



# **FOOD CHAINS**

## **CONNECTING VALUE WITH VALUES**

### **12th Annual World Food and Agribusiness Forum & Symposium**

The Netherlands

June 7 - 11, 2002



International Food and Agribusiness  
Management Association

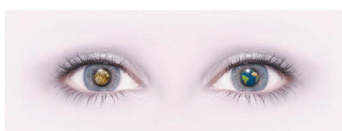


## IAMA's Mission:

IAMA is a World Educational Forum dedicated to a highly productive and efficient food system that is responsive to the needs of world consumers.

IAMA is dedicated to a food system that is safe, sustainable, responsive to the environment, and has a high level of business integrity.

## FORUM THEME



***Food Chains; Connecting Value with Values*** is the theme of the 12<sup>th</sup> Annual World Food and Agribusiness Forum, to be held from June 10 - 11, 2002.

A unique event where industry (trade, retailers, producers, ICT, logistics, finance), academic and government people will come together to share their ideas and thoughts about current topics in the Agribusiness and Food Industry and help setting the agenda for the years to come.

The Forum & Symposium will be held in The Netherlands at Noordwijk, West of Amsterdam.

## Heinz Imhof

President IAMA



As president of IAMA it is my honor to introduce the 12<sup>th</sup> Annual World Food and Agribusiness Forum & Symposium, to be held in The Netherlands, June 7-11, 2002.

The theme of the forum: FOOD CHAINS, CONNECTING VALUE WITH VALUES, provides a valuable and unique platform for dynamic and interactive discussions. The 3 E's of Food and Agribusiness, Economy, Ecology and Ethics, represent different ways of looking at business activities, often resulting in controversial evaluations.

We are confronted with great challenges in Food Chains: the IAMA World Food and Agribusiness Forum 2002 will have speakers from all stakeholder groups involved in the food chain, so that the different point of views will be represented. Please have a look at the program; with your contribution this event can help to move jointly in the right direction.

On behalf of IAMA, I invite you to attend the Forum & Symposium, to discuss how we can "Connect Value with Values" and to the opening reception of the Forum, which will take place June 9 at the Floriade meeting Plaza.

### June 7 - 8

5<sup>th</sup> International  
Conference on Chain  
Management  
and  
IAMA Symposium

### June 9

IAMA Meeting  
Plaza  
at  
Floriade

### June 10 - 11

12<sup>th</sup> Annual World  
Food & Agribusiness Forum

# 12th Annual World Food and Agr Food Chains, Connecti

## IAMA World Forum June 10-11

The IAMA World Forum, will consist of four blocks, each divided into two plenary sessions.

	Monday, June 10	Tuesday, June 11
<b>Morning</b>	The three E's of Food and Agribusiness: Economy Ecology Ethics ①	System innovations within food chains ③
<b>Afternoon</b>	New Challenges in Multi-Local Food Chains ②	<ul style="list-style-type: none"> <li>• Hot Topics</li> <li>• Strategic Issues</li> <li>• Setting the Agenda</li> </ul> ④

Modern technology will be used to make the blocks as attractive and interactive as possible. In this way the audience will play a significant role within the Forum.

The results from Monday and Tuesday morning will be input for the Tuesday afternoon part where **HOT-topics** will be discussed and the agenda for different interest groups will be set for the coming year.

Monday evening – IAMA Presidential Banquet.

### ① The three E's of Food and Agribusiness; Economy, Ecology & Ethics

The first two years of the new millennium have taught us that the "new economy" did not create the age of Aquarius, the start of Paradise on Earth: IT is just IT, Food Safety is a global problem and climate changes indicate the failure of mankind to reach a sustainable environment. Practically every individual deep down feels that things cannot go on like this. But corporations don't shake hands; they are private organizations mainly driven by classical shareholder's value motives: profit and growth.

How can people make global business players take the lead in incorporating ecology and ethics into their economic strategies aiming at real sustainable corporate responsibility?

### ② New Challenges in Multi-Local Food Chains

Although we are sometimes inclined to look at the challenges in Global Food Chains as if there were one and only one Global Food System. The fact of life is that this Global Food System is the sum of many different local food chains. Although challenges can be defined as being global, the time frame in which challenges present themselves and solutions are defined can be very different and depend heavily on local circumstances.

We have to realize ourselves that this is specifically true for issues related to Economy, Ecology and Ethics. These issues very often go beyond the local environment, but require local solutions. There can be fields of tension in the way that challenges connected with the three E's are resolved in a local, regional or, if any, in the global environment.

# Agribusiness Forum & Symposium

## Creating Value with Values

### ③ System Innovations Within Food Chains

The challenges faced by Agri-food chains across the world cannot be solved by traditional methods. A new way of thinking is required to provide solutions and create opportunities for Agri-food chains. Therefore system innovations are needed. System innovations lead to new combinations of participants, who might not be used to working together, and lead to changing services and functions.

System innovations do not develop overnight. As well as knowledge on how the system has to be changed, knowledge is needed about the process of working together to create solutions.

### ④ Hot Topics, Strategic Issues, Setting the Agenda

Tuesday afternoon will be used to discuss current topics, strategic issues and to set the agenda for different interest groups. The actual topics will be filled in just before the start of the 12th Annual Food and Agribusiness Forum.

Observers will be present during the sessions of the IAMA Forum 2002. They will gather important issues that arise. These issues will be used as input for the strategic discussions.

Finally the agenda for different interest groups will be set for the coming year.

## IAMA World Symposium June 7 - 8



### 5<sup>th</sup> International Conference on Chain Management June 7-8

In combination with the IAMA World Symposium, June 7-8, 2002 the **5<sup>th</sup> International Conference on Chain and Network Management in Agribusiness and the Food Industry**, organized once every two years by Wageningen University, will be held.

