Strategic Perspectives on Innovation in Agrifood Supply Chains in Emerging vs Developed Markets

What can the food and agriculture industries learn from the successes of Silicon Valley?

Berkeley is situated at the heart of California’s Bay Area, surrounded by Silicon Valley, Napa Valley wine areas, Central Californian fruit and vegetable agribusiness, and a leading university in technological innovation. The workshop focuses on understanding strategic opportunities for innovation in agrifood product design and supply chain design to enhance profitability in rapidly transforming emerging markets of Asia and Latin America, and in evolving mature markets in the US and Western Europe. The workshop also examines regulatory and market access challenges. We bring together leading companies who have made exciting innovations, as well as leading policy analysts and academics focused on the themes. The talks will cut across the leading themes of today’s food and agribusiness including emerging markets, bio-fuels and bio-economy, high value product differentiation in wine, beer, chocolate, and fresh produce, and regulatory challenges facing firms innovating in these domains.

Date: April 19-21, 2016
Location: Berkeley, CA

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Speakers

Bruce Babcock  
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Howard Yana-Shapiro

- Professor of Economics, Iowa State University
- CEO, Die Lebensmittelwirtschaft (The Food Industry, Ltd.)
- Professor of Agricultural and Resource Economics, UC Davis
- Professor of Agricultural Economics, University of Missouri
- Lecturer of Agricultural and Resource Economics, UC Davis
- Global Agricultural Executive and Senior VP, Bank of America Merrill Lynch
- Corporate Innovation, Mars, Inc.
- Former CEO, Bunge Europe and Bunge North America
- Senior Vice President, Costco Wholesale
- Vice President, UC Agriculture and Natural Resources
- President, J Lugg & Associates
- Director, Center for Agricultural Business, California State University, Fresno
- Professor of Agriculture, Food and Resource Economics, Rutgers University
- Professor of Agricultural and Resource Economics, UC Berkeley
- Adjunct Professor of Agricultural and Resource Economics, UC Berkeley
- Co-Founder, Scharffen Berger Chocolate Maker Inc.
- Professor of Agricultural and Resource Economics, UC Davis
- Director of Agribusiness Analysis, Rabobank International
- Director, Berkeley Bioenergy Institute & Founder, Mendel Biotechnology Inc.
- Professor of Economics, University of Leuven
- President and CEO, Woolf Farming & Processing
- Chief Agricultural Officer, Mars, Inc.

Who Should Attend?
Managers and technical staff of food industry, agribusiness and logistics companies, government policy entities, private sector associations, and academia focused on agribusiness, food industry, and the bio-economy.

To register or for more information, please visit http://iep.berkeley.edu/agrifoodbusiness