

The Syllabus

Volume 12, Issue 3 • Fall 2011

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

Energy, global food security and ag policy are focus of 4th MAB Agribusiness conference

The fourth MAB Professional Development Conference was held September 22-23 in Manhattan at the Clarion Hotel. More than 40 agribusiness professionals were on hand to learn about energy, global food security and ag policy.

“This is the first MAB conference I’ve been able to attend and I really enjoyed it,” Mark Seitz, County Extension Director for North Carolina Cooperative Extension and class of 2003 alum said. “This event gave us the opportunity to hear a lot of different perspectives on food security issues, as well as general agriculture issues. We obviously have very different perspectives about food, agriculture production, and about food needs and demand. Having a chance to hear from individuals from India, Thailand and Africa in addition to the U.S. speakers and get their thoughts about these topics is refreshing. I will certainly go home and think about the things I heard here and will share that information with coworkers.”

MAB Alum from the class of 2001 Ray Hammurand, Director of the Energy Division at the Kansas Corporation Commission provided an overview of the current global energy situation, followed by Marsha Webster, CFO of Hawkeye Gold, LLC., who talked about renewable energy sources; Dean Oskvig, President and CEO of B&V Energy, gave an update on technology solutions to meet global energy demands; and



“This event gave us the opportunity to hear a lot of different perspectives on food security issues, as well as general agriculture issues. I will certainly go home and think about the things I heard here and will share that information with coworkers.”

-Mark Seitz

Dr. Rajinder Sidhu of Punjab Agricultural University spoke on the changing energy situation and needs in India.

After dinner Thursday evening, Dr. Barry Flinchbaugh, Professor of Agricultural Economics at K-State, gave his



perspective of current agricultural policy issues in Washington, D.C. Well-known for his tell-it-like-it-is approach, Flinchbaugh said the inability of elected officials to compromise on general economy issues is negatively affecting agricultural policy, but he is confident there will be a new farm bill.

“This farm bill is definitely the most difficult one to write I’ve ever been involved with,” Flinchbaugh said. “We are in the midst of a perfect storm: we have a record federal deficit and we have a record net farm income. This farm bill debate will be a battle of the century, but there will be a farm bill.”

Global food security was the focus of the Friday morning sessions. Dr. Allen Featherstone, K-State Professor and MAB Program Director, gave a breakdown of food security issues. To gain a better understanding of the global situation, Dr. Pavel Sorokin of Moscow State Agro-Engineering

University, shared a Russian perspective on feeding an increasing global population, while Dr. Daniel Conforte of Massey University talked about the development of dairy and livestock trading programs between South America and China. Terry Garvert, Specialty Foodgrains Team Leader - Grain and Oilseed Supply Chain North America, Cargill, discussed the

Conference continued on pg 4

Dr. Allen Featherstone

Program Director
afeather@ksu.edu
785-532-4441

mab.ksu.edu

mab@agecon.ksu.edu

Mary Bowen

Program Associate
mjbowen@ksu.edu
785-532-4435 or
785.532.4495

Master of Agribusiness

Kansas State University
Dept. of Agricultural
Economics
324 Waters Hall
Manhattan, KS 66506-4011

In this issue:

- International faculty 2
- Alumni Spotlight 3
- MAB 2012 Trip 5
- In the News 6
- Thesis projects 6
- Calendar 6

International faculty update course and tour Kansas agribusinesses

Since 2002, the Master of Agribusiness (MAB) program has offered agribusiness professionals a chance to study the global food and agriculture industry without leaving the U.S. The Comparative Food and Agriculture Systems course is internationally taught by professors in seven different regions and offers an in-depth view of the global food and agribusiness industry from people who have experienced it firsthand. These international professors from France, Russia, Uruguay, New Zealand, Thailand, Uganda and India got to be students of the U.S. food and agriculture system during a recent visit to Kansas.

“The course is unique in that it provides a global perspective on the world’s food and agricultural system that will have to likely double output in the next 40 years. The course is currently taught at the University of Florida, the University of Missouri, Massey University, and Moscow State University in addition to Kansas State University,” said K-State Professor of Agricultural Economics and MAB Program Director Dr. Allen Featherstone.

