

Conference Registration Brochure



International Food and Agribusiness
Management Association

17TH ANNUAL WORLD FORUM AND SYMPOSIUM

FOOD CULTURE: TRADITION, INNOVATION AND TRUST
• A POSITIVE FORCE FOR MODERN AGRIBUSINESS •

PARMA, ITALY
JUNE 23 - 26, 2007

FEATURING:

"The Rural Poor and Tomorrow's Market,"
A workshop with the Food and Agriculture
Organization of the United Nations (FAO).



IAMA Business Office:

PO Box 14145 • College Station, TX 77841-4145 • U.S.A. • Tel: 1-979-845-2118 • Fax: 1-979-862-1487 • iama@tamu.edu • www.ifama.org



WELCOME

The traditions of food and drink are as ancient as humankind, and by sharing these customs, people in all the world's countries share not only the pleasures of gastronomy but a bond created through sharing culture. We hope to make this conference in Parma an example of this principle. Our goal is to enrich and nourish your mind with many stimulating and thought provoking discussions while nourishing and enriching your body by offering a pleasurable gastronomic experience.

For those of you not familiar with Parma, it is the capital of Italy's "Food Valley" known for Prosciutto di Parma ham and Parmigiano Reggiano

cheese. Parma is also host to Italy's most important food industry trade fair, CIBUS, and my home company, Academia Barilla. We have planned some excellent tours which demonstrate the local food economy and will help you experience our community on many levels.

I look forward to seeing you in Parma and sharing a common bond through a pleasurable program and gastronomic experience.

Gianluigi Zenti, President, IAMA

CONFERENCE OVERVIEW

The 2007 IAMA World Forum & Symposium will host over 350 corporate executives, academics, policy makers and students at the Academia Barilla Center and the Auditorium Paganini in Parma Italy. The conference will provide an opportunity to explore global issues and hot topics in a vibrant, interactive setting while spending time in a city of food, art and agribusiness.

For those who are not familiar with IAMA, our Symposium takes place on Saturday and Sunday, utilizing case studies, paper presentations, discussion sessions and poster displays to provide an intellectual foundation for discussions that take place in the Forum on Monday and Tuesday. The Forum is an interactive series of presentations and discussions by top executives, researchers and policy makers focused on timely issues impacting the global food system.

We are also honored to host a meeting of the NEC-63 Research Committee on Commodity Promotion Programs on Friday, June 22 and a workshop jointly organized by the IAMA Social and Economic Development Task Group and the Food and Agriculture Organization of the United Nations (FAO) entitled "The Rural Poor and Tomorrow's Market" on June 23-24. The FAO Workshop will be limited to 100 attendees and will work towards identifying and synthesizing business models from case studies of leading practices which provide mechanisms to help the rural poor gain access to and control over economically sustainable income sources, and thus choices over their destiny.

CONFIRMED CONFERENCE SPEAKERS INCLUDE *

Doyle Baker, Chief, Agricultural Management, Marketing and Finance, United Nations FAO

Guido Barilla, President, Barilla Holding, Italy

Giulio Sapelli, Università Statale, Milano, Italy

Birthe Linddal Hansen, Copenhagen Institute for Futures Studies, Denmark

Manuel Andres, CEO Nestlé Italia, Italy

Liberio Giovanni Traviotti, President, Consorzio Tutela Provolone Valpadana

President, Consorzio Prosciutto di Parma

President, Consorzio Parmigiano Reggiano

Erasmus Neviani, Università di Parma, Italy

Giovanni Parolari, Università di Parma, Italy

Fons Schmid, VP, Royal Ahold, The Netherlands

Bernard Mary, GM, Credit Agricole Nord-Est, France

Patrick Leheup, Agronomist, Nestlé, Switzerland

Henk Folkerts, Partner, ACE, Netherlands

Elsa Murano, Vice Chancellor & Dean for Ag and Life Science, Texas A&M Univ, (Former Undersec for Food Safety, USDA), USA

Paolo De Castro, Minister of Agriculture, Italy

Laslo Vajda, Dir. General, European Integration, Ministry of Ag and Rural Development, Hungary

Mike Boehlje, Professor, Purdue University, USA

Gustavo Grobocopatel, CEO, Los Grobo, Argentina

William Scott, VP, Agland Investment, USA

Yves Rey, Quality GM, Danone, France

Jagdish Sheth, Kellstadt Chair of Mktg, Goizueta Business School, Emory University, USA

