

International Conference on  
Agribusiness and Food Industry in Developing Countries:  
Opportunities and Challenges

Indian Institute of Management Lucknow  
Lucknow, India  
August 10-12, 2007

Agribusiness Research and Education: Emerging Priorities

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**Purdue University**

- ▶ Land Grant University  
Founded 1869
- ▶ Major Focus  
Agriculture,  
Engineering, and  
Science
- ▶ Located in Eastern Corn Belt



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## ***Engagement Mentality***

Purdue is the Land Grant University for Indiana



*Finding ways to take what we do on our campus and turn it into a better quality of life for the people we serve.*

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## ***Center for Food and Agricultural Business***

- ◆ **Center for Food and Agricultural Business founded July 1, 1986**
- ◆ **To provide state-of-the-art professional development for food and agribusiness managers**
- ◆ **To support research based solutions to complex industry problems**



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## ***Custom Programs***

**... meeting needs through custom-designed,  
management development programs**

**Partial Client List:**

**AgriLabs  
American Seed Trade Association  
Bayer CropScience  
Crop Input Retailers  
Deere & Co.  
Farm Credit Services  
Golden Harvest  
Monsanto Dairy  
Pioneer Hi-Bred International, Inc.  
Royster-Clark  
Syngenta  
USDA**



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## ***Open Enrollment Programs***

**... providing opportunities to a broader set  
of agribusiness managers**

**Principles of Agrimarketing  
Strategic Customer Relationship  
Management  
Agribusiness Sales Management  
Key Account Management  
Strategic Agrimarketing  
National Conference for Agribusiness  
Strategic Decision Making Under  
Uncertainty**



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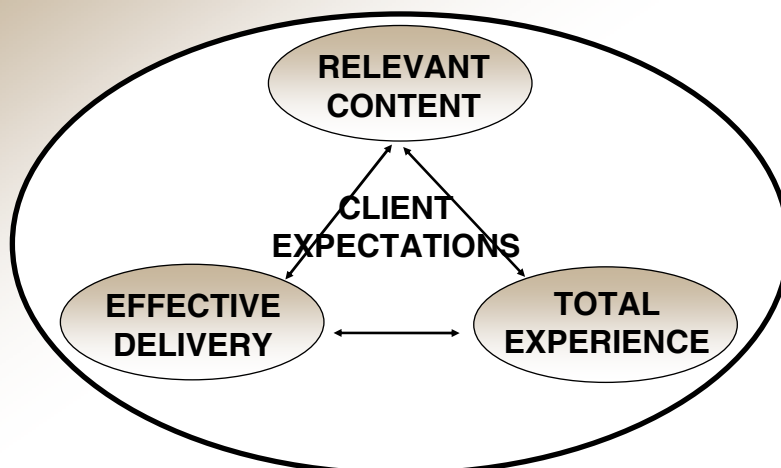
## ***MS-MBA in Food and Agribusiness Management***

- ◆ **Dual degree program: MS from Purdue, MBA from Kelley School of Business at Indiana University**
- ◆ **Aimed at working professionals who do not want to leave job**
- ◆ **Heavy use of distance education model**
  - 2 weeks residency at Kelley (total)
  - 3 weeks residency at Purdue (total - includes international)
  - Remaining courses delivered in 12-week modules (all on-line)
  - Students take 2 courses per module

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## ***Our Customer Focus***



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## Professional Education Summary

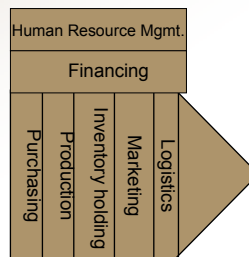
- ◆ More application:
  - Inside industry
  - Outside industry
- ◆ More 'learning in place'
- ◆ More Internet/blended models
- ◆ More short, focused models
- ◆ More partnering/linkages
- ◆ More impact assessment



