



PRESIDENTIAL WELCOME

Welcome to Boston! We are going to participate in one of the most topical conferences IAMA has ever held and celebrate the founding of IAMA which occurred here, in Boston, 20 years ago. The worldwide financial crisis is affecting most economies and causing many changes in agribusiness that will impact our fellow consumers everywhere. IAMA is pleased to provide an excellent Symposium which will present research and cases reflecting current issues, and a Forum featuring many thought leaders in the agribusiness industry. You will have an opportunity to hear and discuss the major challenges and opportunities facing the food and agribusiness industry today. Sessions offered on sustainability, strategic planning, decision making and how the agribusiness industry is adapting new strategies will produce important take-aways from the Conference. This is an opportunity to have your ideas heard by industry leaders. I encourage you to ask questions that will draw out important discussions and make your attendance worthwhile.

Have a great conference!

Paul 'Tuck' Jasper, CEO, Covered Logistics and Transportation, USA
IAMA President

SOCIAL EVENTS

Sunday, June 20

7:00PM – 8:30PM (Plaza Ballroom)

Welcome Reception

A casual social-networking event in order to welcome all conference participants.

Monday, June 21

12:45PM – 2:15PM (Arlington Room)

Student - Industry Luncheon (by invitation)

Monday, June 21

6:30PM – 7:30PM (Plaza Ballroom)

Student - Industry Reception (by invitation)

A social-networking meeting intended for students and Industry executives allowing students to interact with professionals and learn more about the diverse opportunities available within global food system.

Monday, June 21

7:30PM – 10:00PM (Imperial Ballroom)

Presidential Banquet

A memorable gala event celebrating 20 years of IAMA and the many committed volunteers. Winners of the Student Case Competition and the Best Paper Awards will be announced.

2010 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 demonstrated leaders in the food and agribusiness industry.

Gianluigi Zenti

President, Academia Barilla S.p.A., Parma, Italy

Laszlo Vajda

Ministry of Agriculture and Rural Development, Director General
EU Coordination and International Affairs, Budapest, Hungary

H. Christopher Peterson

Professor, Department of Agricultural Economics, and Homer Nowlin Chair of
Consumer-Responsive Agriculture
Michigan State University, East Lansing, Michigan, USA

GENERAL INFORMATION

Conference Attire

- IAMA Symposium: Business Casual Attire
- IAMA Forum: Business Attire
- Welcome Reception: Business Attire
- Presidential Banquet: Business Attire
- Tours: Casual/Seasonal

Internet Corner (Free of Charge)

- Internet access will be available during conference hours



International Food and Agribusiness Management Association

IAMA BUSINESS OFFICE

Jerome Siebert, Executive Vice President
Michael Lapsys, Senior Vice President
Russell Garrett, Business Manager
Kathryn White, Communications Coordinator

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PROGRAM PLANNING COMMITTEE

Michael D. Boehlje, Forum Co-Chair
Bill Whipple, Forum Co-Chair
Paul T. Jasper, IAMA President
Carole Brookins, Session-Chair
Ray Goldberg, Session-Chair
William Scott, Session-Chair
Piya Abeygunawardena, Session Co-Chair
Jay Lillywhite, Symposium Chair
Melanie Fritz, Symposium Chair-Elect
Greg Baker and Eluned Jones, Case Competition Chairs
Mary Shelman and Jose Boccherini, Case Conference Chairs

Walt Armbruster	Trey Key
Aidan Connolly	Erica Kuhlmann
Francis Declerck	Kristian Moeller
Shashank Goel	Francisco Mere
Marcos Fava Neves	Ken McCorkle

IAMA Supporters:



FRIENDS OF IAMA: Siebert Family Trust ■ Ross McLaren Estate

20TH ANNUAL WORLD FORUM AND SYMPOSIUM BOSTON, USA JUNE 19 - 22, 2010



CONFERENCE PROGRAM

NAVIGATING THE GLOBAL FOOD SYSTEM IN A NEW ERA



International Food and Agribusiness Management Association
PO Box 14145 • College Station, TX 77841-4145 • USA • Tel: 1-979-845-2118 • Fax: 1-979-862-1487 • iama@tamu.edu • www.ifama.org



SYMPOSIUM SCHEDULE

Friday, June 18

12:00PM – 6:00PM

Registration (Imperial Check Room 2nd Floor)

4:00PM – 6:00PM (Board Room)
Executive Committee Meeting

5:00PM (Imperial Check Rm 2nd Floor)
Deadline for Case Competition Teams
to Register

