CONFERENCE PROGRAM

International Food and Agribusiness Management Association

18th Annual World Forum and Symposium

“Meeting Food System Challenges Through Innovation and Entrepreneurship”

Hyatt Regency • Monterey, California, USA
June 14 - 17, 2008
WELCOME

It is our pleasure to welcome you to Monterey, California for IAMA’s 18th Annual World Forum and Symposium. IAMA is a truly unique organization that hosts a worldwide conference where top leaders of business, academia and policy makers gather to analyze, discuss, and think about the present and future of the food system. California is the perfect location for this conference, “Meeting Food System Challenges Through Innovation and Entrepreneurship.” California has a deserved reputation for its approach in addressing problems and issues through innovation and entrepreneurship to maintain its competitive position in a global economy. This conference will build on this theme and offer insights into how the global food system will evolve in the future based on innovations likely to take place. The Symposium and Forum will bring together the best and latest pieces of information, developments, strategic thinking, and stakeholder interests, including consumers, in the food system. The true benefits from this conference lie in the knowledge transfer that occurs during both formal discussion sessions and the networking opportunities. We hope that your experience is enjoyable and helps to build your knowledge base for more effective decision making.

William A. Bishop
BMO Capital Investments, San Francisco
Conference Co-Chair

Dennis Conley
Agricultural Economics, University of Nebraska
Conference Co-Chair

Conference Tours

IAMAGOLF OUTING
Friday, June 13: Fee: $145

Opened in 1897, Del Monte Golf Course is the oldest course in continuous operation west of the Mississippi. This beautiful course boasts a meandering layout that has challenged golfers for more than a century. Join your IAMA colleagues for an enjoyable round of golf under the California sun. Tee times will begin at 1:00pm. Rental clubs are an additional $50.00.

CANNERY ROW — MONTEREY BAY AQUARIUM TOUR
Saturday, June 14: Fee: $50.00

Visit historic Cannery Row, site of a number of historical sardine canning factories, which served as the setting for John Steinbeck’s novels Cannery Row and Sweet Thursday. Today this area is a marine sanctuary and home to many restaurants, shops and historical attractions.

The world-famous Monterey Bay Aquarium is located at the north end of Cannery Row and is perched on the edge of the magnificent Pacific coastline. The fee for this excursion includes transportation and a 2-day aquarium pass. Departure 1:30PM – Return 5:30PM

CARMEL SHOPPING TOUR
Sunday, June 15: No Fee

Join hometown host, Jan Siebert, for an informal excursion to beautiful Carmel-by-the-Sea. Carmel is well known for its quaint shops, unique homes and a largely untouched coastline. Transportation will be organized by carpool or taxi and expenses will be on your own. Departure 1:30PM – Return 5:00PM

STEINBECK CENTER — WINE TASTING
Tuesday, June 17: Fee: $60.00

In the tradition of John Steinbeck, recipient of the Nobel Prize for Literature in 1962, the National Steinbeck Center and California Ag Museum draws its inspiration from the diverse people and the land of the Salinas Valley and allows you to explore Steinbeck’s life and literature and the history of California agriculture. The Taste of Monterey Wine Visitor’s Center is a few steps from the Steinbeck Center and features a regional wine tasting room representing over 43 wineries from Monterey County. The fee includes transportation, wine tasting and museum passes. Departure 1:30PM – Return 5:00PM

SALINAS VALLEY AG TOUR
Wednesday, June 18: Fee: $155.00

Join a truly unique agricultural tour of the Salinas Valley, otherwise known as the “Salad Bowl of the World”! This full day tour will feature vegetable production and will focus on the advanced farming techniques that make Monterey County the number one vegetable growing region in the world. During the tour, the group will observe lettuce, broccoli, cauliflower, artichokes, greenhouse nurseries, strawberries and other field activities. We will also enjoy a delicious lunch and wine tasting at beautiful Paraiso Vineyards. Departure 8:00AM – Return 3:45PM

CARMEL VALLEY WINE TOUR
Thursday, June 19: Fee: $155.00

Come along on a relaxing wine tour featuring a selection of excellent wineries in the beautiful Carmel Valley. Included in this tour will be visits to Chateau Julien Wine Estate, and the tasting rooms of Heller Estate, Bernardus, Talbott Vineyards, Joullian Vineyard, Parsonage and Ventana Vineyards. We will also enjoy a peaceful lunch and tour of the region as we discuss the Monterey County wine industry. Departure 10:00AM – Return: 4:00PM
Symposium Schedule

