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Gregory A. Baker is Director of the Food and Agribusiness Institute and Professor of Management in the Leavey School of Business at Santa Clara University. He is a former editor, and currently Associate Editor for North America of the *International Food and Agribusiness Management Review*. He has published more than 30 refereed journal articles in the areas of food safety, strategic management, management information systems, and international development and has co-authored a textbook, *Introduction to Food and Agribusiness Management*. His teaching responsibilities include courses in strategic management and the business environment of business of food and agribusiness firms. He also directs an executive training program for food and agribusiness managers.

Jack Bernens is currently Head of Industry Relations Biotechnology and Seeds for Syngenta Seeds. Previously, Bernens was the Business Unit Head of Syngenta Seeds new Agrisure biotech corn traits business which was created in 2004. Jack has a long history in agriculture, over 25 years with Syngenta and legacy companies. He was the Vice President of Marketing and NK Brand Seed from 1998 – 2004. Jack earned a B.S. in Agricultural Economics from Ohio State University in 1982 and an MBA from the University of St. Thomas in 1992.

William A. Bishop is Managing Director of San Francisco BMO Capital Markets Food Group. Mr. Bishop initiated the West Coast office on behalf of BMO Capital Markets in 1997. Since then, the office has experienced significant growth in its specialty areas of Wine, Fresh Fruits and Vegetable, Seafood, and other Food and Commodities. Prior to joining BMO Capital Markets, Mr. Bishop spent nearly twenty-five years in domestic and international banking, focusing on the food and commodity sector, with senior positions at Credit Agricole and Rabobank International. William earned a BS in Economics from the University of Illinois. Further studies include completion of the Executive Development Management Program at the Kellogg School of Management, Northwestern University and the Managing Managers Program from the Haas Graduate School of Business at UC- Berkeley.

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.

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 previously served as Executive Editor for the International Food and Agribusiness Management Review. 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.

The Honorable 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. She currently serves on the boards of the Chicago Climate Exchange (CCX) and Climate Exchange plc, as well as other corporate and non-profit board roles. These include her role as a Special Advisor to the Board of NTR plc, which is engaged in a range of sustainable industries (wind, solar, biofuels and recycling) and as a member of the Global Village Energy Partnership (GVEP) Board of Trustees. She is a Managing Director of Public Capital Advisors, LLC, a firm she co-founded in 2006 to provide financial advisory for emerging market municipal infrastructure development. Ms. Brookins served from 2001-2005 as U.S. Executive Director to The World Bank. Carole was a consistent advocate for partnering public and private sectors to develop infrastructure countries, strengthen the investment climate, support agricultural productivity and improve the trade capacities of developing countries. Prior to her public service, she was Chairman and CEO of World Perspectives. 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."

Ernesto Brovelli serves as Manager of Horticulture, Processing, and Ingredients in Coca-Cola North America. In this capacity, he oversees Sustainable Agriculture programs and is an active member of Sustainable Agriculture Initiative (SAI) Fruit Working Group. During his career, Dr. Brovelli has held a number of positions in R&D. He holds five patents related to the industrial use of plants and has authored more than thirty technical publications. Dr. Brovelli also serves as courtesy professor at the University of Florida, Department of Horticultural Sciences.

Stefanie Bröring is head marketing & innovation of Bröring Group, a family business and leading compound feed supplier in Germany. Priorly she was a senior consultant with RoelfsPartner Management Consultants where she is heading the Competence Center Agribusiness. She has a wide array of consulting and industry experience in the fields of foods, chemicals and agribusiness and renewable energies. She obtained her PhD on the front end of innovation in converging industries with a focus on the emerging nutraceuticals and functional foods industry. Her research interests involve innovation management, market entry strategies and new business development with a focus on agribusiness and life sciences. She has published several articles in the innovation and strategic technology management literature.

Lowell Catlett is a Regent's Professor at New Mexico State University and Dean of the College of Agriculture and Home Economics. He is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. Agriculture will change more in the next decade than in the last century. Dr. Catlett will share six major trends which are creating more opportunities than ever before as consumers and producers are aligned in ways that generate agricultural markets in medicine, ecology, bio security, entertainment and lifestyles. These six trends change all of the rules and will make agriculture the nation's largest industry.

