

Keynote Speaker

Dr. Randall E. Westgren

Randall E. Westgren Al and Mary Agnes McQuinn Chair in Entrepreneurial Leadership
Professor of Agricultural Economics University of Missouri-Columbia

*Consumer Behavior in Health and Healthy Choices:
What Strategies for Produce?*

Randall E. Westgren is Professor in the Department of Agricultural Economics at the University of Missouri. He joined the University as the Al and Mary Agnes McQuinn Chair in Entrepreneurial Leadership. Prior to his appointment at Missouri, he was Professor of Business Administration and Professor of Agribusiness Management at the University of Illinois, where he was Director of the Center for International Business Education and Research (CIBER). Before joining UIUC in 1995, he was Department Chair in Agricultural Economics at McGill University (Montréal, Canada; 1989-1995) and Assistant Professor of Agribusiness in the Leavey School of Business, Santa Clara University (California, 1984-1989). Westgren has taught courses in strategic management and food marketing at the undergraduate and graduate levels, as well as to food industry executives. He lectures regularly in France, Spain, and Canada. His research and outreach focus on firm and inter-firm strategies in the agri-food sector and on structural change in the sector.

Westgren received his Bachelor of Science from Cornell University, MBA from Denver University, and PhD in Agricultural Economics from Purdue University. In 2007, he was named Chevalier de l'Ordre des Palmes Académiques by the Republic of France.

- 8–10:15 a.m. Poster Presentation. Public is invited to view posters and visit with the scientists.
- 10:30 a.m. Representatives from public schools and the Austin fire department will discuss changes in consumer preferences.
- 11:00 a.m. Keynote address by Dr. Randall E. Westgren, professor of agricultural economics at the University of Missouri-Columbia. Westgren also holds the Al and Mary Agnes McQuinn Chair in Entrepreneurial Leadership.
- 2-3:30 p.m. Round table of producers, grocers and restaurateurs to discuss the challenges and opportunities facing the produce industry from the regional, state and national perspectives.
- 4–5:30 p.m. Research update on fruit and vegetable breeding, environmental impacts of healthy compounds in produce, extracting healthy compounds from produce and how these compounds may help prevent human disease.

Detailed information for speakers/sessions can be found on the Center website: <http://vfic.tamu.edu>