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<tr>
<th>Session A1</th>
<th>Franklin</th>
<th>8:00 - 9:00AM</th>
<th>RESPONSIBLE FOOD SUPPLY SYSTEMS</th>
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<tr>
<td><strong>Moderator:</strong></td>
<td>John Siebert, Texas A&amp;M University, USA</td>
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<td>A Guatemalan Soy Cow Cooperative: Is the Whole Greater than the Sum of Its Parts?</td>
<td>(218) (Best Paper Finalist) Nick Paulson, Meredith Blumthal, Eric Micheels, Rhett Farrell, University of Illinois, USA</td>
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<th>Session A2</th>
<th>Constitution</th>
<th>8:00 - 9:00AM</th>
<th>HUMAN CAPITAL AND MANAGEMENT ISSUES</th>
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<td><strong>Moderator:</strong></td>
<td>Norbert Wilson, Auburn University, USA</td>
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<tr>
<td>Defining and Meeting the Demand for Agricultural Machinery in China: A Case Study of John Deere</td>
<td>(81) Garrett Davis, Deevon Bailey, Katherine Chudoba, Utah State University, USA</td>
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<tr>
<th>Session A3</th>
<th>Charles River</th>
<th>8:00 - 9:00AM</th>
<th>FOOD SYSTEM ENVIRONMENTAL CONFLICTS</th>
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<td><strong>Moderator:</strong></td>
<td>Ray Collins, University of Queensland, Australia</td>
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<tr>
<td>Protecting the Vaquita: Balancing Biodiversity and Business in the Upper Gulf of California</td>
<td>(212) Ingrid Ardjosodoiro, DAI, USA; Nathanael Bourns, DAI, Mexico</td>
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<th>Session A4</th>
<th>Cambridge</th>
<th>8:00 - 9:00AM</th>
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<td><strong>Moderator:</strong></td>
<td>Roberta Grundling, Universidade Federal do Rio Grande do Sul, Brazil</td>
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<td>Public Programs Promoting Collective Actions and Innovation in Global Food Chains and Networks: Evidence From the Citrus Agribusiness in Argentina</td>
<td>(138) Maria Mercedes Barilatti, Sebastian Ignacio Senesi, Raul Guillermo Perez San Martin, Fernando Vilella, University of Buenos Aires, Argentina</td>
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<tr>
<th>Session A5</th>
<th>Cabot</th>
<th>8:00 - 9:00AM</th>
<th>RESPONSIBLE FOOD SUPPLY SYSTEMS</th>
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<td><strong>Moderator:</strong></td>
<td>Dennis Conley, University of Nebraska - Lincoln, USA</td>
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<td>A Pluralistic View of the Economics and Management of Food Safety</td>
<td>(190) Desmond Ng, Victoria Salin, Eluned Jones, Texas A&amp;M University, USA</td>
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<th>Session A6</th>
<th>Beacon Hill</th>
<th>8:00 - 9:00AM</th>
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<tr>
<td><strong>Moderator:</strong></td>
<td>Sylvain Charlebois, University of Regina, Canada</td>
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<tr>
<td>How can Retailers Contribute to Reduce Food Surplus?</td>
<td>(79) Lucas Sciencia do Prado, Harrison Bachion Ceribeli, Edgard Monforte Merlo, University of Sao Paulo, Brazil</td>
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<th>Session A7</th>
<th>Alcott</th>
<th>8:00 - 9:00AM</th>
<th>CONSUMER ORIENTATION AND MARKETING</th>
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<tr>
<td><strong>Moderator:</strong></td>
<td>Carlos Trejo-Pech, Panamericana University, Mexico</td>
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<tr>
<td>Corporate Social Responsibility: Retail Actions in Brazilian Market</td>
<td>(101) Lucas Sciencia do Prado, Marina Daraehem Mafud, Edgard Monforte Merlo, Marcos Fava Neves, University of Sao Paulo, Brazil</td>
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**SHORT BREAK** 9:00 - 9:15AM
Session B1  Franklin  9:15 - 10:30AM
FOOD SYSTEM TECHNOLOGY AND INNOVATION
Discussion Session