FRIDAY, JUNE 13

12:00PM – 6:00PM (Regency Foyer) Registration

1:00PM Tee Time (Del Monte Golf Course) IAMA Golf Outing

7:30PM – 9:00PM (Presidents House) Board of Directors Meeting

SATURDAY, JUNE 14

7:00AM – 8:00AM (Regency 1) Student Meeting
Meet Student Advisor, Denise Mainville, to learn how to get the most out of the IAMA conference. Mandatory for students receiving travel grants.

8:00AM – 6:00PM (Regency Foyer) Registration

8:15AM – 8:45AM (Regency Main) Symposium Welcome Session
Publication Committee Chair: Dr. Dennis Conley, Professor, University of Nebraska, USA
Symposium Chair: Dr. Mark Hansen, Assistant Professor, Brigham Young University, USA
IFAMR Editor: Dr. Peter Goldsmith, Executive Director, National Soybean Research Lab, University of Illinois, USA

9:00AM (IAMA Registration Desk) Registration Deadline: Case Competition Teams

8:15AM – 10:00AM (Regency Main) Innovation and Metasystem Transition in Agrifood Supply Chains
The evolution of the agrifood supply chain away from spot markets to alliance-based transactions is a trend that has emerged slowly but relentlessly over the past several decades. Many factors account for this transition, including global sourcing of agricultural products; relatively rapid adoption of biotechnology in food production and medicine; the desire of participants within the agrifood chain to assure that food is safe; and the need to be able to quickly identify and purge any contaminated foodstuffs from the supply chain. This plenary session is designed to use a metasystem transition foundation for examining the role of innovation in industrial markets (B2B) and, more generally, in agrifood supply chains (B2C).

Chair: Dr. Thomas L. Sporleder, Professor, The Ohio State University, USA
Moderator: Dr. John Nichols, Department Head, Texas A&M University, USA
Panelist: Dr. Stefanie Bröring, Head of Marketing Innovation, Bröring Group, Germany
Panelist: Dr. Peter Goldsmith, Exec. Director, National Soybean Research Lab, University of Illinois, USA

10:00AM – 10:45AM (Regency Terrace) Networking Break
Sponsored by: The Coca-Cola Company

10:45AM – 12:15PM Concurrent Session #1 (Cypress 1, 2; Regency 2, 3; Regency Main)
Case Conference (Regency 1) Developing a Teaching Case
Facilitator: Ms. Mary Shelman, Agribusiness Program Director, Harvard Business School, USA

12:15PM – 1:45PM Lunch (Regency Terrace & Regency 4-6)
Sponsored by: Syngenta

1:45PM – 3:15PM Concurrent Session #2 (Cypress 1, 2; Regency 3; Regency Main)
Case Conference (Regency 1) Case Competition – Preliminary Round A (Regency 2)

3:15PM – 4:00PM (Regency Terrace) Networking Break
Sponsored by: The Coca-Cola Company

4:00PM – 5:30PM Concurrent Session #3 (Cypress 1, 2; Regency 3; Regency Main)
Case Competition – Preliminary Round B (Regency 2)

5:30PM – 7:00PM (Presidents House) 2009 Budapest Program Planning Committee

7:00PM – 8:30PM (Sports Bar & Pebble Room) Student/Industry Reception
Sponsored by: Seminis Dow AgroSciences
Ross McLaren

8:00PM – 10:00PM (Presidents House) Board of Directors Meeting

SUNDAY, JUNE 15

8:00AM – 12:00PM (Spyglass 1-2) Board of Directors Meeting

8:30AM – 10:00AM Concurrent Session #4 (Cypress 1, 2; Regency 2, 3)
Case Conference (Regency 1)

10:00AM – 10:45AM (Regency Terrace) Networking Break
Sponsored by: The Coca-Cola Company

10:45AM – 12:15PM Concurrent Session #5 (Cypress 1, 2; Regency 2, 3)
Case Conference (Regency 1)

12:15PM – 1:45PM Lunch (Regency Terrace & Regency 4 - 6)
Sponsored by: Covered Logistics & Transportation, LLC.