Faculty who attended the meetings at K-State from September 20-25 were: Daniel Conforte, a Universidad ORT business school professor in Montevideo, Uruguay; Nicolas Habert, an Ecole d’ingénieurs Purpan professor in Toulouse, France; Ravipim Chaveesuk, a Kasetsart University professor in Bangkok, Thailand; Keith Woodford and Nic Lees, professors from Lincoln University in New Zealand; Lisa House, a professor in the Food and Resource

Economics Department, University of Florida, Gainesville, FL; Chris Boessen, professor at the University of Missouri; Theodora Hyuha, a senior lecturer at Makerere University in Kampala, Uganda; and Rajinder Sidhu, Dean and an economics professor at Punjab Agricultural University, Ludhiana, India.

This is the fourth time the group has gotten together since its inception. The initial meeting in Manhattan consisted of the initial partners Featherstone, Conforte, Sorokin, Habert and Yann Duval. Additional meetings have been in Toulouse, France and Canterbury, New Zealand. In 2006, the program was awarded an USDA/CSREES International Science and Education Competitive Grant and was able to expand the course to include new partners House, Woodford, Hyuha and Sidhu representing North America, Oceania, sub-Saharan Africa and South Asia.

During the September meetings, the faculty reviewed and updated the award-winning course. The group also visited a few of the premier agriculture facilities in the state including the Hal Ross Flour Mill and the Biosecurity Research Institute (BRI), both at K-State; Frito-Lay’s facility in Topeka where Audra Geiger, class of 2011, is the Extruded Department Business Unit Leader; Frahm Farmland in Colby, owned by Lon Frahm, class of 2002; and Cow Camp Beef in Ramona, owned and operated by Tracy Brunner, class of 2002.



Left to right: Daniel Conforte, Rajinder Sidhu, Ravipim Chaveesuk, Allen Featherstone, Lisa House, Nicolas Habert, Nic Lees, Keith Woodford, Chris Boessen and Theodora Hyuha.

Left to right: Partners discussing the Comparative Food and Agriculture Systems course; riding a combine at Frahm Farmland; Dr. Chaveesuk at Cow Camp Beef; Dr. Habert, Tracy Brunner and Dr. Lees talking about feedlots.





Alumni Spotlight

Dave Mace

Class of 2005

Owner/Brand Strategist
Maverick Creative Group
Wichita, Kansas



by Cristina Mansfield

The Alumni Spotlight focuses on MAB alumni and is written by Cristina Mansfield, a 2004 graduate.

Promoting Agribusiness and Agritourism

Dave Mace was raised in Kansas City and followed a circuitous road to agribusiness – but today there is not much about the food supply chain that he does not know. His undergraduate studies in finance, economics, and communications led him to an internship with the Kansas City Board of Trade. Although his original interest was in the financial side (hedging and risk management), he became fascinated with agribusiness and spent two years working as a reporter for Knight-Ridder Financial News covering the agricultural markets. “It was fast paced. Deadlines were measured in minutes.” Dave made the transition to account executive and worked for advertising and public relations agencies in Kansas City. Among his clients were Bayer Crop Protection and the United Soybean Board, promotional arm of the soybean industry, which was looking for new uses for soybeans such as biodiesel.

In 2000, Dave followed his wife to Manhattan, Kan., and spent six years as a church youth director and social worker. He enrolled in the MAB program. His thesis examined reasons why farmers want to become agritourism entrepreneurs.

In the past century, the number of farmers in the country has decreased by 90% as the industry has consolidated. Dave found that social factors such as wanting to give back to their community, maintain a rural way of life, and be their own boss are as important as expectations for financial gain.

In Manhattan, Dave landed a job at the Kansas Ag Innovation Center working with Dr. Vincent Amanor-Boadu under a USDA small business grants project. Dave especially appreciated working with Dr. Vincent, who combines a strong innovation background with a passion for agribusiness. Under the small grants projects, Dave worked with producers to come up with innovative ideas for processing and marketing their

“I came into the program with a lot of energy, but what MAB gave me was the analytical toolkit. It teaches you how to think.”

commodities. For example, a producer growing Kansas wheat might come in with an idea for a cereal bar and Dave would develop ideas for packaging, distribution and prepare a business plan to make the concept financially feasible.