Moderator: Tom Sporleder, The Ohio State University, USA

The Greening of Industrial Supply Chains: Analyzing Economic and Management Issues as Industrial Renewable Markets Develop (7) Thomas Sporleder, The Ohio State University, USA; Michael Boehlke, Purdue University, USA; Stefanie Bröting, Wageningen University and Research Centre, The Netherlands; Peter Goldsmith, University of Illinois, USA; Jean Cordier, Agrocampus, France; Philippe Godin, PHG Conseil, France; Joshua Detre, Louisiana State University, USA; Aaron Johnson, University of Idaho, USA; Allan Gray, Purdue University, USA

A Plan to Improve the Competitiveness of Aquaculture Cluster in Bahia - Brazil (91) Roberto Scare, José Carlos de Lima Júnior, Vinicius Mazza da Silva, University of São Paulo, Brazil

Improving the Competitiveness to the Fruit Production Cluster of the State of Bahia (99) Roberto Scare, Frederico Lopes, University of São Paulo, Brazil

Understanding Risks Associated with Quarantine Pests in the Floriculture Industry - A Situation Analysis (62) Getachew Abatekassa, Michigan State University, USA

Session B3  Charles River  9:15 - 10:30AM
GLOBAL FOOD OUTLOOK

Moderator: Murray McGregor, Curtin University of Technology, Australia

Globalization in the Wine Industry and the Case of Baja California Mexico (223) Carlos Trejo-Pech, Universidad Panamericana, Mexico; Carmen Lopez-Reyna, College of Post Graduate Science, Mexico; Lisa A. House, University of Florida, USA; Francisco Javier Sarmiento-Perez, Secretaria de Fomento Agropecuario Baja California, Mexico

A Global Catracho and a Global Hoosier (219) Ernesto Gallo, Zamorano University, Honduras

The Soybean Agribusiness System in Argentina: A Story of Success in a Global Business (130) Sebastian Senesi, Marcos Daziano, Evangelina Dulce, Fernando Vilella, University of Buenos Aires, Argentina

Session B4  Cambridge  9:15 - 10:30AM
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Ram Acharya, New Mexico State University, USA

Agribusiness Management Research: Following Goldberg's Tradition? (175) Hernán Palau, University of Buenos Aires, Argentina

Labor Aspects of Sustainability (76) Vera Bitsch, Michigan State University, USA

Biofuels, Energy Prices and Food Supply Systems (111) Dennis Conley, University of Nebraska - Lincoln, USA

Session B5  Cabot  9:15 - 10:30AM
CONSUMER ORIENTATION AND MARKETING

Moderator: Jukka Kola, University of Helsinki, Finland

Consumer Preferences for Imported Kona Coffee in South India-A Latent Class Analysis (54) (Best Paper Finalist) Jytotnsa Krishnakumar, Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA

The Impact of Retail Promotion on the Purchase of Private Label Products: The Case of U.S. Processed Cheese (188) Yasser Bouhlal, Oral Capps, Texas A&M University, USA

Agri Aware Kidzone Presentation Proposal for IAMA Symposium 2010 (211) Aidan Connolly, Kate Phillips-Connolly, Alltech Biotechnology, USA; Simon Bradlet, Metronome, Ireland

Session B6  Beacon Hill  9:15 - 10:30AM
GLOBAL FOOD OUTLOOK

Moderator: Nicola Shadbolt, Massey University, New Zealand

An Analysis of the Brazilian Meat Chain: Structure, Features and Quantification (39) Matheus Consoli, Marcos Fava Neves, Maria Stella Beregeno Lemos de Melo Saab, Vinicius Gustavo Trombin, Larissa Borges de Souza, University of São Paulo, Brazil