Luc Morelon, External Communication Manager, LACTALIS, France

Ross McLaren, Retired CEO, Shaw Supermarkets, UK

Mary Shelman, Harvard Business School, USA

*Additional Speakers to be Announced

RECENT PARTICIPANTS INCLUDE *

INDUSTRY

Academia Barilla
ADM
Ballantine Produce
BASF
BMO Capital Markets
Bunge
Cargill
Carrefour
The Coca-Cola Company
DANONE
Development Alternatives, Inc.
Diamond of California
Dow AgroSciences
Grocery Manufacturers of America
Hancock Ag Investment Group
Harris Nesbitt
Hoegemeyer Hybrids
John Deere
Monsanto Company
Nestlé
Novus International
Pioneer Hi-Bred International
Rabobank

Restaurant Services, Inc.
Ruiz Food Products
Standard Bank
Sunkist
Syngenta
SYSCO
Unilever

GOVERNMENT NON-PROFIT

Agricultural Development International
APHIS
Chemonics International
Cotton Council International
Dairy Cooperatives Association
DLG - German Agricultural Society
EUREPGAP
European Organization for Quality Farm Foundation
FIRA Bank of Mexico
Government of Western Australia
IFCN Dairy Research Center
Institute of Food and Res. Economics
Inter-American Inst for Ag Cooperation
International Food Information Council

International Grains Council
Russian Federation Ministry of Ag
MTT Agrifood Research Finland
National Farm Products Council
National Meat Association
National Pork Producers Council
New Zealand Trade and Enterprise
Ontario Ministry of Ag and Food
The World Bank
United Nations FAO
US Department of State
USAID
USDA
World Agricultural Forum
World Bank

ACADEMIC

Armenian State Agrarian University
Belgrade University
Cornell University
Curtin University of Technology
ESSEC Business School
Harvard Business School
Imperial College London

INHOLLAND University
Kansas State University
Kazak State Agrotechnical University
Michigan State University
Purdue University
Royal Agricultural College
Russian State Agrarian University
Swedish University of Ag Sciences
Swiss College of Agriculture
Texas A&M University
The Ohio State University
University of California
University of Guelph
University of Helsinki
University of Illinois
University of London
University of Nairobi
University of Nebraska
University of São Paulo
University of Saskatchewan
University of Sydney
University of the Free State
Wageningen University

*Abbreviated Participant List



IAMA SYMPOSIUM & FORUM

SYMPOSIUM SCHEDULE

FRIDAY, JUNE 22

8:00AM – 6:00PM

IAMA and NEC 63 Registration

10:00AM – 12:00PM

NEC 63 Session #1

12:00PM – 2:00PM

NEC 63 Lunch

2:00PM – 4:00PM

NEC 63 Session #2

5:00PM

Deadline for Case Competition Teams to register

7:30PM

IAMA Board Dinner

SATURDAY, JUNE 23

7:30AM – 8:30AM

Student Meeting

Required for Student Travel Grant Recipients

9:00AM – 10:30AM

“Leadership and Human Capital Needs of Agribusiness and Their Impact on Food Culture: Challenges and Possible Solutions”

As companies conducting business across the food chain meet ever complex and demanding challenges, they need people who possess the skills, knowledge and leadership necessary to convert challenges into opportunities. This session explores the qualifications needed in the future and offers strategies on how to develop this type of human capital. This debate will overlap into a traditional area of relevance for both academic and professional IAMA members (Education and Knowledge Transfer), and dovetail into food culture, helping participants “understand” and “appreciate” this aspect of leadership. Participants will gain an appreciation for of these key HR challenges and strategies for addressing them.

10:30AM – 11:00AM

Networking Break

11:00AM – 12:30PM

Concurrent Session #1

Case Conference Introduction

Mary Shelman, Harvard Business School

12:30PM – 2:00PM

Lunch

2:00PM – 3:30PM

Concurrent Session #2

Case Conference

FAO Workshop

Introduction: The Rural Poor and Tomorrow’s Market

Session One: Opportunities and Challenges for the Rural Poor

3:30PM – 4:00PM

Networking Break

4:00PM – 5:30PM

Concurrent Session #3

Case Competition - *Preliminary Round*

FAO Workshop

Session Two: Servicing the Rural Poor

5:00PM – 7:00PM

2009 Conference Program Planning

Committee Meeting

7:00PM – 8:30PM

Student & Industry Reception

SUNDAY, JUNE 24

8:00AM – 12:00PM

IAMA Executive Committee & Board of

Directors Meeting

9:00AM – 10:30AM

Concurrent Session #4

Case Conference

FAO Workshop

Session Three: Collaborating to Access Markets

10:30AM – 11:00AM

Networking Break

11:00AM – 12:30PM

Concurrent Session #5

Case Conference

FAO Workshop

Session Four: Addressing External Constraints to Market Development

12:30PM – 2:00PM

Lunch

2:00PM – 3:30PM

Concurrent Session #6

Case Competition – *Final Round*

FAO Workshop

Session Five: Facilitating Market Linkages

3:30PM – 4:00PM

Networking Break

4:00PM – 5:30PM

Bridge Session: “Creating Products and Cultivating Markets in Developing Countries.”

