



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY



Co-Hosts

2012 World Symposium

Le Royal Méridien Hotel • June 11-12, 2012

Shanghai, China

Monday, June 11, 2012

Session A1 Paris 8:00 - 10:00 HARVARD STYLE TEACHING CASE 1

Moderator: Jose Antonio Boccherini, Instituto Internacional San Telmo, *Spain*

Scaling Up From Smallholder Agriculture in China, North Branch River (643) Kevin Kimle, Iowa State University, *USA*; Hongdong Guo, Zhejiang University, *China*

Session A2 Parlour 2 8:00 - 09:00 MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Hernán Palau, University of Buenos Aires, *Argentina*

Measuring Sustainability in the Agri-Food Sector: BASF's Ag-Balance Analysis (636) Markus Frank, BASF SE, *Germany*

An Analysis of the Argentine Potato Chain: Structure, Features and Quantification (692) Hernán Palau; Fernando Vilella; Sebastián Senesi; Evangelina Dulce; Marcos Daziano; Gustavo Napolitano, Food and Agribusiness Program-FAUBA, *Argentina*

Session A3 Parlour 3 8:00 - 09:00 GLOBAL FOOD AVAILABILITY, COST, TRADE, SECURITY AND SAFETY

Moderator: Marta Wlondarz, Texas A&M University, *USA*

Alternative Agri-food Networks (AAFNs) to Enhance Food Safety in China (586) Jun Cao, Texas A&M University, *China*

Study on Strategic Cooperation Between Producing Area and Marketing Area about Healthy Breeding Industry of Live Pigs in China (754) Liu Qing; Chen Liming; Xiao Ningjing; Li Hui; Lu Fengjun, China Agricultural University, *China*

Session A4 Parlour 4 8:00 - 09:00 ENVIRONMENTAL TENSIONS AND CAPABILITIES IN THE MODERN FOOD CHAIN

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

Agriculture Producer Responses to Government-Funded Conservation Programs to Address Water Quality (565) Wuyang Hu; Jack Schieffer, University of Kentucky, *USA*; Aiqin Xia, Qingdao Technological University, *China*

Interdependent International Relations and the Expansion of the Production and Consumption of Biofuels: The Case of Brazilian Ethanol (567) Antonio Padula; Paloma Mattos, Federal University at Porto Alegre, *Brazil*

Session A5 Parlour 5 8:00 - 09:00 HUMAN CAPITAL DEVELOPMENT TO MEET AGRIBUSINESS NEEDS

Moderator: Oecon Per Engelseth, Molde University, *Norway*

QUARISMA - Joint Model for Academic Quality Management Qualification in Food Chains (638)

Susanne Lehnert; Pieter Luning, Wageningen University, *The Netherlands*; Stefanie Bruckner, University of Bonn, *Germany*; Jana-Christina Gawron; Karin Weltring, DGQ e.V., *Germany*

Developing Discourse on Product Value to Attain Agile Food Networks (550) Oecon Per Engelseth, Molde University, *Norway*

Session A6 Grand Ballroom 4 8:00 - 09:00 MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Stefano Pascucci, Wageningen University, *Netherlands*

Pollo Campero in the United States (572) Esteban R. Brenes, Daniel Montoya, INCAE Business School, *Costa Rica*; Amitava Chattopadhyay, INSEAD Business School, *Singapore*

Venture Creation Radical Innovation (738) Stefano Pascucci, Wageningen University, *The Netherlands*

Session A7 Grand Ballroom 3 8:00 - 09:00 MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Roberto Feeney, Austral University, *Argentina*

Strategic Agenda for Brazilian Agricultural Dealers (590)

Lucas Prado, Rodrigo Afonso, Matheus Alberto Consoli, Markestrat Research Center, *Brazil*; Eduardo Simprini, Markestrat Research Center - UNESP, *Brazil*

Agricultural Capital Equipment Segmentation in Argentina (545) Roberto Feeney, Austral University, *Argentina*

Session A8 Grand Ballroom 3 8:00 - 09:00 CUSTOMER ORIENTATION AND MARKETING

Moderator: Maggie Kisaka - Lwayo, University of Fort Hare, *South Africa*

Post-Migration Food Habits and its Implications on Marketing: The Case of Sri Lankans Living in NSW, Australia (536)

Anoma Ariyawardana, University of Queensland, *Australia*; Ravindra Samarasinghe, University of Peradeniya, *Sri Lanka*

Consumer Preference and Consumption of Organic Products in the Eastern Cape Province of South Africa (726)

Maggie Kisaka-Lwayo, Ajuruchukwu Obi, University of Fort Hare, *South Africa*

Session A9 Grand Ballroom 1 8:00 - 09:00
**COMMODITY PRICE VOLATILITY:
 CAUSES, ISSUES AND SOLUTIONS**

Moderator: Theepakorn Jithitikulchai, Texas A&M University, *USA*

Global Commodities Price Volatility (745)

Theepakorn Jithitikulchai, Texas A&M University, *Thailand*;
 Jing Xu, Texas A&M University, *China*

Issues and Policy Solutions to Commodity Price Volatility in the European Union (597) Beatriz Velazquez, Monika Tothova, European Commission, Directorate for Agriculture and Rural Development, *Belgium*

SHORT BREAK 9:00 - 09:15

Session B2 Parlour 2 9:15 - 10:30
**DEVELOPMENT OF FOOD AND
 AGRIBUSINESS SECTORS IN CHINA**

Moderator: David Sparling, The University of Western Ontario, *Canada*

China's Meat & Egg Production and Soybean Meal Demand For Feed: An Elasticity Analysis and Long-term Projections (722)

Best Paper Finalist Tadayoshi Masuda, Research Institute for Humanity & Nature, *Japan*, Peter Goldsmith, Univ. of Illinois, *USA*

An Analysis of Consumer Attitudes to Food Safety for Fresh Produce in Urban China (527)

Brian Revell, Harper Adams University College, *UK*

Can Premium Brand Beat Private Label Innovation? (697)

Onno Omta, Wageningen University, *The Netherlands*

Session B3 Parlour 3 9:15 - 10:30
**GLOBAL FOOD AVAILABILITY, COST, TRADE,
 SECURITY AND SAFETY**

Moderator: Marcos Fava Neves, Markestrat Research Center - FEARP/USP, *Brazil*

Building U.S. Exports: One BRIC at a Time (731)

Jason Henderson, Federal Reserve Bank of Kansas City, *USA*

Impact of Depreciating Exchange Rate on U.S. Produce Trade (688)

Ram Acharya, New Mexico State University, *USA*

Mapping and Quantification of the Beef Chain in Brazil (651)