What to Produce and for Whom to Produce. Albanian Case (42) Irma Tabaku, Ana Kapaj, Agricultural University of Tirana, Albania; Ilir Kapaj, University of Hohenheim, Germany

Perspectives for a European Animal Welfare Label: Opportunities and Barriers for Implementation (78) Ingke Deimel, Marie von Meyer, Achim Spiller, Annabell Franz, Georg-August-University of Goettingen, Germany

Session B7  Alcott  9:15 - 10:30AM
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Jacques Trienekens, Wageningen University, The Netherlands

Food Chain Management for Sustainable Food System Development (108) (Best Paper Finalist) Melanie Fritz, Gerhard Schiefer, University of Bonn, Germany

Key Elements of Success for Small Farm Production: An Experience at the Project of Public Irrigation Jaiba (64) Marcos Fava Neves, Jessica Sanches, University of São Paulo, Brazil

Steel Productive Chain and Sustainable Charcoal: An Analysis of Opportunities Based on Transactions. (94) Marcos Fava Neves, Marco Antonio Conejero, University of São Paulo, Brazil

Session B8  Georgian  9:15 - 10:30AM
HARVARD STYLE TEACHING CASE

Moderator: Mary Shelman, Harvard Business School, USA

Consorzio Tutela Provolone Valpadana: Which Way Forward (221) Francesco Braga, University of Guelph, Canada; Mary Shelman, Harvard Business School, USA
Session C1             Franklin          11:15AM - 12:30PM  
CONSUMER ORIENTATION AND MARKETING  
Discussion Session

Moderator:  Dennis Conley, University of Nebraska - Lincoln, USA

U.S. Commodity Futures Trading Commission vs Risk Management Services Company (136)  Dennis Conley, University of Nebraska - Lincoln, USA

Session C2             Constitution       11:15AM - 12:30PM  
CONSUMER ORIENTATION AND MARKETING

Moderator:  Walt Armbruster, Farm Foundation, USA

Market Orientation, Value Discipline Clarity, and Firm Performance: Does Channel Trust and Commitment Moderate the Market Orientation-Clarity Link? (95)  (Best Paper Finalist)  Eric Micheels, University of Illinois at Urbana-Champaign, USA; Hamish Gow, Massey University, New Zealand

Case:  Latent Class Analysis of Consumer Preferences for Wine in Tirana, Albania (134)  Drini Imami, Edvin Zhllima, Luciano Leonetti, Agricultural University of Tirana, Albania; Quanguo Zhang, University of Hawaii at Manoa, USA

Factors Determining Dairy Product Consumption in Urban China (152)  Ram Acharya, Jay Lillywhite, Shang Liu, New Mexico State University, USA

Session C3             Charles River     11:15AM - 12:30PM  
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator:  Sebastian Senesi, University of Buenos Aires, Argentina

Agriculture and the Sustainability Imperative: Challenges for Agribusiness (220)  Michael Boehlje, Purdue University, USA

Marketing Culture Through Locally-Grown Products: The Case of Fransaskois Terroir Products (171)  Sylvain Charlebois, Glenn Mackay, University of Regina, Canada

Knowledge Dissemination and Optimization of E-Business in the Supply Chain, The Florecon Case-Study (71)  Josephine Jegen, Woody Maijers, INHolland University, The Netherlands

Session C4             Cambridge         11:15AM - 12:30PM  
GLOBAL ECONOMIC AND FINANCIAL CRISIS

Moderator:  Mike Gunderson, University of Florida, USA

Confidence Index for the Sugar-Cane Industry (85)  Roberto Scare, Carla Artoni, Andrew Campbell, University of São Paulo, Brazil

Organizational Design for Energy Co-Generation Companies in the Sugar-Ethanol Sector (96)  Roberto Scare, Carla Artoni, Andrew Campbell, University of São Paulo, Brazil

