulo, Brazil
Mr. Luciano Thome Castro, University of São Paulo, Brazil
Dr. Marcos Fava Neves, University of São Paulo, Brazil

Social Capital in the Food Processing Sector in Argentina (ID # 1164)

Mr. Sebastian Senesi, School of Agronomy-UBA, Argentina
Dr. Fernando Vilella, Food and Agribusiness Program FAUBA, Argentina
Ms. Laura Marquevich, Private, Argentina
Ms. Graciela Gonzalez, FAUBA, Argentina

The Challenges of Designing and Managing a Whole of Chain Research Program: The Australian 'bush tomato' from the Desert to Your Table (ID # 1037)

Dr. Murray Mc Gregor, Desert Knowledge CRC, Australia
Mr. Craig James, Desert Knowledge Cooperative Research Centre, Australia

Dilli Haat - Rendezvous of Indian Traditional Foods (ID # 1032)

Mr. Sushil Kumar, Indian Institute of Management, India
Ms. Mohini Chawla, Indian Institute of Management, India

Technical Constraints to Smallholder Development in South Africa: Implication for Market Access and Food Chain Management. (ID # 1155)

Mr. Peter P. T. Pote, University of Fort Hare, South Africa
Mr. Obi Ajuruchukwu, University of Fort Hare, South Africa
Dr. Gavin Fraser, University of Fort Hare, South Africa

Brazilian Beef Production Chain and New Consumer Standards (ID # 1066)

Mrs. Angelica Santos, University of Rio Grande do Sul, Brazil
Dr. Julio Otavio Barcellos, University of Rio Grande do Sul, Brazil
Mr. Guilherme Malafaia, University of Rio Grande do Sul, Brazil
Mrs. Fernanda Brandao, University of Rio Grande do Sul, Brazil
Ms. Luciana F. Christofari, University of Rio Grande do Sul, Brazil

The Impact of Smallholder Irrigation on Food Security in the Semiarid Areas of Zimbabwe (ID # 1120)

Mr. Misery Mpuzu Sikwela, University of Fort Hare, South Africa
Mr. Abbsyanya Mushunje, University of Fort Hare, South Africa

Organic Food Consumer – The Russian Case (ID # 1211)

Ms. Gulnara Zaynutdinova, Omsk State Agrarian University, Russia
Ms. Oksana Kozlova, Omsk State Agrarian University, Russia

The Development of Diverse Products for a Diverse Society by Engaging a Diverse Student Group: A Case Study of Two Parallel Programs Developing New Dairy and Potato Based Products by Diverse Third and Fourth Year Students in a University Setting (ID # 1143)

Mr. Elliot Currie, University of Guelph, Canada
Mrs. Melanie Lang, University of Guelph, Canada

Food Culture: Alternative Dispute Resolution is an Important New Management Tool in Tradition, Innovation, and Trust Affecting Supply Chains (ID # 1010)

Dr. Eric Thor, Arizona State University, USA
Dr. Francisco Diniz, UTAD, Portugal
Ms. Anastasia Alentseva, Arizona State University Polytechnic Campus, USA

Consumer Driven and Responsive Supply Chain (ID # 1150A)

Ms. Karin Zimmermann, Wageningen University Research Center, Netherlands
Mr. Ivo van der Lans, Marketing and Consumer Behaviour Group, Netherlands

Trends in European Fruit Consumption (ID # 1150B)

Ms. Marianne Groot, Wageningen University Research Center, Netherlands
Mr. J. Bartels, LEI, Agricultural University of Athens, Greece
Mr. SAMM Schreuder, Wageningen University and Research Center, Netherlands
Mr. J.W. van der Wekken, Wageningen University and Research Center, Netherlands

Consumer Preference Regarding Fruit and Acceptance of Innovative Food Products (ID #1150 C)

Ms. Teresa Briz, Universidad Politecnica de Madrid, Espana
Mr. I. van den Berg, Wageningen University and Research Center, Netherlands
Mr. M. Proinska, Warsaw Agricultural University, Agricultural University of Athens, Poland
Mr. M. Adamowicz, Warsaw Agricultural University, Agricultural University of Athens, Poland

Transitions Towards Innovative Consumer Driven and Responsive Supply Chains (ID #1150D)

Mr. Ruud van Uffelen, Wageningen University Research Center, The Netherlands
Mr. J. Debaire, Wageningen University and Research Center, The Netherlands
Mr. Jacques Trienekens, Wageningen University and Research Center, The Netherlands
Mr. K. Illiopoulos, Agricultural University of Athens, Universidad Politecnica de Madrid, Warsaw Agricultural University, Greece

References:

* (DLV): Hotel de la Ville

* (AB): Academia Barilla

Student Case Competition

Nine teams from around the world will present a solution to a real agribusiness management problem requiring a quick management response. To accommodate the nine teams there will be two Preliminary Round sessions.

