

Speakers' biography (listed alphabetically)

Sharon K. Bard

Dr. Bard is a Consultant with Ag Education & Consulting (AEC)/Centrec Consulting Group in Savoy, Illinois. Sharon has a background in agricultural finance and lending, risk assessment and management, agribusiness, agricultural marketing, and farm management. Sharon has worked on projects involving credit risk management, market research, survey design and implementation, negotiation, and value-enhanced grains. Her duties have included leading focus groups, conducting market analysis, preparing instructional materials, and performing economic research and analysis. Sharon is also Research Director of Farm Research Institute (FRI), a sister company to AEC. Sharon holds a bachelor's degree in animal science and a master's degree and a Ph.D. in agricultural economics.

Karen Bender, University of Illinois-Urbana Champaign

Dr. Bender has over 15 years experience in researching grain quality, marketing, and competitiveness issues. Much of her current work is focused on value added markets and the use of identity preservation (IP) in developing alternative market channels to traditional commodity supply chains. Recent projects have included identifying producer and country elevator involvement in value added markets, quantifying costs incurred in IP supply chains, and developing a pilot certification and electronic information for value added soybeans. Dr. Bender received a PhD in Agricultural Economics from the University of Illinois at Urbana-Champaign. She is currently working in the Department of Agricultural and Consumer Economics and with the National Soybean Research Laboratory at the University of Illinois at Urbana-Champaign. She has also worked for the Foreign Agricultural Service, USDA.

Frank Beurskens, AgriBiz and Associates, Inc.

Frank is president of AgriBiz & Associates, Buffalo, New York, which provides clients with innovative strategic planning models for aligning, evaluating, prioritizing and communicating project investments. Frank's broad experiences within the commodity and food industry contribute to a big-picture perspective of moving beyond idea to execution. Frank is also co-founder and president of ShoptoCook, Inc., a consumer marketing firm which focuses on utilizing interactive technologies to increase meat and grocery sales by providing shoppers with meal solutions at point of decision making.

Lynn Clarkson, Clarkson Grain Company, Inc.

Lynn Clarkson is the founding president of Clarkson Grain, a grain marketing company that specializes in selected organic and conventional grains and oilseeds. Clarkson Grain also market identity preserved grains and contract with farmers over specific varieties and hybrids. Clarkson Grain has recently begun processing and supplying organically certified ingredients from corns and soybeans. Born on a farm in central Illinois, Mr. Clarkson served aboard a destroyer in the US Navy before forming Clarkson Grain. He holds a Doctorate in Jurisprudence from the University of Wisconsin, a Masters in Political Science from Tulane University and a Bachelors Degree from Knox College.

Reg Clause, Center for Industrial Research and Services, Iowa State University.

Reg holds a B.S. degree from Iowa State University and currently works for Extension to Value Added Agriculture. Reg's consulting activities include market research, acquisition of grants, business planning, strategic planning and feasibility studies. Particular emphasis is on ISO 9000 quality management system implementation and auditing. Reg is a member of the AGState Group for Iowa strategic planning. He was a member of the Ag Advisory Council to the Chicago Federal Reserve for three years and represented the Chicago Fed Bank in meetings with the Federal Reserve Board of Governors in Washington DC. Reg is past president of the Iowa Cattlemen's Association and long time legislative chair.

Marion Desquilbet, Institut National de Recherche Agronomique (INRA), France.

Marion Desquilbet is a researcher in economics at INRA, France. She obtained a Ph.D. in International Economics from University Paris-IX Dauphine in 1998. Her main current research areas are the economic effects of GMOs and the analysis of public policies in agriculture. She has been working on the economic effects of non-GMO segregation and identity preservation. She was involved in a research project commissioned by the French Commissariat Général du Plan in 2001, which aimed at evaluating *ex ante* the economic effects that would result from a diffusion of GMOs in France, notably the gains or losses for different actors and at the global level. She is currently involved in a new research project on the economics of insect resistance management, which draws on the U.S. experience of mandatory non-Bt refuge areas for Bt growers.

Aziz Elbehri, Economic Research Service, USDA

Dr Elbehri is an agricultural economist at the Markets and Trade Economics Division, at ERS/USDA. Aziz is involved in several research projects on agricultural and trade policy reforms and implications on global agricultural trade. Aziz is also involved in several research projects related to crop biotechnology and their implications for market developments and international trade. In particular, Aziz is investigating the impact of crop biotechnology on market segmentation in agricultural markets, agricultural productivity, international competitiveness and trade patterns. Aziz received a Ph.D. in agricultural Economics from Purdue University and a dual Masters in Agricultural Economics and Agronomy from the University of Minnesota.