Value Added Analysis of Brazilian Sugar Cane Mill Groups (105)  Roberto Scare, Lucas Prado, Ricardo Pereira Lima, University of São Paulo, Brazil

Session C5             Cabot            11:15AM - 12:30PM  
GLOBAL ECONOMIC AND FINANCIAL CRISIS

Moderator:  DeeVon Bailey, Utah State University, USA

Alternatives Structures to Finance Horticultural Value Change Actors after a Financial Crisis (122)  Enrique Hennings, University of Illinois, USA; Erwin Alvarez, SNV Latin America

Argentine Agribusinesses at a Crossroads: The Role of Institutions and Government in Building Competitiveness (123)  Eduardo M. V. Jasson, Charles McMillan, York University, Canada

The Impact of the Financial and Food Crisis on West African Rice Markets: Value Chain and Consumer Perspectives on Response Strategies (104)  David Neven, DAI, USA; Matty Demont, Africa Rice Center, Senegal

Session C6             Beacon Hill      11:15AM - 12:30PM  
GLOBAL FOOD OUTLOOK

Moderator:  David Sparling, University of Western Ontario, Canada

The Nature of Agroparks: Synergy Versus Risk (197)  Lan Ge, Michiel van Galen, Marcel van Asseldonk, Wageningen University, The Netherlands

Recent Shifts in Global Food Consumption Patterns and Future Scenario (172)  Veena Goel, Punjab Agricultural University, India

Chilled Boneless Beef International Trade: A Cluster Analysis (153)  Roberta Grundling, Paulo Pereira, Julio Barcellos, Luiz Federizzi, Universidade Federal do Rio Grande do Sul, Brazil

Session C7             Alcott           11:15AM - 12:30PM  
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator:  Peter Goldsmith, University of Illinois, USA

Trade Liberalizing Impacts of NAFTA in Sugar: Global Outlook Implications (52)(Best Paper Finalist)  Ronald D. Knutson, Texas A&M University, USA; Pablo Sherwell, SAGARPA, Mexico; Patrick Westhoff, University of Missouri, USA

Can Private Label Innovation Meet Food System Challenges? (56)  S.W.F. Omta, Wageningen University; Frances Fortuin, Food Valley, The Netherlands

How do Agribusiness Companies Select Their Innovation Projects? (33)  Allan Gray, Benjamin Gramig, Michael Boehlje, Maud Roucan-Kane, Purdue University, USA

Session C8             Georgian         11:15AM - 12:30PM  
HARVARD STYLE TEACHING CASE

Moderator:  Mary Shelman, Harvard Business School, USA

A Guatemalan SoyCow Cooperative: Is the Whole Greater than the Sum of its Parts? (218)  Nick Paulson, Meredith Blumthal, Eric Micheels, Rhett Farrell, University of Illinois, USA
Imperial Ballroom  12:30 - 1:45PM  LUNCH

Session D3  Charles River  1:45 - 2:45PM  CONSUMER ORIENTATION AND MARKETING

Moderator: Ron Knutson, Texas A&M University, USA

Exporting Roasted Flax: The Challenges of Growing at CanMar (118) Sylvain Charlebois, Todd Vermeulen, University of Regina, Canada

Bodegas Martin Codax (29) Miguel Llano, Instituto Internacional San Telmo, Spain

Session D4  Cambridge  1:45 - 2:45PM  GLOBAL FOOD OUTLOOK

Moderator: Eric Micheels, University of Illinois, USA

A Strategic Plan for the Sugar Cane Agribusiness System in Brazil: An Application of the Gesis Method (127) Marcos Fava Neves, Marco Conejero, University of Sao Paulo, Brazil

Mapping and Quantification of the Brazilian Sugarcane Industry (65) Marcos Fava Neves, Vinicius Trombin, Matheus Alberto Consoli, Jose Guilherme Nogueira, Manuel Julca-Briceño, University of Sao Paulo, Brazil

