

The Syllabus

A newsletter for
Kansas State University
Master of Agribusiness
students, alumni & friends

Volume 15 ■ Issue 2
Summer 2014

Now taking reservations for the MAB international agribusiness tour of Brazil and Argentina

Planning for the 6th MAB international agribusiness tour of Brazil and Argentina is well underway and you are welcome to join us. The tour will be **February 20 - March 7, 2015**. The trip is open to any one interested in learning about the food and agriculture industry in South America.

The trip includes stops at crop and cattle farms, as well as professional visits to agricultural and food-related industries. New stops in Córdoba and Rosario have recently been added to the itinerary. Guided sightseeing tours will be arranged along with free time to explore Buenos Aires, the waterfalls at Puerto Iguazú, and São Paulo.

Agriculture in South America

Participants on the trip will visit the very heart and soul of the MERCOSUR region's agriculture and agribusiness. Touring farmlands and interviewing farmers, agribusiness executives and experts will allow trip participants to develop a

first-hand understanding of MERCOSUR's booming agriculture.

We hope you will join us as we explore all the region has to offer.

Tentative Itinerary:

Friday, February 20: Depart on overnight flight to Córdoba (AR).

Saturday, February 21 - Córdoba: Arrival in Córdoba this morning. Some free time to relax. Dinner with Alumnus Juan Finelli ('12).

Sunday, February 22 - Córdoba - Rosario: Depart hotel after breakfast for a local farm visit. Transfer to Rosario.

Monday, February 23 - Rosario -Melincué: Visit the Port of Rosario and a soybean crushing facility. Drive to Melincué in the afternoon.

Tuesday, February 24 - Melincué: Visit a small, but progressive dairy farm owned by the Tartarin family.

Lunch at a farm in Santa Isabel. The farm produces corn, soybeans and wheat and runs a Hampshire Down

stud and poultry operation.

Wednesday, February 25 - Melincué - Buenos Aires: Visit 'El Desafío' a 280 hectare farm where they plant wheat, maize, soybean, green peas and barley. In the evening we see a Tango show.

Thursday, February 26 - Buenos Aires: Depart hotel after breakfast for a tour of the city including the cemetery to see Eva Peron's mausoleum; the Plaza de Mayo to take a look at the Cabildo, the Casa Rosada.

Friday, February 27 - Buenos Aires - Iguazú: Transfer to airport. Arrival in Iguazú.

Saturday, February 28 - Iguazú: In the morning visit the Argentine side of the falls, including Garganta del Diablo (Devil's Throat).

Sunday, March 1 - Foz do Iguazu - Guaira: Visit an interesting dairy farm that uses a variety of forages and generates its own biodiesel

Trip continued on the next page

Dr. Allen Featherstone
Program Director
afeather@ksu.edu

Mary Bowen
Program Associate
mjbowen@ksu.edu

www.mab.ksu.edu

Deborah Kohl
Program Coordinator
dkohl@ksu.edu

Gloria Burgert
Program Associate
gburgert@ksu.edu

mab@ksu.edu

Master of Agribusiness
Kansas State University
Department of
Agricultural Economics
324 Waters Hall
Manhattan, KS 66506-4011

785.532.4495

In this issue:

● MAB Trip cont'd	2
● Alumni Fellow	3
● Alumni Spotlight	4
● MAB at IFT	5
● AgEcon Dept Head	6
● Thesis Projects	7
● Calendar of events	7
● In the News	8

Trip continued from page 1

from by-products.

Monday, March 2 - Guaira - Dourados: A fairly long travelling day into the state of Mato Grosso do Sul. The primary visit today will be to a well-known farm of around 19,000 hectare that runs 25,000 head of cattle with both Nelore and Braford breeds.

Tuesday, March 3 - Dourados - Aquidauana: Visit a 9,000 hectare farm that raises cross-bred Brangus cattle. The farm focuses on good quality meat and sells a percentage of its production to one of the best restaurants in São Paulo.

Wednesday, March 4 - Aquidana - Campo Grande: Drive to Campo Grande, the capital city of Mato Grosso do Sul, and visit the EMBRAPA office. Afternoon flight to Campinas.

Thursday, March 5 - Campinas: Visit the Costa Pinto ethanol facility. Costa Pinto is one of the largest manufacturing plants in Brazil.

