



2011 Annual World Symposium

Frankfurt Marriott Hotel • 20-21 June, 2011 • Frankfurt, Germany

Monday, June 20, 2011

Session A1 **Gold 1** **08:00 - 09:00**

FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Emile Salame, University of Nebraska-Lincoln, *USA*

A Method for Strategic Planning of Food Chains (Chainplan) Applied to the Dairy Chain in Uruguay (426) Roberto Fava Scare; Bryan Manuel Julca-Briceno, University of São Paulo; Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*; Jose Antonio Silva Rodriguez; Laura Elizabeth Piedrabuena Perdomo, National Agricultural Research Institute of Uruguay, *Uruguay*

Sustainable Regional Development: Proposal of Strategic Planning Method Applied to Local Productive Arrangements (412) Claudia Souza Passador; Roberto Fava Scare; Jose Carlos Lima Junior; Jose Luiz Passador, University of São Paulo, *Brazil*

Session A2 **Gold 2** **08:00 - 09:00**

GLOBAL FOOD OUTLOOK

Moderator: Carla Artoni, University of São Paulo, *Brazil*

History of the Biodiesel Agribusiness in Argentina: From a Superpower to an Uncertain Future (458) Marcos Daziano; Sebastian Ignacio Senesi, Fernando Vilella, University of Buenos Aires, *Argentina*

Application of Hedonic Price Modeling to Estimate the Value of Algae Meal (279) Ilia Gogichaishvili; James Richardson; Henry Bryant, Texas A&M University, *USA*

Session A3 **Gold 3** **08:00 - 09:00**

RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Hans Nijhoff, Wageningen University, *Netherlands*

Food Retailing in an Urban Food Desert: Strategies for Success in Fresh Fruits and Vegetables (388) Marcus Coleman; Dave D. Weatherspoon; James Oehmke; Lorraine Weatherspoon, Michigan State University, *USA*

Analysis of Increasing Levels of Industrialization and Concentration in the US Organic Food Industry (389) Kudzai Mukumbi; Dave D. Weatherspoon, Michigan State University, *USA*

Session A4 **Flint** **08:00 - 09:00**

RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: P.C. Cloete, North-West University, *South Africa*

An Examination of Expanding Peru's Organic Banana Exports to the United States (257) Marie E. Donahue, Royal Agricultural College and Utah State University; DeeVon Bailey, Utah State University, *USA*; Washington Z. Calderon Castillo, Universidad Nacional de Piura, *Peru*

RFID: Cattle Trails (493)

Richard Erickson, Arizona State University, *USA*

Session A5 **Basalt** **08:00 - 09:00**

CONSUMER ORIENTATION AND MARKETING

Moderator: Tadayoshi Masuda, Research Institute for Humanity and Nature, *Japan*

An Analysis of Aflatoxin Food Safety Concerns and other Factors Affecting Iran's Pistachio Exports to European countries, Australia and Japan (347) Niloofar Ashktorab; Naser Shahnoushi, Federowski University of Mashhad, *Iran*; Sayed Saghaian, University of Kentucky, *USA*

Food Culture Distance: Antecedent to Adaptation of Export Marketing Strategy - An Empirical Examination of Swedish and Finnish Food Processing Companies (256) Goudarz Azar, Swedish University of Agricultural Sciences, *Sweden*

Session A6 **Alabaster 1** **08:00 - 09:00**

FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Portia Ndou, Fort Hare University, *South Africa*

Sustainability in Market Orientation of Brazilian Beef Industry (304) Miguelangelo Gianezini; Julio Otavio Jardim Barcellos; Alex Leonardi; Clandio Favarini Ruviano; Mariana Dewes; Homero Dewes, Federal University of Rio Grande do Sul; Cesar Augustus Techemayer, Federal University of Pampa; Cesar Augustus Winck, University of West Santa Catarina, *Brazil*

Major Land Use Determinants in the State of Texas (483) Juan Jose Monge, Texas A&M University, *USA*

Session A7 **Alabaster 2** **08:00 - 09:00**

GLOBAL ECONOMIC AND FINANCIAL CRISIS CONSUMER ORIENTATION AND MARKETING

Moderator: Maud Roucan-Kane, Sam Houston State University, *USA*

Agricultural Input Market Segmentation in Argentina: How do Argentine Farmers Buy Their Expendable Inputs? (386) Roberto Feeney; Valeria Berardi; Carlos Steiger, Austral University, *Argentina*

The Food Security Management of the Agricultural Structure of Russia (463) Irina Soldatova; Viktor N Ovchinnikov; Michail A Chernishev, South Federal University; Nicolay G Kuznesov, Rostov State University of Economics, *Russia*

Session A8 **Platinum Ballroom** **08:00 - 09:00**

GLOBAL ECONOMIC AND FINANCIAL CRISIS

Moderator: Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

A Discussion on International Investments in Food and Agribusiness (464) Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

Impact of Trade Liberalization on Agriculture in Pakistan (307) Hamish Gow; Shamim Shakur; Muhammad Ather Mahmood, Massey University, *New Zealand*

SHORT BREAK

09:00 - 09:15

Session B1 Gold 1 09:15 - 10:30
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Jacques Trienekens, Wageningen University, *Netherlands*

Effective Marketing of Hass Avocados: The Impacts of Changing Trade Policy and Promotion/Information Programs (287)
Best Paper Finalist Hoy Carman; Richard Sexton, University of California, Davis, *USA*

Global Food Outlook: Global Challenges and Local Solutions (446) Bernardo Reynolds Pacheco de Carvalho, University of Lisbon; Dinah Monteiro Costa; Ines Santos Leite, CIAT-ISA/UTL, *Portugal*

From Contracts to Networks: New Directions in the Study of Governance of Agro-Food-Energy Networks (290) Decio Zylbersztajn, University of São Paulo, *Brazil*

Session B2 Gold 2 09:15 - 10:30
GLOBAL FOOD OUTLOOK

Moderator: Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

The Impacts of U.S. Energy and Monetary Policies on the Feed Grain-Livestock Economy (340) Dennis Conley; Ramdev Gowda Anegannahalli Nagesh, University of Nebraska-Lincoln; Linwood A Hoffman, USDA, ERS, MTED, *USA*

The Future Competitiveness of the Cafe do Cerrado: Key Elements for Success to the First Brazilian Geographical Indication (427) Marcos Fava Neves; Vinicius Gustavo Trombin, FEARP/USP and Markestrat; Rafael Bordonal Kalaki, Faculdade de Ciencias Agrarias e Veterinarias, *Brazil*

Measuring the Effect of Monetary Changes by South African Bank to the Common Monetary Area: A Case Study on Namibian Beef Industry (229) Mogos Teweldemedhin, Polytechnic of Namibia, *Namibia*

Session B3 Gold 3 09:15 - 10:30
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Roberto Fava Scare, University of São Paulo, *Brazil*

Blueberry Exports in Argentina. Export Groups and Consortiums as a Model (379) Paulo Alejandro Alcover; Fernando Vilella; Sebastian Ignacio Senesi; Hernán Palau, University of Buenos Aires, *Argentina*

Regulatory Arrangements for Disclosure of Nutritional Information on Food Labels in India (275) Jabir Ali, Indian Institute of Management Lucknow; Sushil Kumar, Indian Institute of Management, *India*

Mapping and Quantification of the Dairy Sector in Uruguay (420) Roberto Fava Scare; Bryan Manuel Julca-Briceno, University of São Paulo; Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*; Laura Elizabeth Piedrabuena Perdomo; Jose Antonio Silva Rodriguez, National Agricultural Research Institute of Uruguay, *Uruguay*

Session B4 Flint 09:15 - 10:30
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Lucas Sciencia do Prado, Markestrat and Anhanguera University, *Brazil*