This captivating session discusses the technical, economic and ethical challenges and opportunities offered by markets in developing countries, leading to ideas on how to contribute to the process.

6:00PM – 7:30PM

Task Group Meetings

8:00PM – 9:30PM

Welcome Reception: “A taste of Italy with Academia Barilla”

FORUM SCHEDULE

MONDAY, JUNE 25

7:30AM – 8:30AM

Fellows Breakfast

9:00AM – 9:45AM

Fellows Awards

Welcome Address

9:45AM – 11:00AM

“Food as Culture: Is it Real, True Culture, and Does it Help Producers, the Processing Industry and Consumers Connect? A Framework”

Two keynote speakers explore and document the links between food and cultural tradition. Special attention is devoted to illustrating the importance of these links and how this type of food-benefit is growing in popularity by a large share of consumers. This session will provide a framework for the entire conference, suggesting a number of provocative thoughts and discussion ideas.

11:00AM – 11:45AM

Networking Break

11:45AM – 1:15PM

“Food As Culture: Is it Real, True Culture and Does it Help Producers, the Processing Industry and Consumers to Connect? A Discussion of Industry Experiences”

A roundtable will present personal industry experiences documenting how food and culture are intertwined, and how this relationship has become a positive force throughout their value chain. Each panelist will exemplify experience from a world-renown traditional product, Protected Designation of Origin product, and a Protected Geographical Indications product. These specific qualities, linked to natural and human factors, have resulted in their social, environmental and economic sustainability over the last several centuries, and are the foundation of today’s market success. The discussion will allow the audience to explore challenges and opportunities of interest.

1:15PM – 2:45PM

Lunch

2:45PM – 4:15PM

“Harvard Business School Case on Italian Agribusiness: Barilla”

Barilla, the world’s largest pasta company, has introduced a new high-quality, high-priced product line that features a range of authentic Italian food



CONFERENCE TOURS

products sourced from artisan producers. Management believes the line will appeal to consumers seeking healthier foods and convenience, and will help extend Barilla's brand identification beyond pasta. However, the new line is a bold departure from Barilla's core competencies of high-volume production and sales of fast moving, low-priced goods. This session provides an opportunity to discuss trends in consumer eating habits, supply chains for locally-produced goods, and changes in retail formats. Additionally, this session examines the investment philosophy differences between a family-owned versus a publicly-traded company.

4:15PM – 5:00PM

Networking Break

5:00PM – 6:30PM

“Science and Food Quality”

This session explores what science can do to document and objectively define the specific quality of typical foods. Examples are provided using Parmigiano Reggiano and Prosciutto di Parma, the two leading Italian Protected Designation of Origin brands, demonstrating how science can map objective key parameters (sensorial properties, ageing, area of origin) which uniquely identify these traditional products and define the identity profile of Intellectual Property of these traditional value chains.

7:30PM – 11:30PM

Presidential Banquet

Depart Barilla Center at 7:30PM

Return to Barilla Center by 10:00PM

TUESDAY, JUNE 26

7:00AM – 8:00AM

Publication Policy Committee Meeting

8:30AM – 10:00AM

“Value Creation and Value Reporting in Relation to Food Culture: Intangibles and Evaluating Emotional Assets”

The importance of using proper evaluation techniques when measuring intangible assets in agri-food value chains will be explored through the use of case-based examples. This session will provide you a solid understanding and appreciation for the core issues and practical challenges faced in agribusiness companies.

10:00AM – 10:45AM

Networking Break

10:45AM – 12:15PM

“Regulatory Framework: Public vs. Private; Interactions with Food Culture Values”

Attendees will gain an appreciation for the issues at the frontier of the streamlining debate, and an understanding for a practical approach to reducing

the cost of compliance. Case-based examples will provide a foundation for understanding the main issues and practical challenges faced by agribusiness companies.

12:15PM – 1:45PM

Lunch

Champagne Tasting provided by

Champagne Nicolas Feuillatte

IAMA Today

Award Presentations

Presidential Transition Ceremony

1:45PM – 3:15PM

“Food vs. Fuel: The Competition for Limited Resources”

As agribusiness gears up for the use of land and other resources to produce renewable fuel sources, an issue arises as to the appropriate mix of using these resources for fuel vs. food uses. This session will identify the major issues involved, consequences for the food chain and their participants, and alternative scenarios that are likely to occur. The discussion will present a global viewpoint covering the consequences for both developed and developing countries.