Next, Dave worked for Sullivan, Higdon and Sink, an advertising agency in Wichita, and headed up the Cargill Meat Solutions team to consolidate their advertising for beef and pork. This turned out to be an opportunity for Dave to stretch his wings as a consumer marketer and help his client extend the reach of branded beef and pork. Two examples are Cargill’s Ranchers Reserve brand marketed in Safeway stores and Sterling Silver in Dillons.

Dave has developed a passion for working with small businesses. “I like to work with the people who call the shots.” In 2008, he started his own small business consulting firm, Maverick Creative Group (www.letmaverick.com), offering process consulting, marketing, strategic planning and other consulting services. He is also an independent consultant and workshop facilitator for the Kansas State Small Business Development Center.



Dave Mace, class of 2005, fishing the Arkansas River.

Cluster Approach to Agritourism

The consolidation of the farming industry has generated interest in agritourism. A key consideration in agritourism development is proximity to consumers. Businesses in remote areas need to adopt a cluster approach and gather enough attractions to entice people off the main road. A single winery may not suffice, but people may be willing to drive up to six hours to spend a day and a night enjoying a winery, buffalo experience, and cowboy experience in one location.

Offering a Mix of Products and Services

Farmers in closer proximity to consumers can reinvent themselves by offering a mix of services. One such example is Pendleton’s Country Market located at most an hour from Kansas City (www.pendletons.com). By the early ‘90s, Pendleton’s had exited the row crop business, leased their land and established an agritourism destination. At Pendleton’s, visitors can do more than just pick out a pumpkin: they can ride a tractor, light a bonfire, pick asparagus, shop in the store and take care of their plant needs. This year, Pendleton’s debuted their butterfly villa where they tagged and released monarch butterflies in the fall. Pendleton’s has the added advantage of forming a cluster with other agritourism sites in the area.

Creating Value Added

Another agribusiness strategy is to find alternative uses for existing products and create value added for the producer. Walter’s Pumpkin Patch in Burns, Kansas, (www.walterspumpkinpatch.com)

Mace continued on pg 4

Mace continued from pg 3

walterspumpkinpatch.com) markets a pumpkin salsa. Other pumpkin growers are producing pumpkin puree to market to restaurants for soup. “Anyone with a simple pumpkin patch is throwing away excess produce. If we can create value where before there was none, that’s already a big achievement,” Dave says. “Vincent taught me the goal should be to make the by-product more valuable than the original output.”

Area branding

Agritourism strategies can include the branding of an entire region by creating a geographic identity recognizable by consumers, in the way that the Appellation [d’origine] Controllée certification has created identities for French wine producers. In Kansas, “Our Local Food” brand promotes the Kaw River Valley (www.ourlocalfoodsks.org) by touting experiences and products that visitors cannot get anywhere else. The ultimate goal is to have a governing body that certifies products and businesses from the region and create the same intimacy between consumers and Kaw River produce that popular packaged food brands enjoy.



Electronic Marketing for Agritourism

Today, Kansas has a population of 3 million. Half of these are already on Facebook – putting Kansas in the top 10 states (per capita) on that platform. This represents a captive audience that spends an average of 23 minutes a day on Facebook. People are looking for places to go and things to do. Given the current economic times, they may not be able to afford Disney World, but a getaway trip within the state is a distinct possibility.

“I am not telling you to get rich out of this, but if you put a little effort into making a novel experience for people and it helps you make a truck payment, what is wrong with that?”

Computer owners are not the targets for electronic marketing as much as mobile device owners. Consumers are purchasing mobile devices at three times the rate of computers. Everything is location based, so a mobile device (such as a cellphone) knows if a user is in Wichita or Manhattan. Applications like Foursquare (www.foursquare.com) and Yelp (www.yelp.com) allow users to identify activities nearby. A user can select a category like “restaurants” and the applications will continually refresh as they travel down I-70. A hungry traveler may stop at a food chain restaurant or – if the local small business is listed – they may be able to stop and have a Kansas-grown pork BBQ sandwich instead.

To help small businesses take advantage of the opportunities offered by electronic media, Dave has established a new division focusing on electronic marketing within a second firm he founded called Valé (www.littlebigadguys.com). “The opportunities are truly unlimited and the electronic media really level the playing field because small businesses have the same tools available to them as the large corporations. If they do the right thing, the return on the marketing investment

might be immense.” Dave has started a division of Valé called agdig (www.agdig.com) that addresses the electronic marketing needs of agribusiness clients.