The Role of Food Cooperatives in Local Food Networks (303) Sierra Enlow; Tim Woods; Ani Katchova, University of Kentucky, *USA*

Sustainability, Certification and Internationalization of the Brazilian Ethanol (362) Antonio Padula, Federal University at Porto Alegre; Suellen Moreira Oliveira, Universidade Municipal de Sao Caetano do Sul - USCS; Moises Centenaro, Universidade Estadual de Mato Grosso do Sul - UEMS; Armando Fornazier, Universidade Estadual de Campinas - UNICAMP; Mariana Boeira; Camila Steffens, Universidade Federal do Rio Grande do Sul - UFRGS, *Brazil*

Social Responsibility in the Retail Value System (395) Lucas Sciencia do Prado, Markestrat and Anhanguera University; Edgard Monforte Merlo, University of São Paulo, *Brazil*

Session B5 Basalt 09:15 - 10:30
CONSUMER ORIENTATION AND MARKETING

Moderator: Francis Declerck, ESSEC Business School Paris-Singapore, *France*

Attitudes of Maltese Consumers Towards Quality in Fruit and Vegetables in Relation with their Food Related Lifestyle (254)
Best Paper Finalist Vincenzina Caputo; Maurizio Canavari, University of Bologna; Marco Dimech, Ministry for Resources and Rural Affairs, Malta, *Italy*

Feasibility Assessment of Investing in a Pecan Oil and Flour Production Facility Using New Extraction technology (489) Skyla Cockerham; William Gorman; Carlos Mayen; Jay Lillywhite, New Mexico State University, *USA*

Branding Strategies in Brazilian Agribusiness Commodities: Research Propositions (406) Ricardo de Oliveira; Eduardo Euguenio Spers, ESPM, *Brazil*

Session B6 Alabaster 1 09:15 - 10:30
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Sylvain Charlebois, University of Guelph, *Canada*

Risk Versus Reward, a Financial Analysis of Contract Use Implications to the Miscanthus Lignocellulosic Supply Chain (293) Corinne Alexander; Steven Y. Wu; Wallace Tyner; Stephanie Rosch, Purdue University; Josh Yoder; Rasto Ivanic, Mendel Biotechnology, *USA*

The Business Environment and International Competitiveness of the South African Citrus Industry (352) Portia Ndou; Obi Ajuruchukwu, Fort Hare University, *South Africa*

Determinants of Consumer Willingness to Purchase for Organic Products in Thailand (454) Parichard Sangkumchaliang; Wen-Chi Huang, National Pingtung University of Science and Technology, *Taiwan*

Session B7 Alabaster 2 09:15 - 10:30
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Marcos Vega Solano, Escuela Agricola Panamericana, *Honduras*

Uninterrupted Traceability in Bulk Grain Flow and Trade: Possibilities and Limitations of Radio Frequency Identification (399) Ludwig Arens; Ulrich Steinmeier; Mark Deimel; Dieter von Hoersten; Ludwig Theuvsen; Wolfgang Luecke; Alejandro Rodarte, University of Goettingen, *Germany*

Organizational Innovation in Brazilian Aquaculture: A New Cluster Type (Local Productive Arrangement) in Parnaíba (374) Carla Artoni; Claudia Souza Passador; Jose Luiz Passador, University of São Paulo; Janleide Rodrigues Costa, CODEVASF, *Brazil*

Industry Convergence Between the Agrifood and Pharmaceutical Industry: The Case of Health Promoting Ingredients (433) Sabine Bornkessel; Stefanie Bröring, University of Applied Sciences Osnabrueck, *Germany*; Frances Fortuin, Food Valley; Onno Omta, Wageningen University, *Netherlands*

Session B8 Platinum Ballroom 09:15 - 10:30
GLOBAL ECONOMIC AND FINANCIAL CRISIS

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

A Stochastic Analysis of Commercial Tree Production Portfolios: The Case of Crape Myrtle and Red Maple (485) Nellie R. Stephens, Alba Collart, Texas A&M University, *USA*

The Impact of the Economic Crisis on Agricultural Trade: The Case of South Africa's Fresh Produce and Wine Exports (319) Ernst Idsardi; Philip Cloete; Herman van Schalkwyk, North-West University, *South Africa*

The Implications of the Availability of Credit: A Perspective on the Sustainability of Agriculture and Food Security (368) Nico Scheltema; Londiwe Thabethe; Louise Swart; Lindikaya Myeki, National Agricultural Marketing Council, *South Africa*

Platinum Foyer
NETWORKING BREAK 10:30 - 11:15

Session C1 Gold 1 11:15 - 12:30
FOOD SYSTEM TECHNOLOGY AND INNOVATION

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

The Innovation Process: Practices in Food and Agribusiness Companies (435) Best Paper Finalist Maud Roucan-Kane, Sam Houston State University; Allan W. Gray; Michael Boehlje, Purdue University, *USA*

New Strategies for Growth Promoters in Broiler Breeding in Brazil (360) Silvana Martinez Baraldi-Artoni; Juan Carlos Rios Alva; Otto Mack Junqueira, UNESP; Daniela Oliveira, Universidade Federal de Pernambuco; Carla Artoni, University of São Paulo, *Brazil*

Performance and Prospects of Microcredit Innovation in Meeting Sustainable Household Food System Challenges in India (434) Prabakar Chandrahasan; Sita Devi Kolammal, Annamalai University, *India*

Session C2 Gold 2 11:15- 12:30
GLOBAL FOOD OUTLOOK

Moderator: Bernardo Reynolds Pacheco de Carvalho, University of Lisbon, *Portugal*

Understanding Structural Changes in Global Meat Sector: A Comparative Analysis Across Geographical Regions (252) Jabir Ali, Indian Institute of Management Lucknow, *India*; Evangelia Pappa, Panteion University of Social and Political Sciences, *Greece*

Global Soybean Demand: An Elasticity Analysis, Long-term Outlook, and Its Implications (421) Peter D. Goldsmith, University of Illinois at Urbana-Champaign, *USA*; Tadayoshi Masuda, Research Institute for Humanity and Nature, *Japan*

Industrial Dynamics of the Biodiesel Industry in Brazil (296) Antonio Padula, Federal University at Porto Alegre; Silveira Silva, UFRGS, *Brazil*

Session C3 Gold 3 11:15 - 12:30
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Elena Garnevska, Massey University, *New Zealand*

The U.S. Produce Traceability Initiative: Analysis, Evaluation, and Recommendations (452) Best Paper Finalist Gregory Baker; Justin Porter, Santa Clara University, *USA*

Feed Industry: Pork and Broiler Industry Supply Chain Study with Emphasis on Feed and Feed Related Issues (320) Andre Louw; Mariette Geysler; Jacques Schoeman, University of Pretoria, *South Africa*

Poultry Industry: Pork and Broiler Industry Supply Chain Study with Emphasis on Feed and Feed Related Issues (323) Andre Louw; Mariette Geysler; Jacques Schoeman, University of Pretoria, *South Africa*

Session C4 Flint 11:15- 12:30
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Andreas Boecker, University of Guelph, *Canada*

Price Formation and Margin Behaviour in the Finnish Food Markets (380) Jyrki Niemi; Ellen Huan-Niemi; Csaba Jansik, MTT Agrifood Research Finland, *Finland*

Market Power in the Retail Food Industry: Evidence from Finland (365) Jyrki Niemi; Xing Liu, MTT Agrifood Research Finland, *Finland*

Reallocation of Property Rights in Contemporaneous Agro-Food Systems (288) Decio Zylbersztajn, University of São Paulo, *Brazil*

