



2010 Annual World Symposium

Boston Park Plaza Hotel • 19 - 22 June, 2010 • Boston, USA

Saturday, June 19, 2010

Session A1 Franklin 8:00 - 9:00AM
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: John Siebert, Texas A&M University, USA

A Guatemalan Soycow Cooperative: Is the Whole Greater than the Sum of It's Parts? (218) (Best Paper Finalist) Nick Paulson, Meredith Blumthal, Eric Micheels, Rhett Farrell, University of Illinois, USA

Defining and Meeting the Demand for Agricultural Machinery in China: A Case Study of John Deere (81) Garrett Davis, DeeVon Bailey, Katherine Chudoba, Utah State University, USA

Session A2 Constitution 8:00 - 9:00AM
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Norbert Wilson, Auburn University, USA

Evaluating the Effect of University Entrepreneurial Assistance Programs on the Success and Survival of Entrepreneurs (131) Adam Lovgren, Brent Ross, H. Christopher Peterson, Michigan State University, USA

Reasons for Bureaucracy Burden in Farms (70) Kathrin Rothfuss, Reiner Doluschitz, University of Hohenheim, Germany

Session A3 Charles River 8:00 - 9:00AM
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Ray Collins, University of Queensland, Australia

Protecting the Vaquita: Balancing Biodiversity and Business in the Upper Gulf of California (212) Ingrid Ardjosoeiro, DAI, USA; Nathanael Bourns, DAI, Mexico

Plantar S.A. (Brazil): The Value of Carbon Assets (90) John Zerio, Thunderbird School of Global Management, USA; Marco Conejero, University of São Paulo, Brazil

Session A4 Cambridge 8:00 - 9:00AM
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Roberta Grundling, Universidade Federal do Rio Grande do Sul, Brazil

Public Programs Promoting Collective Actions and Innovation in Global Food Chains and Networks: Evidence From the Citrus Agribusiness in Argentina (138) María Mercedes Barilatti, Fernando Aníbal Moggi, University of Buenos Aires; Alberto Verasay, Juan José Almirón, Yamila Albornoz, PROSAP- MAGYP, Argentina

A Framework for Understanding the Articulation of the Argentine Dairy Agribusiness System from a New Institutional Economics and Distribution Channels Approach (196) María Mercedes Barilatti, Sebastian Ignacio Senesi, Raul Guillermo Pérez San Martín, Fernando Vilella, University of Buenos Aires, Argentina

Session A5 Cabot 8:00 - 9:00AM
RESPONSIBLE FOOD SUPPLY SYSTEMS

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

A Pluralistic View of the Economics and Management of Food Safety (190) Desmond Ng, Victoria Salin, Eluned Jones, Texas A&M University, USA

Quality Assurance and Traceability of Foods of Animal Origin and the Dilemma of Joint Responsibility Findings and Conclusions from the Research Project IT FoodTrace (8) Christa Hoffmann, Reiner Doluschitz, Barbara Engler, University of Hohenheim, Germany

Session A6 Beacon Hill 8:00 - 9:00AM
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Sylvain Charlebois, University of Regina, Canada

How can Retailers Contribute to Reduce Food Surplus? (79) Lucas Sciencia do Prado, Harrison Bachion Ceribeli, Edgard Monforte Merlo, University of São Paulo, Brazil

Corporate Social Responsibility: Retail Actions in Brazilian Market (101) Lucas Sciencia do Prado, Marina Darahem Mafud, Edgard Monforte Merlo, Marcos Fava Neves, University of São Paulo, Brazil

Session A7 Alcott 8:00 - 9:00AM
CONSUMER ORIENTATION AND MARKETING

Moderator: Carlos Trejo-Pech, Panamericana University, Mexico

Bangkok Resident Preferences and Willingness to Pay for Beverage Container Deposit Program (159) Gwendalyn Sisor, Quanguo Zhang, Catherine Chan-Halbrendt, Ornthipa Mongkol-sawat, University of Hawaii at Manoa, USA

A Method For The Evaluation of The Integrated Marketing Communication For Food Industries (133) Marcos Fava Neves, Leandro Guissoni, University of São Paulo, Brazil

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 Boehlje, Purdue University, USA; Stefanie Bröring, 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

Session B2 Constitution 9:15 - 10:30AM
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Mike Gunderson, University of Florida, 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) Jyotsna 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 Bradley, 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, Vinícius 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

Plaza Ballroom **10:30 - 11:15AM**
NETWORKING BREAK

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 Florecom 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 São Paulo, Brazil

Mapping and Quantification of the Brazilian Sugarcane Industry (65) Marcos Fava Neves, Vinicius Trombin, Matheus Alberto Consoli, José Guilherme Nogueira, Manuel Julca-Briceño, University of São 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 Talamini, 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

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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 Najarzadeh, 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

Hide & Sons: Just a Technicality? (224) Carol Sexton, California Polytechnic State University, USA