Friday, March 6 - Campinas - São Paulo: Visit the Tozan Coffee farm and a citrus farm.

Saturday, March 7 - São Paulo: Most of today available for rest and relaxation prior to transferring to the airport for return or onward flights.

Estimated Trip Rates:

Double Occupancy Rate:

Single = \$4,100* Couple = \$8,200*

Single Occupancy Rate = \$5,000*

**These are based on current estimates. The final cost will depend on the number of travelers - as the group size increases, the trip cost should decrease.*

Cost Breakdown

Registration: \$4,100 covers in-country logistics, hotel rooms (4 star where available), internal flights, and most meals for double occupancy.

Additional Expenses:

- International Economy Airfare: \$1,500 to \$2,000 per person. Each traveler is responsible for transportation from local origin to Córdoba (AR) and from São Paulo (BR) to local origin.
- \$160 Entry fee for Argentina
- \$180 Visa fee for Brazil
- Additional meals, souvenirs & personal items
- Optional trip insurance

We are currently collecting an \$800 per person deposit to reserve your spot! Contact Mary at mjbowen@ksu.edu for more information.



Mansfield named 2014 Global Campus Alumni Fellow

In April, MAB alum Cristina Mansfield was selected as the 2014 K-State Global Campus Alumni Fellow. She is the first MAB alumna to receive this honor.

"I am quite overwhelmed to be recognized as a K-State Alumni Fellow," Mansfield said. "This recognition is another example of how K-State creates community and family with its students and alumni. It's quite amazing that such a large campus has such a sense of community."

Mansfield graduated from the MAB program in 2004 and is currently a Juris Doctor candidate at Vermont Law School. Before entering law school, she built a career in international development, working for seven years in Cambodia on democracy and governance issues and participating in national corruption surveys.

After completion of a master's degree in public administration from Harvard's John F. Kennedy School of Government, Mansfield still had questions to answer. Work in Cambodia led her to enroll in the MAB program.

"When I entered the MAB program, I had one question I wanted to answer: where does a country like Cambodia invest in regards to agriculture to improve its situation," she said. "The program gave me a better

understanding of the global agriculture system."

Since she completed the MAB, Mansfield has written a number of *Alumni Spotlight* articles for the Syllabus Newsletter.

"Working on the alumni articles has been a fun way to keep up with the program and get acquainted with students who have come after me. I enjoy learning about their backgrounds and experiences," she said.

Throughout her career, Mansfield also taught advocacy to nongovernmental organizations and activists in countries including Kyrgyzstan, Uganda and Guatemala. Her most recent consulting work took place in Afghanistan and Libya. Fluent in Spanish and French, she aims to pursue a career in international human rights and has interned with state attorneys' offices in Rutland and Windsor counties in Vermont.

She earned a bachelor's degree in politics from New York University. Mansfield lives in Manchester, Vt., with partner Edward Hopkins.

The K-State Alumni Fellows Program, sponsored by the Deans Council, the President's Office and the Alumni Association, recognizes alumni who



have distinguished themselves in their careers. Since 1983 the program has brought successful alumni back to campus to meet with students and faculty and share their expertise in the classroom and at informal settings.

Mansfield spent two days on campus for the Alumni Fellow celebration. She met with university leadership and spoke to undergraduate classes about her international experiences.

"This whole Alumni Fellow experience has been great. Visiting with university leadership and participating in the undergraduate courses really demonstrates the regard K-State has for its students and alumni," Mansfield said.

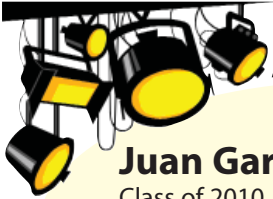
Congratulations to Spring and Summer MAB Grads!