Session C5 Basalt 11:15 - 12:30
CONSUMER ORIENTATION AND MARKETING

Moderator: Xiaoyong Zhang, Wageningen University, *Netherlands*

Buying Behavior and Segment Analysis of the Cattle Breeders in Brazil (384) Roberto Fava Scare; José Carlos de Lima Junior, University of São Paulo; Alcides Moura Torres Junior, Scot Consultoria; Rodrigo Afonso, FEARP/USP and Markestrat, *Brazil*

How Local Producers Can Get Access to the Counter - Grocery Store Category Managers' Decision-making Related to Small Scale Purchases of Perishable Goods (335) Lena Lind, Swedish University of Agricultural Sciences, *Sweden*

Session C6 Alabaster 1 11:15 - 12:30
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Sylvain Charlebois, University of Guelph, *Canada*

Sustainable Value Chains for Income and Agricultural Biodiversity: A Comparative Case Study of Mango Chains from India and Thailand (359) Froukje Kruijssen, The WorldFish Center, *Malaysia*

Competitiveness, Efficiency and Environmental Impact of Protected Agriculture in Zacatecas, Mexico (253) Luz E. Padilla-Bernal; Alfredo Lara-Herrera; Elivier Reyes-Rivas; Oscar Perez-Veyna, Universidad Autonoma de Zacatecas, *Mexico*

Carbon Footprint in Meat Production and Supply Chains (241) Roberto Schroeder, Ministry of Agriculture, Livestock and Food Supply, *Brazil*; Richard Baines; Luis Aguiar, The Royal Agricultural College, *United Kingdom*

Session C7 **Alabaster 2** **11:15 - 12:30**
FOOD SYSTEM TECHNOLOGY AND INNOVATION
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Ingrid Fromm, Swiss College of Agriculture, *Switzerland*

The Capacity of the Western Australian Apple Growers to Meet the Needs of their Downstream Buyers (471) Peter J. Batt, Curtin University, *Australia*; Nolila M. Nawi, Universiti Putra Malaysia, *Malaysia*

Dairy Development in Nicaragua and Farmer Cooperatives in the Matagalpa Region (372) Alejandro Galetto, Universidad Austral; Carlos Berra, Private Consultant, *Argentina*

Feed Management and Dairy Farm Efficiency in Sri Lanka -Direction of Technology in Tropical Dairy Farming (441) Hiroichi Kono, Obihiro University of Agriculture and Veterinary Medicine, *Japan*; Kamal Karunagoda, Sri Lanka Ministry of Agriculture; Satuko Kubota; Anoma Gunarathne, Obihiro University of Agriculture and Veterinary Medicine, *Sri Lanka*

Session C8 **Platinum Ballroom** **11:15 - 12:30**
GLOBAL ECONOMIC AND FINANCIAL CRISIS

Moderator: Silvana Martinez Baraldi-Artoni, UNESP, *Brazil*

Agribusiness Firms' Performance During the Global Economic and Financial Crisis (299) Sierra Enlow; Ani Katchova, University of Kentucky, *USA*

Applying Data Mining Techniques to Help Make Loan Officers' Decision (403) Emile Salame, University of Nebraska-Lincoln, *Lebanon*; Dennis Conley, University of Nebraska - Lincoln, *USA*

Platinum Foyer and Ballroom 2
LUNCH **12:30 - 13:30**

Session D1 **Gold 1** **13:30 - 14:30**
FOOD SYSTEM TECHNOLOGY AND INNOVATION

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

Determinants of the Use of Information Provided by Agribusiness Firms: An Empirical Study of German Pig Farmers (438) **Best Paper Finalist** Ludwig Arens, University of Goettingen, *Germany*

Milk Market Degmentation: Study on the Consumers Preferences in Urban Albania (338) Eda Deci; Ana Kapaj, Agriculture University of Tirana, *Albania*; Catherine Chan-Halbrendt, University of Hawaii, *USA*

Session D2 **Gold 2** **13:30 - 14:30**
GLOBAL FOOD OUTLOOK

Moderator: Denise Barros de Azevedo, University of Anhanguera Uniderp, *Brazil*

The Political Feasibility of the Fundamental CAP Reform (339) Kyösti Arovuori, Pellervo Economic Research PTT; Jyrki Sakari Niemi, MTT Agrifood Research Finland, *Finland*

Modeling and Positioning the World Consumption of Fresh Tomato (334) Jaime de Pablo Valenciano; Cristina Venegas Navas, University of Almeria; Miguel Angel Giacinti Batusttizzi Gabinete, MAG, *Spain*

Session D3 **Gold 3** **13:30 - 14:30**
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Marian Garcia, University of Kent, *United Kingdom*

Sustainability Strategies in Agribusiness: Understanding Key Drivers, Objectives and Actions (459) **Best Paper Finalist** Allan W. Gray; Amber May Rankin; Michael Boehlje; Corinne Alexander, *Purdue University, USA*

Milling Industry: Determining the Factors that Limit Agro-processing Development in the Wheat Milling and Bakery in Rural Areas in South Africa (325) Andre Louw; Mariette Geysler; Gerhard Troskie, University of Pretoria, *South Africa*

Session D4 **Flint** **13:30 - 14:30**
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: PC Cloete, North-West University, *South Africa*

Analyzing Consumer Choices Under Food Safety Uncertainty. The Case of Small Ruminant Meat in Tirana (357) Drini Imami; Edvin Zhllima, Agriculture University of Tirana, *Albania*; Maurizio Canavari, University of Bologna, *Italy*

Consumer Interest in Value Chains for Sustainable Farmed Fish: A Comparative Case Study of Shrimp from Bangladesh and Thailand (310) Froukje Kruijssen, The WorldFish Center, *Malaysia*; Ingrid Kelling, The WorldFish Center; James A. Young, University of Stirling, *United Kingdom*

Session D5 **Basalt** **13:30 - 14:30**
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

Brazilian Exporters and European Retailers: a Multi Case Study in the Relations Between Brazil and Europe in Retail Fresh Fruit (306) Marcos Fava Neves, FEARP/USP and Markestrat; Eduardo Sandrini Simprini, UNESP; Jose Guilherme Nogueira, University of São Paulo, *Brazil*

Market Drivers of the Global Beverage Consumption in 2010: Opportunities for a New Positioning to the Juice Category (429) Marcos Fava Neves; Patricia Milan; Vinicius Gustavo Trombin; Francisco Cressoni Pereira, FEARP/USP and Markestrat, *Brazil*

Session D6 **Alabaster 1** **13:30 - 14:30**
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Roberto Feeney, Austral University, *Argentina*

Education for Competitive Inclusion of Brazilian Familiar Agribusiness (411) Claudia Souza Passador; Claudionei Nalle Junior; Carla Artoni; Jose Passador, University of São Paulo, *Brazil*

Integration and Sustainability of Family Farms in Development Projects of the National Program of Biodiesel Production and Use PNPB (410) Claudia Souza Passador, University of São Paulo; Vicente Rocha Soares Ferreira, Federal University of Goias, *Brazil*

Session D7 **Alabaster 2** **13:30 - 14:30**
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Andreas Boecker, University of Guelph, *Canada*

Understanding the Contractual Arrangements in Mango Value Chain in India (273) Jabir Ali, Indian Institute of Management Lucknow; Sushil Kumar, Indian Institute of Management, *India*

Supply Chain Re-engineering in the Fresh Produce Industry: A Case Study of Adani Agrifresh (470) Gregory Baker, Santa Clara University, *USA*; Mukesh Pandey, G.B. Pant University of Agriculture & Technology, *India*

Session D8 Platinum Ballroom 13:30 - 15:30
HARVARD STYLE TEACHING CASE 1

Moderators: Melanie Lang, University of Guelph, *Canada* and Jose Antonio Boccherini, *Spain*

New Zealand Wool Inside (475) Daniel Conforte; Sam J. Dunlop; Elena Garnevska, Massey University, *New Zealand*