Marcos Fava Neves, Vinicius Trombin, Rafael Kalaki, Tássia Gerbasi, Markestrat Research Center - FEARP/USP, *Brazil*

Session B4 Parlour 4 9:15 - 10:30
**TECHNOLOGY AND INNOVATION IN FOOD
 AND AGRIBUSINESS VALUE CHAINS**

Moderator: Kobus Laubscher, KAMAC, *South Africa*

Segmenting Consumers of Tomato in Nepal: Implications for Value Chain Development (613) Rajendra Adhikari, Ray Collins, Ximing Sun, University of Queensland, *Australia*

The Impact of Mass Spraying Programme on Cocoa Production in Ghana. (556) Eric Naminse, Michael Fosu, Yussif Nongyenge, University for Development Studies, *Ghana*

Food Availability in the Far North of Republic Sakha (Yakutia) (589) Valentina Mikhaylova, Igor Sergeev, Yakutsk State Univ. *Russia*

Session B5 Parlour 5 9:15 - 10:30
**HUMAN CAPITAL DEVELOPMENT TO MEET
 AGRIBUSINESS NEEDS**

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

Need for Training the Workforce on Climate Change and Business Sustainability (715) Jabir Ali, Sushil Kumar, Indian Institute of Management Lucknow, *India*

Walking the Chain: Training Stakeholders From Developing Countries in Agrifood Supply Chain Management (566)

Ray Collins, Tim Sun, The University of Queensland, *Australia*

Understanding Farmer's Perception to Environmentally Sustainable Practices for Enhanced Food Security Using Fuzzy Cognitive Mapping (682) Jacqueline Halbrendt, Steven Gray, Catherine Chan-Halbrendt, Linsey Shariq, University of Hawaii at Manoa, *USA*
 Bir Bahadur Tamang, LIBIRD, *Nepal*

Session B6 Grand Ballroom 4 9:15 - 10:30
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Vera Bitsch, Technical University of Munich, *Germany*

The Influence of Networking and Absorptive Capacity on the Innovativeness of Farmers in the Dutch Pork Sector (543)

Best Paper Finalist Jacques Trienekens, Mersiha Tepic, Robert Hoste, Onno Omta, Wageningen University, *The Netherlands*

Uncertainty as a Key Decision Factor: Evidence from the Interaction Between Farmers and Processors in the Frozen Vegetable Agribusiness in Argentina (618)

Hernán Palau, Marcos Danziano, Sebastián Senesi, Evangelina Dulce, Food and Agribusiness Program-FAUBA, *Argentina*

Defensive or Offensive Motivation of Associative Groups in Citrus and Honey Growers in Argentina (711)

Fernando Moggi, Sebastián Senesi, Hernán Palau, Food and Agribusiness Program-FAUBA, *Argentina*; Alberto Verasay, Juan Almiron, PROSAP, *Argentina*

Session B7 Grand Ballroom 3 9:15 - 10:30
CUSTOMER ORIENTATION AND MARKETING

Moderator: Xiaoyong Zhang, Wageningen University and Research Centre, *Netherlands*

Testing for a Change in Consumer Tastes for Fresh Fruits and Vegetables: A Structural Latent Variable Approach (689)

Ram Acharya, New Mexico State University, *USA*

Value Orientation, Environment Belief and Sustainable Food Consumption Behavior in China (594)

Xiao-Yong Zhang, Wageningen University and Research Centre, *The Netherlands*

Pairing Vegetables and Wine - Relationships between Taste, Lifestyle and Marketing Strategies (570)

Robert Bergman, Peter Batt, Curtin University, *Australia*

Session B8 Grand Ballroom 2 9:15 - 10:30
CUSTOMER ORIENTATION AND MARKETING

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

The Role of Motivation in Maintaining Dietary Health (588)
 Michael Lindbloom, Kansas State University, *USA*; Wanki Moon, Ira Altman, Southern Illinois University, *USA*

Is Perception Reality: Assessing the Differences in Perceived and Actual Health Status (620) Vincent Amanor-Boadu, Kara Ross, Kansas State University, *USA*

What Do Consumer Think about Food Safety in Nanjing, China (579) Aijun Liu, Yuehong Chen, Lang Xu, Nanjing Agricultural University, *China*; Peter Batt, Curtin University, *Australia*

Session B9 Grand Ballroom 1 9:15 - 10:30
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: R. Brent Ross, Michigan State University, *USA*

Too Legit to Fail? Identifying the Influence of Legitimacy on the Success and Survival of Cool Climate Wine Producers (659)
 Adam Lovgren, R. Brent Ross, Michigan State University, *USA*; Fabio Chaddad, University of Missouri-Columbia, *USA*; Miguel I. Gomez, Cornell University, *USA*

Too Legit to Fail? The Role of Legitimacy on the Performance of Entrepreneurial Ventures in Emerging Agri-Food Industries (677)
 R. Brent Ross, Adam Lovgren, Michigan State University, *USA* ; Fabio Chaddad, University of Missouri-Columbia, *USA*; Miguel Gomez, Cornell University, *USA*

Cooperative Consortium Agroatirro: Combining Social and Economic Goals (634) Daniel Montoya, Felipe Perez, Milton Arguedas, INCAE Business School, *Costa Rica*

NETWORKING BREAK 10:30 - 11:15

Session C1 Paris 11:15 - 12:30
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Nic Lees, Lincoln University, *New Zealand*

Multi-Stakeholder Interaction as a Source for Sustainable Development: Elements Determining Firms 'Stakeholder Dialogue' and 'Knowledge Integration' Capabilities (558)
 Margreeth Veldhuizen, Vincent Blok, Domenico Dentoni, Wageningen University, *The Netherlands*

Using Industry Interactions to Enhance Experiential Learning in Undergraduate Agribusiness Curricula (747)
 Meredith Blumthal, University of Illinois, *USA*; Eric Micheels, University of Saskatchewan, *Canada*

Changing Attitudes to Agribusiness Industries in New Zealand (720) Nic Lees, Lincoln University, *New Zealand*

Session C2 Parlour 2 11:15 - 12:30
ENVIRONMENTAL TENSIONS AND CAPABILITIES IN THE MODERN FOOD CHAIN

Moderator: DeeVon Bailey, Utah State University, *USA*

Strategies for a More Carbon-Friendly Coffee Value Chain: The Case of Costa Rica's AAA Coffee (675) Lloyd Rivera, Bernard Kilian, Melissa Soto, Lawrence Pratt, INCAE Business School, *Costa Rica*