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

Moderator: Francesco Braga, University of Guelph, Canada

Global Food Production Under Alternative Scenarios (177) (Best Paper Finalist) 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) Hernán 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) (Best Paper Finalist) 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 São 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) Matheus Consoli, Marcel Andreotti Musetti, University of São Paulo, Brazil
Potentials for Information Management in Organic Pork Produc-

tion Chains- Results of a European Status Quo Analysis (36)
Christa Hoffmann, Reiner Doluschitz, University of Hohenheim,
Germany

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 E7 Alcott 3:00 - 4:15PM
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Carlos Trejo-Pech, Panamericana University, Mexico

A Regional Input-Output Analysis and Its Agro-Policy Implications: The Case of Soybean and Allied Industry in Illinois, USA (146) Peter Goldsmith, Tadayoshi Masuda, University of Illinois at Urbana-Champaign, USA

Public-Private Partnership for Food Supply Systems: A Case Study of Wheat Supply Chain in India (18) Surendra Singh, Tennessee State University, USA; Balraj Sikka, G.B. Pant University of Agriculture & Technology; Ravinder Kalra, HDFC Bank, New Delhi, India

Inter-organizational Communication in Food Supply Chains : Main Facets and Their Interrelationships (60) Guangqian Peng, Jacques Trienekens, S.W.F.(Onno) Omta, Wageningen University, The Netherlands; Wensheng Wang, Chinese Academy of Agricultural Sciences, China

Session E8 Georgian 3:00 - 4:15PM
HARVARD STYLE TEACHING CASE

Moderator: Mary Shelman, Harvard Business School, USA

UNICA: Challenges to Deliver Sustainability in the Brazilian Sugar Cane Industry (217) Fabio Chaddad, University of Missouri, USA

Plaza Ballroom 4:15 - 5:00PM
POSTER RECEPTION & NETWORKING BREAK



Session F3 Charles River 5:00 - 6:15PM
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Hamish Gow, Massey University, New Zealand

Internationalization of Brazilian Sugar-Energy Industry: Market Analysis of Colombia and Peru (142) Marcos Fava Neves, Bryan Manuel Julca-Briceño, Mairun Junqueira Alves Pinto, University of São Paulo, Brazil

Towards Efficient Agricultural Supply Chains Through Mobile Telephony in India: A Case of IFFCO Kisan Sanchar Ltd. (35) Surendra Singh, Tennessee State University, USA

The Competitiveness and Efficiency of the South African Broiler Industry (195) Christo Joubert, Andre Jooste, National Agricultural Marketing Council, South Africa Ronnie Lotriet, North-West

Session F4 Cambridge 5:00 - 6:15PM
GLOBAL FOOD OUTLOOK

Moderator: Jay Lillywhite, New Mexico State University, USA

Hedonic Analysis of Sustainable Food Products (25) **(Best Paper Finalist)** Thasane 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 Teweldemedhin, 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 Cabot 5:00 - 6:15PM
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 Beacon Hill 5:00 - 6:15PM
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 Sisor, 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

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

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

Sunday, June 20, 2010

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

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-Briceño, University of São Paulo, Brazil; Juan Carlos Noriega Escobedo, Agricultural Bank of Peru, Peru

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

Moderator: Erna van Duran, University of Guelph, Canada

Why 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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Why Pig Production in Hokkaido, Japan: Can It Be a Successful Approach? (75) Yukichika Kawata, Hiroichi Kono, Satoko Kubota, Obihiro University, Japan

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

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

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

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

SHORT BREAK

9:00 - 9:15AM

Session H1 Franklin 9:15 - 10:30AM
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Gerhard Schiefer, University of Bonn, *Germany*

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*

Session H2 Constitution 9:15 - 10:30AM
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Keith Harris, University of Missouri, *USA*

Setting A Starting Point For Cluster Development: Diagnosis and Method For The Cheese Cluster In Villa Maria, Argentina (128) María Mercedes Barilatti, Sebastian Ignacio Senesi, Fernando Vilella, University of Buenos Aires, *Argentina*; Guillermo Salvatierra, Leonardo Otheguy, PROSAP- MAGYP, *Argentina*

The Introduction of SoyCows in Guatemala: Cows for Nothing and the Beans for Free? (84) Meredith Blumthal, Nicholas Paulson, Rhett Farrell, Eric Micheels, University of Illinois, *USA*

Towards Responsible Natural and Organic Food Supply Systems: The Case of Whole Foods Market Inc. (74) Eric Naminse, University for Development Studies, *Ghana*

Session H5 Cabot 9:15 - 10:30AM
GLOBAL FOOD OUTLOOK

Moderator: Veena Goel, Punjab Agricultural University, *India*

Feeding Fido: Do we Treat Pets Like Humans? (21) Andrea Woolverton, Aylin Kumcu, USDA Economic Research Service, *USA*

Global and Regional Concentration of Food Sector (98) Tapani Yrjölä, Pellervo Economic Research PTT, *Finland*

Factors Affecting The World Cereal Prices- An Econometric Study (201) Sanna-Helena Rantala, Jukka Kola, University of Helsinki; Jyrki Niemi, MTT Economic Research, *Finland*

Plaza Ballroom 10:30 - 11:15AM
NETWORKING BREAK

POSTER DISPLAYS

Plaza Ballroom Saturday, June 19 4:15 - 5:00PM
POSTER RECEPTION

Sponsored by:



Ethical Trade in the South African Agribusiness: A Case of the Horticulture Sub-sector (5) Bonani Nyhodo, Heidi Phahlane, National Agricultural Marketing Council, *South Africa*

Management System for Harvest Scheduling: The Case of Horticultural Production in Southeast Spain (6) Juan Carlos Perez-Mesa, Emilio Galdeano-Gomez, University of Almeria, *Spain*

Food Supply Chain Management Biosecurity, Safety and Dispute Settlement Issues in Navigating the Global Food System in a New Era (11) Eric Thor, Arizona State University Polytechnic Campus; Veronika Li, Arizona State University, *USA*

Palinka: An Example to Follow for the Hungaricums (30) Aron Torok, Corvinus University of Budapest, *Hungary*

Investigation of Production Opportunities and Resource use Efficiency in Agricultural Production of Albania (34) Irma Tabaku, Eda Deci, Fatmir Guri, Ana Kapaj (Mane), Agricultural University of Tirana, *Albania*; Ilir Kapaj, Hohenheim University, *Germany*

Identifying Some key Indicators Benchmarks (Competitive Benchmark) Helping Meat Processors in Albania Improving Their Management Decisions (44) Irma Tabaku, Orkida Totojani, Remzi Keco, Ana Kapaj (Mane), Agricultural University of Tirana, *Albania*

Vertical Price Formation in the Finnish Food Chain (59) Kyosti Arovuori, Hanna Karikallio, Perttu Pyykkönen, Pellervo Economic Research PTT, *Finland*

Modeling the Potential Impact of Catastrophic Weather on Agricultural Portfolio Losses (83) Oscar Vergara, Gerhard Zuba, Jack Seaquist, Tim Doggett, Matt Harrigan, AIR Worldwide Corporation, *USA*

A Method To Build Clusters' Competitiveness Improvement Plans (132) Roberto Scare, University of São Paulo, Ricardo Messias Rossi, Federal University of São Carlos, Brazil; José Carlos De Lima Júnior, Rodrigo Alvim Afonso, Markestrat, *Brazil*

Does the Biodiesel Industry in Ukraine Have a Future? (150) Kateryna Goychuk, William Meyers, University of Missouri, Columbia, *USA*

Land Concepts and Drivers of Land use Change in Brazilian Savanna (Cerrado) (157)

Roberta Grundling, Julio Barcellos, Paulo Waquil, Universidade Federal do Rio Grande do Sul, Brazil

Measuring Competitive Pecan Production Through Satellite Imagery (161)

Ryan Scott, Ram N Acharya, Max P. Bleiweiss, Jay Lillywhite, New Mexico State University, USA

Can Public Programs Enhance Collective Actions and Innovation in Global Food Chains and Networks? The Case of Villa Angela Beekeepers. (168) Fernando Moggi, María Mercedes Barilatti, University of Buenos Aires, Alberto Verasay, Juan José Almirón, PROSAP, Argentina

Recent Developments in Global Rice Markets and Implications for Agribusiness Enterprises (180)

Veena Goel, Punjab Agricultural University, India

The Quick Service Restaurant Industry in South Africa: Market Structure, Competitive Strategies and Research Directions. (191) Blessing Maumbe, West Virginia University, USA

Food Safety Recall Events in the United States Traced to Domestic and International Corporate Parents, 2000-2010 (198)

Nathan Joy, Texas A&M University, USA

Building Sustainable Farmer-Contract Farming Sponsor Relationships (199) N T Sudarshan Naidu, Institute of Rural Management Anand, India

Post-Crisis Qualitative Analysis of Agricultural Sector and Policy Recommendations: Evidence from Armenia (202)

Tatevik Zohrabyan, Vardan Urutyun, International Center for Agribusiness Research and Education, Armenia

Emerging of Large Asian and Latin American Family Transnationals: A Study on the Food and Beverages Industries (204) Alfredo Coelho, UMR MOISA SupAgro Montpellier, France; Victor Castillo-Giron, University of Guadalajara, Mexico

Agriculture Fairs in North America: Managers' Perspectives (209) Benjamin Wilson, Shawna M McLain, Jay Lillywhite, New Mexico State University, USA

Younger Workers in the Rural Labour Market: An Exploration of job Quality and Training/Skills Requirements & Choices (213)

Sara Mann, University of Guelph; Gordon B. Cooke, Memorial University of Newfoundland and Labrador; Isik U. Zeytinoglu, McMaster University, Canada

Improving Profitability Through High Performance Human Resource Management: Recommendations for Best Practices in the Agriculture Industry (214) Sara Mann, Henry Anim-Somuah, Nital Jethalal, Gussai Sheikheldin, University of Guelph, Canada

A Panel Data Analysis of Export Demand for Saffron (208)

Sayed Saghaian, University of Kentucky, USA

The Impacts of Starlink™ Event on the US Corn and Sorghum Market (228) Jaehyn Ahn, Texas A&M University, USA

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

Georgian

1:45 - 4:30PM

STUDENT CASE COMPETITION FINALS

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.

International Food and Agribusiness Management Association

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