



International Food and Agribusiness
Management Association

A collage of images related to food and agriculture, including a map of China, a person eating, a person holding a seedling, a person with a product, a cargo ship, and a tennis court.

15th Annual World Food
and Agribusiness Forum, Symposium
and Case Conference

June 25–28, 2005

Fairmont Hotel • Chicago, Illinois, U.S.A.

*"Re-inventing the Food Chain:
New Products, Consumers, and Markets"*





Overview of the IAMA Forum

The food production, processing and distribution industries are undergoing dramatic changes. Research and development investments of agricultural input suppliers and food processors are constantly bringing new products to market. Consumers are demanding new attributes and new experiences from their food products and dining activities. And new markets with new customers throughout the world are creating opportunities for the traditional food chain participants as well as new entrants. The International Food and Agribusiness Management Association 2005 Forum will emphasize the strategic issues facing food and agribusiness companies as they respond to these challenges and opportunities.

The topics we will discuss include:

- Responding to and Shaping Changes in the Business Climate
- The Changing Consumer: Demanding But Predictable
- Redefining the Distribution Channel: Lean But Responsive
- Creating Value Through Coordination
- The Farmer of the Future: Buying Behavior and Market Potential
- International Suppliers: Challenges and Potential
- The Food Industry in China
- Financing the New Food Industry
- Positioning to Compete in the New Food Industry

Overview of the IAMA Symposium and Case Conference

The IAMA Symposium and Case Conference have individually developed presentations coming from professionals in academia, government, industry, and non-government organizations. The presentations give members an exposure to contemporary research, education, business situation analysis, issues and thoughtful ideas that focus on food and agribusiness management. A presentation applies to one of the following areas: 1) Education and Knowledge Transfer, 2) Effective Food Chain Management, 3) Food Safety and Food Security,

4) Contribution of Technology to Food Chains, or 5) Economic and Social Development – The Role of the Private Sector.

Presentation proposals were peer reviewed and selected based on their timely contribution and interest to members of IAMA. The presentations can be a formal paper, discussion session, case study or poster. Many are available in advance on the web site of the International Food and Agribusiness Management Association at www.ifama.org.

IAMA Symposium & Case Conference Schedule

Case Conference Sponsored by: Barilla, Nestle, Syngenta & Unilever

SATURDAY, JUNE 25, 2005

7:00AM – 8:00AM

Student Meeting

Attendance required for travel grant recipients.

8:00AM - 8:30AM

Welcome

8:30AM – 10:00AM

**Session #1 – Concurrent Presentations
Agribusiness Case Conference**

10:00AM - 10:30AM

Networking Break

10:30AM - 12:00PM

**Session #2 – Concurrent Presentations
Agribusiness Case Conference**

12:00PM - 1:30PM

Basket Lunch

1:30PM - 3:00PM

**Session #3 – Concurrent Presentations
Agribusiness Case Conference**

3:00PM - 4:30PM

**Session #4 – Concurrent Presentations
Agribusiness Case Conference**

6:00PM – 7:00PM

Student Reception

SUNDAY, JUNE 26, 2005

8:00AM - 1:00PM

Executive Committee & Board of Directors Meeting

8:30AM - 10:00AM

**Session #5 – Concurrent Presentations
Agribusiness Case Conference**

10:00AM - 10:30AM

Networking Break

10:30AM - 12:00PM

**Session #6 – Concurrent Presentations
Agribusiness Case Conference**

12:00PM - 1:30PM

Basket Lunch

1:30PM - 3:00PM

Session #7 – Concurrent Presentations

3:00PM - 4:30PM

Session #8 – Concurrent Presentations

3:00PM - 4:00PM

**Food Safety and Quality Task Group
Role of the Private Sector in Economic & Social
Development Task Group**

4:00PM - 5:00PM

**Contribution of Technology to Supply Chains Task
Group
Effective Food Chain Management Task Group**

5:00PM - 6:00PM

Education and Knowledge Transfer Task Group

6:00PM – 8:00PM

Welcome Reception

8:00PM

**Sponsors & Speakers Dinner
*By Invitation Only***

IAMA Forum Schedule

MONDAY, JUNE 27, 2005

7:30AM – 8:45AM

Fellows Breakfast

IAMA Fellows & Spouses Only

9:00AM – 10:00AM

Opening Session

**Keynote Speaker – Responding to and Shaping
Changes in the Business Climate**

The food production and distribution industry is changing profoundly, and the changes appear to be accelerating. This opening session will describe the dramatic changes in the food industry and how the capital markets and financial analysts are assessing the challenges and opportunities in that industry.