SHORT BREAK 14:30 - 14:45

Session E1 Gold 1 14:45 - 16:00
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Corinne Alexander, Purdue University, *USA*

Technical Efficiency in Milk Production of the Dual-purpose Cattle System in El Salvador during Dry and Rainy Seasons (455) *Best Paper Finalist* Angel Amed Duron Benitez; Wen-Chi Huang, National Pingtung University of Science and Technology, *Taiwan*

Innovation in the Industry (291) Antonio Domingos Padula; André Cherubini Alves; Aurora Zen, Federal University at Porto Alegre, *Brazil*

Future R&D Strategies in Food & Drinks: Evolution from Orthodox Approaches to Open Innovation (327) Marian Garcia, University of Kent, *United Kingdom*

Session E2 Gold 2 14:45 - 16:00
GLOBAL FOOD OUTLOOK

Moderator: Eric Rendon Schneir, K.U. Leuven, *Belgium*

Mergers & Acquisitions in the Food Business: How did the 2002 and 2008 Economic Crises Impact Corporate Valuation? (235) Francis Declerck, ESSEC Business School Paris-Singapore, *France*

Developing Policies to address constraints facing small scale farmers in Africa (432) Andrea Woolverton, FAO, *USA*

An Econometric Analysis of the Effects of Trade Liberalization on Concentration of Agricultural Production (400) Tapani Yrjola; Petri Maki-Franti; Perttu Pyykkonen, Pellervo Economic Reserch PTT, *Finland*

Session E3 Gold 3 14:45 - 16:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

An Overview of Brazilian Citriculture (284) Marcos Fava Neves; Vinicius Gustavo Trombin; Patricia Milan, FEARP/USP and Markestrat, *Brazil*

Sugar Cane in Africa: A Proposal for Development Based on the Brazilian Experience (350) Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

Alternatives to Overcome the Main Difficulties in the Fairtrade Certification Process: A Multicases Study of Organizations of Small Producers in Brazil (394) Marcos Fava Neves; Carla Gomes, FEARP/USP and Markestrat, *Brazil*

Session E4 Flint 14:45 - 16:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Blessing Maumbe, West Virginia University, *USA*

Impact of Catastrophic Events on Food Supply: A Case of U.S. Orange Industry (416) Ram Acharya, New Mexico State University, *USA*

Price Transmission Between International and Local Fertilizer Prices: The Case of South Africa (294) Zerihun Gudeta Alemu, Development Bank of South Africa; Andre Jooste, National Agricultural Marketing Council; Corne Louw, Grain South Africa, *South Africa*

Session E5 Basalt 14:45 - 16:00
CONSUMER ORIENTATION AND MARKETING

Moderator: Goudarz Azar, Swedish University of Agricultural Sciences, *Sweden*

Is it Better to be More Customer Oriented? The Impact of Alternative Market Orientation Strategies on Firm Performance (234) Hamish Gow, Massey University, *New Zealand*; Eric Micheels, University of Illinois, *USA*

Establishing a National Identity for New Mexico Wines (490) Bernd Maier; Lauren Tatum; William Gorman, New Mexico State University, *USA*

Palinka: Going Abroad? The Competitiveness of the Palinka Based on RCA Models (321) Aron Torok, Corvinus University of Budapest, *Hungary*

Session E6 Alabaster 1 14:45 - 16:00
HUMAN CAPITAL AND MANAGEMENT ISSUES
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Rainer Haas, BOKU University of Natural Resources and Life Sciences, *Austria*

Human Capital Development Through an Undergraduate Agribusiness Program: A Reflection on 20 years Experience at the University of Queensland (422) Kim Bryceson; Ray Collins; Tony Dunne, University of Queensland, *Australia*

Director Development and Board-CEO Relations: Do Recommendations from Corporate Governance Apply to the Agribusiness Cooperative? (349) Michael Cook; Molly Burress, University of Missouri, *USA*

Use of Virtual Water Export through Major Crops for Managing the Regional Imbalances of Water in India: Issues and Implications (375) Kriti Bardhan Gupta, Indian Institute of Management Lucknow, *India*

Session E7 Alabaster 2 14:45 - 16:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Sayed Saghaian, University of Kentucky, *USA*

Farm and Retail Prices in the South African Poultry Industry: Do the Twain Meet? (476) *Best Paper Finalist* Thulasizwe Mkhabela; Bonani Nyhodo, National Agricultural Marketing Council, *South Africa*

Alternative Solutions for Efficient Use of Refused Land in Shangjergj Commune in Albania (405) Xhevaire Dulja; Galantina Canco; Ledia Thoma (Boshnjaku); Henrieta Themelko, Agricultural University of Tirana, *Albania*

Positioning Panhandle Fresh Marketing Association for Continued Success (473) Michael Gunderson, University of Florida, *USA*

Platinum Foyer
NETWORKING BREAK

16:00 - 16:30

Session F1 Gold 1 16:30 - 17:45
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Xhevahire Dulja, Agriculture University of Tirana, Albania

Analysis of Corporate Social Responsibility Standards and Guidelines in the Agribusiness Sector (491) Rainer Haas, BOKU University of Natural Resources and Life Sciences, Austria; Katharina Poetz, Copenhagen University, Denmark; Michaela Balzarova, Lincoln University, New Zealand

Advances in Traceability System: Consumer Attitudes Toward Development of an Integration Method and Quality Control Systems for the Farmed Atlantic Salmon (236) Morteza Haghiri, Memorial University - Corner Brook, Canada

Economic Feasibility Assessment for Renewable Fertilizers from Anaerobic Digestion with Integrated Nutrient Recovery System (305) Eric Jessup; Ken Casavant; Craig Frear; Hayk Kachatryan, Washington State University, USA

Session F2 Gold 2 16:30 - 17:45
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Carla Artoni, University of São Paulo, Brazil

Analysis of Managerial Self-perception's Skills of Technicians Advising Producers in the Rural Area of Campeche, Mexico (308) Katia Angélica Figueroa Rodriguez; Francisco Hernandez Rosas; Benjamin Figueroa Sandoval, Postgraduate College, Mexico

Factors for Successful Development of Farmer Cooperatives in Northwest China (313) Elena Garnevska; Guozhong Lui; Nicola Mary Shadbolt, Massey University, New Zealand

Defining and Measuring Resilience for New Zealand Dairy Farmers (311) Nicola Shadbolt; Bvundzai Rutsito; David Ian Gray, Massey University, New Zealand

Session F3 Gold 3 16:30 - 17:45
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Denise Barros de Azevedo, University of Anhanguera-Uniderp, Brazil

Stewardship Practices Required in the Production of the Coming New Value-added Soybeans (450) Roy Bardole, U.S. Soybean Export Council; Kimball Nill, American Soybean Association - International Marketing, USA

Land Reform Policies in South Africa: Is it Contributing Towards a Responsible Food Supply System and Subsequently Food Security? (230) Philip Cloete; Herman van Schalkwyk, North-West University, South Africa

Session F4 Flint 16:30 - 17:45
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Drini Imami, Agriculture University of Tirana, Albania

Do Small-scale Producers Have a Chance? A Comparative Analysis of Three Agri-food Chains in Honduras (274) Ingrid Fromm, Swiss College of Agriculture, Switzerland; Molina Humboldt, University of Berlin, Germany

Page 6

Quantifying Factors that Influence Implementation of QMS (Quality Management Systems) in Meat Processing Industry in Albania Using Ordinal Logistic Regression (345) Ilir Kapaj; Remzi Keco, Hohenheim University, Albania; Reiner Doluschitz, Hohenheim University, Germany

Strategic Project for Livestock Development at the Dry Tropics of Michoacan State, Mexico (482) Naghielli Dafne Robles Chavez; Daniel Val; Rafael Adrian Tzintzun, Universidad Michoacana de San Nicolas de Hidalgo; Ivan Tzintzun, ITAM, Mexico

