Agribusiness Education: Past, Present and Future

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Bridge Session - IAMA 2009
HUNGARY
Structure

1 - Evolution of agribusiness education over the last 20 years in response to the rapidly changing global marketplace

2 - How current programs are meeting industry needs, as well as the needs of other stakeholders - Our Experience

3 - How human capital requirements might change in 20 years and how education programs must progress in order to meet those needs
Milestones of Agribusiness Education In Brazil

1. 1990 - Launch of Concept by Ney Bittencourt Araujo
2. 1991 - Creation of PENSA by Decio Zylbersztajn
3. 1992 - forward - Several other programs created
4. Changes in programs of Ag Econ and Agricultural Engineering towards business and chains
5. International Pensa Conference 1997/99/01/03/05/07/09
6. Changes in Brazilian Agriculture - Silent Revolution
7. From the past towards new technologies of learning
8. Several MSc and PhD Programs all over the country
9. Strong internationalization

What are the global challenges???
Model of Food and Fuel Myopia

**DRIVERS**
- Growing Population
- Income distribution
- Urbanization
- Social Programs (Food aid)
- Biofuels
- Oil Prices Impact
- Production shortages
- Devaluation of the US
- Investment Funds

**SOLUTIONS**
- Sustainable horizontal expansion of areas
- Vertical Expansion (yield)
- Reduction on taxes and protections
- Investment in international logistics
- Use the best sources of biofuels
- Reduction in transaction costs
- New generation fertilizers
- Sustainable supply contracts
- Innovations (genetic and others)
- Consumption behavior

Source: Neves 2009 (IFAMR)
Deals Help China Expand Sway in Latin America

By SIMON ROMERO and ALEKSI GARRIONEJO
Published: April 15, 2009

CARACAS, Venezuela — As Washington tries to rebuild its strained relationships in Latin America, China is stepping in vigorously, offering countries across the region large amounts of money while they struggle with sharply slowing economies, a plunge in commodity prices and restricted access to credit.

In recent weeks, China has been negotiating deals to double a development fund in Venezuela to $12 billion, lend Ecuador at least $1 billion to build a hydroelectric plant, provide Argentina with...
Japanese jitters grow over food security
By Michiyu Nekamoto in Tokyo and Javier Blas in London
Published: April 28 2009 18:28 | Last updated: April 28 2009 18:28

The Japanese government is drawing up plans to finance investments in agricultural production in developing countries, in the latest sign of nervousness about food security among countries that import agricultural commodities.

Tokyo is looking to identify regions that could benefit from Japanese investment and assistance to increase food production, according to the country’s agriculture ministry.

The investment plans are, nonetheless, of a different nature from those of countries such as South Korea and Saudi Arabia, which are investing in farmland in order to export back the crops to feed their own population. Tokyo is planning to sell crops on the global food market, thus helping to stabilise prices and supply.
Betting the farm

As world population expands, the demand for arable land should soar. At least that’s what George Soros, Lord Rothschild, and other investors believe.

By Brian O’Keefe, senior editor
Last Updated: June 16, 2009: 11:17 AM ET

(Fortune) -- On a sunny Friday morning, Shonda Warner and I are in her red Toyota pickup heading southwest on Highway 61 out of Clarksdale, Miss., on our way to see one of her farms. While her black standard poodle, Walter, naps in the back seat, she’s explaining the pitfalls of being an institutional land investor.

"It's really hard to buy property at the right price," says Warner, who will meet the farm’s owner, James Riedl..."
A 'time bomb' for world wheat crop

Oregon State scientist Mary Verhoeven is among those working to develop wheat varieties resistant to a strain of "stem rust" that a colleague calls "a time bomb."

The Ug99 fungus, called stem rust, could wipe out more than 80% of the world's wheat as it spreads from Africa, scientists fear. The race is on to breed resistant plants before...
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Major Message...

Integrated research groups as think tank organizations!
Integrated Markestrat Model

It is a academic group, linked to the University and doing Research and publications

MARKESTRAT

It has a area of education and training, for executives and students

It is also a consultancy and projects organization, doing Projects for public and private sector (extension)
More than 22 Books Published about Agribusiness

**Strategic Marketing Planning and Management**

NEVES, M. F. São Paulo, Atlas, 2005

**Marketing and Strategy in Agribusiness and Food Market**


**Agribusiness and Sustainable Development**


**Strategies for Orange Chain in Brazil**


**Strategies for Wheat Chain in Brazil**

Public and Private Projects
Mary asked: “Marcos, how current programs are meeting industry needs, as well as the needs of other stakeholders?”

Marcos answered: “Mary, we are trying to meet industry needs by supplying methods to solve industry and chain problems. This is our style”
Building Methods or Frameworks: Our Cases to give you insights!


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A Method for Contract Analysis

1 - Careful individual reading and understanding of the contract and group discussion

2 - Analysis of the Responsibilities

3 - Analysis of the Several Asset’s Specificities, Strategic Alternatives and Risk

4 - Analysis of Possible Sources of Power

5 - Contract Improvements and Institutional/Legal Considerations

NEVES, M.F. - Marketing and Networks Contracts (Agreements).
A Method for Food Chain Strategic Planning

INTRODUCTION AND UNDERSTANDING

1 Market Analysis in the Approach of Chains

2 Objectives for the chain

3 Competitors and Internal situation Analysis

4 Strategies for the chain

5 Coordination and Adaptation in institutional environment Decisions

6 Production, Products, Research, Developing and Innovation decisions

7 Communication Decisions

8 Distribution and logistics Decision (including Exports)

9 Qualification of Human Resource Decisions

10 Coordination and Adaptation in institutional environment Decisions

A Method For Sustainable Business Projects
(inclusion of smallholders)

INTEGRATED
• Inter-organizational
• Chain and Network Perspective
• Technological Transfer and requested specificities
• Cooperatives
• Associations
• Government Participation
• Coordinated System
• Public Banks participation

SUSTAINABLE
• Environmental Friendly
• Fair trade
• Organic
• Job Creation
• Social Development
• Regional Development
• Work Conditions

BUSINESS
• It is made for profit attainment
• Cost control
• Innovation
• Continuous Search for Competitiveness
• Quality Refinement

PROJECT
• Rigorous Analysis
• Rigorous Marketing Analysis
• Organization, Scheduling, Implementation

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My Three Dimensions of Human Capital Requirements

Global Family: friends and family all over the world. Languages, cultures

Knowledge: solution driven, great value, focus when needed, capacity of overview, digital and multitask

Barbecue: socialize, inclusion, acceptance, tolerance, have fun, environment

Elab.: Prof. Marcos Fava Neves, a partir de diversas fontes
Education Programs?

We will have to move towards the….

“Make it happen!”