Identified Opportunities and Challenges in CSR Certification-The Case of CSC9000T in China's Textile Industry (559)
 Tingting Chen, Swedish University of Agricultural Science, *China*; Cecilia Mark-Herbert, Swedish University of Agricultural Sciences, *Sweden*

Chinese Consumer Preference and Willingness to Pay for Fair Trade Coffee (547) Wuyang Hu, Shang-Ho Yang , University of Kentucky, *USA*; Huanda Guan, Ping Qing, Huazhong Agricultural Univ., *China*; Yun Liu, Zhongnan University, *China*

Session C3 Parlour 3 11:15 - 12:30
GLOBAL FOOD AVAILABILITY, COST, TRADE, SECURITY AND SAFETY

Moderator: Walt Armbruster, Farm Foundation, *USA*

How to Treat Farmers Fairly? - Results of a Farmer Survey (637) *Best Paper Finalist* Anneke Hellberg-Bahr, Achim Spiller, Georg-August University Goettingen, *Germany*

Farm Diversification - A Target of the Common Agricultural Policy? (601) Nina Hyttiä, University of Helsinki, *Finland*

Competitiveness of the Orange Juice Chain in Brazil (650)
 Marcos Fava Neves, Vinicius Trombin, Refael Kalaki, Frederico Lopes, Markestrat Research Center - FEARP/USP, *Brazil*

Session C4 Parlour 4 11:15 - 12:30
GLOBAL FOOD AVAILABILITY, COST, TRADE, SECURITY AND SAFETY

Moderator: Hernán Palau, University of Buenos Aires, *Argentina*

Food Costs for Low-Income Families in Santa Clara County, California (725) Michael Harwood, Gregory Baker, Santa Clara University, *USA*

Animal Welfare: Threat or Opportunity for Business? (625)
 Hernán Palau, Sebastián Senesi, Marcos Danziano, Food and Agribusiness Program-FAUBA, *Argentina*

Ontario Apple Industry: Assess Competitiveness by Understanding the Voice of Customer (669) Sylvain Charlebois, Dhaval Shukla, University of Guelph, *Canada*



Session C5 Parlour 5 11:15 - 12:30
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: R. Brent Ross, Michigan State University, *USA*

Identifying Paths of SMEs Pursuing International Buyers, and the Influence of Third Parties: Cases from Latin American Agri-Food SMEs (581) Miguel Leon Solorzano, Domenico Dentoni, Wageningen University, *The Netherlands*; Daniel Montoya, INCAE Business School, *Costa Rica*

Patterns of Vertical Integration and Market Orientation in Small Family Dairy Farms in Latin America: Three Case Studies in Nicaragua, Ecuador and Paraguay. (721) Alejandro Galetto, Austral University, *Argentina*; Michael Cook, University of Missouri, *USA*

The Vallidal Strawberry Case (564) Oecon Per Engelseth, Aalesund University College, *Norway*; Scient Aksel Døving, Landbruk Nordvest, *Norway*

Session C6 Grand Ballroom 4 11:15 - 12:30
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Birgit Schulze, Christian-Albrechts-University Kiel, *Germany*

To Certify or Not to Certify? Decomposing the Organic Production and Certification Decisions. (538) Michael Veldstra, Corinne Alexander, Maria Marshall, Ariana Torres, Purdue University, *USA*

Adoption of HACCP Food Safety Metasystem by Agri-Food Processing Enterprises in Sri Lanka : An Empirical Assessment on Incentives for Firms to Act (592) Menuka Udugama, Udith Jayasinghe-Mudalige, Ikram Mohideen, Wayamba University of Sri Lanka, *Sri Lanka*

AMOR -Improving Inspection Strategies in Agri-Food Supply Chains (608) Juliane Lang, Brigitte Petersen, University of Bonn, *Germany*

Session C7 Grand Ballroom 3 11:15 - 12:30
CUSTOMER ORIENTATION AND MARKETING

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

"To Make or to Buy", is This the Question? Testing Making or Buying Decisions to Explain Innovation Sourcing Strategies in the Food Sector (737) *Best Paper Finalist* Stefano Pascucci, Wageningen University, *The Netherlands*

Organic Produces In Brazil: From An Ideological Start To A Market Choice (577) Antonio Padula, Dionéia Dalcin, João Batista de Freitas, Homero Dewes, Federal University of Rio Grande Do Sul, *Brazil*

Visitor Preferences Toward Campfires in National Forest Developed Campgrounds (626) Jay Lillywhite, New Mexico State University, *USA*



Session C8 Grand Ballroom 2 11:15 - 12:30
CUSTOMER ORIENTATION AND MARKETING

Moderator: Surendra Singh, Tennessee State University, *USA*

Sri Lankan Consumer Preference for Red Lentils: A Conjoint Approach (585) Anoma Ariyawardana, Allan Lisle, University of Queensland, *Australia*; Ramu Govindasamy, Rutgers University, *USA*; L.H.P. Gunaratne, University of Peradeniya, *Sri Lanka*

Consumers' Preferences and their Willingness to Pay for Juice with Different Packaging Options in Selected European Countries (609) Stefan Kurka, Klaus Menrad, Straubing Center of Science, *Germany*

Consumers' Willingness to Pay More for Ethnic Greens and Herbs: An Econometrics Framework (713) Ramu Govindasamy, Rutgers University, *USA*; Venkata Puduri, Independent Consultant, *USA*

Session C9 Grand Ballroom 1 11:15 - 12:30
COMMODITY PRICE VOLATILITY: CAUSES, ISSUES AND SOLUTIONS

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

Food Price Volatility: Multivariate Analysis (746) Theepakorn Jithitikulchai, Texas A&M University, *Thailand*; Ariun Ishdorj, Texas A&M University, *Mongolia*

Commodity Food Price Volatility - A Problem, A Necessity, and Cause for Reform (716) John Williams, Australian Food Security Institute, *Australia*

Food Crisis Induced Swings in the Role of Public Interventions in Indian Food Markets: Recent Experiences (690) Veena Goel, Punjab Agricultural University, *India*

LUNCH Level 8 12:30 - 1:30

Session D1 Paris 1:30 - 3:30
HARVARD STYLE TEACHING CASE 2

Moderator: Jose Antonio Boccherini, Instituto Internacional San Telmo, *Spain*

Super Selectos: Wining the War against Wal-Mart? (574) Daniel Montoya, Esteban R. Brenes, INCAE Business School, *Costa Rica*

Session D2 Parlour 2 1:30 - 2:30
DEVELOPMENT OF FOOD AND AGRIBUSINESS SECTORS IN CHINA

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

Globalisation of Chinese Food and Agribusiness: Direct Foreign Investment in the New Zealand Dairy Industry (672) Nic Lees, Lincoln University, *New Zealand*

