

**Note:** This symposium is free, but space is limited. If you are interested in attending, please provide your name, address, institutional affiliation, phone number, fax number and E-mail address to Shirley Pryor at: [spryor@ers.usda.gov](mailto:spryor@ers.usda.gov); 202-694-5263; 202-694-5795 (fax). A summary of the symposium will be available in June on the ERS website.

## **SYMPOSIUM**

### **IMPACTS OF E-COMMERCE AND INFORMATION TECHNOLOGY ON GLOBAL AGRICULTURAL MARKETS**

#### **Implications for Research Priorities, Policy Issues and Data Needs**

Sponsors: Economic Research Service, The Farm Foundation and the University of Minnesota

Waugh Auditorium, The Economic Research Service  
1800 M St. NW, Washington, DC

#### **MAY 29, 2001 - DAY 1**

##### **8:30 – 9:00 – Registration and Assembly - Breakfast**

##### **9:00 – 9:30 – Welcome**

**Introduction and Objectives:** Shirley Pryor, Economic Research Service

**Context:** Susan Offutt, Administrator, Economic Research Service

##### **9:30 – 10:30 – Old Economy, New Economy, Information Still Rules**

**Chair:** Terry Roe, University of Minnesota

**Keynote address:** Robert Kauffman, University of Minnesota  
Economics and Electronic Commerce: Survey and Directions for Research

##### **10:30 – 10:45 – Refreshments**

##### **10:45 – 12:30 – E-Commerce and IT: Implications for International and US Trade**

**Chair:** Neilson Conklin, Economic Research Service

Caroline Freund, Federal Reserve Board  
Impacts of E-Commerce on International Trade

Tara Smith, Promar International  
Reaping the Cyber Harvest: E-Commerce and Trade in Food and Agriculture

Andrew Loder, Cargill International  
Capitalizing on Global E-Business Opportunities in Agriculture

##### **12:30 – 1:30 - Lunch**

Jonathan Seltzer  
E-Commerce's Effect on Food Retailing and Supply Chains

##### **1:30 – 3:30 – Use of Information Technology in the Food Systems of Selected Countries: The Current**

## **State of Play**

**Chair** – Cheryl Christensen, Economic Research Service

Albert Kagan and Paul Patterson, Arizona State University: United States

S. Kenneth Shwedel - Rabobank International, Mexico: Latin America

Rachel Howe, Cyberworks Japan: Japan

Burak Ar, Private Businessman: Turkey

Glenn Rogers, United States Agency for International Development, Egypt: Egypt

### **3:30 – 3:45 – Break**

### **3:45 – 5:00 – Research Priorities, Policy Issues and Data Needs**

**Chair** – Shirley Pryor, Economic Research Service

- Panel**
- Sally Thompson, University of Illinois
  - Rolf Mueller, University at Kiel
  - Andrew Schmitz, University of Florida
  - Hamid Mohtadi, University of Minnesota
  - S. Kenneth Shwedel, Rabobank International, Mexico

## **MAY 30, 2001 - DAY 2**

### **8:30 – 9:00 - Refreshments**

### **9:00 – 10:30 – Impacts of E-Commerce on Trade**

**Chair** – Steve Halbrook, Farm Foundation

Gordon Hunt, eFruit International

Buying and Selling Juice on Line: A Case Study for International E-Commerce

Andrew Schmitz, University of Florida

Buying Inputs and Selling Outputs through E-commerce

Hamid Mohtadi , University of Minnesota

Information Technology Adoption in Supply Chains: Some Global Implications

### **10:30 – 10:45 – Refreshments**

### **10:45 – 12:15 – Potential Impacts of E-Commerce on Industry Structure and Behavior**

**Chair** – Janet Perry, Economic Research Service

David Zilberman, University of California, Berkeley

Information Technology and the Evolution and Structure of Agriculture

Rolf Mueller, University at Kiel, Germany

Digital Information Technology and Entrepreneurship in the Agro-food Industry

Jeffrey Dorfman, University of Georgia

The Emergence of E-Markets in Agribusiness: How Will They Work and Who Will Win?

### **12:15 – 1:30 – Research Priorities, Policy Issues and Data Needs**

***EACH SPEAKER HAS 10 MINUTES. THERE ARE 50 MINUTES FOR DISCUSSION.***

**Chair** – Terry Roe, University of Minnesota

- Panel**
- Glenn Rogers, United States Agency for International Development, Egypt
  - David Zilberman, University of California, Berkeley
  - Jeffrey Dorfman, University of Georgia
  - Troy Schmitz, Arizona State University

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