*Two of the nine competing teams will be selected to continue into the Final Round.
Finalists will be announced Saturday, June 23 at Student & Industry Reception, (7:00PM) de la Ville-American Bar)*

The final two competing teams will be given a short update to the original agribusiness problem following the finalists announcement.

A revised presentation and Executive Summary are due on Sunday, June 24, 11:00 a.m.

The Student Case Competition winning team will be announced on Sunday, June 24th (4:15PM) in the Paganini Auditorium.

Case Conference and Case Competition Chair

Dr. Greg Baker, Santa Clara University, USA

Judges

Mr. Pietro Gandolfi, Managing Director,
Società Parmense Insediamenti Produttivi S.p.A. (SPIP), Italy
Mr. Kenneth Harling, Wilfred Laurier University, Canada
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
Mr. Ulrich Kihm, CEO, Safe Food Solutions, INC (SAFOSO), Switzerland

GROUP A

**Saturday, June 23
2:00PM - 3:30PM**

Bigab Library (AB): Student Case Competition: Preliminary Round

Team # 1

Advisor: Mrs. Ellen Goddard, University of Alberta, Canada
Ms. Cheryl Davies, University of Alberta, Canada
Mr. James Benke, University of Alberta, Canada
Mr. Curtis Boyd, University of Alberta, Canada

Team # 2

Advisor: Dr. Kobus Laubscher, University of the Free State, South Africa
Ms. Leah Ndanga, University of Pretoria, South Africa
Mr. Elvis Nakana, University of Universiteit of Stellenbosch, South Africa
Ms. Hilda Muregerera, University of Fort Hare, South Africa
Mr. M. van Wyk, University of the Free State, South Africa

Team #3

Advisor: Dr. Filippo Arfini, University of Parma, Italy
Ms. Alessia Feccia, University of Parma, Italy
Ms. Alessia Schepis, University of Parma, Italy
Ms. Chiara Ciroi, University of Parma, Italy
Ms. Margherita Braga, Western Ontario University, Canada

Team # 4

Advisor: Mr. Elliot Currie, University of Guelph, Canada
Ms. Nada Malusa, University of Guelph, Canada
Ms. Katie Cheesmond, University of Guelph, Canada
Mr. Alex Kissler, University of Guelph, Canada
Mr. Tod Steward, University of Guelph, Canada

GROUP B

**Saturday, June 23
4:00PM - 5:30PM**

Auditorium (AB): Student Case Competition: Preliminary Round

Team # 5

Advisor: Mr. Marcos Fava Scare, PENSA – USP, Brazil
Mr. Marcos Daziano, University of Buenos Aires, Argentina
Mr. Matheus Alberto Consoli, PENSA – USP, Brazil
Mr. Facundo Neyra, University of Buenos Aires, Argentina
Mr. Federico Fonseca Lopes, PENSA-USP, Brazil

Team # 6

Advisor: Dr. Jay Lillywhite, NMSU, USA
Ms. Jennifer Simonsen, NMSU, USA
Ms. Vera Wilson, NMSU, USA
Ms. Clarissa Cox, NMSU, USA
Mr. Ben Wilson, NMSU, USA

Team #7

Advisor: Dr. Michael Gunderson, University of Florida, USA
Ms. Lisa Stapleton, Santa Clara University, USA
Ms. Ninfa Calli Skipper, University of Florida, USA
Mr. Andres Silva, Texas A&M University, USA

Team # 8

Advisor: Dr. Jay Akridge, Purdue University, USA
Ms. Catherine Baldwin, Purdue University, USA
Ms. Liesel Graubergger, Purdue University, USA
Mr. Brandon Hollas, Purdue University, USA
Ms. Micah Pope, Purdue University, USA

Team # 9

Advisor: Prof. Herman Daniël van Schalkwyk, University of the Free State, South Africa
Mr. Pieter Taljaard, University of the Free State, South Africa
Mr. Nicolaas Kotze, University of the Free State, South Africa
Ms. Petru Fourie, University of the Free State, South Africa
Mr. Abiodun Ogundeji, University of the Free State, South Africa

**Sunday, June 24th
2:00PM - 3:30PM**

Auditorium (AB): Student Case Competition: Final Round