Session F5 Basalt 16:30 - 17:45
CONSUMER ORIENTATION AND MARKETING

Moderator: Maud Roucan-Kane, Sam Houston State University, USA

Analyzing the Factors Affecting Consumer Awareness on Organic Foods in India (282) Jabir Ali, Indian Institute of Management Lucknow; Sushil Kumar, Indian Institute of Management, India

Assessing Consumer Awareness and Usage of Food Labels and Influences on Food Buying Behavior (285) Jabir Ali, Indian Institute of Management Lucknow; Sushil Kumar, Indian Institute of Management, India

Consumer Preferences of Locally Grown Grass-Fed Beef (385) Maud Roucan-Kane; Michelle Mullins; Art Wolfskill; Michael Lau, Sam Houston State University; Lindsey Higgins, Texas A&M University, USA

Session F6 Alabaster 1 16:30 - 17:45
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Marco Palma, Texas A&M University, USA

Integration of Smallholders in Modern Agri-food Chains: Lessons from the KASCOL Model in Zambia (468) *Best Paper Finalist* Daniel Conforte; Sepiso Mungandi, Massey University, New Zealand

Procurement Strategies in the Frozen Vegetable Industry in Argentina: A Multiple-case Study (457) Marcos Daziano; Sebastian Ignacio Senesi, University of Buenos Aires; Evangelina Dulce, Food and Agribusiness Program, Argentina

Evaluating Alternative Competitive Strategies Adopted by New Zealand Dairy Farmers (265) Nicola Shadbolt, Massey University, New Zealand

Session F7 Alabaster 2 16:30 - 17:45
RESPONSIBLE FOOD SUPPLY SYSTEMS
CONSUMER ORIENTATION AND MARKETING

Moderator: Hernan Palau, University of Buenos Aires, Argentina

An Empirical Study on Governance Structure Performance in Supply Chain China's Pork Chain Case (343) *Best Paper Finalist* Julian Briz; Chen Ji; Isabel de Felipe, Universidad Politcnica de Madrid, Spain; Haitao Wang, Nanjing Agricultural University, China; Jacques H. Trienekens, Wageningen University, Netherlands

Public and Private Institutional Responses to Advocacy Attacks: The Case if the Global Cocoa Industry and Child Labour Abuse (397) Hamish Gow; Alexandra Clark, Massey University, New Zealand

Entrepreneurial and Buyer-Driven Local Wine Supply Chains: Case Study of Acres of Land Winery in Kentucky (263) Blessing Maumbe; Cheryl Brown, West Virginia University, USA

Session F8 Platinum Ballroom 16:30 - 18:30
HARVARD STYLE TEACHING CASE 2

Moderator: Melanie Lang, University of Guelph, *Canada*
and Jose Antonio Boccherini, *Spain*

Cibenza: Launching a New Product During the Financial Crisis (477) Erik Dahl, Novus International, Inc., *USA*

SHORT BREAK 17:45 - 18:00

Session G1 Gold 1 18:00 - 18:45
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Onno Omta, Wageningen University, *Netherlands*

Performance of Smallholder Agriculture Under Limited Mechanization and the Fast Track Land Reform Programme in Zimbabwe (381) Ajuruchukwu Obi; Fortune Future Chisango, University of Fort Hare, *South Africa*

The Effectiveness of Cluster Organization Functions from a Member Company Perspective: The Case of Food Valley Organization in the Dutch Agrifood Innovation System (382) Onno Omta, Wageningen University; Frances Fortuin, Food Valley, *Netherlands*

Session G2 Gold 2 18:00 - 18:45
FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Marcos Fava Neves, FEARP/USP and Markestrat, *Brazil*

A Methodological Contribution for Generation of Planning and Management Methods (370) Marcos Fava Neves; Marco Antonio Conejero, FEARP/USP and Markestrat, *Brazil*

Aquaculture Success factors in San Francisco River, Brazil: The Case of Tres Marias Reservoir in Minas Gerais (366) João Luiz Passador; Carla Artoni; Claudia Souza Passador; Claudionei Claudionei; Júlio Carneiro da Cunha, University of São Paulo, *Brazil*

Session G3 Gold 3 18:00 - 18:45
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Kim Bryceson, University of Queensland, *Australia*

Creating a Profitable Business by Reducing Food Waste: Building a Framework Using a Value Chain Approach (269) Gerry Kouwenhoven; Thomas Lossonczy von Losoncz; Vijayender R. Nalla, University InHolland, *Netherlands*

The Impact of Ruminant Production on Household Income and Food Security in Ghana (330) Eric Naminse, University for Development Studies, *Ghana*

Session G4 Flint 18:00 - 18:45
CONSUMER ORIENTATION AND MARKETING

Moderator: Vincenzina Caputo, University of Bologna, *Italy*

Conjoint Analysis of Consumer Preferences for Lamb Meat in Central and Southwest Urban Albania (367) Drini Imami; Edvin Zhllima, Agriculture University of Tirana, *Albania*; Catherine Chan-Halbrendt; Quanguo Zhang, University of Hawaii at Manoa, *USA*

Consumers' Preferences for Apple Fruits in Tirana Market Using a Conjoint Analysis (378) Drini Imami; Engjell Skreli, Agriculture University of Tirana; Alban Jaupi; Arbi Fortuzi; Alban Cela, INSTAT; Tatjana Dishnica, Ministry of Agriculture, Food and Consumer Protection, *Albania*

Session G5 Basalt 18:00 - 18:45
CONSUMER ORIENTATION AND MARKETING

Moderator: Daniel Conforte, Massey University, *New Zealand*

Unsustainable Cooperatives: Lessons from Malawi (472) Daniel Conforte; Agnes Nkhoma, Massey University, *New Zealand*

Supply Chain Networks and its Consequences for Cooperatives and their Management (283) Jon Hanf; Erik Schweickert, University of Applied Sciences RheinMain; Vera Belaya, Leibniz Institute of Agricultural Development in Central and Eastern Europe, *Germany*

Session G6 Alabaster 1 18:00 - 18:45
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Mogos Teweldemedhin, Polytechnic of Namibia, *Namibia*

Making Decisions in Turbulent Times: An Analytical Framework and Decision Tools (436) Maud Roucan-Kane, Sam Houston State University; Michael Boehlje; Allan W. Gray; Jay T. Akridge, Purdue University, *USA*

Flex Financing: A New Insight on Rural Loan (302) Lucas Sciencia do Prado, Markestrat and Anhanguera University; Patricia Milan; Jose Guilherme Nogueira, FEARP/USP and Markestrat, *Brazil*

Session G7 Alabaster 2 18:00 - 18:45
CONSUMER ORIENTATION AND MARKETING

Moderator: Hamish Gow, Massey University, *New Zealand*

The Impact of Market Orientation on Farm Performance within a Dynamic Environment (430) Hamish Gow; Darryl Stretton, Massey University, *New Zealand*

Perspectives of the Brazilian Poultry Industry in the Chinese Consumer Market (402) Cesar Winck, University of West Santa Catarina; Miguelangelo Gianezini; Clandio Favarini Ruviano; Alex Leonardi; Cesar Augustus Techemayer; Mariana de Freitas Dewes; João Armando Dessimon Machado; Homero Dewes, Federal University of Rio Grande do Sul, *Brazil*



Tuesday, June 21, 2011

Session H1 Gold 1 08:00 - 09:00 FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Sudaryanto, University of Jember, *Indonesia*

Economic Feasibility of a Mobile Fast Pyrolysis System for Sustainable Bio-crude Oil Production (261) Marco Palma; James W Richardson; Luis A. Ribera; Joe Outlaw; Brad Roberson, Texas A&M University, *USA*