Session D5  Cabot  1:45 - 2:45PM  HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Aidan Connolly, Alltech Biotechnology, Ireland

Alltech Games Model (227) Aidan Connolly, Alltech Biotechnology, Ireland

Executive Education Mini MBA Alltech (210) Aidan Connolly, Kate Phillips-Connolly, Alltech Biotechnology, USA

Session D6  Beacon Hill  1:45 - 2:45PM  FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Melanie Fritz, University of Bonn, Germany

The Macro-Environment for Liquid Biofuels in the US Mass Media, Science and Government (140) Edson Talamin, Federal University of Grande Dourados, Brazil; Emiel F. M. Wubben, Wageningen University, The Netherlands; Homero Dewes, Federal University of Rio Grande do Sul, Brazil

The Argentine Beekeeping Sector: Description Inside the Sustainable Development Framework (137) Hernán Palau, Fernando Mogni, Sebastian Ignacio Senesi, Fernando Vilella, University of Buenos Aires, Argentina

Session D7  Alcott  1:45 - 2:45PM  HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Corrine Alexander, Purdue University, USA

The Influence of the CEO on Publicly Traded Agribusiness Firms Going Sustainable (126) Michael Gunderson, University of Florida, USA; Joshua Detre, Louisiana State University, USA

SHORT BREAK  2:45 - 3:00PM

Session E3  Charles River  3:00 - 4:15PM  CONSUMER ORIENTATION AND MARKETING

Moderator: Eduardo Jasson, York University, Canada

A Study of Iran’s Comparative Advantage in Saffron (173) Reza Najjarzadeh, Tarbiat Modares University, Iran; Michael Reed, University of Kentucky, USA; Sayed (Mehdi) Saghaian, University of Kentucky, USA; Majid Aghaei, Mahdieh Rezagholizadeh, Tarbiat Modares University, Iran

Why Selling Directly? - The Case of Carrots Growers in Lushnja (117) Ledia Thoma (Boshnjaku), Fatmir Guri, Jolanda Xhemali, Etleva Dashi, Agricultural University of Tirana, Albania

Session E4  Cambridge  3:00 - 4:15PM  GLOBAL FOOD OUTLOOK

Moderator: Francesco Braga, University of Guelph, Canada

Global Food Production Under Alternative Scenarios (177) Ellen Huan-Niemi, Jyrki Niemi, MTT Agrifood Research Finland, Finland; Janne Niemi, Government Institute for Economic Research, Finland

International Beef Commerce, Performance, Future Trends and Opportunities for Argentina (38) Hernan Palau, Gustavo Napolitano, Diego Contreras, Fernando Vilella, University of Buenos Aires, Argentina

Can Technology and Product Innovation Revitalize the U.S. Chile Industry? (141) Ram Acharya, Jay Lillywhite, Jim Libbin, New Mexico State University, USA

Session E5  Cabot  3:00 - 4:15PM  CONSUMER ORIENTATION AND MARKETING

Moderator: Tom Sporleder, The Ohio State University, USA

Brand Information Mitigating Negative Shocks on Animal Welfare: Should It Distract Consumers or Make Them Aware? (160) Domenico Dentoni, University of Adelaide, Australia; Glynn Tonsor, Kansas State University; Roger Calantone, H. Christopher Peterson, Michigan State University, USA

Upgrading of Agricultural Value Chains in Developing Countries; A Framework for Analysis (187) Jacques Trienekens, Wageningen University, The Netherlands

A Plan to Improve the Competitiveness of the Sisal Cluster in Bahia-Brazil (139) Matheus Alberto Consoli, Mairun Junqueira A. Pinto, Roberto Fava Scare, Bruno Dancieri Silveira, University of Sao Paulo, Brazil