10:00AM – 10:45AM

Networking Break

10:45AM – 12:15PM

The Changing Consumer: Demanding But Predictable
No one doubts that the food consumer is more demanding in terms of attributes of their food products (quality, safety, nutrition) and services



IAMA Forum Schedule

surrounding their eating experience. The major question to be addressed is what specifically will the food consumer of the future want, is it predictable, and how are food companies positioned to serve them.

12:15PM – 2:00PM

Basket Lunch

2:00PM - 3:30PM

Redefining the Distribution Channel: Lean But Responsive

The distribution channel from input manufacturing to producer and food processor to retailer is being consolidated to reduce costs, streamline logistics, accelerate product flow, maintain and enhance quality and respond more quickly to customer demands. This session will discuss the changes in the distribution channels in other industries, the drivers of change in the food sector and how specific agricultural input retailers and food distributors are responding.

3:30PM – 4:15PM

Networking Break

4:15PM – 5:45PM

Creating Value Through Coordination

The food industry is being rapidly transformed from a transactional market with limited loyalty and repeat business to a relationship market with tighter linkages and alliances across the food chain from production to consumption. The challenges and opportunities of successful coordination of value chains in the animal protein and fruit and vegetable industries will be the focus of this session.

5:45PM - 6:45PM

**General Assembly / Business Meeting
Induction of IAMA Fellows**

7:30PM – 9:30PM

Presidential Reception

TUESDAY, JUNE 28, 2005

7:30AM - 8:45AM

IFAMR Editorial Board Meeting

9:00AM - 10:30AM

The Farmer of the Future: Buying Behavior and Market Potential

Farming is in the midst of a major transformation – not only in technology and production practices, but also in size of business, resource (land) control and operation, business model and linkages with buyers and suppliers. This session will tackle the following questions. How will your farmer customer base change in the future in terms of size, resource

control and buying/selling behavior? How might attributes (i.e. price, service, convenience, product performance, etc.) be considered and valued in the producer's purchasing and selling behavior?

10:30AM – 11:15AM

Networking Break

11:15AM – 12:45PM

The rise of new suppliers in the Global Food Chain: Experiences from India, Afghanistan and Egypt

More and more food companies are sourcing their raw materials and products globally. A fundamental challenge for domestic producers and suppliers throughout the world is seeking out these business opportunities and developing sustainable win-win relationships in a business climate where transportation, logistics and information technology enables product movement and competition to be increasingly global.

12:45PM – 2:15PM

Lunch Session – Financing the New Food Industry

The capital markets allocate funds to those ventures that have the most profit potential, and agriculture has to compete with other industries for financing. And within the industry the debt and equity markets are increasingly separating the “winners” from the rest and funding their growth plans. The perspective of investment analysts concerning the food industry, and the restructuring of the industry through mergers and acquisitions and other forms of consolidation will be the focus of this session.

2:30PM – 4:00PM

The Food Industry In China

The growth in incomes and the resulting increase in food consumption in China is well documented. How does the food industry operate in this country? What are the challenges and opportunities in the Chinese market? How does one strategically position and who should one partner with to be a successful participant in the rapidly growing food industry in China.

4:15PM – 4:45PM

Positioning to Compete in the New Food Industry

The forum will be closed by a speaker who will provide examples of how global agribusinesses with long traditions are reinventing themselves to continue being critical players in the changing food industry.

4:45PM – 5:00PM

Closing and Adjournment

5:30PM - 7:00PM

2006 Program Planning Committee Meeting

Post-Conference Events

IAMA Executive Education Caucus – June 26-30, 2005
(Registration Fee = \$2750 + IAMA Forum Registration)

The 2005 IAMA Executive Education Caucus is entitled “Managing Supply Chains in an Identity Preservation/Traceback World.” Participants will attend a Welcome Reception on the evening of June 26, the IAMA Forum on June 27-28, and the intensive executive education caucus on June 29-30. The caucus will be conducted by a mix of academics and industry practitioners, and sessions will place emphasis on case examples and group discussion. Space is limited to 25 registrants.

The caucus will provide a broad, global understanding of issues, perspectives, and management strategies focused on evolving technologies such as RFID, the collection and processing of information useful in assuring safe food supplies, influences of third party identity preservation protocols, motivations and strategies of various firms throughout the supply chain, how effective vertical information systems can be constructed, and how ‘signaling’ strategies influence consumer perceptions.