John Fagan is one of the leading authorities on GMO testing and non-GMO certification. Dr. Fagan pioneered the development of DNA tests to detect genetically modified organisms (GMOs) in food and agricultural products. He founded and serves as the chief scientific officer of Genetic ID NA, Inc., whose mission is to deliver scientifically reliable GMO testing services to the agricultural and food industries via the incorporated certification system Cert ID, Inc. Dr. Fagan made presentations to national and international regulatory organizations, such as the Codex Alimentarius Commission, the Convention on Biological Diversity, the US Department of Agriculture, and the U.S. Food and Drug Administration. Prior to Genetic ID, Dr Fagan was cancer researcher for 7 years at the U.S. National Institutes of Health (NIH), and subsequently in academia. He has published more than 30 articles in internationally recognized, peer-reviewed journals. Dr. Fagan's education includes a bachelor of science (cum laude) from the University of Washington and a doctorate in biochemistry and molecular biology from Cornell University.

Joan Fulton, Purdue University

Dr. Joan Fulton is an Associate Professor at the Department of Agricultural Economics, Purdue University. Joan teaches futures and options, cooperatives, vertical coordination, and food marketing management. Her research examines the impact of alternative organizational structures and has involved extensive work with agricultural cooperatives. Joan holds a Ph.D. in agricultural economics from University of Minnesota. From 1993-1997 she was an assistant professor at Colorado State University. In addition, Joan is active in the development and delivery of programs through the Center for Food and Agricultural Business.

Bill Grande, Critereon/IdentityPreserved.com

Bill Grande is Director of Consulting for *Critereon Company*, a service company that specializes in "customizable" protocol compliance, process verification, and traceability services and technologies to agri-food customers. Bill is involved in the development and implementation of USDA Process Verified Programs, based on ISO 9001 principles, for crop production (food and feed grade grain and oilseeds), fruits and vegetables, livestock feed manufacturing and vertically coordinated food animal production systems. Bill is also consultant to industry associations, government agencies and departments on new quality system initiatives in the agri-food industry.

Bill Horan, Iowa corn grower/NCGA Board member

Mr. Bill Horan is a corn and soybean farmer and a member of the Corn Board for the National Corn Growers Association (NCGA). Mr. Horan farms corn and soybeans in Rockwell City, IA, where he has been a grower since 1973. Mr. Horan has also served as President of the Iowa Corn Growers Association and President of the Calhoun County (IA) Farm Bureau. He is also on the Truth About Trade Board of Directors and the USDA/DOE Advisory Committee. Mr. Horan's interests within NCGA have been primarily trade, transportation and biotechnology. He chaired NCGA's "Future Structure of Agriculture" task force, which looked at the future of corn growing industry given the on-going structural changes in U.S. agriculture.

Charles Hurburgh- Iowa State University

Dr. Charles R. Hurburgh is a Professor of Agricultural Engineering at Iowa State University. He has BS, MS, and doctorate degrees from Iowa State, and specializes in quality management systems with related measurement and sensor technologies. He is the author of more than 175 technical and general articles on grain quality, measurement science and grain marketing. Dr. Hurburgh manages the ISU Grain Quality Research Laboratory and coordinates the Iowa Grain Quality Initiative, an extension information program created to support the development of value-added grains. Most recently he has been involved with development of a statistically based ISO 9000 quality management system at a large cooperative grain elevator.

Nicholas Kalaitzandonakes; University of Missouri-Columbia

Dr. Kalaitzandonakes is a Professor of Agribusiness and the Director of the Economics and Management of Agrobiotechnology Center (EMAC) at the University of Missouri-Columbia. He teaches management and strategy of innovation and biotechnology. In recent years, Dr. Kalaitzandonakes has authored articles on the economic and environmental impacts of biotechnology; its impacts on the structure of the agrifood supply chain; the economics of identity preservation and traceability, the evolution of the agrifood biotechnology industry; and on issues of public acceptance. Dr. Kalaitzandonakes is the Editor of *AgBioForum*. He received his BS in Agricultural Economics from the University of Athens and his MS and Ph.D. in Agricultural Economics from the University of Florida.

Ron Olson, Vice President, General Mills Grain Division

Ron Olson's role at General Mills is to provide strategic and operating leadership for all aspects of grain division. He manages network of country and terminal elevators and manages raw grain origination and quality. Between 1990-1995, Ron was President of Atwood-Kellogg Company, Minneapolis, MN, which provides services to country elevators in the Dakotas and Minnesota included financing, marketing of grain, handling futures hedging, auditing and tax services, bonding, regulatory work, and any other functions country elevators needed to operate successfully. From 1971-1990, Ron was Regional Manager Northwest Region Continental Grain Company.

