

## Steering Committee

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**Robert K. Barkley**, president and CEO, Barkley Ag Enterprises  
**William T. Boehm**, retired, senior vice president, Kroger Co.  
**James W. Boswell**, chairman, J.G. Boswell Company  
**Mark W. Burrell**, managing partner, Westmark Group  
**Karen B. Caplan**, president and CEO, Frieda's, Inc.  
**Carol R. Chandler**, owner, Chandler Farms  
**Roberta L. Cook**, Cooperative Extension specialist, UC Davis  
**Tom A. Cortopassi**, president, Stanislaus Food Products  
**Daniel J. Duckhorn**, chairman, Duckhorn Vineyards  
**David L. Gill**, president, Rio Farms  
**John C. Harris**, chairman and CEO, Harris Farms  
**Carlos Herl-Vergara**, general manager, Agro Frio S.A.  
**Jon R. Jessen**, president, Gowen Company  
**Chester O. McCorkle**, professor emeritus, UC Davis  
**Kenneth C. McCorkle**, senior vice president, Wells Fargo Bank  
**Sheila Musolino**, vice president, McDonald's Corporation  
**Dennis S. Parnagian**, president and CEO, Fowler Packing Co.  
**William J. Perry**, president and co-CEO, Girard's Fine Foods  
**William D. Phillimore**, CFO, Paramount Farming Company  
**Stewart Resnick**, chairman, Roll Global  
**Chris J. Rufer**, president, Morning Star Packing Company  
**Daniel A. Sumner**, professor, UC Davis  
**Neal K. Van Alfen**, dean, UC Davis  
**Rob Yraceburu**, executive vice president, Wells Fargo Bank

## Contact Information

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**Seminar academic director: Daniel A. Sumner**

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An Executive Seminar for  
Agribusiness Leaders

March 4-6, 2012  
Monterey Plaza Hotel & Spa  
400 Cannery Row  
Monterey, California

<http://www.montereyplazahotel.com>

Sponsored by the  
College of Agricultural and  
Environmental Sciences at the  
University of California, Davis,  
and Wells Fargo Bank

<https://agribusiness.ucdavis.edu>

Academic director: Daniel A. Sumner  
Department of Agricultural and  
Resource Economics

## Objectives

The California Agribusiness Executive Seminar, offered biannually since 1989, brings together top executives to assess the complexities and opportunities facing agribusiness in an ever-changing environment. The objectives are to improve participant ability to analyze and reach decisions, and to provide an opportunity for informal exchange among industry leaders. To foster a high quality of interaction among attendees and faculty, the number of participants is strictly limited.

## Program

The steering committee, a group of top food and agricultural business leaders, has provided strong guidance in developing this program. There will be six case studies and two issue papers, each prepared with cooperation from the leadership of the subject firms who will also participate in the presentation and discussion.

## Cases

- **Multinational Investment in California Agribusiness: The Olam Model.** This case includes issues related to processing of California tree nuts and vegetables. (Michael Swanson, Wells Fargo Bank)
- **O'Neill Vintners and Distillers.** This case includes strategic decisions about the grape and wine industry in the San Joaquin Valley. (James T. Lapsley and Daniel A. Sumner, University of California)
- **McDonald's.** The firm faces supply chain issues as its menus change. (Kenneth McCorkle, Wells Fargo Bank)
- **Harris Teeter.** This case deals with branding decisions of a major retail chain in the U.S. southeast. (Edward McLaughlin, Cornell University)
- **Land Price Prospects and Outside Investors.** Farmland investments from outside investors are a growing part of the agricultural landscape. (Murray Wise, Murray Wise Associates, Tony Correia, Correia-Xavier)
- **Tillamook County Creamery Association.** This cheese processor faces strategic decisions about sourcing as branded sales exceed capacity of members' milk supply. (Kenneth McCorkle, Wells Fargo Bank)

## Issues

- **Commodity Markets, Prices and Projections, with Implications for Mediterranean Products.** Many of the strategic decisions faced by suppliers, investors, farm producers, processors, and marketers revolve around how the commodity price environment is likely to evolve during the next decade and beyond. (Daniel A. Sumner, University of California)
- **China: Customers and Competitors.** Market opportunities in China are expanding rapidly as incomes grow and diets change. At the same time, competitors in China are developing and becoming more sophisticated. (Scott Rozelle, Stanford University)

## Preparation

The cases and issue papers will be circulated well in advance of the seminar. **Please plan to review all materials and come prepared for active discussion.**

## Admissions Policy

Admission decisions are based on the applicant's leadership experience and position, and reflect the breadth across commodities and industries represented by food and agricultural leaders. The first eighty most-qualified applicants will be accepted; chief executive officers and owners will be given the highest priority. As a matter of policy, the University of California does not discriminate among applicants and participants on the basis of race, religion, sex, national origin, color, or physical/mental disability.

## How to Apply

Applications received after **January 6, 2012** will be considered on a space-available basis. Applicants are encouraged to apply early to assure participation.

Please apply online at: <https://agribusiness.ucdavis.edu>.

Login information is in individual invitation letters. Applicants will be able to update any personal information and upload a photo if necessary. Applications will also be accepted by mail. Applicants will be notified of admission decisions by January 13, 2012.

## Fee, Payment, and Schedule

A seminar fee of \$3,950 covers all study materials, instruction, meals, and receptions, but excludes lodging. In the event a participant needs to cancel, the fee is fully refundable until February 1, 2012. Half the fee is refundable until February 17, 2012. No refunds are possible for a cancellation received after February 17, 2012.

Credit cards are accepted online. Please use the self-addressed return envelope if submitting your payment by check. Please make the check payable to UC Regents and ensure that the name of the applicant accompanies the check.

Participants should plan to arrive at the hotel by 1 p.m. Sunday, March 4, 2012. The opening session starts at 1:30 p.m. Check-in time is 4:00 p.m. and the hotel will store luggage in the meantime. We will conclude on Tuesday, March 6, 2012, at 3:45 p.m.

## Accommodations

To reserve a room, please contact Monterey Plaza Hotel & Spa at (800) 334-3999 and identify yourself as a UC Davis Agribusiness Executive Seminar participant to receive the special conference rate of \$216/night. Please make your reservation by February 7, 2012.