



PURDUE
UNIVERSITY

Center for Food and
Agricultural Business



IPSA Annual Conference Preview

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Center for Food and Agricultural Business



Webinar Outline

- Overview of the Center for Food and Agricultural Business
- Partnership with IPSA
- Introduce session faculty
- Give brief overview of each session to be held at the conference in January.

Center for Food and Agricultural Business



- Began designing and delivering managerial education to agribusiness in 1986
- Provide professional development programming about 120 days per year
- Housed in the Department of Agricultural Economics

Center for Food and Agricultural Business



- 3 distinct initiatives
 - Non-degree programming
 - Degree programming
 - Research

IPSA/Purdue Partnership

- Provide practical business tools
- Provide an opportunity for strengthening decision making skills
- Something for all from experienced decision makers and those new to the industry

The Landscape of Agriculture: Today & Tomorrow

Fundamental Forces Shaping Agriculture

- Financial crisis/business climate
- Energy and agriculture/the bio-economy
- Globalization of production and consumption
- More uncertainty/volatility
- Policy/trade future
- Resources
- Innovation

The Landscape of Agriculture: Today & Tomorrow



Dr. Allan Gray

- Professor, Agricultural Economics
- Director, Center for Food and Agricultural Business
- Research interests are Agribusiness Management, Strategic Planning, Decision Making Under Uncertainty
- Awards American Agricultural Economics Association's Distinguished Policy Contribution Award and the United States Distance Learning Association's Excellence in Distance Teaching Award

The Landscape of Agriculture: Today & Tomorrow



Dr. Mike Boehlje

- Distinguished Professor, Agricultural Economics
- The focus of his work has been to integrate concepts of economics, finance and strategy to solve problems of farm and agribusiness managers
- Fellow of the American Agricultural Economics Association and the International Food and Agribusiness Management Association.



Breakout Program

- Two Sessions
- Four Tracks
 - Organizational Leadership
 - Role of a Salesperson
 - Financial Management*
 - Understanding Financial Statements
 - Thinking Like a CFO
 - Key Themes from the 2008 Large Commercial Producer Survey

Organizational Leadership

- Performance management strategies
- Building working relationships
- Improving managerial communication
- Recruiting and maintaining employees
- Succession planning

Organizational Leadership



Rodney Vandevveer

- Associate Professor, Organizational Leadership and Supervision, Purdue University
- Teaches human behavior in organizations, leadership philosophy, leadership strategies for quality and productivity

Role of the Salesperson

- Why farmers need salespeople
- The value of relationships
- What do farmers really want from their salespeople?

Role of the Salesperson



Dr. Scott Downey

- Assistant Professor, Agricultural Economics and Consumer Sciences and Retailing
- Associate Director, Center for Food and Agricultural Business
- Topics – Building Value, Branding in the Field, Field Marketing, Key Account Management and Leadership

Financial Management



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Understanding Financial Statements

- Extracting meaningful data
- Develop an understanding of:
 - Financial Statements
 - Balance Sheet components
 - Income Statement components
 - Sources and Uses of Cash
 - Cash Flow Statements

How to Think Like a CFO

- Financial metrics used by CFO
- Introduce Cost, Value and Management Issues
- What does a CFO worry about

Key Themes: 2008 Large Commercial Producer Survey



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Key Themes: 2008 Large Commercial Producer Survey

- Explore buying behaviors and preferences of commercial producers
 - Seed, chemical, fertilizer, animal health, feed, capital and financial products
- Large Commercial Producer Survey
 - Nationwide Survey
 - 2,500+ responses
 - Survey is done every 5 years



Questions?

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<https://www.agecon.purdue.edu/cab/>