3:15PM – 4:00PM

Networking Break

4:00PM – 5:00PM

“The Future Food System: Creating and Marketing Healthy Foods for Demanding Consumers”

This session will explore the strategic expectations of major food companies over the next 5 to 10 years, and the possible role and impact of food chain stakeholders on the food culture.

5:00PM

Adjourn

Closing Pasta Party

6:00PM – 7:30PM

2008 Conference Program Planning Committee Meeting

SPOUSE & GUEST TOURS

CITY WALKING TOURS

Deadline to register is June 8, 2007

Walking Tour 1: Available Sunday morning only.

Departs from Grand Hotel de la Ville at 10:30am.

Visit Glauco Lombardi Museum and San Paolo Chamber (with frescoes by Parmigianino). Return to Grand Hotel de la Ville by 1:15pm. Min 15 – Max

25. All Inclusive Price: USD \$35.00

Walking Tour 2: Available Tuesday morning (a Saturday morning tour may be added based on demand). Departs from Grand Hotel de la Ville at 9:30am. Visit National gallery, the Pilotta Palace and the Farnese and Regio Theatres. Return to Grand Hotel de la Ville by 1:00pm. Min 15 – Max 25.

All Inclusive Price: USD \$40.00

GOURMET CULINARY TOUR

Deadline to register is June 1, 2007

Available Saturday morning (a Monday morning tour may be added based on demand). The tour departs Grand Hotel de la Ville at 7:30am. Watch how master artisans create what is truly one of the most delicious foods in the world - the King of the cheeses Parmigiano Reggiano and hams, Prosciutto di Parma. Visit a caseificio to see how Parmigiano Reggiano is made, and a prosciuttificio, to see how Prosciutto di Parma is made. Return to Grand Hotel de la Ville by 11:30am. Tasting of Parmigiano Reggiano and Prosciutto di Parma included. Min 20 – Max 50.

All Inclusive Price: USD \$70.00

COOKING COURSES AT ACADEMIA BARILLA

Deadline to register is June 1, 2007

Tasting Italy. Available Monday morning (a Sunday morning class may be added based on demand). An exciting opportunity to sample the unique, authentic flavor of the region Emilia Romagna through the tasting of what is truly one of the most delicious food in the world – the King of the cheeses Parmigiano Reggiano and other powerful, flavorful and magnificent products like balsamic vinegar and extra virgin olive oil. Min 15 – Max 25. All Inclusive Price: USD \$100.00

Fresh Pasta. Available Tuesday afternoon (a Sunday afternoon class may be added based on demand). Academia Barilla opens its welcoming kitchen to everybody who wants to learn the special tricks and techniques of genuine home-style pasta making. The fun starts when you put on your apron and start kneading and stretching the pasta. After a four-hour, hands-on lesson you will meet around the kitchen table to enjoy the fruits of your efforts.

Min 15 – Max 25. All Inclusive Price: USD \$100.00

POST CONFERENCE TOURS

Deadline to register is June 1, 2007

MODENA AND FERRARI MUSEUM

Departs Grand Hotel de la Ville at 8:00am on Wednesday, June 27. Visit Modena and an acetaia where the traditional Balsamic Vinegar is made.

You can taste it and put to good use the skills acquired in Academia Barilla's Tasting Course!

Lunch in a trattoria close to Maranello. Visit the Ferrari museum. Return to Grand Hotel de la Ville by 6:30pm. Min 20 – Max 50. All Inclusive Price: USD \$115.00

USD \$115.00

USD \$115.00

VENICE

Departs Grand Hotel de la Ville at 7:30am on Thursday, June 28. Tour of Venice the calli and Piazza San Marco. Sampling lunch included.

Return to Grand Hotel de la Ville by 8:30pm. Min 20 – Max 50. All Inclusive Price: USD \$150.00.



EARLY BIRD SPECIAL - SAVE \$100 BY REGISTERING BEFORE MAY 1, 2007

REGISTRATION...THREE SIMPLE STEPS

1. Go to the IAMA Website (www.ifama.org)
2. Click on the "Conference Registration" button.
3. Complete the online registration form.
(Note: If paying by check, print the completed registration form and mail it to the IAMA Business Office along with your payment.)