The International Conference on Chain and Network Management in Agribusiness and the Food Industry stands for a highly qualified academic symposium, where academics and researchers from all over the world discuss research results in the field of food chains and networks. At the conference researchers will present ongoing projects and ideas for action, expand theoretical thinking and facilitate the dialogue between researchers, consultants and CEO's from agribusiness and the food industry.

The program of the chain and network conference will parallel the IAMA World Food and Agribusiness Forum.



## The Maple Leaf Conference June 7-8

The 4<sup>th</sup> international Maple Leaf Conference is an expert conference to encourage the development of case studies dealing with management in the food and fiber system. It will be organized concurrently with the 5<sup>th</sup> International Conference on Chain and Network Management.



## The IPC Open Seminar June 11

The International Policy Council on Agriculture, Food and Trade (IPC) is an independent group of 35 leaders and experts in food and agriculture from 20 developed and developing countries. The Council meets twice annually to develop policy recommendations, which it then conveys to policy makers through personal contacts, a variety of papers and studies.



## The IAMA Meeting Plaza June 9

### Floriade

On Sunday June 9, all participants will be invited to visit the world famous '**Floriade**', a world horticultural exhibition that takes place every ten years and will have up to 3 million visitors. There will be a central meeting point for all participants on the grounds of the Floriade.

At the meeting point sponsors will introduce themselves and an overview of Dutch Agriculture and Horticulture will be given.

On Sunday evening, June 9, the 12<sup>th</sup> Annual World Food and Agribusiness Forum will begin with a Welcome Reception.

## Special Activities

The Local Organizing Committee of the 12<sup>th</sup> Annual World Food and Agribusiness Forum & Symposium has set out to increase the publicity and attract new members for IAMA in Europe. Therefore three activities have been started.

**I.** A Task Force European Market Development has been installed to increase the network within Europe.

**II.** A Task Force has been installed to attract new members from Central Europe and countries in transition and give them the opportunity to attend the Forum & Symposium in 2002.

**III.** For new members of IAMA extra activities, to point out the value of IAMA, will be organized during the day of the IAMA meeting plaza.

If you would like more details on the program or sponsoring possibilities for the 12<sup>th</sup> Annual World Food and Agribusiness Forum & Symposium please don't hesitate to contact us.



## Social Events June 10 - 11

The Netherlands, wedged in Europe between Germany, England and Belgium, is a country of breathtaking natural beauty, hundreds of miles of sandy beaches, modern towns rich in history, its unique Amsterdam and a wealth of culture.

In the Golden Age Holland was the Capital of the World. And it shows. Amsterdam has the most 'museum per square inch' of the world. Filled with modern art, Dutch design, works from famous Dutch painters such as Van Gogh, Rembrandt and Mondriaan. During the Forum-days, June 10 - 11, four cultural tours will be organized. A cruise through the canals of Amsterdam, a trip to miniature city Madurodam in The Hague, a visit to Delft, the city of blue earthenware and a trip to the Rijksmuseum in Amsterdam.

A two day trip through The Netherlands and Belgium will be organized following the IAMA World Food and Agribusiness Forum.

More information on the cultural trips will be included in coming information-leaflets.

## Local Organizing Committee

Caroline Allewijn	Royal Cebeco Group	Nico van Opstal	Dutch Ministry of Agriculture, Nature management and Fisheries
Frans van Bijsterveld	Rabobank International	Jan van Roekel	Agri Chain Competence Center
Maarten Cordenier	Agri Chain Competence Center	Alfons Schmid	Royal Ahold
Hans Koehorst	Ordina / Rijnconsult	Tanja Siemerink	Wageningen University
Hendrik Kupper	International School Larenstein	Jacques Trienekens	Wageningen University
Monique Mentjox	Dutch Product Board Horticulture	Pieter de Vries	Syngenta
Onno Omta	Wageningen University		

## The IAMA 2002 Organizing Committee

<b>Heinz Imhof</b> <b>President IAMA</b>	<b>Syngenta</b>	<b>Switzerland</b>	Onno Omta	Wageningen University	The Netherlands
Frans van Bijsterveld	Rabobank International	The Netherlands	Jan van Roekel	Agri Chain Competence Center	The Netherlands
Michael Cook	University of Missouri	USA	Alfons Schmid	Royal Ahold	The Netherlands
William Gorman	IAMA	USA	William Whipple	Harris Nesbitt	USA



## The IAMA 2002 Program Planning Committee

Wytze Adema	Royal Cebeco Group	The Netherlands	Kenneth Harling	Wilfrid Laurier University	Canada
Bernard Auxenfans	FOL Networks	UK	Peter Lacy	IPC	USA
Frans van Bijsterveld	Rabobank International	The Netherlands	Augusto Medina	SPI	Portugal
Loek Boonekamp	OECD	Paris	Pal Molnar	KEKI	Hungary
Jean Paul Cesaretti	University of Naples	Italy	Onno Omta	Wageningen University	The Netherlands
Michael Cook	University of Missouri	USA	John Nichols	Texas A&M	USA
Raymond Destin	CIAA	Brussels	Hector Ordonez	Buenos Aires University	Argentina
Mark Drabenstott	Federal Reserve Bank of Kansas City	USA	Jan van Roekel	Agri Chain Competence Center	The Netherlands
Elisabeth Farina	University of Sao Paulo	Brazil	Johan van Rooyen	Agricultural Business Chamber of Commerce	South Africa
Andrew Fearne	Imperial College in Wye	UK	Alfons Schmid	Royal Ahold	The Netherlands
Russell Garrett	IAMA	USA	Bob Thompson	Worldbank	USA
William Gorman	IAMA	USA			
Manuela Gut-Rella	Syngenta	Switzerland			

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