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.

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

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

**Program Directors:**

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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