Exporting New Zealand Wine to China: Opportunities and Challenges (584) Elena Garnevska, Runhua Xia, Daniel Conforte, Massey University, *New Zealand*

Session D3 Parlour 3 1:30 - 2:30
**GLOBAL FOOD AVAILABILITY, COST, TRADE,
 SECURITY AND SAFETY**

Moderator: John Williams, Australian Food Security Inst., *Australia*

Market Concentration and Food Security in Developing Economies: The Supermarket Power and the Food Prices in Brazil (662) Vitor Dalla Corte, Sibebe Oliveira, Homero Dewes, Federal University of Rio Grande do Sul, *Brazil*

The Competitiveness of Beef Chain in Brazil (666) Marcos Fava Neves, Maria Stella Saab, Fernanda Canto-Guina, Markestrat Research Center - FEARP/USP, *Brazil*

Session D4 Parlour 4 1:30 - 2:30
**TECHNOLOGY AND INNOVATION IN FOOD
 AND AGRIBUSINESS VALUE CHAINS**

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

Improving Smallholder Livelihoods Through Local Value Chain Development: A Case Study of Goat Milk Yogurt in Tanzania (641) *Best Paper Finalist* Helene Lie, Karl Rich, Anne M. Jervell, Norwegian University of Life Sciences, *Norway*
 Lusato R Kurwijila, Sokoine University of Agriculture, *Tanzania*

Utilization of Rice Bran for Oil Extraction to Cope with Country Demand and Protein Source to Alleviate Protein Energy Malnutrition (758) Hafiz Ansar Rasul Suleria, University of Agriculture, Faisalabad, *Pakistan, Pakistan*

Session D5 Parlour 5 1:15 - 2:30
**HUMAN CAPITAL DEVELOPMENT TO MEET
 AGRIBUSINESS NEEDS**

Moderator: Vardan Urutyan, ICARE, *Armenia*

Identifying the Gaps in Necessary Capabilities for Agribusiness Managers in a Dynamic Agricultural Industry (656) John Lai, Allan Gray, Purdue University, *USA*

Human Capital Development for the Evolving 21st Century Bio-based Economy: Assessing Needs of Education Skills and Capabilities for Agribusiness Enterprises. (655) Surendra Singh, Prabodh Illukpitiya, Sammy Comer, Tennessee State University, *USA*; Peter Nelson, BioDimensions, Inc., *USA*

Session D6 Grand Ballroom 4 1:30 - 2:30
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Edward Mabaya, Cornell University, *USA*

Next Steps: Rethinking the Future of CSR at Novus International (676) Edward Mabaya, Cornell University, *USA*; Joyce Cacho, Adinura Advisory, LLC, *USA*; Krisztina Tihanyi, Market Matters Inc., *USA*; Michelle Nwoga, University of London, *UK*



Session D7 Grand Ballroom 3 1:30 - 2:30
CUSTOMER ORIENTATION AND MARKETING

Moderator: Laura Donnet, International Maize and Wheat Improvement Center, *Mexico*

Seed Market Segmentation in Argentina: How do Argentine Farmers Buy their Expendable Inputs? (546) Roberto Feeney, Austral University, *Argentina*

A Market Potential Index for Improved Maize Seeds in Mexico (740) Laura Donnet, Damaris Lopez, Jonathan Hellin, International Maize and Wheat Improvement Center, *Mexico*

Session D8 Grand Ballroom 2 1:30 - 2:30
CUSTOMER ORIENTATION AND MARKETING

Moderator: Matheus Consoli, Markestrat Research Center - FEARP/USP, *Brazil*

Farm Inputs Distribution Drivers in Brazil - Challenges and Opportunities for Agdealers and Manufactures (614) Matheus Alberto Consoli, Lucas Prado, Roberto Fava Scare, Markestrat Research Center - FEARP/USP, *Brazil*

Consumer Preference and Consumption of Organic Products in The Eastern Cape Province of South Africa (757) Ajuruchukwu Obi, University of Fort Hare, *South Africa*

Session D9 Grand Ballroom 1 1:30 - 2:30
**COMMODITY PRICE VOLATILITY:
 CAUSES, ISSUES AND SOLUTIONS**

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

Factors Affecting the Export Demand for U.S. Pistachios (551) Sayed Saghaian, Zijuan Zheng, Michael Reed, University of Kentucky, *USA*

U.S. Economic Policies and the Growing Influence of China on the U.S. Ethanol Industry (759) Dennis Conley, University of Nebraska - Lincoln, *USA*

SHORT BREAK 2:30 - 2:45

Session E2 Parlour 2 2:45 - 4:00
**DEVELOPMENT OF FOOD AND
 AGRIBUSINESS SECTORS IN CHINA**

Moderator: Wuyang Hu, University of Kentucky, *USA*

A Study of Economies of Scale for Farmer Cooperatives in China's Shanxi Province (532) DeeVon Bailey, Utah State University, *USA*; Jing Liu, Northwest Agricultural and Forestry University, *China*

Trust and Personal Interaction as Mediating Factors in Chinese Farmers Decisions to Join Cooperatives - Application of PLS Modeling (548) Tursinbek Sultan, Karin Kataria, Leibniz Institute of Agricultural Development, *Germany*

Trust in Chinese Agri-Food Cooperatives: A Games Approach (708) Hualiang Lu, Nanjing University of Finance and Economics, *China*; Annemarie Kormelinck, Roldan Muradian, Ruerd Ruben, Radboud University Nijmegen, *Netherlands*; Xiaochun Lu, Nanjing University, *China*

Session E3 Parlour 3 2:45 - 4:00
**GLOBAL FOOD AVAILABILITY, COST, TRADE,
 SECURITY AND SAFETY**

Moderator: Ajuruchukwu Obi, University of Fort Hare, *South Africa*

Ethical Trading: Implications of the Human Rights Watch Report on South African Fruit Exports (729) Ajuruchukwu Obi, Maggie Kisaka-Lwayo, Portia Ndou, University of Fort Hare, *South Africa*

A Multiple Criteria Analysis for Choosing Between Indigenous and Traditional Food Crops to Promote Food Security in South Africa (710) Johannes van der Merwe, Flippie Cloete, Marinka van der Hoeven, North West University, *South Africa*

Economic Analysis of Farm Labor and Profitability of Three Tribal Villages in Nepal (681) Brinton Reed, Catherine Chan-Halbrendt, Jacqueline Halbrendt, Cynthia Lai, Theodore J.K. Radovich, University of Hawaii, *USA*; Prakash Timbu, Local Initiatives for Biodiversity, Research and Development, *Nepal*