Front Row Left to Right:
Lauren Kornmann, Tara Deines, Nicole Peter, and Heather Tenhoff

Back Row: Jarah Hauger, Michael Hauger, Chris Hines, Jacob Bailey, Kurt Anderson, Alexandra Jecrois and Janel Schemper

Not Pictured: Emilie Jensen, Tene Mouphtaou, Joe Mosier, Kyle Patten, Magnus Rupp and Emerson Wohlenberg



Alumni Spotlight

Juan Garza Quiroga

Class of 2010
Meat Division Sub-Director for Procurement
H-E-B Supermercados Int.
Escobedo, Nuevo Leon, Mexico

The supermarket meat industry

While growing up in Monterrey, Mexico, Juan Garza Quiroga's family raised commercial and registered cattle as a side business. They lived in the city during the week operating a variety of small shops such as grocery stores, meat markets and video rental stores, and raised cattle on weekends. Garza went to his first slaughter facility at the age of five to harvest heifers for his family's use. When he got older, Garza participated in a foreign exchange student program in southwest Minnesota to learn more about American food production practices.

Upon returning to Mexico after the exchange program, Garza decided to pursue a degree in Food Engineering at ITESM in Monterrey. Following completion of his bachelor's degree, he spent a summer at Kansas State University taking classes in meat processing and another summer working in Costa Rica at a meat plant.

"I decided to go 'all in' on the meat business," Garza said. "I took courses at K-State, worked in a processing plant and began a master's degree in Meat Science at the University of Nebraska."

After graduation from UNL, he worked as a consultant for a company that designed meat plants in Mexico

and Latin America. This position was temporary while he negotiated a Manager-in-Training of Store Operations position with H-E-B, a grocery store chain in Texas and Mexico.

H-E-B began with one store in 1905 in Kerrville, Texas. Over the last century, what started as a small, family-owned grocery shop now has more than 350 stores in 155 communities in Texas and Mexico and employs 76,000 employees. H-E-B is currently one of the nation's largest independently-owned food retailers.

After a series of promotions, he is now the Meat Division Sub-Director for Procurement. In this position, Garza is responsible for buying and coordinating meat, poultry, seafood and deli meats for H-E-B stores. He also develops their commercial strategy, plans

"I was looking for a program different than a MBA--something that would have a direct impact on the business and allow me to maintain my job while in school. The MAB program helped me understand the globalization of agriculture, the economics behind this industry, and the way everything is connected. The most important thing I learned is how these concepts apply to my everyday reality and how to take advantage of this knowledge."

Juan Garza

marketing promotions and oversees store processes and quality control.

During the last few years, Garza and

H-E-B have had to adapt to a number of changes in the supermarket meat industry. Many of the changes have been the result of increasing beef prices due to fewer beef cattle and more export markets opening to U.S. beef causing increased demand globally.

"New prices in the industry have shifted demand for several items. We've seen a higher demand for lower cost items such as poultry products with the recent increases in beef prices. Pork prices are also higher due to a shrinking supply," he said. "We've also seen an increase in the demand for deli meats."

Garza decided to do the Master of Agribusiness program at K-State to gain a better understanding of the business side of the industry.



"I was looking for a program different than a MBA--something that would have a direct impact on the business and allow me to maintain my job while in school. I was familiar with K-State after taking summer courses there and liked the idea I could continue working," he said. "The MAB program helped me understand the globalization of agriculture, the

2008: *Mi Tienda* (My store) is named the Best Hispanic Supermarket and Houston Central Market is named the Best Grocery Store by the *Houston Press*.



economics behind this industry, and how everything is connected. The most important thing I learned is how these concepts apply to my everyday reality and how to take advantage of this knowledge. The way MAB classes are setup, you learn through everyday problems and opportunities within agribusiness. It is helpful for all jobs related to agriculture, production, marketing, logistics, transformation, sales and purchasing."

In addition to the knowledge gained

throughout the program, the thesis project gave him an opportunity to address an issue H-E-B had been facing. His MAB thesis, "*Quality Perception in a Meat Department of a Retail Store*" measured the effect of different variables on customer quality perception of the meat department, and compared results from surveys with methodology used to measure quality perception issues.

"I choose that topic because at that time it was a serious issue in the company and through my thesis investigation we were able to define some strategic actions to increase quality perception," he said.

For individuals considering the MAB or currently working on a thesis, Garza has the following advice to make the daunting project easier.

"Write your thesis on

a topic or issue that you really like and have interest in, but is also a business opportunity for you and your company. The process of writing the thesis is easier if it is a project that will generate results for your business, and you can graduate as well," he said.