Bruce Clark is a principal in Marler Clark in Seattle. He has an extensive background in civil litigation, including personal injury, product liability and professional malpractice actions. Mr. Clark did defense work at the Seattle firm Karr Tuttle Campbell for nearly 15 years before he joined his present partners in a practice devoted to representing injured persons. In 1993, Mr. Clark became involved in foodborne illness litigation as an attorney for Jack in the Box restaurants in its E. coli O157:H7 personal injury litigation. The Jack in the Box litigation spanned more than four years and involved more than 100 lawsuits in four states. Since that time, Mr. Clark has been continuously involved in food and waterborne illness litigation involving bacterial, viral, and parasitic agents in settings ranging from large scale outbreaks to individual cases. He has extensive expertise in the medical, microbiological, and epidemiological aspects of foodborne illness cases gleaned from more than a

decade of working with leading experts across the country. Mr. Clark has tried numerous jury cases in state and federal courts and has litigated cases in state and federal courts from coast to coast. He frequently speaks to public health groups as well as food industry groups about the realities of foodborne illness litigation and efforts that can help avoid the damage foodborne pathogens inflict. His article "Cryptosporidiosis: A Recreational Water Threat That Hasn't Gone Away," appeared in the June 2007 issue of the Journal of Environmental Health. He has extensive experience in alternative dispute resolution and has successfully mediated hundreds of lawsuits. Mr. Clark has an AV rating from Martindale-Hubbell, and is listed in the Bar Register of Preeminent Lawyers

Dusty Clevenger is a Senior Manager in Archer Daniels Midland Company's (ADM) Strategic Planning and Business Development group. He has built a team of experienced Geographic Information Systems (GIS) professionals to analyze business opportunities through specialized project work and web-based applications which are utilized at all levels of the company to inform strategic and tactical decision making. In building collaborative processes, he also coordinates economic research projects and knowledge management initiatives that incorporate content management, enterprise search and business intelligence. Prior to his current position, Dusty has served throughout the Midwestern United States in commodity trading and business analyst positions.

Dennis M. Conley is the Nebraska Cooperative Council Distinguished Professor in Agricultural Economics at the University of Nebraska-Lincoln. Conley teaches courses in agribusiness management, demand and price analysis, and futures markets. His research has focused on marketing, risk management, and international trade. He is Director, Graduate Program in Agribusiness and supervises the MBA degree with a specialization in Agribusiness. Conley was elected as a Fellow of the International Food and Agribusiness Management Association in 2003.

Aidan Connolly is Global Vice President of Alltech Inc. During his 18 years with Alltech, he has worked in Ireland, France, Brazil and the United States. As Vice President, he is responsible for the co-ordination of global research, marketing and sales within Alltech. Mr. Connolly's expertise is in the field of branding, agriculture and international marketing. He holds a Bachelor of Commerce Degree from University College Dublin and a Masters in International Marketing from the Michael Smurfit Graduate Business School, UCD. He is also a board member of the European Feed Additives and Premixtures Association.

Daniel M. Dooley was recently appointed University of California (UC) Vice President - Division of Agriculture and Natural Resources (ANR). Dooley leads a statewide research and public service organization responsible for activities in agriculture, natural resources, environmental sciences, family and consumer sciences, forestry, human and community development, 4-H/youth development and related areas. ANR programs and services include nearly 1,000 faculty, specialists and advisors with Cooperative Extension offices in 50 California counties and regions, and California's Agricultural Experiment Station, located on the UC Berkeley, Davis and Riverside campuses. Dooley is a distinguished agricultural and environmental attorney with extensive experience in California. Throughout his career, he has held leadership positions in local, state and national agricultural organizations, as well as with the University. Prior to serving as UC Vice President – ANR, Dooley was a partner at Dooley, Herr and Peltzer, LLP, a Visalia-based law firm emphasizing agricultural, environmental, business and water rights law. He distinguished himself by successfully bridging environmental and economic considerations in a number of controversial legal issues. He was a partner from 1980-2002 in the family-owned Dooley Farms, a diversified San Joaquin Valley farming operation producing cotton, alfalfa and walnuts. Dooley received his bachelor's degree in agricultural economics from UC Davis and his J.D. from the McGeorge School of Law at the University of Pacific. He is also a graduate of the California Agricultural Leadership Program.