Session E4 Parlour 4 2:45 - 4:00
**TECHNOLOGY AND INNOVATION IN FOOD
 AND AGRIBUSINESS VALUE CHAINS**

Moderator: David Sparling, The University of Western Ontario, *Canada*

Measuring Consumer Resistance to Innovation in Meat Packaging - Evidence from Choice Experiments (719) Qing Chen, Sven Anders, Henry An, University of Alberta, *Canada*

Honibe - Into the Dragon's Den (728) David Sparling, Pamela Laughland, The University of Western Ontario, *Canada*

Managerial Practices in Brazilian Agrichemical Dealer Sector (617) Fabio Mizumoto, Getulio Vargas Foundation, *Brazil*; Henrique Scarpari, Univ. Business Estratégia, *Brazil*

Session E5 Parlour 5 2:45 - 4:00
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Marcos Fava Neves, Markestrat Research Center - FEARP/USP, *Brazil*

The Fruit Chain: Opportunities for a Supply Chain Method (555) Marcos Fava Neves, Julio Kyosen Nakatani, Carla Martoni Gomes, Markestrat Research Center - FEARP/USP, *Brazil*

Developments of the Brazilian Chicken Meat Industry in International Trade (667) Maria Isabel Fernandes Finger, Carlos Oliveira, Vitor Dalla Corte, Paulo Waquil, Federal University of Rio Grande Do Sul, *Brazil*

Channel Incentive Programs And The Power Relations Between Crop Protection Chemical Industry Supplier And Dealers In Brazil (660) Lucas Sciencia do Prado, Luciano Thomé Castro, Isabela Teixeira, Marcos Fava Neves, Markestrat Research Center FEARP/USP, *Brazil*

Session E6 Grand Ballroom 4 2:45 - 4:00
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Vera Bitsch, Technical University of Munich, *Germany*

The Relationship between Information Exchange Benefits and Performance: the Mediating Effect of Supply Chain Compliance (593) Guangqian Peng, Jacques Trienekens, Onno Omta, Wageningen University, *Netherlands*, Wensheng Wang, Chinese Academy of Agricultural Sciences, *China*

Organizational Restrictions for the Sustainable Development of the Artisanal Cheese Business in Argentina. The Case of Sheep Cheese. (693) Hernán Palau, Marcos Daziano, Sebastián Senesi, Evangelina Dulce, Food and Agribusiness Program-FAUBA, *Argentina*

Competitor Identification in U.S. Agribusiness Supply Chain: A Case Illustration of the U.S. Health Supplement Market (686) Luqun Xie, Victoria Salin, Desmond Ng, Texas A&M University, *USA*

Session E7 Grand Ballroom 3 2:45 - 4:00
CUSTOMER ORIENTATION AND MARKETING

Moderator: Birgit Schulze, Christian-Albrechts-University Kiel, *Germany*

Analysis of Differences in Meat Consumption Patterns (530) Maike Kayser, Achim Spiller, Georg-August-University Goettingen, *Germany*

Conflicts Between Agriculture and Society: the Role of Lobby Groups in the Animal Welfare Discussion and their Impact on Meat Consumption (647) Birgit Schulze, Ingke Deimel, Christian-Albrechts-University Kiel, *Germany*; Stefanie Rumm, Wissenschaftszentrum Straubing, *Germany*

Agricultural Financial Market Segments in Argentina (544) Roberto Feeney, Austral University, *Argentina*

Session E8 Grand Ballroom 2 2:45 - 4:00
CUSTOMER ORIENTATION AND MARKETING

Moderator: Maurizio Canavari, University of Bologna, *Italy*

European Consumers' Attitudes Towards Brazilian Beef (552) Marcos Campomar, Fernanda Canto-Guina, Ana Ikeda, Janaina Giraldi, University of Sao Paulo, *Brazil*

Perceptual Map Analysis of Organic Food in China: A Study on Shanghai Consumers (703) Maurizio Canavari, Sergio Marchesini, University of Bologna, *Italy*; Huiyueti Hasimu, Xinjiang Agricultural University, *China*

Determinants of Consumer Knowledge in Case of Different Functional Ingredients (591) Onno Omta, Wageningen University, *The Netherlands*

Session E9 Grand Ballroom 1 2:45 - 4:00
**COMMODITY PRICE VOLATILITY:
 CAUSES, ISSUES AND SOLUTIONS**

Moderator: John Tanui, Nanjing Agricultural University, *China*

Global Tea Price Volatility, Coping Strategies, and China Production (762) John Kipkorir Tanui, Nanjing Agricultural University, *China*

Study on Fluctuation of Pig Price in China - Several Explanations Based on Economics (571) Meilian Yu, Chen Zhang, Shanghai Academy of Agricultural Sciences, *China*

Chicken's Price Transmission and Volatility in Central Java, Indonesia (615) Panji Deoranto, Brawijaya University, *Indonesia*; Jose M. Yorobe, Jr., University of Philippines Los Banos, *Philippines*

SYMPOSIUM RECEPTION 4:00 - 4:30



Session F1 Paris 4:30 - 6:30
HARVARD STYLE TEACHING CASE 3

Moderator: Jose Antonio Boccherini, Instituto Internacional San Telmo, *Spain*

Market Development for a Chinese Organic Food Company: the Case of Qimei Agricultural Science and Technology Co., Ltd. (648) Brian Henahan, Ralph Christy, Cornell University, *USA*

Session F2 Parlour 2 4:30 - 5:45
**TECHNOLOGY AND INNOVATION IN FOOD
 AND AGRIBUSINESS VALUE CHAINS**

Moderator: Peter Goldsmith, University of Illinois, *USA*

Exposing Multiplex Use of Food Product Standards in Value Generating Networks (539) Oecon Per Engelseth, Molde University, *Norway*

Innovation in Chinese Agribusinesses: Synergies Between Internal Resources and External Networks (623) Danhong Chen, David Abler, Pennsylvania State University, *USA*; Xia Gao, Jinan University, *China*; Qijie Gao, China Agricultural University, *China*

Technological Change, Buy-Sell Arrangements, and Weak Information Markets in the Swine Genetic Value Chains (748) Peter Goldsmith, Clement Bishinga, University of Illinois, *USA*

Session F3 Parlour 3 4:30 - 5:45
**GLOBAL FOOD AVAILABILITY, COST, TRADE,
 SECURITY AND SAFETY**

Moderator: Catherine Chan-Halbrendt, University of Hawaii, *USA*

Comparative Analysis of Farmer and Professional Preferences Towards Conservation Agriculture Practices in Kendujhar, Odisha: An Analytical Hierarchy Process Study (587) Catherine Chan-Halbrendt, Jacqueline Halbrendt, Chittanrajan Ray, University of Hawaii, *USA*, Dibakar Naik, Orissa University of Agriculture, *India*