6:00PM – 7:00PM (Georgian Room 2nd Floor)
Student Meetings:
Student and Advisors - Case Competition
Student Travel Grant Recipients

Saturday, June 19

7:00AM – 6:00PM

Registration (Imperial Check Room 2nd Floor)

Poster Display Area (Plaza Ballroom)

7:00AM – 8:00AM (Georgian Room 2nd Floor)
Student Case Competition
Student Travel Grant Recipients

8:00AM – 9:00AM
Concurrent Paper Presentations

9:00AM – 9:15AM
Short Break

9:15AM – 10:30AM
Harvard Style Case 1
Discussion Session 1
Concurrent Paper Presentations

10:30AM – 11:15AM (Plaza Ballroom)
Networking Break

11:15AM – 12:30PM
Harvard Style Case 2
Discussion Session 2
Concurrent Paper Presentations

12:30PM – 1:45PM (Imperial Ballroom)
Lunch

1:45PM – 2:45PM
Concurrent Paper Presentations
Student Case Competition (SCC)

2:45PM – 3:00PM
Short Break

3:00PM – 4:15PM

Concurrent Paper Presentations
Harvard Style Case 3
Student Case Competition (SCC)

4:15PM – 5:00PM (Plaza Ballroom)
Networking Break

5:00PM – 6:15PM
Concurrent Paper Presentations
Harvard Style Case 4
Student Case Competition (SCC)

6:15PM – 6:30PM (Georgian Room)
SCC Finalists Announced
SCC Group Photo (Atrium stairs)

6:15PM – 7:30PM (Board Room)
IFAMR Managing Editor's Meeting

6:30PM – 7:30PM (Cabot Room)
2011 Program Planning Committee Meeting

Sunday, June 20

7:00AM – 6:00PM

Registration (Imperial Check Room 2nd Floor)

Poster Display Area (Plaza Ballroom)

6:30AM – 12:00PM (Georgian Room)
Board of Directors Meeting

8:00AM – 9:00AM
Discussion Session 3
Concurrent Paper Presentations

9:00AM – 9:15AM
Short Break

9:15AM – 10:30AM (Beacon Hill Room)
FAO Workshop:

**Agribusiness and Agro Industries in
Developing Regions**

Workshop Organizers:
Doyle Baker and Carlos da Silva, FAO, Italy

**Challenges Faced by Small and
Medium Agricultural Enterprises**

For more information, please consult your
conference information packet.

9:15AM – 10:30AM
Concurrent Paper Presentations

10:30AM – 11:15AM (Plaza Ballroom)
Networking Break

11:15AM – 12:30PM (Beacon Hill Room)

FAO Workshop:
**Region Perspectives
and Priorities**



For more information, please consult your
conference information packet.

11:15AM – 12:30PM (Cambridge Room)
Getting your Research Published

IFAMR Executive Editor, Peter Goldsmith shares
the formula for getting your research published
in a journal. For more information please consult
your conference information packet

12:30PM – 1:45PM (Imperial Ballroom)
Lunch

1:45PM – 4:15PM (Beacon Hill Room)
Special Session:
Partnering for the Agriculture Agenda

For more information, please consult your
conference information packet.

1:45PM – 4:30PM (Georgian Room)
Student Case Competition Finals

4:15PM – 5:00PM (Plaza Ballroom)
Networking Break

5:00PM – 6:30PM (Georgian Room 2nd Floor)
Bridge Session:
Human Capital Development

Human capital has an important role in
the management of food and agribusiness
companies. This session will explore how
companies can develop more effective programs.
Panelists will discuss how employees and
managers of the future will differ from those of the
past, what drives and motivates them, how skill
sets have changed, and how internal training and
educational programs can be designed or revised.

Moderator: Jerome Siebert, *Executive Vice
President, IAMA, USA*

Presentation: Thad Simons, *CEO, Novus
International Inc. USA*

Responders:
Eric Spell, *CEO, AgCareers, USA*
Eluned Jones, *Director Agribusiness Program,
Texas A&M University, USA*
Kristian Moeller, *Managing Director,
GlobalGap, Germany*

7:00PM – 8:30PM (Plaza Ballroom)

Welcome Reception

Monday, June 21

7:00AM – 6:00PM

Registration (Imperial Check Room 2nd Floor)