For Garza, the skills learned in the MAB program and his technical background in meat science have blended well and helped him be successful at H-E-B.

2010: *Progressive Grocer* Magazine names H-E-B Retailer of the Year. This award is given on the criteria of industry contribution, industry leadership, achievements with social responsibility and sustainability, community leadership, executive stewardship and corporate culture.



MAB visits with potential students at IFT Food Expo

The Master of Agribusiness shared a booth with the K-State Food Science Institute at the Institute of Food Technology's 2014 Food Expo in New Orleans in June.

The two programs have been exhibiting together for more than 10 years at the Food Expo. Program Coordinator Deborah Kohl and Program Associate Mary Bowen visited with MAB alumni, current and potential students at the three-day expo.

If you'll be in Chicago for the 2015 IFT Food Expo July 11 - July 14, 2015 look for MAB at booth #2039

If there are tradeshows you think MAB should consider for recruiting purposes, please contact Mary at mjbowen@ksu.edu.



Mary Bowen, Deborah Kohl, Global Campus Coordinator Elissa Mullinix and Director of the Food Science Institute Dr. Curtis Kastner at the IFT Food Expo in New Orleans.



Kohl (right) answers questions about the MAB program at the IFT Food Expo.

Featherstone Selected as Agricultural Economics Department Head

The College of Agriculture at Kansas State University has announced Allen Featherstone as the new head of the Department of Agricultural Economics. He began his official appointment June 30.

“Dr. Featherstone brings prudent leadership, and a wealth of ideas, energy and experience to the position,” said John Floros, Dean of K-State’s College of Agriculture. “The administrative team and I are happy that Dr. Featherstone accepted our offer, and we welcome him into our College’s Leadership Team. I am looking forward to working with him as he settles into his new role, and as he provides visionary leadership for our Department of Agricultural Economics.”

Featherstone has several immediate tasks to oversee as department head.

“The department has experienced 40 percent growth in its undergraduate programs in the last two years,” Featherstone said. “Certainly meeting student needs will be an important aspect to work on. In addition, the department has several faculty with many years of service retiring, and hiring individuals to continue their legacy will also be very important.”

Featherstone joined K-State as a faculty member in 1986 and has since taken on several roles, including

serving as the department’s interim head on two occasions in the last six years. He grew up on his family’s farm in Walworth, Wisconsin. After graduating from the University of Wisconsin – River Falls with degrees in agricultural economics and economics, he completed master’s and doctoral degrees in agricultural economics at Purdue University.

A professor of agricultural economics at K-State, Featherstone also currently directs the Master of Agribusiness (MAB) program. He has advised more than 60 graduate students and has taught many undergraduate and graduate courses, including comparative food and agriculture systems, agricultural finance and risk management, to name a few.

Featherstone has helped bring nearly \$1.5 million in research dollars to K-State in the 28 years he’s served as a faculty member. His research has encompassed an array of subjects within the area of agricultural economics, but his main specialty is agricultural finance. He is a renowned expert in land values and agricultural lending, and he serves on the research team for the bi-annual Ag Lender’s Survey, a nationwide survey of agricultural lending institutions that gauges short- and long-term expectations of the future lending environment.



Applied Economics, American Journal of Agricultural Economics, Journal of Agricultural and Resource Economics, Journal of Productivity Analysis, Journal of Applied Finance and Banking, and International Research Journal of Finance and Economics. He has also served as a co-author on several agricultural economics book chapters and reviews.

Featherstone is a member of many professional organizations such as the Agricultural and Applied Economics Association, American Finance Association, International Association of Agricultural Economics, and the Kansas Society of Farm Managers and Rural Appraisers.

Since 1999, he has served as the advisor to K-State’s chapter of Alpha Zeta, the oldest national agricultural honorary society for students and industry professionals. He has been awarded the United States Department of Agriculture Sciences Excellence in Teaching Award, Association for Continuing Higher Education Distinguished Credit Program Award, the K-State College of Agriculture Excellence in Graduate Teaching Award, Commerce Bank Distinguished Graduate Faculty Award, among others.



Dr. Allen Featherstone talks with Jason Pratt and Josh Engemann during an MAB banquet.