Peter Goldsmith graduated in 1995 from the Ohio State University with a PhD in Agricultural Economics. From 1995-1999 he was an Assistant Professor at McGill University and is currently an Associate Professor of Agribusiness Management at the University of Illinois. In 2006 he was appointed the Soybean Industry Endowed Associate Professor in Agricultural Strategy. In 2007 he was named the Executive Director of the National Soybean Research Laboratory. Recently, he was appointed the Executive Editor of the International Food and Agribusiness Management Review. Also Dr. Goldsmith has received an MBA in Finance, and degrees in Dairy Science and Political Science.

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 Vinticulture.

Trey Key is Director, Seed & Trait Strategy in the Europe-Africa Region for Monsanto. Based in Morges, Switzerland, Trey is responsible for strategic planning and alliances, biotechnology development and expansion, and management of Monsanto's genetic and trait licensing business in the region. Prior to this assignment, Trey has held roles in Corporate Strategy, M&A, and Technology Alliances. He holds a B.S. in Nutrition Sciences and an M. Agr. in Agricultural Economics, both from Texas A&M University, as well as an Executive MBA from Washington University (St. Louis). Trey, his wife Kimberly, and their sons, John Conner and Kirby Walter reside in Eclepens, Switzerland.

Paul "Tuck" Jasper earned his MS degree from Cornell University and a BS from Indiana University School of Business. After a career of growing businesses for others, Mr. Jasper is managing several new start-up projects including Evolve Beverages, Inc / BevWorks LLC., Covered Logistics & Transportation LLC., and Sick Call Limited. He has worked in numerous executive management capacities for companies including President and CEO of Shurfine International, Topco Associates, Daymon Associates, Worldwide Procurement Group; Federated Foods and Kroger Company. He served on the IAMA Board of Directors from 1993-2002, and co-chaired the Chicago World Forum and Symposium in 2000. He has served on the Food Industry Management Advisory Board for six years.

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.

Héctor Roger Ramón Laurence has been involved in agribusiness in Argentina and internationally for the last 30 years. He participated of the sector of input high tech supplies for Agriculture. Reached the highest positions in the seed business as Vice President of Morgan Seeds in Argentina and as Corporate Vice President of Pioneer Hi Bred International (USA) in charge of Latin América. In that industry was President of the Argentine Seed Association, ARPOV (Intellectual Property Rights and Trade Marks Protection), the Latin American Seed Federation and Board member for several years of FIS (International Seed Federation). Apart from being currently President of McLaren Holdings SA (agricultural production) it is a former President worldwide and presently Board member of IAMA (International Food and agribusiness Management Association).

David B. Lobell is a Senior Research Scholar, Program on Food Security and the Environment, Stanford University. Research and Teaching Interests: Food Security, Climate Change, Land use, Remote Sensing, Ecosystem Modeling. Professional Appointments: 2008 – present: Senior Research Scholar, Program on Food Security and the Environment, Freeman Spogli Institute for International Studies and Woods Institute for the Environment, Stanford University. / 2005 – 2007: Lawrence Fellow, Lawrence Livermore National Laboratory. Education: 2005: Ph.D. Stanford University, Department of Geological and Environmental Sciences. 2000: Sc.B. Brown University, Department of Applied Mathematics, Magna Cum Laude. Mr. Lobell is author of various publications and has been invited to speak at different seminars, conferences and other events. He has been awarded with the Lawrence Fellowship, Lawrence Livermore National Laboratory (2005-2008), the NASA Earth System Science Graduate Student Fellowship (2004), Tillage Research; Tree Physiology and many other awards from different institutions. Community Service: National Academy of Sciences Workshop on Remote Sensing for Human Welfare (January 2006), NASA Land Cover Land Use Change Grant Review Panel (September 2005).