Impact of HACCP on US Seafood Exports (346) Sayed Saghaian; Xiaoqian Li, University of Kentucky, *USA*

Session H2 Gold 2 08:00 - 09:00 RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Jon Hanf, University of Applied Sciences Rhein Main, *Germany*

Role of Power in Managing Buyer-Supplier Relationships in Russian Agri-food Supply Chains (268) Jon Hanf, University of Applied Sciences RheinMain; Vera Belaya, Leibniz Institute of Agricultural Development, *Germany*

Networks and Their Goals' Implications for Strategic Chain Management (280) Jon Hanf, University of Applied Sciences Rhein Main, *Germany*; Taras Gagalyuk, Ukrainian Agribusiness Club, *Ukraine*

Session H3 Gold 3 08:00 - 09:00 RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Hans Nijhoff, Wageningen University, *Netherlands*

Stochastic Fault Tree Analysis for Agropark Appraisal (258) Lan Ge; Marcel van Asseldonk; Michiel van Galen, Wageningen University, *Netherlands*

Critical Success Factors for Contract Farming Arrangements: the Case of Ethiopia (267) Hans Nijhoff; Jacques Trienekens, Wageningen University, *Netherlands*

Session H4 Flint 08:00 - 09:00 CONSUMER ORIENTATION AND MARKETING

Moderator: Domenico Dentoni, Wageningen University, *Netherlands*

Direct and Indirect Effect of Credence Attributes on Consumers' Attitudes towards Beef Steak: Implications for Brand Advertising and Generic Promotion (415) Domenico Dentoni; Glynn T. Tonsor; Roger Calantone; H. Christopher Peterson, Michigan State University, *USA*

Factors Influencing Industry Uptake of Public-Private Research on Marketing: The Case of the Australian Seafood Cooperative Research Centre (423) Domenico Dentoni, Wageningen University, *Netherlands*; Francis English, University of Adelaide, *Australia*

Session H5 Basalt 08:00 - 09:00 CONSUMER ORIENTATION AND MARKETING

Moderator: Ernst Idsardi, North-West University, *South Africa*

Linking Farmers in India with Global Markets: A Case Study of Export Chains for Exotic Vegetables from Punjab State (460) Veena Goel, Punjab Agricultural University, *India*

Logistics Impact on Ethanol Competitiveness From New Production Areas in Goiás- Brazil (333) Lucas Sciencia do Prado, Markestrat and Anhanguera University; Isabela Grespan Teixeira; Jose Carlos Lima Jr.; Dr. Matheus Alberto, Consoli, FEARP/USP and Markestrat, *Brazil*

Session H6 Alabaster 1 08:00 - 09:00 HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Decio Zylberstein, University of São Paulo, *Brazil*

The Role of Cooperative Education and Participation of Members in the Performance of the Cooperative: Case Study of a Brazilian Agricultural Cooperative (281) Claudia Souza Passador; Monica Mendes, University of São Paulo, *Brazil*

How Does the Lack of Guarantees Influence Organizational Failures? Evidence from a Complex Food Chain (297)

Decio Zylbersztajn; Silvia Caleman, University of São Paulo, *Brazil*

Session H7 Alabaster 2 08:00 - 09:00 CONSUMER ORIENTATION AND MARKETING

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

Grupo Britt N.V (295) Esteban R. Brenes; Daniel Montoya, INCAE Business School, Costa Rica; Amitava Chattopadhyay, INSEAD Business School, *Singapore*

Consumer Acceptance of Functional Foods and Their Ingredients: Positioning Options for Innovations at the Borderline Between Foods and Drugs (351) Stefanie Bröring; Sabine Bornkessel, University of Applied Sciences Osnabrueck, *Germany*; Onno Omta, Wageningen University, *Netherlands*

SHORT BREAK 09:00 - 09:15

Session J1 Gold 1 09:15 - 10:30 FOOD SYSTEM TECHNOLOGY AND INNOVATION

Moderator: Stefanie Bröring, University of Applied Sciences Osnabrueck, *Germany*

Study Intention to Adopt ICT on Improving Sales Performance in Agribusiness: A Preliminary Study on Semeru Telecenter in Lumajang East Java (243) Sudaryanto; Septanty Kurnia Dewi, University of Jember, *Indonesia*

Network Types and their Importance for Knowledge Exchange and Innovation in the Agri- and Horticultural Sector (443) Evelien Lambrecht; Xavier Gellynck; Bianka Kühne, Ghent University, *Belgium*

Influence of Credit Constraints on Technical, Allocative and Efficiency in Peasant Farming in Bangladesh (277) John Sumelius; Timo Sipiläinen; K.M. Zahidul Islam, University of Helsinki, *Finland*

Session J3 Gold 3 09:15 - 10:30 RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Blessing Maumbe, West Virginia University, *USA*

Agri-Food Cluster Intervention: The "EPECA" Method (453) Hernan Palau; Sebastian Ignacio Senesi; Facundo Neyra; Gustavo Napolitano, University of Buenos Aires, *Argentina*

Logistics Network for Short-distance Sea Transport of Horticultural Produce from the Southeast of Spain (260) Juan Carlos Perez-Mesa; Emiliio Galdeano-Gomez; Jose Angel Aznar-Sanchez, University of Almeria, *Spain*

Back to the Future? Changing Food Habits Using Food Community Networks (481) Stefano Pascucci, Wageningen University, *Netherlands*

Session J4 Flint 09:15 - 10:30
CONSUMER ORIENTATION AND MARKETING

Moderator: Esteban Brenes, INCAE Business School, *Costa Rica*

Government Policy Roles in Food and Agricultural Marketing (425) Walter J. Armbruster, Farm Foundation; Ronald D. Knutson, Texas A&M University, *USA*

Challenges for Farm Inputs Companies in Implementation of Customer Relationship Management in the Sugarcane Industry (337) Lucas Sciencia do Prado, Markestrat and Anhanguera University; Luciano Thomé Castro, Markestrat and FGV; Mairun Junquiera Alves Pinto; Matheus Alberto Consoli, FEARP/USP and Markestrat, *Brazil*

Session J5 Basalt 09:15 - 10:30
CONSUMER ORIENTATION AND MARKETING

Moderator: Prabakar Chandrahasan, Annamalai University, *India*

Managing Supply Risks in China's Food Industry: The Buyer's Problem (445) Peter Goldsmith, University of Illinois at Urbana-Champaign, *USA*; Tsung-Yin Lin, LNT Corp., *Taiwan*

Recognizing Constraints and Perceptions Influencing Agricultural Fair Attendance in the United States (377) Jay Lillywhite; Jennifer Simonsen; Ram Acharya, New Mexico State University, *USA*

Growth Potential in the Organic Foods Market of a Developing Country (250) Jay Lillywhite; Jennifer Simonsen, New Mexico State University, *USA*; Mohammad Al-Oun, Jordan Badia Research & Development Centre, *Jordan*

Session J7 Alabaster 2 09:15 - 10:30
CONSUMER ORIENTATION AND MARKETING
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Jabir Ali, Indian Institute of Management Lucknow, *India*

Marketing Advisory Services, Inc. (474) Dennis Conley, University of Nebraska - Lincoln, *USA*

A Sustainable Value Chain Analysis of a Lamb About Town to WalMart (328) Simon Fraval, Farm Services Victoria; Nicki Marks, Department of Primary Industries; Brad Ridoutt, CSIRO, *Australia*; Andrew Fearne, University of Kent, *UK*

Market Oriented-Cattle Traceability in the Brazilian Legal Amazon (309) Miguelangelo Gianezini; Alex Leonardi; Cesar Augustus Techemayer; Mariana Dewes; Homero Dewes; Clandio Ruviaro; Cesar A. Winck, University of West Santa Catarina, *Brazil*