In looking back on his accomplishments, Dave’s thoughts return to the MAB program. “I came into the program with a lot of energy, but what MAB gave me was the analytical toolkit. It teaches you how to think.”

Conference continued from pg 1

outlook of Cargill’s future grains and oilseed production.

The event concluded with a roundtable panel discussion that connected all of these topics. Moderated by Dr. Keith Woodford of Lincoln University, the roundtable featured MAB Alum from the class of 2003 Dave Rock, Manager of Dealer Strategy, John Deere; Dr. Ravipim Chaveesuk, Professor at Kasetsart University; and Dr. Nicolas Habert, Professor at Purpan, offered more thoughts on the future of the food and agriculture industry and field questions from attendees.

“The speakers at this event were fantastic and the energy of the audience was great! People in the audience asked questions and engaged the speakers and maintained a very interesting conversation throughout the entire event,” said Dr. Vincent Amanor-Boadu, Associate Professor of Agricultural Economics at K-State.

Previous professional development events sponsored by the Master of Agribusiness program have been held in Kansas City and Junction City.

“This was a great educational experience. Definitely some of the best money I’ve ever spent. There is a wealth of educational knowledge at these events and it is valuable in shaping the future of agriculture,” said class of 2013 MAB student Grant Good, Sr. Design Engineer for AGCO Corporation.

Brummett says a fond farewell

After eight years of guiding students through the MAB program, Program Coordinator Lynnette Brummett left her position on October 4th to spend more time with her three children and assist with husband Jason’s growing electrician business.



“I’ll always treasure the experiences I’ve had with MAB students, alumni and Advisory Board Members,” Brummett said. “I’ve enjoyed my time with the program and getting to know everyone involved with the MAB.”

The program is conducting a search for a new Program Coordinator.

France, Italy and Switzerland tour planned

Planning for the MAB agribusiness tour of France, Italy and Switzerland is well underway. Scheduled for August 1-13, 2012, the trip includes stops at crop and cattle farms, dairies, cheese-making operations, wineries, and olive groves, as well as professional visits to agricultural and food related industries. Guided sightseeing tours will be arranged along with free time to explore Rome and Paris.

These three countries provide different views of the agricultural industry and we hope you will join us as we explore all the region has to offer. **A full itinerary will be available soon at www.mab.ksu.edu.** For more information, contact Mary Bowen, mjbowen@ksu.edu or 785.532.4435.

We will begin collecting a \$500 per person deposit in January 2012.

Trip Itinerary & Highlights:

Wednesday, August 1: Arrive into Rome, Italy

Thursday, August 2: Rome

- Morning sightseeing tour
- Afternoon free time

Friday, August 3: Rome

- Visit a producer of speciality cheeses
- Visit a producer of wine grapes, fruits, vegetables and olives

Saturday, August 4: Rome to Milan

- Agribusiness visit

Sunday, August 5: Milan

- Visit Lowland Piedmont region, known for production of cereals, rice, grapes, fruit and milk

Monday, August 6: Milan to Lucerne, Switzerland

- Scenic drive through lakes and mountains of Northern Italy and the Gottard Pass

- Afternoon agribusiness visit



Tuesday, August 7: Lucerne

- Farm visits organized in association with the Swiss Ministry of Agriculture including a research farm and a modern Brown Swiss dairy farm

Wednesday, August 8: Lucerne

- Travel via the lakeside resort, Interlaken, to the picturesque mountain village of Gryère in the Swiss Alps

- Visit a cheese-making factory
- Agribusiness visit to Nestles Switzerland

Thursday, August 9: Lucerne to Lyon, France

- Free afternoon in Lyon

Friday, August 10, Lyon to Dijon

- Travel north via the Rhone River

Valley

- Visit to Beaune, the wine capital of Burgundy
- Free time
- Stop at vineyard for wine tasting

Saturday, August 11: Dijon to Paris

- Visit to Burgundy-area farm featuring Charolais cattle
- Free evening in Paris

Sunday, August 12: Paris

- Morning sightseeing tour
- Free afternoon
- Farewell dinner

Monday, August 13: Paris to home

- Depart Paris to home destination

Estimated Trip Rates:

Double Occupancy Rate:

Single = \$4,400* Couple = \$8,800*

Single Occupancy Rate = \$5,275*

*These are based on current estimates and exchange rates. Trip costs will be paid in local currencies and the final cost will depend on the number of travelers and exchange rates.