Session E6  Beacon Hill  3:00 - 4:15PM  CONSUMER ORIENTATION AND MARKETING

Moderator: Gerhard Schiefer, University of Bonn, Germany

Supply Chain Management: A Conceptual Analysis of External Integration Variables Applied to Foodservice Sector in Brazil (40) Mathew Consoli, Marcel Andreotti Musetti, University of Sao Paulo, Brazil

Potentials for Information Management in Organic Pork Produc-
An Analysis of the Make or Buy Decision in the Sugar Cane Sector in Brazil (186)
Matheus Consoli, Marcelo Henrique Consoli, University of São Paulo, Brazil

Session F4
GLOBAL FOOD OUTLOOK

Moderator: Jay Lillywhite, New Mexico State University, USA
Hedonic Analysis of Sustainable Food Products (25) (Best Paper Finalist) Thasanee Satimanon, Dave D. Weatherspoon, Michigan State University, USA

Case: Analysis of the South African International Market Access and Impact of Trade Liberalisation on the Agriculture Sector (19)
Mogos Teweldebedhin, Polytechnic of Namibia, Namibia; Herman Van Schalkwyk, North West University, South Africa

Harmonization and Diversification Challenges in the European Pork Chain (115) Jacques Trienekens, Wageningen University, The Netherlands

Session F5
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: John Nichols, Texas A&M University, USA
Risk: An Opportunity or a Threat for Farmers in the Global Food Market? (158) (Best Paper Finalist) Nicola Shadbolt, David Gray, Massey University, New Zealand; Femi Olubode-Awasola, AgResearch, New Zealand

Collective Actions of Small and Medium Enterprises to Overcome Barriers in Foreign Trade: Food Export Consortia in Argentina (183) Monica Trujillo, Dalila Corrales, Campo Latino, Colombia; Marisa Bircher, Raul Perez, PAA - FAUBA, Argentina

Consumer Participation and Expenditure at Michigan Farmers’ Markets: Implications for Agri-Food Entrepreneurs (156) Aleksan Shanoyan, R. Brent Ross, David Conner, Kathryn Colasanti, Michigan State University, USA

Session F6
CONSUMER ORIENTATION AND MARKETING

Moderator: Omno Omta, Wageningen University, The Netherlands
Consumer Preference for Olive Oil: The Case of Albania (135) (Best Paper Finalist) Gwendalyn Sisior, Catherine Chan-Halbrendt, University of Hawaii at Manoa, USA; Edvin Zhllima, Drini Imami, Luciano Leonetti, Agricultural University of Tirana, Albania

Measuring Retail Service Quality in Farm Supply Cooperatives(89) Norbert Wilson, Deacue Fields, Auburn University; Thomas Hall, Alabama Farmer’s Cooperative, USA

Case studies in Connecting Food and Health -- The Role of Policy, Health Research and Media in Supporting the Development of new Healthy Food Products and Industries (120) David Sparling, Pamela Laughland, Brandon Schaufele, Erin Cheney, University of Western Ontario, Canada

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**Session F7**  
Alcott  
5:00 - 6:15PM  
RESPONSIBLE FOOD SUPPLY SYSTEMS

**Moderator:** Ram Acharya, New Mexico State University, USA

*Do ‘Institutional’ Incentives Matter for Farmers to Join Cooperatives – A Comparison of Two Chinese Regions with Different Levels of Economic and Social Development (68)*  
Tursinbek Sultan, Karin Larsen, Leibniz Institute of Agricultural Development, Germany

*A Study on the Transaction Between the Producer and the Commercializer of Blueberries in Argentina. Limitations of the Business Sustainability (114)*  
Hernán Palau, Paulo Alejandro Alcover, Evangelina Dulce, Carolina Guerrero, Fernando Vilella, University of Buenos Aires, Argentina

*The Value of Flexibility of a Sugar-Ethanol Plant Using a Backhoe-Type Chain of Real Options Approach. Determination of the Stochastically Dominant Strategy. (17)*  
Ernesto Gallo, Zamorano University, Honduras