Craig McNamara is the president and owner of Sierra Orchards, a diversified farming operation that produces organic walnuts. He also serves as the founder and president of the Center for Land-Based Learning. He is a graduate of the California Agricultural Leadership Program and a Senior Fellow of the American Leadership Forum. His professional activities include: board member of the California State Board of Food and Agriculture, member of the Foundation Board of Trustees University of California Merced, and University of California Davis Dean's Advisory Council. He is the recipient of the Leopold Conservation Award, the Governor's Environmental and Economic Leadership Award, the UC Davis Award of Distinction, and the Profile in Leadership Award.

Michael J. Mendes has served as Diamond's President and Executive Officer since 1998. Mendes joined the company in 1991 and served as Vice President of International Sales and Marketing prior to being promoted to his current position in 1998. Mendes served as Manager of International Marketing

of the Dole Food Company from 1989 to 1991. He holds an MBA from the Anderson School of Management at the University of California, Los Angeles. Mendes served as Chairman of the President's Advisory Council of the Grocery Manufacturers Association (GMA) and currently serves on the Industry Affairs Council. He has served on the Board of Directors of the California Chamber of Commerce and currently serves on the advisory board for The Wine Group. Michael's wife Wendy is on the faculty at Harvard University and they have a daughter Blair who is five.

Doug Mosebar was elected president of the California Farm Bureau Federation in December 2005. Mosebar, who farms in Santa Ynez, has been a statewide Farm Bureau officer since 1989, when he was elected second vice president. He was elected first vice president in 1997. A former president of the Santa Barbara County Farm Bureau, Mosebar farms hay, squash, flowers and pumpkins and raises cattle. The ranch he operates is occasionally used by film crews as a setting for films and TV commercials. He has been honored as Agricultural Person of the Year by the Santa Barbara County Farm Bureau and as Farmer of the Year by the Santa Barbara County Fair. Mosebar was born in Yakima, Wash. He attended College of the Sequoias in Visalia and earned a degree in agricultural business management from Cal Poly, San Luis Obispo. He has served as a member of the California Wheat Commission and on the advisory board of the California Beet Growers Association. In Farm Bureau, Mosebar served as a member and chairman of the CFBF hay commodity advisory committee and on the CFBF finance committee.

Rosemary Mucklow is the Director Emeritus of National Meat Association, a national industry association representing meat packers, processors, wholesalers, sausage makers and related firms in the U. S. meat industry. She has held various positions since 1982 when the Western States Meat Packers Association and Pacific Coast Meat Association merged to form the stronger, broad-based organization it is today. Rosemary has been associated with the meat industry for nearly 50 years. She is responsible for the administration of the business affairs of National Meat Association in Oakland and maintains working contacts with NMA's members so that she remains fully informed about the effects on their businesses of government and market activities. Rosemary received the E. Floyd Forbes award presented by National Meat Association in 1996 in recognition of her outstanding services to the meat industry. Rosemary is a member of various research and industry related organizations, and a Trustee on several Taft-Hartley Funds administering medical and pension benefits for union workers. She has served as President of the Berkeley City Club for four years, and past president of the Foundation preserving the historic clubhouse designed by Julia Morgan. Rosemary was born and schooled in Edinburgh, Scotland. She came to the United States in 1959. She earned a Bachelor of Arts, majoring in accounting, at Golden Gate University, San Francisco in 1970. She resides in Berkeley, California with two feline companions.

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.

Christopher (Chris) Peterson: Dr. H. Christopher Peterson is the Homer Nowlin Chair of Consumer-Responsive Agriculture and professor of Agricultural Economics at Michigan State University. He is Director of the MSU Product Center for Agriculture and Natural Resources. The Center focuses on assisting agricultural, food, and natural resource firms in the development of new markets, products, and associated supply chain relationships. Dr. Peterson has his Ph.D. in Agricultural Economics from Cornell University and his MBA from the Harvard University Graduate School of Business. His research work has spanned the areas of strategic management, value-added ventures and differentiated product development, cooperative theory and financial practices, vertical coordination strategy, and supply chain management. He also does "futuring" to craft scenarios for the evolution of the agri-food system. Dr. Peterson is the outside director on the board of Michigan Sugar Company.