This program is intended for middle managers with at least five years experience in a food or agribusiness company. Typical participants will be those identified by senior management as candidates for top-level management positions.

USAID/World Bank Post-Conference Workshop – June 29-30, 2005

(Registration Fee = \$250)

The workshop “Inaugurating new partnerships in the global food chain: Experiences from North Africa, the Near East and Asia” will provide a forum for open discussions and debate between the relevant parties on possible solutions to the current constraints confronting the international development community in the design, establishment and delivery of economically viable and sustainable market-driven agribusiness development initiatives. Drawing upon a unique set of innovative USAID and World Bank agribusiness projects, this workshop will allow USAID and World Bank Mission personnel, public and private industry leaders and academics to interact and exchange ideas, lessons learned, and best practices. In addition to discussing successes and failures from projects present and past, the meeting will also attempt to actually launch new pilots.

Discovering Oak Park, from Architect to Author – Saturday, June 25 (Fee = \$100)

Located twenty minutes from downtown Chicago, this western suburb offers its own unique treasures. Oak Park contains over seventy architecturally and historically significant buildings, twenty-five designed by America's most creative and prolific architect, Frank Lloyd Wright. You will tour Wright's Home and Studio and one of his masterpieces, the Unity Temple. The tour will conclude at the home of Ernest Hemingway, one of the greatest American writers of the 20th Century. The tour will depart from the IAMA Registration Desk at 12:30PM on Saturday, June 25 and return at approximately 5:00PM.

Architectural River Cruise – Sunday, June 26 (Fee = \$35)

The Architectural River Cruise provides an unobstructed view of Chicago's skyline. This 90-minute river cruise places you at the feet of over one hundred skyscrapers, each designed or inspired by the modernists of nearly a century ago. As you travel through the birthplace of modern architecture, a guide will describe the work of those who revolutionized the building arts, and how they are linked structurally and architecturally. The tour will depart from the IAMA Registration desk at 8:15AM on Sunday, June 26 and return at 11:00AM.

The Magnificent Mile – Monday, June 27 (Fee = \$10)

Enjoy a walking tour of the "Magnificent Mile" led by Jan Siebert and Ann Whipple. There are scores of department stores, specialty shops, fine restaurants, and luxury hotels that stretch almost a mile down Michigan Avenue. This tour will depart from the IAMA Registration Desk at 1:00PM on Monday, June 27 and return at approximately 5:00 PM.

Chicago's Museum Campus - Tuesday, June 28 (Fee = \$10)

The Chicago Museum Campus is comprised of The Field Museum of Natural History, The John G. Shedd Aquarium, and The Max Adler Planetarium and Astronomy Museum. Transportation will be provided from the Fairmont Hotel to the Museum Campus, where you will have the opportunity to purchase a pass for the museum(s) of your choice. Museum passes are not included in the tour price. This tour will depart the IAMA registration desk at 9:00AM. Return times will be at the discretion of tour participants.

IAMA Forum & Symposium

The Forum and Symposium will be held at the Fairmont Hotel in Chicago. Please complete the enclosed registration form and return it by fax or mail to the IAMA Business Office. You can also register online at www.ifama.org. Save \$100 by registering before May 15, 2005!

Forum & Symposium registration fee includes:

- All Forum and Symposium sessions
- Lunches and Networking Breaks
- Welcome & Presidential Receptions
- 2005 IAMA Membership Dues

Case Conference

The IAMA Case Conference (IAMACC) will take place concurrently with the Symposium and follow a small-group discussion format. The IAMACC is directed at a broad audience of professionals who are interested in developing effective agribusiness cases and using them as a learning tool.

Spouse/Guest Registration

Includes:

- Lunches and Coffee Breaks
- Welcome & Presidential Receptions

Registration Confirmation

The IAMA Business Office will confirm your conference registration and Fairmont hotel reservation via e-mail within 15 days of receipt.

Registration Cancellation

A full refund of conference registration fees will be granted in response to written requests prior to May 15, 2005. After this date, a \$200 cancellation fee will be charged. Substitutions are permitted by notifying the IAMA Business Office. No refunds for cancellations will be made after June 17, 2005. All refunds will be processed following the conference.

Hotel Information

Our staff has worked closely with the Chicago Fairmont Hotel to provide the best possible group rates for the conference, including a special rate for government employees, students and junior academics. It is standard practice in Chicago for hotels to require a guaranteed room block for conferences. Because IAMA is financially responsible for any rooms that are not filled, there will be a \$100 surcharge for attendees who do not wish to stay at the Fairmont to help defray fixed overhead expenses.

