



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

Program Directors:

David Zilberman

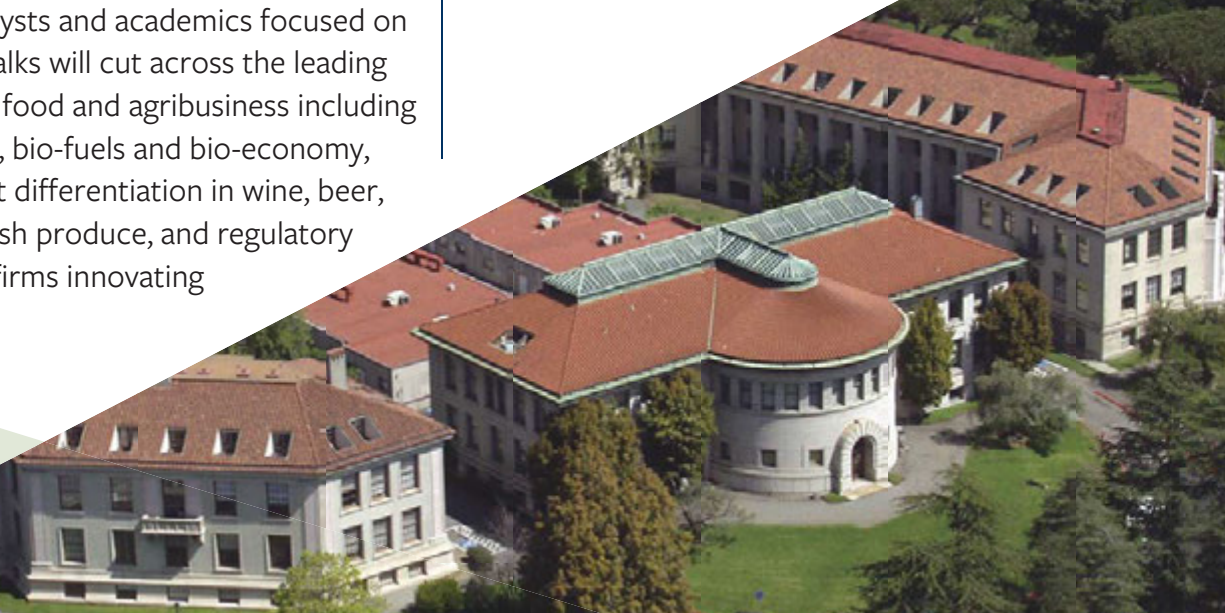
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Rural Policy, Wageningen University






Speakers

Bruce Babcock	Professor of Economics, Iowa State University
Stephan Becker-Sonnenschein	CEO, Die Lebensmittelwirtschaft (The Food Industry, Ltd.)
Colin Carter	Professor of Agricultural and Resource Economics, UC Davis
Michael Cook	Professor of Agricultural Economics, University of Missouri
Roberta Cook	Lecturer of Agricultural and Resource Economics, UC Davis
Cornelius Gallagher	Global Agricultural Executive and Senior VP, Bank of America Merrill Lynch
Joel Harris	Corporate Innovation, Mars, Inc.
Carl Hausmann	Former CEO, Bunge Europe and Bunge North America
Dennis Hoover	Senior Vice President, Costco Wholesale
Glenda Humiston	Vice President, UC Agriculture and Natural Resources
Jim Lugg	President, J Lugg & Associates
Mechel Paggi	Director, Center for Agricultural Business, California State University, Fresno
Carl Pray	Professor of Agriculture, Food and Resource Economics, Rutgers University
Gordon Rausser	Professor of Agricultural and Resource Economics, UC Berkeley
David Roland-Holst	Adjunct Professor of Agricultural and Resource Economics, UC Berkeley
John Scharffenberger	Co-Founder, Scharffen Berger Chocolate Maker Inc.
Richard Sexton	Professor of Agricultural and Resource Economics, UC Davis
Ken Shwedel	Director of Agribusiness Analysis, Rabobank International
Chris Somerville	Director, Berkeley Bioenergy Institute & Founder, Mendel Biotechnology Inc.
Johan Swinnen	Professor of Economics, University of Leuven
Stuart Woolf	President and CEO, Woolf Farming & Processing
Howard Yana-Shapiro	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>