Peter Phillips, University of Saskatchewan

Dr. Phillips is a professor of agricultural economics and professional associate in management and marketing in a 5-year NSERC/SSHRC Chair in Managing Knowledge-based Agri-food Development at the University of Saskatchewan in Canada. His research concentrates on issues related to intellectual property rights for agricultural biotechnology and trade and marketing issues related to GM foods. Dr. Phillips is Director of the U. of S. College of Biotechnology, a member of the Canadian Biotechnology Advisory Committee and co-chair of the recently completed review of the regulation of GM foods, a senior research associate with the Estey Centre for Trade, Law and Economics and co-principle investigator for Genome Prairie's \$3.3 million, 4-year Genomics, Ethics, Law and Society Project.

Heidi Reichert, Agricultural Marketing Service, USDA

Heidi M. Reichert is an economist with Transportation and Marketing, Transportation Services Branch. Her primary responsibilities include managing the production of various publications that track the shipping rates and relevant issues for transporting containerized agricultural commodities overseas. She also assists in planning and conducting seminars for shippers and exporters on exporting high-valued

agricultural products and develops websites dealing with agriculture export transportation issues. Lately, much of her time is spent working on issues surrounding identity preserved (IP) transportation. She is currently helping to organize training for transportation management specialists in Southern Africa. Ms. Reichert holds a Bachelor of Science degree in Horticulture Production from the University of Maryland and a Master of Arts degree in International Trade from George Mason University.

David Shipman, GIPSA-USDA

David Shipman has been with the U.S. Department of Agriculture since 1976. He has served in various field and headquarters positions involving the analytical testing of agricultural products and the establishment of U.S. and International grain quality standards. He concurrently serves as Deputy Administrator for the Grain Inspection, Packers and Stockyards Administration and is responsible for establishing U.S. grain standards and for managing the Nation's grain inspection and weighing system. Mr. Shipman serves on a variety of committees, including the Secretary of Agriculture's Working Group on Technical Barriers to Trade; the Biotechnology Coordinating Committee; and is an alternative U.S. Delegate to the CODEX Committee on Cereals, Pulses, and Legumes.

Steven T. Sonka holds the Soybean Industry Chair in Agricultural Strategy at the University of Illinois and is the Director of the National Soybean Research Laboratory. He is a Professor of Agricultural Management in the Department of Agriculture and Consumer Economics and the Department of Business Administration. He also is a partner in Agricultural Education and Consulting, a business and financial management firm based in Champaign, Illinois. From an Iowa farm family, Dr. Sonka received a Bachelor's degree in 1970 with distinction, and a Ph.D. degree in 1974 in economics from Iowa State University. Dr. Sonka's teaching and research emphasize strategic decision making in the food and agribusiness sector. He has authored or co-authored over 190 books, articles, and publications. An internationally known scholar, he's been recognized for distinguished teaching and research by the American Agricultural Economics Association and by the National Association of Colleges and Teachers of Agriculture.

Thomas L. Sporleder is Professor of Agribusiness and holds the Farm Income Enhancement Endowed Chair at The Ohio State University. He does both research and teaching in commodity marketing, agricultural cooperatives, and finance. His current areas of interest include value added commodity marketing, vertical coordination in the food supply chain, and the role of intellectual property in the global food system. He earned his Ph.D. in Agricultural Economics from The Ohio State University in 1968. His previous experience includes the faculty of Texas A&M University and a management position with the Campbell Soup Company. Professor Sporleder currently serves as Associate Editor for *AgBioForum*. He also serves as President of the Agribusiness Economics and Management Section of the *American Agricultural Economics Association*.

Bob Stewart, Ag & Education Consulting/Centrec, Illinois

Mr. Robert K. Stewart is a Senior Consultant at Centrec Consulting Group and has worked in a wide array of projects including strategy development, market research and analysis, and educational program development. His main practice areas relate to his background in production agriculture and the grain industry. He has worked extensively in the developing value-enhanced segment of the grain industry. Bob is also a producer and is actively involved with his family grain operation located in northern Illinois.

William Wilson

Dr. Wilson is Professor at North Dakota State University. His primary area of interest is agribusiness strategy with teaching and research emphasis on the grain marketing industries including issues related to: procurement management (by importers and domestic processors); firm management in grain marketing industries; grain quality under uncertainty, disease and increased specificity; US/Canada trade and marketing issues. Dr. Wilson has his PhD from the University of Manitoba. In addition to teaching he has served on the Board of Advisors for FGIS, and on the Board of Directors of the Minneapolis Grain Exchange from 1990-current and finally serves as a consultant to several large domestic and international agribusiness firms.