Hotel reservations, changes and cancellations must be made through the IAMA Business Office using the enclosed registration form. Your credit card will be required in order to guarantee the reservation, but no deposit will be charged to your card prior to check-in. The deadline for hotel room reservations is May 31, 2005. Reservations made after this date will be accepted on a rate and space available basis.

Hotel Room Change/Cancellation Policy

Before June 17, 2005 - No charge

Between June 17-22, 2005 - \$50 fee

After June 22, 2005 – One-night cancellation fee

Transportation

Chicago has two major airports (O'Hare and Midway), which are easily accessible from all parts of the world. Taxis are available from either airport to take you to the Fairmont Hotel (200 North Columbus Drive, Chicago, Illinois 60601).

Conference Attire

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





EARLY BIRD DISCOUNT
SAVE \$100
 Register & Make Your Hotel
 Reservations By May 15, 2005!

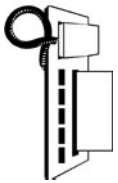
World Food and Agribusiness Forum, Symposium and Case Conference

June 25 – 28, 2005 • Chicago, Illinois, U.S.A.

CONVENIENT REGISTRATION. CHOOSE THE EASIEST METHOD FOR YOU.



On-Line:
<http://www.ifama.org>
Secure Encryption!



By Fax:
1-979-862-1487
 Send your registration form to our fax
 machine 24 hours a day! (Please include
 your credit card information.)



By Mail:
 Mail your completed form with payment to:
 IAMA Business Office
 P.O. Box 14145
 College Station, Texas 77841-4145 U.S.A.

Method of Payment

• All registrations must be prepaid.

- Check/Money Order to 'IAMA' – (\$USD only)
- Visa/MasterCard
- AMEX

Card # _____

Expiration Date: ____ / ____ Card ID# _____

Print Cardholder Name _____

Signature _____

Hotel Reservation

• A credit card must be provided to guarantee hotel reservations. Your card will not be charged prior to arrival.

Arrival Date _____

Departure Date _____

Hotel Selection

Fairmont Hotel

I will stay at a different hotel. (\$100 surcharge will apply)

Fairmont Hotel Room Category

- Government Student, Jr. Academic = \$149 + 14.9% tax
- Corporate, Sr. Academic = \$229 + 14.9% tax

Rooms are limited and will be allocated on a first-come-first-served basis.

- Smoking Single Room
- Non-Smoking Double Room

Dr. Mr. Mrs. Ms.

First Name _____ Last Name _____

Business Title _____ Division/Department _____

Company/Institution _____

Business Mailing Address _____

Employer Type: Industry University Government Student

City _____ State _____ Postal Code _____ Country _____

E-mail Address _____

Country Code _____ Area/City Code _____ Telephone _____ Fax _____

Name of Accompanying Person(s) _____

Registration Fees (all prices in USD \$)

IAMA Forum & Symposium

Professional \$ 750 **Before May 15** **After May 15** \$ 850

Full-Time Student (Department Head Signature: _____) \$ 460 \$ 560

IAMA Case Conference \$ 35

USAID/World Bank Post Conference Workshop (June 29-30) \$ 250

IAMA Executive Education Caucus (June 26-30) *Requires IAMA Forum Registration \$ 2750

Spouse or Guest Registration	# _____	x \$ 300	_____
Discovering Oak Park Tour (June 25)	# _____	x \$ 100	_____
Architectural River Cruise (June 26)	# _____	x \$ 35	_____
Magnificent Mile Shopping Trip (June 27)	# _____	x \$ 10	_____
Museum Campus Tour (June 28)	# _____	x \$ 10	_____

Hotel Surcharge (if not staying at the Fairmont Hotel)

IAMA Professional & Student members who have already paid 2005 dues, subtract \$125 or \$60, respectively. (-\$125/- \$60)

Total: USD \$ _____



**International Food and Agribusiness
Management Association**

IAMA Business Office Contact Information:

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Program Planning Committee

Walt Armbruster – *IAMA President*
Hector Laurence – *IAMA President-Elect*
Jerome Siebert – *Executive Director*
Mike Boehlje – *Forum Co-Chair*
Lynn White – *Forum Co-Chair*
Dennis Conley – *Symposium Chair*
Hector Ordonez – *Symposium Vice-Chair*
Bill Gorman
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