Session J8 Platinum Ballroom 09:15 - 11:15
HARVARD STYLE TEACHING CASE 3

Moderator: Melanie Lang, University of Guelph, *Canada* and Jose Antonio Boccherini, *Spain*

The VION Food Group: Riding the Waves of Change in the European Meat Industry (480) Martijn Rademakers, Center for Strategy & Leadership, *Netherlands*

Platinum Foyer
NETWORKING BREAK 10:30 - 11:00

Session K1 Gold 1 11:00 - 12:15
INNOVATION IN THE AGRI-FOOD SECTOR
Discussion Session 1

Moderator: Patricia Wolf, Lucerne University of Applied Sciences and Arts, *Switzerland*

Stimulation of Network Learning and Innovation in the Agri-food Sector (364) Evelien Lambrecht; Xavier Gellynck, Ghent University, *Belgium*; Onno Omta, Frances Fortuin, Wageningen University, *Netherlands*; Denmark; Irene Monasterolo, University of Bologna, *Italy*;

Session K2 Gold 2 11:00 - 12:15
CONSUMER ORIENTATION AND MARKETING

Moderator: Melanie Lang, University of Guelph, *Canada*

Ten Conversations about Information Needs and Coordination in the Argentinean What Supply Chain (413) Laura Donnet, International Maize and Wheat Improvement Center, *Mexico*

Adoption of Organic and Fair-trade Certification in the Citrus Fruit Chain in Brazil (245) Andréa Dorr; Maykell Leite da Costa; Aline Zulian; Jaqueline Carla Guse, Federal University of Santa Maria, *Brazil*

Ontario Farm Direct-Marketing Assessment (414) Melanie Lang; Andreas Boecker, University of Guelph, *Canada*

Session K3 Gold 3 11:00 - 12:15
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Eduardo Eugenio Spers, University of São Paulo, *Brazil*

Social Capital as a Production Factor in Agribusiness Systems in Argentina. A Comparative Analysis of the Poultry, Wine and Beef Systems (451) Sebastián Senesi; Raul Perez San Martin; Hernan Palau; Fernando Vilella, University of Buenos Aires, *Argentina*

Different Institutional Environments in Organic: the Difference in Organic Certification Laws between Brazil and the USA (409) Eduardo Eugenio Spers; Maria Sylvia Macchione Saes; Christiano França da Cunha, University of São Paulo, *Brazil*

The Perception of Consumers about Origin, Sustainability and Food Safety Attributes in a Retailer in Brazil (369) Eduardo Eugenio Spers; Christiano França da Cunha, University of São Paulo, *Brazil*

Session K4 Flint 11:00 - 12:15
CONSUMER ORIENTATION AND MARKETING
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Julian Briz, Universidad Politicnica de Madrid, *Spain*

Comparative Economic Analysis of Conservation Agricultural Practices in Tribal Villages in India (442) Cynthia Lai; Catherine Chan-Halbrendt; Jacqueline Halbrendt; Chittaranjan Ray; Travis Idol; Carl Evensen, University of Hawaii at Manoa, *USA*; Pravat Roul, Orissa University of Agriculture and Technology, *India*

Marketing Strategies Contributing Regional Welfare: Evidence from the Kona Coffee Industry in Hawaii (424) Tadayoshi Masuda, Research Institute for Humanity and Nature, *Japan*; John F. Yanagida; H.C. "Skip" Bittenbender; Kent D. Fleming; Virginia Easton-Smith, University of Hawaii, *USA*

Consumer Preferences for Social Cause Differentiation in Cooking Oils (383) Shawna McLain; Carlos Mayen; Jay Lillywhite; Ram Acharya; William Gorman, New Mexico State University, *USA*

Session K5 Basalt 11:00 - 12:15
CONSUMER ORIENTATION AND MARKETING

Moderator: Jacques Trienekens, Wageningen University, *Netherlands*

Exploring World Markets for Indian Organic Produce: Potential and Challenges (342) Surendra Singh, Tennessee State University, *USA*; Balraj Sikka; Ashutosh Singh, G.B. Pant University of Agri.& Technology, *India*

Reduction of Transaction Cost within the South African Potato Processing Industry (255) Dirk Strydom; Lize Terblanche, University of the Free State, *South Africa*

Identification of the Forces that Determine Competitiveness in the South African Potato Industry (376) Lindie Stroebel, Agricultural Business Chamber; Andre Jooste; Louise Swart, National Agricultural Marketing Council; Pieter Van Zyl, Potatoes South Africa, *South Africa*

Session K6 Alabaster 1 11:00 - 12:15
CONSUMER ORIENTATION AND MARKETING

Moderator: Elena Garnevska, Massey University, *New Zealand*

Horticulture Marketing Development Prospects in Indonesia (262) Lukman Adam, Research Center for Data Processing and Information, House of Reps, *Indonesia*

Advertising for Fresh Fruits and Vegetables: An Analysis of Four Retail Banners in Canada (437) Andreas Boecker; Jonathan So, University of Guelph, *Canada*

Gender Differences in Attitudes Toward Convenience Foods: A Multicultural Study (462) Sylvain Charlebois, University of Guelph, *Canada*

Session K7 Alabaster 2 11:00 - 12:15
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

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

Agribusiness Stakeholders in Global Environmental Sustainability Conflict: The Case of Climate Changes and Bionergy of Brazil (228) Denise Barros de Azevedo, University of Anhanguera-Uniderp; Eugenio Ávila Pedrozo, Federal University of Rio Grande do Sul; Guilherme Cunha Malafaia, Caxias do Sul University and EMBRAPA, *Brazil*

Environmental Impact, Export Intensity and Productivity Interactions in Agri-Food Sector of South-east Spain (244) Emilio Galdeano-Gomez; Juan Carlos Perez-Mesa; Jose Angel Aznar-Sanchez; Angeles Godoy-Duran, University of Almeria, *Spain*

Platinum Foyer and Ballroom 2
LUNCH 12:15 - 13:30



Session L1 Gold 1 13:45 - 15:00
TRANSPARENCY IN THE FOOD CHAIN
Discussion Session 2

Moderator: Jon Hanf, University of Applied Sciences Rhein Main, *Germany*

Transparency in the Food Chain (448) András Sebok; Attila Bercezeli, Campden BRI Magyarorszag, *Hungary*; Jon Hanf, University of Applied Sciences Rhein Main, *Germany*; Katrien Van Lembergen; Adrienn Molnár; Evelien Lambrecht, Ghent University, *Belgium*; Karin Östergren; Ulf Sonesson, The Swedish Institute for Food and Biotechnology, *Sweden*; Daniel Martini; Martin Kunisch, The Association for Technology and Structures in Agriculture, *Germany*

Session L2 Gold 2 13:45 - 15:00
GETTING YOUR RESEARCH PUBLISHED

Moderator: Peter D. Goldsmith, Executive Editor, IFAMR

Dr. Goldsmith shares the formula for getting your research published in an international journal.

