



Dear Participant,

Welcome to the 2012 UC Davis Agribusiness Executive Seminar.

We all know that the business of food and agriculture is facing challenges that require a deeper understanding of issues and approaches that build upon the talents and expertise of leaders. As usual, these challenges also create opportunities.

Over the three days of this seminar, we will explore some of these issues with leading global experts. We will also investigate, in detail, strategic decisions made by leading firms as they have built upon the opportunities that change presented.

This program is also designed to allow us to get to know each other better and facilitate informal communication.

I look forward to exploring the agribusiness industry with you in Monterey.

Sincerely,

A handwritten signature in blue ink that reads "Daniel A. Sumner". The signature is fluid and cursive, with the first name "Daniel" being more prominent.

Daniel A. Sumner

Academic Director, UC Davis Agribusiness Executive Seminar

Director, University of California Agricultural Issues Center

Frank H. Buck Jr. Professor, Department of Agricultural and Resource Economics, University of California, Davis