7:00AM – 8:15AM (Pairings Restaurant)
Publication Policy Committee Meeting

8:30AM – 8:45AM (Georgian Room)
Welcome and Opening Ceremony

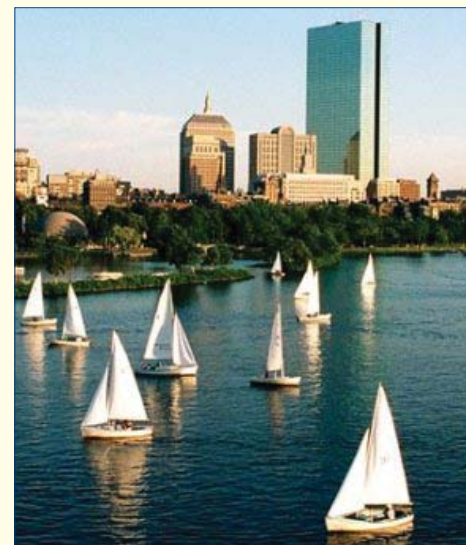
8:45AM – 10:45AM (Georgian Room)
**Future Challenges and Opportunities
Facing the Agribusiness Industry**

Four international leaders representing food,
agribusiness, and biotech companies will offer
their observations on the future challenges and
opportunities they see facing the industry. Dr.
Goldberg will follow them with comments.

Introduction: James Austin, *Professor Emeritus,
Harvard Business School, USA*
Chair: Ray A. Goldberg, *Professor Emeritus,
Harvard Business School, USA*

George Weston, *Chairman, CEO,
Associated British Foods, UK*
Mark Palmquist, *Executive Vice President, COO,
CHS, USA*
Juan Enriquez, *Managing Director,
Excel Venture Management, USA*
Frank Gaoning Ning, *Chairman,
COFCO, China*

10:45AM – 11:30AM (Plaza Ballroom)
Networking Break



FORUM SCHEDULE

11:30AM – 12:45PM (Georgian Room)
**Industry Reaction to the Recent
Changing Business Environment**

A second panel of Industry leaders further
explores the issues raised in the first session.

Moderator: Mary Shelman, *Director, Agribusiness
Program, Harvard Business School, USA*

Sunny Verghese, *CEO,
Olam International, Singapore*
Berry Martin, *Head Global Retail,
Rabobank International, The Netherlands*
Clayton Yeutter, *US Ambassador and of
Counsel to Hogan & Hartson, USA*

12:45PM – 2:15PM (Imperial Ballroom)
General Assembly Lunch

Student - Industry Luncheon
(Statler Room) (by invitation)

Sponsored by:



2:15PM - 3:45PM (Georgian Room)
**Sustainability and Productivity:
The Value Proposition of Sustainability**

Many companies have adopted sustainability
programs for a variety of reasons. A question
arises on the value such programs provide in the
form of increased profits. This session explores
this question.

Moderator: Hans Jöhr, *Corporate Head
of Agriculture, Nestec, Switzerland*

Craig Watson, *VP Quality Assurance and
Agriculture Sustainability, Sysco, USA*
Rick Frazier, *VP Supply Chain,
The Coca-Cola Company, USA*
Gustavo Grobocopatel, *President, CEO,
Los Grobo, Argentina*

3:45PM – 4:30PM (Plaza Ballroom)
Networking Break

4:30PM - 6:00PM (Georgian Room)
**Sustainability and Productivity:
Are They Compatible?**

Expected increases in world population coupled
with demographic changes in both high density
urbanization and growing purchasing power
among consumers in developing countries
puts an even higher stake on increased food
production. Based on the first green revolution,
increased food production relies on improved
genetics, irrigation, fertilizer and chemicals, and
energy which may or may not be compatible
with the current concepts of sustainability.
This session explores whether sustainability is
compatible with productivity.

Moderator: William Scott, *Vice President,
Agland Investments*

Bindu Lohani, *Asian Development Bank,
Philippines*
Kent J. Bradford, *Professor, Seed
Biotechnology Center, University of California*
Ed Price, *Vice Chancellor, International
Agriculture, Texas A&M and Director of the
Borlaug Institute, USA*
Sara J. Scherr, *President, CEO,
Ecoagriculture Partners, USA*

6:00PM – 6:30PM Break



6:30PM - 7:30PM (Plaza Ballroom)
Student - Industry Reception
(by invitation)

Sponsored by:



7:30PM - 10:00PM (Imperial Ballroom)
Presidential Banquet
Best Paper Winners Announced
Student Competition Winners Announced

FORUM SCHEDULE

Tuesday, June 22

7:00AM – 8:15AM (Pairings Restaurant)
Fellows Breakfast

8:30AM - 10:30AM (Georgian Room)
**Strategic Decision Making in
Turbulent Times**

This session opens with a discussion of the
future business climate for the food agricultural
sector, then focuses on the changes in the
industry in terms of restructuring, consolidation,
concentration, and structural change and how
companies are repositioning themselves to a new
market reality.

