



**UC Davis Agribusiness Executive Seminar**  
**Monterey Plaza Hotel and Spa, Monterey, CA**  
**March 4-6, 2012**

**Sunday, March 4**

1:00 p.m.	Hotel check-in
1:00 p.m. – 1:30 p.m.	<i>Light refreshments</i>
1:30 p.m. – 1:45 p.m.	Welcome and introductions, Daniel Sumner, Seminar Academic Director
1:45 p.m. – 3:15 p.m.	Opening Session - China: Customers and Competitors, Scott Rozelle (presenter), Daniel Sumner (Chair)
3:15 p.m. – 3:45 p.m.	<i>Break</i>
3:45 p.m. – 5:15 p.m.	Discussion Groups - Harris Teeter and Tillamook
6:00 p.m. – 7:30 p.m.	<i>Welcome and dinner</i> - Neal Van Alfen, Dean, College of Agricultural and Environmental Sciences, Ken McCorkle (Chair)
7:30 p.m. - 9:00 p.m.	General Session - Harris Teeter, Ed McLaughlin (presenter), Andy Groff (case executive), Roberta Cook (Chair)

**Monday, March 5**

7:00 a.m. – 8:00 a.m.	<i>Breakfast Buffet</i>
8:00 a.m. – 9:30 a.m.	General Session - Tillamook Cooperative Creamery, Ken McCorkle (presenter), Harold Strunk (case executive), Michael Boland (Chair)
9:30 a.m. – 9:45 a.m.	<i>Break</i>
9:45 a.m. – 10:30 a.m.	Discussion Group - Commodity Markets, Prices and Projections, with Implications for Mediterranean Products
10:30 a.m. – 12:00 p.m.	General Session - Commodity Markets, Prices and Projections, with Implications for Mediterranean Products, Daniel Sumner (presenter), Michael Boland (Chair)
12:00 p.m. – 1:15 p.m.	<i>Lunch</i>

1:15 p.m. – 2:00 p.m.	Discussion Group - Olam
2:00 p.m. – 3:30 p.m.	General Session - Multinational Investment in California Agribusiness: The Olam Model, Michael Swanson (presenter), John Gibbons and Shekhar Anantharaman (case executives), Daniel Sumner (Chair)
3:30 p.m. – 3:45 p.m.	<i>Break</i>
3:45p.m. – 5:15 p.m.	Discussion Groups - McDonalds and O'Neill
5:30 p.m. – 6:30 p.m.	<i>Reception</i>
6:30 p.m. – 8:00 p.m.	<i>Dinner</i>

## **Tuesday, March 6**

7:00 a.m. – 8:00 p.m.	<i>Breakfast Buffet</i>
8:00 a.m. – 9:30 a.m.	General Session - McDonald's and Healthier Products, Ken McCorkle (presenter), Sheila Musolino (case executive), Vickie Spiller (case executive), Roberta Cook (Chair)
9:30 a.m. – 9:45 a.m.	<i>Break</i>
9:45 a.m. – 11:15 a.m.	General Session - O'Neill Vintners and Distillers, James Lapsley and Daniel Sumner (presenters), Jeff O'Neill (case executive), Roberta Cook (Chair)
11:15 a.m. – 11:30 a.m.	<i>Break</i>
11:30 a.m. – 12:15 p.m.	Discussion Group - Land Price Prospects and Outside Investors
12:15 p.m. – 1:30 p.m.	<i>Lunch</i>
1:30 p.m. – 3:00 p.m.	General Session - Land Price Prospects and Outside Investors, Murray Wise (Presenter), Tony Correia (Presenter), Daniel Sumner (Chair)
3:00 p.m.	<i>Seminar concludes</i>