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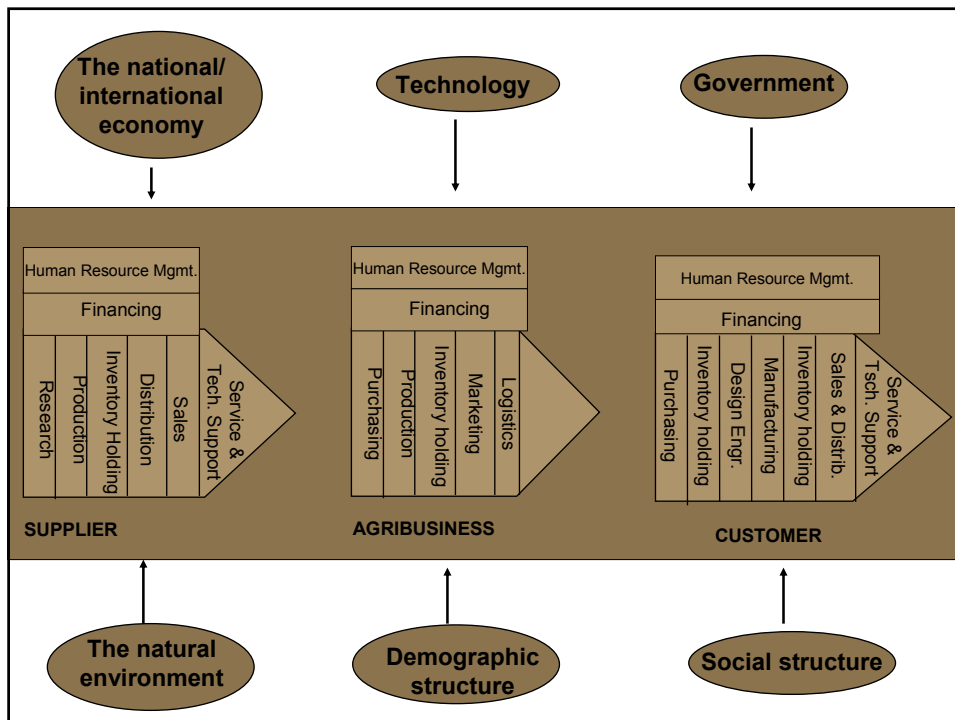
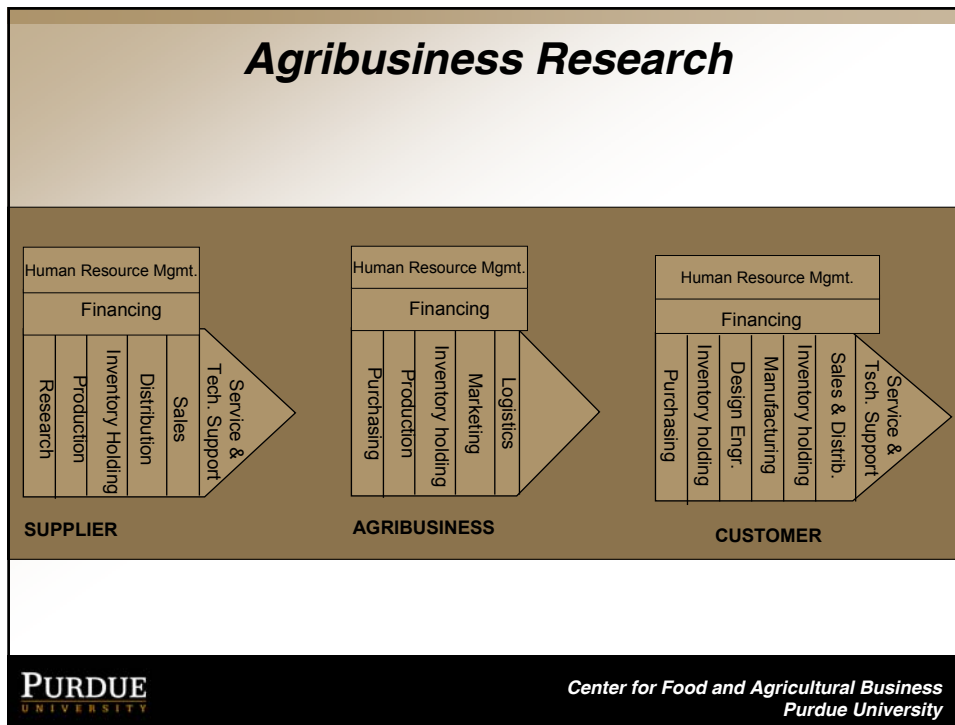
## Agribusiness Research



AGRIBUSINESS

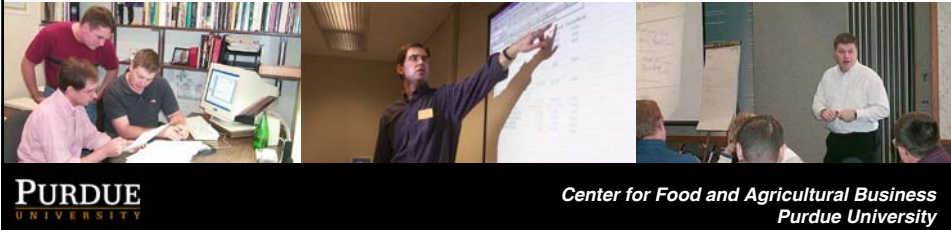
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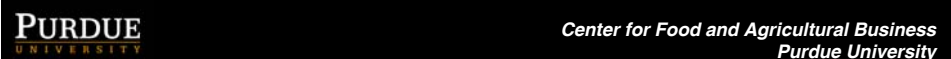
## ***Research Products***