As a leading agricultural finance scholar, Featherstone has conducted research on and provided assistance to the industry on mergers, loan loss severity, the influence of taxes on farm land and alternative federal tax systems. Featherstone has published more than 120 research articles in peer-reviewed journals, including the Journal of Agricultural and

Students complete thesis projects

To read current or previous thesis projects, go to <http://krex.k-state.edu/dspace/> and search by author, title or keywords (no log-in required). To read a thesis written before 2008 or view thesis defense, log onto K-State Online, www.online.ksu.edu, with your eID and password. Go to the MAB Community Page, go to Files & Content and click on Theses.

Kurt Anderson ('14), *Research on Order Fulfillment Processing of a Multi-Zone Warehouse*

Jacob Bailey ('14), *Illinois Basis Regression*

Tara Deines ('14), *Market Segmentation to Become the Partner of Choice*

Jarah Hauger ('14), *Developing a Dealer Customer Support Center Strategy*

Michael Hauger ('14), *Profitability, Risk and Business Plan for Hauger Farm*

Christopher Hines ('14), *Profitability Drivers of Farmer Cooperatives – A Dupont Model Analysis*

Alexandra Jecrois Madrid ('13), *PS International Going from Private to Public Company and their Impact in the Organization*

Emilie Jensen ('14), *Measuring Cost Effectiveness of Product Wheels in Food Manufacturing*

Lauren Kornmann ('14), *Evaluating Financial Risk with Investment Guidelines*

Tene Mouphtaou ('13), *Business Continuity Management for an Agribusiness Company: A Case Study from West Africa*

Joseph Mosier ('14), *Evaluation of Product Support Sources*

Kyle Patten ('14), *Customer Satisfaction Impact*

Nicole Peter ('14), *The Effects of Individual Crop Payments on the Cost of Food*

Magnus Rupp ('14), *Direct Payment Subsidies and the Impact on Farm Land Prices: A Cross-Country Comparative Evaluation*

Janel Schemper ('14), *Efficiency of Combine Usage: A Study of Combine Data Comparing Operators and Combines to Maximize Efficiency*

Heather Tenhoff ('14), *Distribution of U.S. Beef Exports in the International Market*

Emerson Wohlenberg ('14), *Brazil Farmland Price Volatility in Distinct Production Regions*

Calendar of Events

August 3-8

MAB Animal Health & Southeast Asia campus session at K-State Olathe

August 15

Final electronic copy of thesis due to Graduate School to be Summer '14 graduate

August 21-22

Risk and Profit Conference at KSU Alumni Center

August 23 - 25

MAB at Central Veterinary Conference (CVC) in Kansas City

October 15

Application deadline for Manhattan cohort

October 19-24

MAB Animal Health & Southeast Asia campus session at K-State Olathe

November 2

Global Campus scholarships deadline

November 7

MAB at AFA Opportunity Fair in Kansas City

November 21

Final electronic copy of thesis due to Graduate School to be Fall '14 graduate

December 1

MAB/Ag Econ scholarships deadline

December 12

K-State fall commencement at Bramlage Coliseum

December 20

Final electronic copy of thesis due to Graduate School to be Spring '15 graduate without enrolling for spring hours

January 4-9, 2015

MAB Campus Session at K-State

February 21 - March 7, 2015

MAB International Agribusiness tour of Brazil and Argentina

March 15-20, 2015

MAB Campus Session at K-State

Please "join", "like" and "follow" the MAB program on social media:

- **Facebook:** www.facebook.com/KstateMAB
- **Twitter:** [@ksumab](https://twitter.com/@ksumab)
- **LinkedIn:** [K-State Master of Agribusiness](#)



in the news...

Bill Helming, MAB Advisory Board Member and author of the *Helming Report*, has been selected as the 2014 Nevada Alumni Association's College of Agriculture, Biotechnology and Natural Resources Distinguished Alumnus. He will be honored at the 2014 University of Nevada-Reno Homecoming events. Helming will also present on *MegaTrends Facing Agriculture -- A Worldwide Industry Overview* during the American Society of Agricultural Consultants (ASAC) Annual Conference on October 20 in St. Louis.

Dave Mace, ('05) joined Great Plains Communications as a Sales Manager in June.

Juan Orozco ('14) and wife, Veronica, announced the birth of their daughter, Loretta on March 14. She joins big brother, Andres. Juan also took a new position at PIC as a Technical Services Swine Specialist.

