



The Food Industry Center Spring Conference Agenda



New Products, New Opportunities
March 22, 2007
McNamara Alumni Center

- 1:00 – 1:30 Registration
- 1:30 – 1:45 Welcome – **Jean Kinsey**, Co-Director of The Food Industry Center & Professor of Applied Economic
- 1:45 – 2:05 ***Who Can Build and Deliver a Better Steak – Excel or Merial?***
Brian Buhr, Professor of Applied Economics and E. Fred Koller Chair in Agricultural Management Information Systems
Genetic profiling characterizes many changes in product development in meats – but is the supply chain ready to deliver on the promise?
- 2:05 – 2:25 ***New Directions in Branding***
George John, Pillsbury-Gerot Chair in Marketing Carlson School of Management
Branded products as ingredients, private label strategies and the efficiencies of wholesale distribution are the basis for research at Carlson that is challenging long-standing practices.
- 2:25 – 2:45 ***Why We Can't Stop Eating***
Allen Levine, Dean, College of Food, Agricultural and Natural Resource Sciences and Professor of Food Science and Nutrition
Advertising, product development and the obesity challenge.
- 2:45 – 3:15 Break & Networking Time to meet other Conference attendees and sponsors
- 3:15 – 4:00 Panel discussion with faculty speakers and industry guests
– Moderated by **Rob King**, Professor and Department Head of Applied Economics
- 4:00 - 5:00 Reception & Networking Time

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