Joe Pezzini is Vice President of Operations for Ocean Mist Farms Castroville, CA since 2001. Ocean Mist Farms is an 84 year old grower-shipper of artichokes and fresh vegetables in California and Arizona that operates two distribution facilities. Mr. Pezzini is responsible for cooling operations, Food Safety and Security, R & D, Quality Assurance and Human Resources. Mr. Pezzini is Chairman of the Advisory Board, California Leafy Green Product Handler Marketing Agreement and Past Chairman of the Board, Grower Shipper Association of Central California. Mr. Pezzini received the 2007 Produce Man on the Year award, from the Vance Publishing Corporation and the 2007 Agriculture Leader of the Year award from Salinas Valley Chamber of Commerce.

Sudarshan Rao (Sudy) has an MBA in Food and Agribusiness from The Royal Agricultural College, UK. He has lived, studied or worked, in Japan, Australia, Singapore, USA, UK and India. He has worked in uniquely challenging environments, rural and urban, at both operational and strategic levels. Whilst being responsible, regionally, for sales and marketing of agri-inputs (about US\$ 20M per annum), through 163 retail franchisees he has helped manage contract production of Basmati rice, wheat and potatoes over 15,000 acres. He has also worked with one of Europe's largest fresh produce providers in evaluating and setting up their agribusiness venture in North Eastern India. Currently, he is deepening his domain knowledge of the opportunity in F&A business in India and offering advise and assistance to inbound and domestic investors."

Joe Rozza is a Water Risk Manager for The Coca-Cola Company. He is an environmental engineer with 15 years of experience in water resources management and works with water resources risk modeling and development of prioritized management strategies. This includes quantitative analysis of water related risks in the areas of watershed, supply reliability, efficiency, wastewater, supply economics and social issues for 1,000 manufacturing operations in 200 countries. Prior to that, he worked as a consultant to local governments helping them to achieve more effective, sustainable watershed management solutions.

Blake Russell joined ViaGen, Inc. as Vice President of Sales and Business Development in January of 2006. Blake is responsible for ViaGen's efforts to profitably deliver genomics and cloning services to the agribusiness sector worldwide. Prior to joining ViaGen, Blake served on the management team of PIC, the world's largest suppliers of genetics to the swine industry, for more than 10 years. Blake's 20 year career in the swine genetics business included responsibilities in sales, business development, marketing, operations, and general management. Blake has worked in more than 15 countries and carried P&L responsibilities for PIC businesses throughout the America's and Asia. Blake received his B.S. in Animal Science from Oklahoma State University and his MBA from Emory University.

Mary L. Shelman is Director of Harvard Business School's Agribusiness Program, leads the world's premier agribusiness gathering which is attended by more than 200 CEOs and C level managers from global firms. She organizes and teaches similar programs in Europe, Latin America and Asia, including this year's oversubscribed Shanghai offering. Mary's focus on the future of global agribusiness makes her one of the leading thought leaders in how food, feed and fiber intersect with fuel, chemicals, pharma, IT, real estate and finance. Her experience bridges academia, as author and teacher of dozens of case studies on strategic change and challenges in global agribusiness firms, with practical business experience. She was Chairman of the Board of RiceTec, Inc., a fully integrated agribusiness venture owned by the Prince of Liechtenstein, and she served on boards of various international companies and industry associations including IAMA. After receiving a BS in Chemical Engineering with High Distinction from the University of Kentucky, she achieved an MBA with Distinction from the Harvard Business School and was awarded a Dean's Doctoral Fellowship for research in economics and marketing.

Jerome 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 has served as Executive Director of IAMA, since October 2002.

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.

David L. Sunding is a professor of agricultural and resource economics at UC Berkeley. He is also a senior consultant in Charles River Associates' litigation and energy/environment practices. He specializes in environmental and natural resource economics, land use regulation, water resources and law ad economics. Prior to his current position, Prof. Sunding served as a senior economist at President Clinton's Council of Economic Advisers where he had responsibility for natural resource, agricultural and environmental policy. He currently sits on the Science Advisory Board of the National Center for Housing and the Environment and on a panel of the U.S. EPA's Science Advisory Board.

