

Department of Tropical Agriculture and International Cooperation
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IFAMA Conference Report

21st Annual World Forum and Symposium: The Road to
2050 Sustainability as a Business Opportunity on June
20-23, 2011

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Sustainability as a Business Opportunity on June 20-23, 2011

IFAMA is International Food and Agribusiness Management Association. IFAMA's mission is achieved through providing members with multiple vehicles for information sharing, knowledge advancement, discussion and debate, networking, and career development. World Food and Agribusiness Forum, Symposium and Case Conference are an interactive series of presentations and discussions by top executives and researchers focused on timely issues impacting the global food chain. Diverse program themes and interaction with key agribusiness leaders enhances the sharing of information and identification of research issues. The Symposium utilizes paper presentations, discussion sessions and poster displays to provide an intellectual foundation for discussions that take place at the Forum.



Figure 1. International Food and Agribusiness Management Association

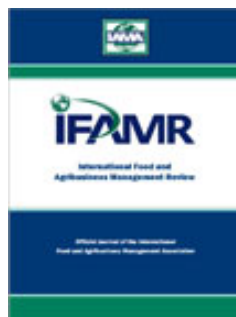


Figure 2. International Food and Agribusiness Management Review Editorial Philosophy and Guidelines for Contributors

The International Food and Agribusiness Management Review (IFAMR) is an intellectual meeting place for industry executives, managers, scholars and practitioners interested in the effective management of agribusiness firms and organizations operating in the global food system. It is internationally recognized as a catalyst for discussion and inquiry for those interested in the food and agribusiness system.

The core values of the *Review* are as follows: excellent academic contributions; fast, thorough, and detailed peer reviews; building human capital through the development of good writing skills in scholars and students; broad international representation among authors, editors, and reviewers; a showcase for IFAMA's unique industry-scholar relationship, and a facilitator of international debate, networking, and research in agribusiness.

The *Review* welcomes scholarly articles on business, public policy, laws and education pertaining to the global food system. Articles may be applied or theoretical, but must address an issue relevant to managers or management, and advance the topic through implication and application. Articles focused on a special issue, case studies, industry interviews, and book reviews are also welcome.

The *Review* is published quarterly. A *Special Symposium Issue* is published in November that highlights the proceedings from *IAMA's Annual World Forum and Symposium*. The *Review* is an electronic journal using alternative media formats such as MP3, MP4, and video clips.

Articles appear in one of four sections: Research, Executive Interviews, and Executive Commentaries and Case Studies.

Research: Contributions may be theoretical or empirical in nature, but must address an issue of interest to food and agribusiness scholars or managers. Manuscripts should be logically structured and have robust methodology containing references, figures, tables, and graphs.

Executive Interview: Interviews with executives, especially those conducted by academics are welcomed. Interviews may be submitted in text or as MP3/MP4 or digital videos. All

interviews should be structured with a clear focus and message to readers and listeners. There is not peer review of industry interviews.

Executive Commentaries: Contributions of commentaries need to less than 1000 words and should report on professional issues of practical relevance to agribusiness. There is not peer review of industry commentary.

Case Studies: The *IFAMR* encourages agribusiness case submissions, and has a database of quality food and agribusiness management cases which can be used for educational purposes. Cases published by the *IFAMR* should address a decision-making problem related to a business, technical, ethical or regulatory issue confronting a food and agribusiness organization, or deal with an aspect of agribusiness education. Cases can be based on field research of authors or a team of authors from academia, industry and government. Cases may be exploratory (research), evaluative (descriptive), or based on simulated situations. A teaching note/package is required before a submitted case is considered for the review process. All case studies are double-blind peer reviewed by scholars experienced in either writing and/or using case studies.

In addition, the IFAMA information can go to website on www.IFAMA.org (Figure 3). On this website we can find the information about IFAMA conference and also the IFAMR Journal. We can submit the Journal to this website but we need to become their member.

Researcher who interested IFAMA conference, we need to submit our proposal before the end of November and then if they accept the proposal we need to submit full paper later. IFAMA conference is annual conference. They also have Best paper competition for the research would like to complete their own research who win in this will be publishing in IFAMR Journal.



Figure 3. IFAMA website (www.IFAMA.org)

On June 20, 2011 I presented my paper on Determinants of Consumer Willingness to Purchase for Organic Products in Thailand at 9.15-10.30 in Food Environment Conflicts sessions (Figure 4). And during two days on June 20-21, 2011 we had discussion a lot about organic consuming and health conscious of consumers. In the IFAMA conference has six sessions of presentation including Food System Technology and Innovation, Global Food Outlook, Responsible Food Supply Systems, Global Economic and Financial Crisis, Consumer Orientation and Marketing, Food System Environmental Conflicts, and Human Capital and Management Issues.



Figure 4. Conference Presentation of Determinants of Consumer Willingness to Purchase for Organic Products in Thailand

This year, IFAMA is providing distinct opportunities for industry leaders to engage with students for sufficient time to gauge their knowledge level and areas of interest, and to establish a connection with those who might become future employees and leaders. One of those activities is the Student-Industry Agribusiness Case Seminar, on June 21st. This seminar is structured in an interactive group-based format designed to allow industry and student attendees to exchange information in depth, and debate alternative approaches to a timely issue. After a sustained dialog over breakfast and lunch on Tuesday, June 21, a plenary gathering will commence for a facilitated case seminar. The event is sponsored by Novus, International. The seminar organizers, Prof. Victoria Salin and Prof. Eluned Jones have created a discussion thread on LinkedIn for the upcoming Student-Industry Agribusiness

Seminar (Figure 5). This case we discuss a lot about the meet industry especially in Europe. Please go to see Harvard style case 3 which I attach file in CD.



Figure 5. Harvard Style Case for Discussion about Driving Change in the European Meat Industry for student



Figure 6. Harvard Style Case for Discussion for student

The Forum, “The Road to 2050, Sustainability as a Business Opportunity,” will be leading edge and intensive. This is an opportunity to collaborate and share our thoughts with peers from industry, academia and policy leaders to discuss how to meet the demands of food and agribusiness over the coming years with limited economic resources. Because of the intensive focus of the Forum, I am encouraged to contribute and ask questions. Henk van Latestejin will help bring all the current sessions together into final session recap at the end of each day so I can benefit from all of the discussions and conference take-away. Many thanks to Gerhard Schiefer and Josef Haber for their Co-Chair leadership of the Forum; to Melanie Fritz and Jay Lillywhite for their leadership of the Symposium; to Jose Antonio Boccherini and Malanie Lang for their leadership of the Harvard Style Showcase; to Gragory Baker for Chairing the Student case competition; and to Eluned Jones and Victoria Salin for organizing the Student-Industry Agribusiness Seminar (Figure 7).

Finally, the next IFAMA Conference will be held on June 11-14, 2012 in Shanghai, China (Figure 8).



Figure 7. IFAMA Forum



Figure 8. IFAMA Conference on 2012