1:45PM – 3:15PM Concurrent Session #6 (Cypress 1, 2; Regency 2, 3)
Case Conference (Regency 1) Case Competition – Final Round (Regency Main)

1:45PM – 4:00PM (Cypress 3) Roundtable: TransForum International Platform for Innovating Metropolitan Agriculture

3:15PM – 4:00PM (Regency Terrace) Networking Break
Sponsored by: The Coca-Cola Company

4:00PM – 4:30PM (Regency Main) Case Competition Winners
Best Paper Award Winners
IFAMR Executive Editor Appreciation Award

4:30PM – 6:00PM (Regency Main) Bridge Session: Managing Global Climate Change
While climate change as a subject is debatable, it has become a factor in the strategic decision making among executives and managers in global food and agribusiness industry worldwide. The purpose of this session is not to debate whether climate change or its surrogate issue—global warming, is taking place, but to identify...
and discuss strategic decisions and programs that food and agribusiness companies are considering to deal with the issue. Panelists will set the stage for discussion by detailing their decisions and strategies in managing risks associated with climate change.

Chair: Ms. Erica Kuhlmann, Managing Director, Food Group, BMO Capital Markets, USA
Facilitator: Hon. Carole Brooks, Managing Director, Public Capital Advisors, USA
Panelist: Dr. David Lobell, Senior Research Scholar, Stanford University, USA
Panelist: Dr. Francesco Braga, Associate Professor, University of Guelph, Canada
Panelist: Mr. John “Trey” Key, Director, Seed & Trait Strategy, Europe/Africa, Monsanto, Switzerland
Panelist: Dr. H. Christopher Peterson, Professor, Michigan State University, USA

6:00PM – 7:30PM
Task Group Meetings
Education & Knowledge Transfer (Regency 1)
Biofuels (Regency 2)

GRI Roundtable Meeting (Cypress 3)

7:30PM – 9:00PM (Spyglass Promenade)
Welcome Reception
Sponsored by: John Deere

FORUM SCHEDULE

MONDAY, JUNE 16

7:00AM – 8:30AM (Presidents House)
Fellows Breakfast

8:30AM – 9:30AM (Regency Main)
Forum Welcome
Mr. William Bishop, IAMA Forum Co-Chair
Dr. László Vajda, IAMA President
Dr. Jerome Siebert, IAMA Executive Vice President

Fellows Award
Dr. William Gorman, Fellows Committee Chair

Issues Impacting California Agriculture
Mr. Doug Mosebar, President, California Farm Bureau Federation, USA

The Role of Science and Innovation in California Agriculture
Mr. Dan Dooley, Vice President, Agriculture and Natural Resources, University of California, USA

9:30AM – 10:30AM (Regency Main)
Using Innovation and Entrepreneurship to Manage Issues and Challenges
Dr. Catlett will highlight the importance of innovation and entrepreneurship not only in the development of strategies and products to maintain a competitive advantage, but in the development of new business models, markets, and approaches to solving problems and issues.

Chair: Mr. William Bishop, Managing Director, Food Group, BMO Capital Markets, USA
Facilitator: Dr. Dennis Conley, Professor, University of Nebraska, USA
Featured Speaker: Dr. Lowell Catlett, Dean, College of Agriculture & Home Economics, New Mexico State University, USA

10:30AM – 11:15AM (Regency Terrace)
Networking Break
Sponsored by: SYSCO

11:15AM – 12:45PM (Regency Main)
Managing Global Water Resources
Water is a critical resource in the production, processing, and manufacture of food products. As the focus on increasing global food supplies intensifies, the availability and use of this resource takes on added importance. This session will focus on the importance and potential impacts of water resources to the global food system, what problems and issues need resolution, and what strategies are being employed in managing water resources. The focus of the panel will be set by using California as a case study and through an overview of the world situation with respect to water, especially on how it impacts the food system. Specific perspectives will be provided by speakers from the production, processing and manufacturing, and biotechnology sectors.