He is a frequent advisor to private industry, trade associations and government agencies on regulatory impacts and policy, and is a sought-after commentator for television, radio and print media and for public speaking engagements.

Mark Wade is Manager of Human Resources and Director of Safety and Compliance at Evans Properties, Inc. (one of the countries largest citrus producers) located in Vero Beach Florida, USA. He is also a Professor of Economics at Indian River Community College. Mark earned his Ph.D. in Agricultural Economics and Agribusiness Management as a National Needs Fellow in Agribusiness from the University of Nebraska, and received his MS and BS degrees from Kansas State University. He has worked as a consultant in over 20 countries and has over 25 years experience working in all segments of agribusiness.

Craig Watson is Vice President of Quality Assurance and Agricultural Sustainability for SYSCO Corporation. Watson received his BS degree in Animal Science (1974) and his MS in Meat Science (1976) from Iowa State. He leads 180 employees who are engaged in the supervision of 36,000 Sysco Branded products. The Quality team is responsible for product development, global supplier approval, and the development and implementation of quality systems. Approximately five years ago, Mr. Watson's responsibilities were expanded into the area of agricultural sustainability. He will apply the knowledge of products and production techniques gained through his quality assurance activities to broaden SYSCO's impact on agricultural sustainability issues.

Lynn White formed Twemlow Group LLC in January 2008 to focus on strategic counsel to senior management of agriculturally connected businesses. Prior to forming the Twemlow Group, Mr. White was President of John Deere Agri Services, which was formed in 2005 from a number of predecessor units, several of which Mr. White had started and led. Prior to joining Deere in 2000, Mr. White was a 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.

Charley J. Wolk serves as the Chairman of the Board for the Hass Avocado Board. In addition to his long history of service to the California avocado industry and California Avocado Commission, Mr. Wolk has served as the president of the San Diego county Farm Bureau and the California Fuji Growers Association.

Stuart Patrick Woolf is President and CEO of Woolf Enterprises. Woolf Enterprises is a family owned operation whose primary business is the production and processing of agricultural commodities. The Company was named the 2004 Agribusiness of the Year in Fresno County and the Family Business of the Year (2004) by the Family Business Institute at Fresno State University. He also serves as the managing partner for two related entities; Harris Woolf California Almonds and Los Gatos Tomato Products. Harris Woolf is a processor and handler of raw almonds. Los Gatos manufactures bulk tomato paste for industrial users. Woolf Enterprises is also the principal shareholder of Patterson Vegetable Company, a food service and private label packer of frozen vegetables and blends. He received a bachelor's degree in Liberal Arts from the University of California at Berkeley and an MBA at Boston College. Mr. Woolf has served as Chairman of the California League of Food Processors and the Almond Board of California. He is an active member of the Young Presidents Organization's Golden Gate Chapter and the Board of Ruiz Food Products. He also serves as the current Chairman of the President's Commission of Agriculture and Natural Resources for the University of California. Stuart and Lisa were married in 1984 and have five children.

Joe Zanger is a managing general partner of two family owned businesses, Casa de Fruta Orchards and Casa de Fruta Parkway. Founded in 1908, these companies have an agricultural history of growing, processing, packaging, and shipping production from over 400 acres of apricots, cherries, pears, prunes, walnuts, wine grapes, lettuce and asparagus. Along with running a small family cattle herd, they have grown wheat for grain and hay and operated a choose & cut Christmas tree farm. As a California bonded winery since 1972, they produce and bottle wine from our vineyards and fruit wine from our orchards and retail locally. They also have a mail order business and a wholesale consumer pack line of dried fruits, nuts and candies. Casa de Fruta Parkway has a world famous Fruit Stand, a Restaurant, RV Park, Wine Tasting / Deli, Service Station, Motel, Bakery, Gift Shop, Barn Yard Zoo, Train Ride, and other rest stop and destination type amenities. Up to 200 persons are employed.