Cost Breakdown

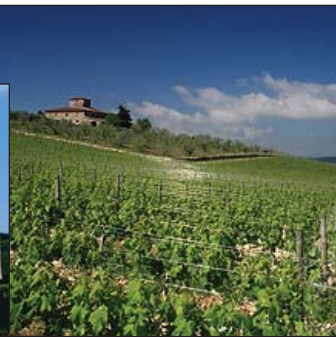
- Registration: \$4,400 covers in-country logistics, hotel/motel rooms, internal flights and most meals for double occupancy.

Additional Expenses

- International Airfare: \$600 to \$1,500 per person (airfare rates depend on economy). Each traveler is responsible for transportation from local origin to Rome, Italy and from Paris, France to local origin.
- Additional meals, souvenirs & personal items
- Optional trip insurance

Parlez-vous français?

Buon giorno!



in the NEWS...

Paul Pommer, class of 2013, is now the Plant Manager of Cargill's Chouteau grain facility in Kansas City.

Tanner Ehmke, class of 2011, won first place in the American Agricultural Editors' Association's Ag Media Summit blog writing category for his "Next Generation Farming" blog.

Kelly Huenink, class of 2001, returned to teaching as an Associate Professor at Northeastern Junior College and has also been named by her church as Director of Missions for Uganda.

Audra Geiger, class of 2011, has been promoted to the Extruded Department Business Unit Leader at Frito-Lay's Topeka facility.

Charles Loubersac d'Hotel, class of 2012, wed Marie Morinaux on the 16th of September.

Brent Schwenneker, class of 2008, and his wife welcomed baby Nolan Scott Schwenneker on July 19th. Nolan weighed 8 lbs 2 oz.

Derrick Coleman, class of 2010, moved to Ohio where he now works for Coalescence, LLC. as Technical Sales Manager.

Tim Ulrich, class of 2010, has accepted a position as a Commercial and Agricultural Lender with Points West Bank in Windsor, Colorado.

Richard Fechter, class of 2000, was elected as Secretary of the National Association of County Agricultural Agents.

Nanci Daesch, class of 2013, was recently promoted within Monsanto and now serves as General Auditor.

Earl Biggers, class of 2009, has published an article on his thesis topic. He and his wife have also recently moved into their new home in Kansas City.

Young Hoon Jung, class of 2007, has accepted the Managing Associated Position in MassMutual Financial Group.

Randy Dalinghaus, class of 2003, recently started his new position within Farmland as Vice President Processed Meats.

Chris Wagner, class of 2013, changed positions within the Garden City Cooperative and now works as the Ulysses Area Manager.

Audra Weber, class of 2012, and her husband, Ryan, welcomed Keira Lynn to the family on June 9th. Audra also accepted a new position as Order Fulfillment Supervisor at Harvester Works within John Deere Company.

Matt McKamey, class of 2005, accepted the position as Relationship Manager for Rabo AgriFinance.

Keith Harris, class of 2006, has completed all but his dissertation for his PhD at the University of Missouri-Columbia. He will be joining the Kansas State University AgEcon faculty as an Assistant Professor in Agribusiness Management.

Abby Amick, class of 2010, served as co-chair of the American Agri-Women Convention on November 10-13th in Wichita, Kan.

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 On-Line, www.online.ksu.edu, with your eID and password. Go to the MAB Community Page, go to Files & Content and click on Theses.

Abby Amick, class of 2010, *Improving Community Connection to its Youth: The Case of Wabaunsee County*

David Mog, class of 2010, *An Analysis of Factors Influencing Wheat Flour Yield*

Tucker Schumacher, class of 2011, *What is the Value of a Health Verified Program?*

MAB Calendar

December 8

Scholarship applications for 2012 due

December 9

K-State fall commencement

January 8-13, 2012

MAB Campus Session

January 23-27, 2012

MAB Thesis Campus Session

January 27, 2012

\$500 per person deposit for Europe trip

March 1, 2012

Deadline to complete iSIS Graduation Application

March 18-23, 2012

MAB Campus Session