What Constitutes a Comprehensive Research Framework to Achieve Sustainable Food Security? (678) Getachew Abate Kassa, Technical University of Munich, *Germany*

Sustainable Adaptation to Drought in Agriculture - A Literature Review (730) Marta Wlodarz, Texas A&M University, *USA*

Session F4 Parlour 4 4:30 - 5:45
FOOD AND AGRIBUSINESS ISSUES

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

Strategic Succession in Family Businesses: Evidences from Bio-Energy Companies in Brazil (600) Fabio Mizumoto, Matheus Marino, Getulio Vargas Foundation, *Brazil*

Weather Risk Management by Agriculture Producers (668) Sylvain Charlebois, University of Guelph, *Canada*; Morina Rennie, Saqib Khan, University of Regina, *Canada*

Biodiesel Production in Guinea-Bissau: Learning from the Brazilian Experience (603) Antonio Padula, Tito Ianda, Manoela Silva, Federal University at Porto Alegre, *Brazil*

Session F5 Parlour 5 4:30 - 5:45
**TECHNOLOGY AND INNOVATION IN FOOD
 AND AGRIBUSINESS VALUE CHAINS**
Discussion Session

Moderator: Kobus Laubscher, KAMAC, *South Africa*

Increasing Productivity Without Losing Jobs in Agriculture (694) Johan van Rooyan, University of Stellenbosch, *South Africa*
 John Purchase, Agricultural Business Chamber, *South Africa*
 Marcos Fava Neves, University of Sao Paula, *Brazil*
 Sifiso Ntombela, National Agricultural Marketing Council, *South Africa*

Session F6 Grand Ballroom 4 4:30 - 5:45
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

Moderator: Nicola Shadbolt, Massey University, *New Zealand*

Analyzing Competition in Food and Agribusiness Sector in India During the Post Liberalization Period (714) Jabir Ali, Sushil Kumar, Indian Institute of Management, Lucknow, *India*

Feasibility Analysis of Dairy Ventures in India (691) Nicola Shadbolt, Dhananjay Apparao, Daniel Conforte, Massey University, *New Zealand*

Differentiation Strategies of Latin America High Value Added Agribusiness Firms (576) Esteban R. Brenes, Daniel Montoya, INCAE Business School, *Costa Rica*

Session F7 Grand Ballroom 3 4:30 - 5:45
CUSTOMER ORIENTATION AND MARKETING

Moderator: DeeVon Bailey, Utah State University, *USA*

Marketing Local Produce: Consumers' Valuation of Geographical Indication Labels in Italy (606) Maria Carmela Aprile, University of Naples, *Italy*; Vincenzina Caputo, University of Bologna, *Italy*; Rodolfo Nayga, Jr., University of Arkansas, *USA*

Formalised Marketing Information as a Catalyst of SME Growth (763) Luca Cacciolatti, Andrew Fearn, University of Kent, *UK*

Consumer's Acceptance of Food Processing Technologies (622) Laetitia Delmas, UMR MOISA, *France*

Session F8 Grand Ballroom 2 4:30 - 5:45
CUSTOMER ORIENTATION AND MARKETING

Moderator: Lucas Sciencia do Prado, Markestrat Research Center FEARP/USP, *Brazil*

Category Management In Small Supermarkets: An Opportunity For Food Manufacturers in Emerging Markets (674) Matheus Alberto Cônsoli, Jonny Rodrigues, Leandro Guissoni, Markestrat Research Center - FEARP/USP, *Brazil*

How do Local and Domestic Promotions Affect Welfare in Seasonal Markets? The Case of Colorado Apples and Their Trade Partners (621) Wenjing Hu, Dawn Thilmany McFadden, Colorado State University, *USA*; Yuko Onozaka, University of Stavanger, *Norway*

Factors Influencing Country Branding Development in Agrifood Products: The Case of Phalaenopsis Orchids in Taiwan (766) Hsin-I Hsiao, National Taiwan Ocean University, *Taiwan*; Ching-Cheng Chang, Institute of Economics, *Taiwan*; Chia-Hsuan Wu, Taiwan WTO Center, *Taiwan*; Wen Fang, Chung-Hua Institution for Economic Research, *Taiwan*

Session F9 Grand Ballroom 1 4:30 - 5:45
GLOBAL FOOD AVAILABILITY, COST, TRADE, SECURITY AND SAFETY

Moderator: Ellen Huan-Niemi, MTT Agrifood Research Finland

Global Trade in Agricultural Inputs: An Economic Analysis of the Market (649) Ellen Huan-Niemi, Jyrki Niemi, MTT Agrifood Research Finland, *Finland*

Analysis of the Return Volatility of an Agricultural Commodity Using Stochastic Models with Conditional Heteroskedasticity (679) Sandra Oliveira, University of São Paulo, *Brazil*; Diego Angelico, Mauricio Higuchi, São Paulo State University, *Brazil*

A Systems Approach to the Study of Chinese Swine Prices Volatility (568) Liu Qing, Lu Fengjun, China Agricultural University, *China*; Desmond Ng, Xie Luqun, Texas A&M University, *USA*

Factors Affecting Retail Coffee Prices, a Study on the U.S Coffee Retail Market (652) Ashutosh Tiwari, Arizona State University, *USA*; Pratibha Bisht, Premium Farm Fresh Produce Ltd. India, *India*; Sapna A. Narula, TERI University, *India*

Session G2 Parlour 2 6:00 - 7:15
TECHNOLOGY AND INNOVATION IN FOOD AND AGRIBUSINESS VALUE CHAINS

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

The Adoption and Diffusion of Information and Communication Technologies (ICT) Among West Virginia Agritourism Firms: Implications for Agribusiness Value Chain Competitiveness and Sustainability (735) Blessing M. Maumbe, West Virginia University, *USA*

Identifying Successful Business Models, Strategies and Policies for Promoting Innovation in Biochemical Value Chains (644) David Sparling, Erin Cheney, The University of Western Ontario, *Canada*; Fred Pries, John Cranfield, University of Guelph, *Canada*

Creation of a Brand of Origin in Small Farmers Organizations in Brazil: The Case of Coopercuc (612) Marcos Campomar, Ana Ikeda, José Carlos de Lima Jr., Marketstrat Research Center - FEA-USP, *Brazil*

