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 Dazioano; 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 Wlordarz, 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 Ninnjing; 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; Pieteren 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
Global Commodities Price Volatility (745)  
Theepakorn Jithitkulchai, 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

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

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

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 Nonyenge, University for Development Studies, Ghana

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

Need for Training the Workforce on Climate Change and Business Sustainability (713)  
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

Jacqueline Halbrendt, Steven Gray, Catherine Chan-Halbrendt, Linsey Shariq, University of Hawaii at Manoa, USA; Bir Bahadur Tamang, LIBIRD, Nepal

Defensive or Offensive Motivation of Associative Groups in the Frozen Vegetable Agribusiness in Argentina (618)  
Hernán Palau, Marcos Danziano, Sebastián Senesi, Evangelina Dulce, Food and Agribusiness Program-FAUBA, Argentina

Value Orientation, Environment Belief and Sustainable Food Consumption Behavior in China (594)  
Xiaoyong Zhang, Wageningen University and Research Centre, The 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

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

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

Save the Date
THE ROAD TO 2050
June 2013 - Atlanta, Georgia, USA
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 Valldal Strawberry Case (564) Oecon Per Engelseth, Aalesund University College, Norway; Scient Aksel Døving, Landbruk Nordvest, Norway

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, Mario 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

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

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

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

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

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

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

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

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

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

Session D2 Parlour 2 1:30 - 2:30 DEVELOPMENT OF FOOD AND AGRIBUSINESS SECTORS IN CHINA
### 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, Sibele 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 Kürüwijila, 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**

### 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**

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 Cônsoli, 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)**  
Ajuwuchukwu 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**

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 Shandong 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**
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

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 Figer, 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; Huliyeti Hasimu, Xinjiang Agricultural University, China

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

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 Henehan, Ralph Christy, Cornell University, 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 Aber, 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

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


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

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

Moderator: Peter Goldsmith, University of Illinois, USA

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

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. Brener, Daniel Montoya, INCAE Business School, Costa Rica
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

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

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

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

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

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

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
In its 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**

**Session L**

Grand Ballroom

2012 STUDENT CASE COMPETITION FINALS

**Session M**

Paris Ballroom

2012 CAREER EXPO

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.
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 Born, 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