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**Session G4**  
Cambridge  
8:00 - 9:00AM  
FOOD SYSTEM TECHNOLOGY AND INNOVATION

**Moderator:** Michael Boland, Kansas State University, USA

*U.S. Foreign Direct Investment and Exports to Mexico. A Case for the Processed Food and Manufacturing Sectors and NAFTA (155)*  
Shanta Parajuli, Shanta Parajuli, Pablo Garcia-Fuentes, P.Lynn Kennedy, Louisiana State University, USA

*Japanese Lessons From Decade of GMO Communication (154)*  
Seiji Mitsuishi, Tamotsu Kawamura, Miyagi University, Japan; Kazuko Shinohara, Tokyo University of Agriculture and Technology; Yoshihiro Matsunaka, Tokyo Polytechnic University, Japan

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**Session G5**  
Cabot  
8:00 - 9:00AM  
FOOD SYSTEM TECHNOLOGY AND INNOVATION

**Moderator:** Vera Bitsch, Michigan State University, USA

*Who is Pushing for Innovation and Upgrading? Influence of Development Agents and Buyers on the use of Knowledge and Technology Among Small Coffee Producers in Honduras (88)*  
Ingrid Fromm, Swiss College of Agriculture, Switzerland

*Network ambidexterity: How R&D intensive firms create value from network resources in the global food industry (215)*  
Niels Dijkman, ABN AMRO, The Netherlands

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**Session G1**  
Franklin  
8:00 - 9:00AM  
GLOBAL ECONOMIC AND FINANCIAL CRISIS  
Discussion Session

**Moderator:** Edwin Price, Borlaug Institute, USA

*Agricultural Development in Conflict Laden Asia (226)*  
Edwin Price, Borlaug Institute; Shahriar Kibriya, Texas A&M University, USA

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**Session G2**  
Constitution  
8:00 - 9:00AM  
GLOBAL ECONOMIC AND FINANCIAL CRISIS

**Moderator:** Adriaan Beulens, Wageningen University, The Netherlands

*Are Food Companies Different? Regulation and the Financial Performance of Canadian Agribusinesses (113)*  
Brandon Schaufele, David Sparling, University of Western Ontario, Canada

*Credit Risk Management for Small Farmers Under Basil II (147)*  
Lucas Prado, Bryan Manuel Julca-Briceth, University of São Paulo, Brazil; Juan Carlos Noriega Escobedo, Agricultural Bank of Peru, Peru

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**Session G3**  
Charles River  
8:00 - 9:00AM  
RESPONSIBLE FOOD SUPPLY SYSTEMS

**Moderator:** Erna van Duran, University of Guelph, Canada

*Whey Pig Production and Condition for Pork Brand Building in Hokkaido, Japan: Experience of Kagoshima Black Pig (166)*  
Hiroichi Kono, Yukichika Kawata, Obihiro University, Japan

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**Session F8**  
Georgian  
5:00 - 6:15PM  
HARVARD STYLE TEACHING CASE

**Moderator:** Mary Shelman, Harvard Business School, USA

*Planet Bean: Growing Responsibly (222)*  
Erna van Duren, Melanie Lang, University of Guelph, Canada

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**Sunday, June 20, 2010**

**Session G6**  
Beacon Hill  
8:00 - 9:00AM  
FOOD SYSTEM TECHNOLOGY AND INNOVATION

**Moderator:** Vincent Amanor-Boadu, Kansas State University, USA

*Soybean Crushing Strategies, a Comparative Analysis of Four Key Players: Argentina, Brazil, China and USA (121)*  
Marcos Daziano, Evangelina Dulce, Sebastián Ignacio Senesi, Fernando Vilella, University of Buenos Aires, Argentina

*Ex-ante Evaluation of the Health Impact of Rice With a High Folate Content in Shanxi Province, China. The Disability-Adjusted Life Years Approach. (14)*  
Hans De Steur, Xavier Gellynck, Jacques Viaene, Ghent University, Belgium