- ◆ Consortium
- ◆ Private – MS graduate students
  - Summer – professional
  - Full program - thesis
- ◆ Private – research associate
- ◆ Case studies
- ◆ Government sponsored
- ◆ Enrollment/fee-based projects



## ***Agribusiness Research Summary***

- ◆ Leverage and partnering are key words
- ◆ Industry: interesting problems, funding, and data
- ◆ Must deliver a product which fills an industry need
- ◆ Use data in work which advances discipline
- ◆ Work must be of high quality
- ◆ Communicate findings to industry and academy through appropriate outlets



## Agribusiness Education

- ◆ National Food and Agribusiness Management Education Commission
  - Describe current state of food and agribusiness management education programs
  - Identify a set of key issues facing these programs
  - Develop a set of recommendations on these issues
  - Communicate the recommendations broadly



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## What do Agribusiness Employers Want?

Ratings of Skills, Capabilities, and Experiences Sought in New Hires with the Potential to Become Future Company Leaders <sup>a/</sup>



<sup>a/</sup> Rated on a scale of 1 to 5, where 1 is unimportant and 5 is absolutely essential.



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## ***Curriculum Assessment and Revision***

- ◆ Improve the integration across the curriculum of key concepts: communications, problem solving, ethics, etc.
- ◆ Pursue strategies for broadening student understanding of diversity, and working in a multicultural business environment
- ◆ Support the inclusion of agricultural sciences in programs
- ◆ Require an internship experience as part of major



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## ***Industry Linkages***

- ◆ Maintain forum for regular discussions between faculty and industry on curriculum issues
- ◆ Increase industry visibility on campus
- ◆ Pursue other forms of student-industry interaction including special projects, on-site visits, in-class lectures, virtual mentoring programs, and executive in residence programs



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## ***Agribusiness Teaching Summary***

- ◆ Agribusiness programs should consider a niche strategy
- ◆ Agribusiness programs must be more than a collection of courses
- ◆ Industry engagement is key
- ◆ Successful programs will aggressively pursue partnering
- ◆ Professional development for agribusiness faculty is a necessity



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## ***Final Comment***

Crowder and Hoffman (*AJAE*, 1989)

“The existence of the gap between resources needed by industry and products supplied by agricultural economics departments is more a problem for the profession than it is for the industry” page 1194



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## **Websites and Email**

[www.agecon.purdue.edu/cab](http://www.agecon.purdue.edu/cab)

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## **Distance Learning Technology Demonstration**

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www.agecon.purdue.edu/agribusiness/

## Purdue - Kelley MS-MBA

### Food & Agribusiness Management Program

Dual Program - 2 Degrees, 2 Diplomas

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Indiana University Kelley School of Business

**Kelley Direct Online Programs**  
Indiana University Kelley School of Business

Purdue University Master of Science - Indiana University MBA

Good morning! It's Wednesday April 6, 2005 at 11:17 AM

#### A New Dual-Degree Distance-Delivered Model!

**Class starts August, 2005 - Schedule to attend the first one-week residency at Indiana University - Purdue University at Indianapolis on August 14, 2005.**

Combining the strengths of two world class schools, Purdue University College of Agriculture and Kelley School of Business at Indiana University are pleased to announce the **dual degree program** consisting of an MBA from Kelley School and an MS in Agricultural Economics, Executive Food and Agribusiness Option from Purdue. The use of **distance education technology** allows potential students to **complete two advanced degrees while maintaining on-going responsibilities** in their respective organizations.

The dual MS-MBA program is an integrated, degree-granting program of advanced study in management and is focused on the unique management challenges faced by managers with food and agribusiness firms. It is aimed to further

**Dr. Jay Akridge**  
Director and Professor  
USDA Food and Ag Science  
Excellence in Teaching Award  
Recipient, November 2003  
PLAY ▶ The Difference in the

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AGEC 681 Economics for Food and Agribusiness - Microsoft Internet Explorer

Address: <http://id.u.edu/Courses/section/default.asp?id=2004%2D203%2D20PURDUE%2DAGEC%2D681>

Syllabus | Calendar | Lessons | Class | In Touch | Tools

AGEC 681 Economics for Food and Agribusiness

Syllabus File  
URL: <http://www.agecon.purdue.edu/agribusim>

### Economics for Food and Agribusiness

AGEC 680/681

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**A Note From Liza!**

We have delivered courses for 5 years now and utilize a "one stop shopping" concept. You will find the Purdue Quant and Econ courses very simply organized with all the materials available on the Course Outline. Right click on any of the readings and save a copy to your hard drive - you can then read or print it out whenever it's convenient. Similarly, you can right click on the lecture or assignment files and save those to your hard drive.

Before you get started with the course, I'd suggest you set up some file folders - Econ lectures, readings, and assignments. You'll probably want to do the same thing with Quant

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