Forum & Symposium Registration

The IAMA Forum and Symposium will be held on June 23-26 at the Academia Barilla Center and the adjoining Paganini Congress Center. The professional and student registration fees include:

- All Forum and Symposium sessions
- Saturday-Tuesday Lunches and Networking Breaks
- Welcome Reception, Presidential Banquet & Closing Pasta Party
- 2007 IAMA Membership Dues

FAO Workshop Registration

The FAO Workshop will be held June 23-24 in the Paganini Congress Center. The registration fee will be \$50 for participants who also register for the IAMA Conference and \$250 for the FAO Workshop alone (Early Bird Rate).

The registration fee includes:

- FAO Workshop sessions
- Sunday lunch
- Saturday and Sunday Networking Breaks

NEC 63 Registration

The NEC 63 meeting will be held on Friday, June 22 in the Academia Barilla Center. The registration fee includes:

- NEC 63 sessions
- Friday Lunch

Spouse/Guest Registration Fee Includes:

- Saturday-Tuesday Lunches and Networking Breaks
- Welcome Reception, Presidential Banquet & Closing Pasta Party

Registration Confirmation

The IAMA Business Office will confirm your conference registration via e-mail upon receipt and processing of your registration form and payment. Please contact the IAMA Business Office if you have not received confirmation within 10 business days.

Registration Cancellation Policy

A 90% refund of fees will be granted in response to written requests prior to May 1, 2007. 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 possible after June 1, 2007.

Conference Attire

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

Transportation

For detailed instructions regarding travel to Parma, please see the IAMA website (www.ifama.org) and follow the links to the 2007 Parma Conference webpage.

	BEFORE MAY 1		AFTER MAY 1	
	Member	Non-Member	Member	Non-Member
IAMA - Professional Fee	\$750	\$900	\$850	\$1,000
IAMA - Student Fee	\$425	\$500	\$525	\$600
IAMA - Guest Fee	\$400	\$400	\$400	\$400
FAO Workshop w/ IAMA Registration	\$50	\$50	\$50	\$50
FAO Workshop Only	\$250	\$250	\$350	\$350
NEC 63 Fee	\$150	\$150	\$150	\$150
Welcome Reception Only	\$65	\$65	\$65	\$65
Presidential Banquet Only	\$160	\$160	\$160	\$160
Pasta Party Only	\$35	\$35	\$35	\$35

HOTEL INFORMATION

CONFERENCE HOTEL: Sofitel Parma Grand Hotel de La Ville

Thanks to a generous effort by Barilla, a very favorable all-inclusive rate has been secured at this luxury five-star hotel, which adjoins the Academia Barilla Center. Reservations can be made on the IAMA website when you register for the conference or by e-mailing the IAMA Business Office at iama@tamu.edu. All reservations, changes and cancellations for the Hotel de La Ville must be made through the IAMA Business Office. The fee for your stay must be pre-paid by credit card and will be collected by IAMA at the time of booking.

Special Room Rate: USD \$169.00 (Rate includes breakfast and taxes and requires pre-payment by credit card).

Sofitel Parma Grand Hotel de La Ville (5-Star)

Largo Piero Calamandrei 11
43100 PARMA, ITALY
Tel : (+39)0521/0304
Fax : (+39)0521/030303
Website: <http://www.sofitel.com>

HOTEL CANCELLATION POLICY
Before June 15, 2007 – One night's charge
After June 15, 2007 – Charged in full

ALTERNATE HOTELS

The deadline to reserve a room is May 20, 2007

Reservations for alternate hotels are available through a tour operator located in Parma. In order to reserve a room at one of the alternate hotels, please select the hotel category that you prefer when you register for the conference on the IAMA website or by e-mailing the Business Office at iama@tamu.edu. Room rates include breakfast and taxes and your room must be guaranteed with a credit card. Please note that a taxi may be required to travel from alternate hotels to the conference center. The hotels will be reserved by the tour operator starting from the closest hotel to the conference center and rooms will be assigned on a first come, first served basis and on the hotel availability at time of the request. A list of alternate hotels in each category can be found on the IAMA website.

Hotel Type	Single	Double
4 - Star	€ 110-120	€ 140-170
3 - Star	€ 85	€ 110
Budget (in Parma)	€ 65	€ 90
Budget (outside Parma)	€ 55	€ 75



**International Food and Agribusiness
Management Association**

IAMA Business Office

Jerome Siebert, *Executive Vice President*
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Program Planning Committee

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Francesco Braga, *Forum Co-Chair*
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Marcos Fava Neves, *Symposium Vice-Chair*
Mark Hansen, *Symposium Chair-Elect*
Greg Baker, *Case Conference & Case Competition Chair*
Mike Boehlje, *Case Conference Vice-Chair*

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