Moderator: Michael Boehlje, *Professor,
Purdue University, USA*

Alan Barkema, *Senior VP, Director of
Research, Federal Reserve Bank, USA*
Pearse Lyons, *CEO, Alltech, Ireland/USA*
Paul Campbell, *General Manager
Strategy, Fonterra, New Zealand*
Brian Rothwell, *CEO, Bay State Milling, USA*

10:30AM – 11:15AM (Plaza Ballroom)
Networking Break

11:15AM - 12:45PM (Georgian Room)
**Tomorrow's Policy Issues for
Agriculture: New Players and a New
Agenda**

Traumatic changes are occurring in the policy
arena for the food and agribusiness industry.
While traditional programs still demand significant
attention, increasing importance is being placed
on issues involving resource use, environment,
energy, food health and safety, capital markets,
cap and trade, immigration, labor, and corporate
governance. Not only is the agenda changing,
but new participants and stake-holders are
participating in the debate.

Moderator: Honorable, Carole Brookins,
*Managing Director, Public Capital
Advisors, USA*

Thomas Dorr, *President, US Grains
Council, USA*
Lisa Gables, *Executive Director of the
Healthy Weight Commitment
Foundation, USA*
Charlie Arnot, *CEO, Center for Food
Integrity, USA*
Zoe Tcholak-Antitch, *VP and Head of Global
Investor Program, Carbon Disclosure Project, USA*

12:45PM – 2:00PM
Lunch (Imperial Ballroom)

2:00PM – 3:00PM (Georgian Room)
**The Future of Food:
Fantasy vs. Reality**

Pollster Jon Zogby and author of "The Way
We'll Be" will discuss current and future trends
in political and economic arenas and share the
results from a recent poll conducted with food and
agribusiness leaders on the future of the global
food system.

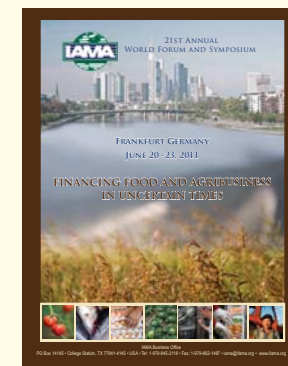
Speaker: John Zogby, *CEO,
Zogby International*

3:00PM – 3:15PM Short Break

3:15PM – 4:15PM (Imperial Ballroom)
Closing the Loop

Moderators: Ray Goldberg, *Professor Emeritus,
Harvard Business School, USA*
Mary Shelman, *Director, Agribusiness Program,
Harvard Business School, USA*

Ray Goldberg and Mary Shelman wrap up
the Forum by highlighting some of the key
discussions and essential take-aways for
conference participants.



Cape Cod Ferry Excursion
June 19 - 22 Choose any day
Day Trip Departs: 8:30AM to 5:00PM
\$80 adults, \$58 children

A luxury 90-minute cruise takes you from Boston
to Cape Cod. The ferry docks near downtown
Provincetown, which is home to some of the most
beautiful beaches in all of New England. Spend
the day on the world renowned sand dunes.
There are plenty of restaurants and shopping
available.

Save the Date

June 20 - 23, 2011
Frankfurt, Germany

**Financing Food and
Agribusiness in Uncertain Times**

CONFERENCE TOURS

Boston and Surroundings Tour
Sunday, June 20 Departs: 9:15 AM
(6-1/2 hours, 1-1/2 lunch stop)
\$50 adults, \$15 children

See the attractions that make Boston such a great
city. Travel by bus through Boston, Charlestown
and Cambridge. Relive three centuries of history
and learn about the Puritans, revolutionaries,
immigrants, presidents, Pequots and politicians.
Travel the old streets of Colonial times through
the newest and most advanced highway system
in the world.

Freedom Walking Trail
Monday, June 21 Departs: 1:30PM
(3 hours) \$15 adults, \$10 children

This historical walking tour of the Freedom Trail
begins with the establishment of Boston in 1630.
See historically significant events and architecture
spanning more than three centuries.

Old Town Trolley Tour
June 18 - 22 Flexible schedule
\$40 adults, \$15 children; (2-day pass)

The Trolley Tour allows you to ride the trolley
and get off when you are ready to explore. Set
your own schedule. The tour covers all the major
historical areas, including downtown. See where
the Boston Massacre occurred and walk the
path where the Redcoats marched ashore in
1768. Explore Fenway Park, Boston Convention
& Exposition Center, and the Seaport District.
Check out the impressive architecture of the
Boston Convention Center and the Institute of
Contemporary Art. Maps and stop information are
provided upon registration.