Session G3 Parlour 3 6:00 - 7:15
GLOBAL FOOD AVAILABILITY, COST, TRADE, SECURITY AND SAFETY

Moderator: Eric Thor, Arizona State University, *USA*

Global Supply Chain Conflict Resolution, Security, and Safety in Expanding Value Chains in China and the APEC Region (582) Eric Thor, Arizona State University, *USA*

Foot-and-Mouth Disease Alters Pork Markets in Export Competition (619) Michael Reed, Sayed Saghaian, Shang-Ho Yang, University of Kentucky, *USA*

Economic Implications of the Food and Drug Administration's Food Safety Modernization Act (742) Luis Ribera, Marco Palma, Ronald Knutson, Texas A&M University, *USA*

Session G4 Parlour 4 6:00 - 7:15
ENVIRONMENTAL TENSIONS AND CAPABILITIES IN THE MODERN FOOD CHAIN

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

Willingness to Accept Saving Water for Agricultural Use in a Region of Mexico (705) Luz Padilla Bernal, Alberto Vélez Rodríguez, Francisco Mojarro Davila, Autonomous University of Zacatecas, *Mexico*

The Cotton Sector: Market Analysis In Brazil (661) Marcos Fava Neves, Mairun Junqueira Alves Pinto, Vinicius Gustavo Trombin, José Carlos de Lima Jr., Leonardo Maso Nassar, Julio Kyosen Nakatani, Markestrat Research Center - FEARP/USP, *Brazil*

Strategic Plan For Brazilian Fruit: A Proposal to Increase the Competitiveness of the Sector in the International Market (683) Marcos Fava Neves, José Guilherme Nogueira, Markestrat Research Center - FEARP/USP, *Brazil*

Session G5 Parlour 5 6:00 - 7:15
HUMAN CAPITAL DEVELOPMENT TO MEET
AGRIBUSINESS NEEDS

Moderator: Michael A Gunderson, University of Florida, *USA*

Teaching and Learning Economics and Management Research Methods on BS, MS, and PhD Levels: Majors and Non-Majors (598) Vera Bitsch, Technical University of Munich, *Germany*

Who is Teaching in Food and Agribusiness Management Curriculums? (687) Michael Gunderson, University of Florida, *USA*; Josh Detre, Louisiana State University, *USA*

Experimenting With Computerized Aids in a Case-Driven Class (755) Francesco Braga, University of Guelph, *Canada*

Session G6 Grand Ballroom 4 6:00 - 7:15
MANAGEMENT OF FOOD AND AGRIBUSINESS FIRMS

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

Financial Distress and Corporate Performance in Agribusiness Firms (645) Ani Katchova, Sierra Enlow, Univ. of Kentucky, *USA*

The Performance Implications of an Entrepreneurial Orientation within Commercial Grain Operations in Illinois (695) R. Brent Ross, Michigan State University, *USA*; Nicholas Paulson, University of Illinois, *USA*; Eric Micheels, University of Saskatchewan, *Canada*

Neither Wholesale Markets Nor Supermarkets. The Transaction Problem in the Horticultural System in Argentina. (712) Hernán Palau, Sebastián Senesi, Raúl Pérez San Martín, Food and Agribusiness Program-FAUBA, *Argentina*

Session G7 Grand Ballroom 3 6:00 - 7:15
CUSTOMER ORIENTATION AND MARKETING

Moderator: Jay Lillywhite, New Mexico State University, *USA*

Farmers' Choice of Marketing Strategies: A Study of New Zealand Lamb Producers (664) Jessica Bensemann, Nicola Shadbolt, Daniel Conforte, Massey University, *New Zealand*

Self-started Versus Family-inherited Business: A Comparison of Unorganized Grocery Retail Store Management in India (696) Jabir Ali, Ashwin Chandra, Indian Institute of Technology Guwahati, *India*

Geographical Indications: Does It Make Any Difference? (580) Aron Torok, Corvinus University of Budapest, *Hungary*

Session G8 Grand Ballroom 2 6:00 - 7:15
CUSTOMER ORIENTATION AND MARKETING

Moderator: Vardan Urutyan, ICARE, *Armenia*

Farmers Markets in Armenia: Lessons Learnt (734) Vardan Urutyan, Narek Vardanyan, Center for Agribusiness Research and Education (ICARE), *Armenia*

Defining Local Foods: Food Miles and Food Varieties (569) Wuyang Hu, Marvin Batte, Timothy Woods, University of Kentucky, *USA*; Stan Ernst, Ohio State University, *USA*; Qing Ping, Huazhong Agricultural University, *China*

Indigenous and Traditional Food Crops in South Africa: Perceptions and Realities (554) PC Cloete, Ernst Idsardi, North West University, *South Africa*

Session G9 Grand Ballroom 1 6:00 - 7:15
COMMODITY PRICE VOLATILITY: CAUSES, ISSUES AND SOLUTIONS

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

Alternative Bargaining Model between Farmers and Brokers (733) Yangxuan Liu, Steven Y. Wu, Purdue University, *USA*

Fresh Potato Price Volatility and Efforts of a Potato Growers Association to Reduce the Volatility Through Production Controls (723) Stephen McGary, Gage Zobell, Brigham Young University, *USA*

Managing Buyer-Seller Relationships in Contract Farming (658) N T Sudarshan Naidu, Debiprasad Mishra, Institute of Rural Management Anand, *India*

POSTER DISPLAYS

Red Meat Price Spike in Turkey During 2009-2010 (549) Sayed Saghaian, University of Kentucky, *USA*; Gokhan Ozertan, Hasan Tekgüç, Bogazici University, *Turkey*

Food Security and Safety in the Global Supply Chain with Focus on the Americas and the Asia Pacific Region Including China (657) Eric Thor, Arizona State University, *USA*

Agribusiness and Food Industries in Albania: What do They Need From Future Leaders? (646) Ilir Kapaj, Ana Kapaj, Remzi Keco, Bahri Musabelliu, Agricultural University of Tirana, *Albania*

Enhancing Rural Women's Role in Albanian Agriculture (653) Ana Kapaj, Eda Deci, Ilir Kapaj, Donika Kercini, Agricultural University of Tirana, *Albania*

Agribusiness in Brazil: A Study of the Contribution of an Agricultural Confidence Index on the Economic Trends Anticipation (752) Fabio Mizumoto, Uni. Business Strategy, *Brazil*; Matheus Marino, Getulio Vargas Foundation, *Brazil*; Camila Sá, Institute of Education and Research, *Brazil*

Factors Influencing the Decision of U.S. Consumers to Purchase Specialty Dog Food (628) Jay Lillywhite, New Mexico State University, *USA*



Tuesday, June 12, 2012

Session H1 Parlour 3 8:00 - 9:00
GETTING YOUR RESEARCH PUBLISHED

Moderators: Peter Goldsmith, Executive Editor, IFAMR Vincent Amanor-Boadu, Managing Editor, IFAMR



The IFAMR Editors share the formula for getting your research published in an international journal. These guidelines will help scholars better understand good scientific writing, how to add precision in your communication, raise the quality of the manuscript and streamline the review process. The techniques for providing quality peer reviews will also be discussed.