Debbie Clough ('04) married SFC Jon Phillip Schmitz on May 3. Debbie is busy volunteering with the Family Readiness Group (FRG), Victory Spouse Club and USO at Ft. Jackson, SC.

Brett Goodman ('15) and his family will be relocating to Collierville, TN, where he will be the Strategic Account Manager for the DuPont Pioneer Delta Commercial Unit.

Chris Hines ('14) accepted the Elevator Superintendent position at United Prairie Ag- Santa Fe Grain rail terminal starting in August.

Brent Schwenneker ('08) was promoted to a Learning Center Manager position at Monsanto's Huxley Learning Center that focuses on education/training for the internal Climate Corporation team.

Matt McKamey ('05), together with his major professor Dr. Mike Babcock, presented at the 55th Annual Transportation Research Forum in March in San Jose. The paper is titled "State Variation of Railroad Wheat Rates".

Sarah (Chess) Childress ('08) received a promotion with the USDA, Packers and Stockyards Program. Since May 4 she is the Agriculture Marketing Specialist Supervisor.

Darren Blew ('16) took a new position within Cargill. He is now the Premium Business Manager for the Pork Division.

Brook Mitchell ('15) is finishing extensive renovations on his two-story home. He and his family will move in this August.

Tyrell Fickenscher ('12) is starting a new company. Upward Ag Systems will help customers set up and use ag technology to improve input efficiency and evaluate management plans.

Becky Bradwell ('09) has taken a new job within Cargill. She is now the Customer Operations Center Supervisor.

Travis Schieltz ('16) has a new position within John Deere as a Dealer Development Manager, Accounting and Integrated Solutions.

Lydia Mtchotsa Russell ('13) and **Andrew Russell** ('13) celebrated their first year anniversary on April 18.

Amy Brusik ('09) and her husband, Richard, welcomed their second son, Matthew Dean on April 7. Matthew tagged along with Amy as she ran more than 300 miles during pregnancy!

Jordan Shifflett ('14) and her husband, Stuart, celebrated the arrival of a baby girl, Finnley Grace on March 16.

Emily (Barwick) Bass ('13) and her husband, Shane, announced the birth of their son, Davis Benton, on March 25.

Cortney Bally ('11), together with her husband, Adam, and daughter, Brooke, welcomed a baby boy, Lane Ray, on February 3.

Paul Pommer ('13) has taken a position with Green Plains Renewable Energy, Inc. as a Corn Procurement Manager.

Kate Duke ('08) and her husband, Adam, welcomed a son, Wells Robert in May.

Jennifer McDonald ('16) is now leading the recruiting department as an HR Generalist for RedGuard.

Tim Loh ('03) was promoted to Regional Director of the U.S. Soybean Export Council (Singapore) on May 1.

Earl Biggers ('09) is the owner-operator of I-29 Dairy Consulting, LLC. He will be procuring milk for the dairy plants in the Lake Norden, South Dakota area.

Alana (Nichols) Franklin ('03) is now working for Auburn University on the Equine Source Plasma Project.

Claudia Montoya ('15) moved to Fort Worth, Texas and is working for John Deere Landscapes.

Nate Schroeder ('09) was part of an elite team tasked with forecasting, financial, competitive and risk analyses for the reintroduction of Rob-See-Co into the market. Launched in October 2013, Rob-See-Co has sales in seven states.

Cody Ruby ('11), is now a Co-Pack Quality Assurance Specialist for the pet food company Nature's Variety.

Natasha Sadofsky ('12) is now working for BNSF Railway as a Terminal Trainmaster at Lincoln, NE.

Tim Ulrich ('10) and Meghan Bowers were married on July 20, 2013, and are about to celebrate their first anniversary.

Derrick Coleman ('10) joined Foran Spice Company as the Ohio Valley Territory Sales Manager.

Taylor Oliver ('15) is now the Chief Pilot at Flight Management Group in Topeka, KS.

Bret Oelke, ('00) has retired from the University of Minnesota Extension Agricultural Business Management Team and will be operating his own business, Innovus Agra, LLC. He will provide farm management and marketing services to farmers, ranchers and agricultural businesses.