Chair: Mr. William Bishop, Managing Director, Food Group, BMO Capital Markets, USA
Facilitator: Dr. Jerome Siebert, Economist, University of California-Berkeley, USA
Panelist: Dr. David Sunding, Professor, University of California-Berkeley, USA
Panelist: Mr. Stuart Woolf, President, Woolf Enterprises, USA
Panelist: Mr. Jack Bernens, Head, Industry Relations, Seeds & Biotech, Syngenta, USA
Panelist: Mr. Joe Rozza, Water Risk Manager, Environment & Water Resources, The Coca Cola Company, USA

12:45PM – 2:00PM
Lunch (Regency Terrace & Regency 4-6)
Sponsored by: Unilever

2:00PM – 3:30PM (Regency Main)
Management of Resources in Production Agriculture
The management of resources in production agriculture is critical to the overall equation of increasing global food supplies to meet an ever increasing demand. The efficient management and use of not only the physical resources that go into agriculture production are important, but also labor and capital. This session will not only explore the management of resources used in production agriculture but also address the issues of increasing global food prices and their consequences and the competition for resources between food and fuel uses. Consideration of how emerging economies are organizing their food production systems and integrating into the global food system will provide an additional dimension.

Chair: Mr. Hector Laurence, President & CEO, McLaren Holdings SA, Argentina
Facilitator: Dr. William Gorman, Professor, New Mexico State University, USA
Panelist: Dr. Mark Wade, Mgr of HR, Dir of Safety & Compliance, Evans Properties, USA
Panelist: Mr. Sudarshan “Sudy” Rao, Business Development Advisor, India

3:30PM – 4:15PM (Regency Terrace)
Networking Break
Sponsored by: SYSCO

4:15PM – 5:45PM (Regency Main)
Using Information Technology for Innovative Decision Making
Increasingly, new technologies are enabling access to massive amounts of information, which require analysis and evaluation in order to be useful to management decision making. The efficient utilization of IT resources requires careful planning and development of strategies and investment in hardware, software, and human resource skills. This session focuses on methods that can be utilized to maximize the management value of IT resources. Case examples will include the collection of data, organizing it and analyzing it, and making it available in a usable format to enhance decision making.
consumers are demanding products that impact the ability to farm. In addition, regulations are being imposed that cover a broad spectrum. Environmental issues challenge companies to meet consumer demands. This session will highlight successful cases of meeting environmental challenges through innovative approaches.

Chair/Facilitator: Ms. Mary Shelman, Agribusiness Program Director, Harvard Business School, USA
Panelist: Mr. Hans Jöhr, Corporate Head of Agriculture, Nestec Ltd., Switzerland
Panelist: Mr. Craig McNamara, President & Founder, Center for Land-Based Learning, USA
Panelist: Mr. John “Trey” Key, Director, Seed & Trait Strategy, Europe/Africa, Monsanto, Switzerland

10:45AM – 12:15PM
Using Innovation to Meet Environmental Challenges
Environmental issues cover a broad spectrum. Increasingly, regulations are being imposed that impact the ability to farm. In addition, consumers are demanding products that meet environmentally friendly and sustainable production practices. Innovation has helped in meeting and satisfying mandatory environmental standards and in the creation of practices that are both economically sustainable and appealing to consumer demands. This session will highlight successful cases of meeting environmental challenges through innovative approaches.

Chair/Facilitator: Dr. Jerome Siebert, Economist, Purdue University, USA
Panelist: Mr. Dustin Clevenger, Sr. Mgr Analytics & Knowledge Mgt, ADM, USA
Panelist: Mr. Jim Chambers, Director of Marketing, John Deere Agri Services, USA
Panelist: Mr. Charlie Wolk, Past Chairman, Haas Avocado Board, USA

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

2008 Fellows Award Recipients
Hon. Carole L. Brookins
Managing Director
Public Capital Advisors, USA
Dr. Thomas L. Sporleder
Professor, AED Economics
The Ohio State University, USA

CONFERENCE ATTIRE
• IAMA Forum & Symposium: Business Attire
• Welcome Reception & Presidential Banquet: Business Attire
• Tours: Casual/Seasonal
International Food and Agribusiness Management Association

IAMA Business Office

Jerome Siebert, Executive Vice President
Derek Dictson, Executive Director
Belen Frers, Events Coordinator, (Argentina office)
Kathryn White, Communications Coordinator

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Program Planning Committee

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William Bishop, Forum Co-Chair
Dennis Conley, Forum Co-Chair
Mark Hansen, Symposium Chair
Francis Declerck, Symposium Chair-Elect
Greg Baker, Case Conference & Case Competition Chair
Carole Brookins, Committee Member
Mary Shelman, Committee Member

Sponsored by:

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