Session L3 Gold 3 13:45 - 15:00
RESPONSIBLE FOOD SUPPLY SYSTEMS
CONSUMER ORIENTATION AND MARKETING

Moderator: Antonio Padula, Federal University at Porto Alegre, *Brazil*

Fruit and Vegetable Supply Systems for Caribbean Tourist Areas: A Comparative Analysis of Cuba and the Dominican Republic (270) Isabel de Felipe; Teresa Briz; Julian Briz, Technical University of Madrid, *Spain*

Impacts of Fast Food and the Food Retail Environment on Overweight and Obesity in China: A Multilevel Latent Class Cluster Approach (246) Xiaoyong Zhang; Ivo van der Lans; Hans Dagevos, LEI, Wageningen University, *Netherlands*

Consumer Preferences for Table Olives in Tirana (361) Edvin Zhllima; Arben Vercuni; Elvina Merkaj; Irma Qinami; Drini Imami, Agriculture University of Tirana, *Albania*; Catherine Chan-Halbrendt, University of Hawaii at Manoa, *USA*

Session L4 Flint 13:45 - 15:00
HUMAN CAPITAL AND MANAGEMENT ISSUES

Moderator: Francis Declerck, ESSEC Business School Paris-Singapore, *France*

Cooperation or non Cooperation? An Alternative for Increasing Farmer's Income (326) Denisa Pipera; Bahri Musabelliu; Ilir Kapaj, Agriculture University of Tirana, *Albania*

The Effect of Perceptions of Economic Conditions on the Job Expectations of Agribusiness Students (461) Carol Sexton, California Polytechnic State University; Eivis Qenani-Petrela, California Polytechnic State University, *USA*

Session L5 Basalt 13:45 - 15:00
HUMAN CAPITAL AND MANAGEMENT ISSUES
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Aidan Connolly, Alltech Biotechnology, *USA*

Developing Talent within an Agribusiness Corporation: Alltech's Example of a Career Path for Promising Executives (271) Aidan Connolly, Alltech Biotechnology, *USA*; Kevin Tuck, Alltech, Ireland; Levente L Gati, Alltech, *Hungary*

Alltech Angus and Kentucky Proud: Leveraging Nutrigenomics Technology into Farmer Profits (353) Aidan Connolly; Geoff Frank, Alltech Biotechnology, USA

Re-Writing the Sponsorship Textbook: Value for Agribusiness (456) Aidan Connolly; Mark Lyons; Catherine Keogh, Alltech Biotechnology, USA

Session L6 Alabaster 1 13:45 - 15:00
RESPONSIBLE FOOD SUPPLY SYSTEMS

Moderator: Getachew Abatekassa, Michigan State University, USA

Domestic Fair Trade Initiatives in the German and Austrian Dairy Sector (272) Klaus Menrad; Agnes Klein, Weihenstephan-Triesdorf University of Applied Sciences and Straubing Center, Germany

Value Adding and Sustainable Contracts in the Bottled Tawilis Supply Chain of Lake Taal, Philippines (248) Jacques Trienekens; J. Bijman, Wageningen University, Netherlands; C. Almazan, Philippine Council for Aquatic and Marine Research and Development, Philippines

Participatory Action Research as a Tool to Create Actionable Knowledge in the Food Supply Chain (358) Getachew Abatekassa, Michigan State University, USA

Session L7 Alabaster 2 13:45 - 15:00
HUMAN CAPITAL AND MANAGEMENT ISSUES
FOOD SYSTEM ENVIRONMENTAL CONFLICTS

Moderator: Michael Gunderson, University of Florida, USA

The Starting Block: A Case Study of an Incubator Kitchen (478) Jennifer Buckley; H. Christopher Peterson; Jim Bingen, Michigan State University, USA

Agri-food Exports and Environmental Impacts in the Peruvian Coast: Proposal of Sustainable Water Management in the Ica Valley (396) Eric Rendon Schneir, K.U. Leuven, Belgium

Back to the Basic: Sea Farm Group Case Study (289) Marcos Vega, Escuela Agrícola Panamericana, Honduras

Platinum Foyer Tuesday, June 21 15:00 - 16:00
POSTER RECEPTION



Leavey School of Business



STUDENT CASE COMPETITION

Ten teams from around the world will compete in the 2011 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. Two teams will advance to a final round on Tuesday, June 21, 2011, and are given an additional issue to address. The winners are announced at the Symposium closing following the final phase of the Competition on Tuesday.

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 leaders "think on their feet".

Gold 2 Sunday, June 19, 2011
STUDENT CASE COMPETITION PRELIMINARIES

12:30 University of Guelph Team
13:00 Purdue University
13:30 INHolland University
14:00 New Mexico State Team #1
14:30 ICARE Foundation
15:00 Santa Clara University
15:30 NAMC Team
16:00 New Mexico State Team #2
16:30 Kansas State University
17:00 University of Minnesota
17:30 Final judging and deliberations

19:00 SCC Group Photo - SCC Finalists Announced (Platinum Foyer Stairs)

19:00 Student Social Champions Sports Bar (Marriott Lobby)

Platinum Ballroom 1 Tuesday, June 21, 2011
STUDENT CASE COMPETITION FINALS

16:00 Opening Remarks
16:10 Finalist Team #1
16:40 Finalist Team #2

Platinum Ballroom 1 17:00 - 17:30
SYMPOSIUM CLOSING

Symposium wrap up and Student Case Competition and Best Paper Competition winners announced

17:00 Symposium Wrap Up
17:30 Student Case Competition Announced

POSTER DISPLAYS

Preferences of the Food Processing Industry for Agricultural Commodities: A Conjoint Analysis (238) Irene Boesch, ETH Zurich, *Switzerland*

The Steve Aronson Chair of Strategy and Agribusiness (301) Esteban R. Brenes; Daniel Montoya, INCAE Business School, *Costa Rica*

Marketing Price Transmission Analysis in the Iranian Rice Market (466) Mohammad Chalajour, Islamic Azad University, Roudehen Branch; Yaser Feizabadi, Islamic Azad University, Qaemshahr Branch, *Iran*

Structural change in the production of D.O.Ca Rioja (331) Jaime de Pablo Valenciano; Estefania Montoya Cruz; Isabel Maria Roman Sanchez, University of Almeria, *Spain*

Shopping in the Countryside: Why Farm Shops Attract Consumers? (292) Mariët de Winter; A. Roest; Daniel de Jong; Jan Hendrik Kamstra, Wageningen University, *Netherlands*

Strategies Adopted by Agro-Industry Complex of Soybean Players in Paraguay (251) Andréa Dorr; Maykell Leite da Costa; Marcos Alves dos Reys, Federal University of Santa Maria, *Brazil*

Study of Price Transmission of Rice Production in Iranian Markets (465) Yaser Feizabadi, Islamic Azad University, Qaemshahr Branch; Mohammad Chalajour, Islamic Azad University, Roudehen Branch, *Iran*

Reconfiguring Supply Schemes in the Cocoa Value Chain: Organic Chocolate from Honduras for the Swiss Market (276) Ingrid Fromm, Swiss College of Agriculture, *Switzerland*

Criteria for Assessing Corporate Responsibility in the Food Supply Chain (332) Maija Järvinen; Inkeri S Pesonen; Lotta K Jalkanen; Sari Forsman-Hugg; Laura Koistinen; Juha-Matti Katajuuri, MTT Agrifood Research; Kukka-Maaria Ulvila, JYO University of Jyväskylä; Johanna Mäkelä; Katja Järvelä, KTK National Consumer Research Centre, *Finland*

U.S. Corn Ethanol Policies: Review and Assessment (259) Eric Jessup; Ken Casavant, Washington State University, *USA*

Are New Zealand Sheep and Beef Farmers a Dying Breed? (492) Nic Lees, Lincoln University, *New Zealand*

Economic Feasibility of Biodiesel Production using Camelina in New Mexico (300) Jay Lillywhite; Jennifer Simonsen; Landon Fowler, New Mexico State University, *USA*

Perceptions Toward Western U.S. Outdoor Recreation Sites: An Example Using State & National Parks, Forests, & Wilderness Areas (249) Jay Lillywhite; Jennifer Simonsen, New Mexico State University, *USA*

Cotton Marketing Since the Launch of the Fast Track Land Reform in Zimbabwe: An Analysis of Changes in Marketed Surplus, Marketing Channels, and Market Relationships (387) Ajuruchukwu Obi; Binganidzo Muchara, University of Fort Hare, *South Africa*

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