Session H2 Parlour 5 8:00 - 12:30
SHANGHAI JIAO TONG UNIVERSITY RESEARCH SESSION



上海交通大学
SHANGHAI JIAO TONG UNIVERSITY

Moderator: Xiangdong Qin, Shanghai Jiao Tong University, *China*

Export Taxes and Commodity Trade: A Focus on Market Reforms in Argentina and Soybean Demand in China (624)
Wei Chen, Shanghai University of Finance and Economics, *China*; Andrew Muhammad, ERS, USDA, *USA*; Mary Marchant, Virginia Tech, *USA*

Impacts of Global Crude Oil Prices on China's Vegetable Oil Prices (629) Wei Chen, Shanghai University of Finance and Economics, *China*; Bryan Lohmar, Bunge China, *China*; Mary Marchant, Virginia Tech, *USA*

Administrative and Economic Dilemmas on GMO Labeling: The Experiences from China, Korea and Japan (761)
Xiangdong Qin, Shanghai Jiao Tong University, *China*

Session J Grand Ballroom 9:15 - 10:30
SAI SUSTAINABILITY PLATFORM



Measuring and Monitoring Quantitative Sustainability Impacts at a Farm Level – to drive both innovation and transparent communication

The SAI sustainability platform is the only global food industry initiative for sustainable agriculture. It seeks to involve all stakeholders in the food system willing to play an active role in the development, recognition and implementation of sustainable practices for mainstream agriculture.

The SAI Platform recently developed a resource guide of sustainable principles, best practices, and 100 tools gathered worldwide which is intended to provide a 'blueprint' for stakeholders: farmers (groups), traders, retailers, food & drink companies, farm management systems, and ICT-tool developers. This workshop explains how the tools are being implemented within the industry.

Panelists: Hans Jöhr, Corporate Head of Agriculture, Nestlé
Gijs Kuneman, Director, Centre for Agriculture and Environment
Peter-Erik Ywema, General Manager - SAI Platform

Session K Grand Ballroom 11:15 - 12:30
BRIDGE SESSION

China's Agricultural Megatrends



This session sets the stage for the discussions which will occur during the Forum by providing a brief overview of the major factors driving China's turbo growth in the agricultural sector. An interactive discussion will follow.

Presenter: Eric Trachtenberg, Director, Food & Agriculture Sector, McLarty Associates, *Washington D.C., USA*

LUNCH Level 8 12:30 - 2:00



2012 STUDENT CASE COMPETITION FINALS

In it's seventh year, the Student Case Competition is a capstone event for IFAMA, offering students a rare venue to demonstrate their analytical and problem solving skills before a panel of senior management judges. It also gives universities an opportunity to showcase the next generation of business leaders.

The competition began on Saturday, June 9th. Seventeen teams were given a "real world" case in which they had five hours to analyze the problem, formulate a solution and develop a presentation. Each team submitted their presentations on Saturday but delivered the oral presentations to the judges in a Preliminary Round which occurred on Sunday, June 10th.

Three teams were selected to advance to the final phase of competition which occurs on Tuesday, June 12, 2012, 2:00-3:30PM. The advancing teams are given a second opportunity to make their presentations to a different set of judges and attending Symposium participants. The winners will be announced during the **Welcome Reception**.

2012 Student Case Competition Teams

InHolland University-The Netherlands
 Inner Mongolia University-China
 Kansas State University-USA
 Lincoln University-New Zealand
 Lucknow University-India
 Massey University-New Zealand
 Nanjing Agricultural University 1-China
 Nanjing Agricultural University 2-China
 New Mexico State University-USA
 Purdue University-USA
 Santa Clara University-USA
 South China Agricultural University-China
 Texas A&M University-USA
 University of Guelph 1-Canada
 University of Guelph 2-Canada
 University of Hawaii-USA
 University of Illinois-Mixed Team-USA

STUDENT CASE COMPETITION SPONSORS



PIONEER
 A DUPONT BUSINESS



AG
 Careers.com

IFAMA is hosting a Career Exposition for students on Tuesday June 12, 4:15- 6:15PM. These elite companies will showcase career opportunities in for student attendees. Industry and academic professionals interested in meeting with the Human Resource vendors are invited to visit the booths between 11:15 - 12:30PM on Tuesday.



Rabobank

NOVUS
 SOLUTIONS SERVICE SUSTAINABILITY™

BMO  **Financial Group**
 银行金融集团



Nestle



PIONEER
 A DUPONT BUSINESS

AG
 Careers.com

MONSANTO



Alltech



JOHN DEERE



Sponsor

BMO  **Financial Group**
 银行金融集团

2012 Conference Sponsors



Leavey School of Business



Friends of IFAMA: Siebert Family Trust, John and Carol Nichols and Ross McLaren Estate

These universities and institutions have provided matching travel grants enabling students to attend the conference:

Brigham Young University, Idaho, USA
 Center for Int'l Trade and Development, India
 Colorado State University, USA
 Corvinus University of Budapest, Hungary
 Indian Institute of Technology Guwahati, India
 InHolland University, The Netherlands
 Institute of Rural Management-Anand, India
 Inner Mongolia University, China
 Kansas State University, USA
 Lincoln University, New Zealand
 Lucknow University, India
 Massey University, New Zealand
 Nanjing Agricultural University, China
 New Mexico State University, USA
 Pennsylvania State University, USA
 Purdue University, USA

Santa Clara University, USA
 South China Agricultural University, China
 Swedish University of Agricultural Sciences, Sweden
 Texas A&M University, USA
 Wageningen University, The Netherlands
 Wayamba University of Sri Lanka, Sri Lanka
 University of Alberta, Canada
 University of Bonn, Germany
 University of Buenos Aires, Argentina
 University of Fort Hare, South Africa
 University of Guelph, Canada
 University of Hawaii, USA
 University of Illinois, USA
 University of Kent, United Kingdom
 University of Queensland, Australia

International Food and Agribusiness Management Association

PO Box 14145, College Station, TX 77841-4145, USA 1-979-845-2118 Fax 979-862-1487 www.ifama.org ifama@ifama.org