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**Session G7**  
Alcott  
8:00 - 9:00AM  
FOOD SYSTEM TECHNOLOGY AND INNOVATION

**Moderator:** Sylvain Charlebois, University of Regina, USA

*The Structure of U.S. Red Meat and Fish Imports (176)*  
Rafael Costa, Dwi Susanto, Parr Rosson, Texas A&M University, USA

*Who Provides Information Matters: The Role of Source Credibility on US Consumers Beef Brand Choices (207)*  
Domenico Dentoni, University of Adelaide, Australia; Glynn Tonsor, Kansas State University; Roger Calantone, H. Christopher Peterson, Michigan State University, USA

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**SHORT BREAK**  
9:00 - 9:15AM

**Session G7**  
Alcott  
8:00 - 9:00AM  
FOOD SYSTEM TECHNOLOGY AND INNOVATION

**Moderator:** Sylvain Charlebois, University of Regina, USA

*The Structure of U.S. Red Meat and Fish Imports (176)*  
Rafael Costa, Dwi Susanto, Parr Rosson, Texas A&M University, USA

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Domenico Dentoni, University of Adelaide, Australia; Glynn Tonsor, Kansas State University; Roger Calantone, H. Christopher Peterson, Michigan State University, USA

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**SHORT BREAK**  
9:00 - 9:15AM
**Global and Argentine Biofuel Agribusinesses: From the Biofuel Boom to an Uncertain Future**
(129) Marcos Daziano, Evangelina Dulce; Sebastián Ignacio Senesi, Fernando Vilella, University of Buenos Aires, Argentina

**Food Industry, Agriculture and Rural Economy Responding to the Efficiency Improvements of Infrastructure**
(182) Nina Hyytiä, MTT Agrifood Research Finland, Finland

**The Impact of Removing Antimicrobial Growth Promoters in Pig Farming and Consumers’ Evaluation in Japan**
(51) Satoko Kubota, Toshihisa Kanayama, Yasushi Sembokuya, Hiroichi Kono, Obihiro University, Japan

**Setting A Starting Point For Cluster Development: Diagnosis and Method For The Cheese Cluster In Villa Maria, Argentina**
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**THE STUDENT CASE COMPETITION**

Thirteen teams from around the world will compete in the 2010 Student Case Competition. The teams are given a real world problem in which they have four hours to analyze and formulate a response. Each team presents their solutions before a panel of judges representing both industry and academia. Four teams will advance to a final round on Sunday and are given an additional issue to address. The winners are announced at the Presidential Banquet on Monday evening, June 21. The Student Case Competition offers students an excellent venue to showcase their analytical/problem solving skills and offers industry professionals an opportunity to see the next generation of business leader in action.

**Saturday, June 19, 2010**

**STUDENT CASE COMPETITION PRELIMINARIES**

**Room #1 – Franklin**

1:50PM Santa Clara Team
2:30PM Texas A&M College Station Team #1
3:10PM Michigan State Team
3:50PM Guelph Team
4:30PM Missouri International Team
5:10PM New Mexico State Team #1
5:50PM Wooster College

**Room #2 – Constitution**

2:10PM InHolland Team
2:50PM Hungarian Team
3:30PM New Mexico State Team #2
4:10PM Texas A&M College Station Team #2
4:50PM Brazilian Team
5:30PM Texas A&M Kingsville Team

7:00PM Georgian Room
SCC Finalists Announced
SCC Group Photo (Atrium stairs)

**Sunday, June 20, 2010**

**STUDENT CASE COMPETITION FINALS**

**Georgian** 1:45 - 4:30PM

2:00PM Finalist Team #1
2:30PM Finalist Team #2
3:00PM Finalist Team #3
3:30PM Finalist Team #4

Winning Teams announced during Presidential Banquet on Monday June 21.

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