### Program - IFMA

**Sunday**
- 19:30
  - Registration and Opening Ceremony jointly with ABAR (Brazilian Association of Agricultural Administration)
  - Dinner

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<th>Time</th>
<th>Monday ABAR/IFMA</th>
<th>Tuesday IFMA</th>
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<td>08:00-10:00</td>
<td>Plenary conference</td>
<td>Plenary conference</td>
<td>Contributed Papers Presentation (Brazil &amp; International)</td>
<td>IFMA general assembly</td>
<td>Field trip</td>
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<td>10:00-10:20</td>
<td>Coffee Break</td>
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<td>Closing ceremony and lunch.</td>
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<td>10:20-12:30</td>
<td>Contributed Papers Presentation (Brazil &amp; International)</td>
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<td>12:30-14:00</td>
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<td>14:00-16:00</td>
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<td>16:20-17:00</td>
<td>Poster Session (Brazil &amp; International)</td>
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<td>17:00-19:30</td>
<td>Plenary conference</td>
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<td>Plenary conference &amp; Closing Ceremony for ABAR's congress</td>
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### Sala B / Room B

#### 10:30 - 12:30

1. **MILK PRODUCTION STRATEGIES FOR FARMERS IN THE EU UNDER NEW POLICY REGULATIONS**  
   C. Fuchs

2. **THE EMERGING ROLE OF E-AGRIBUSINESS - STATE OF THE ART AND PERSPECTIVES IN GERMANY**  
   R. Doluschitz; M. Emmel; F. Kaiser; J.Pape; M. Roth

3. **APPLICATION OF NEW THEORETICAL APPROACHES FOR FARMING MANAGEMENT**  
   M. Figari

4. **THE BALANCED SCORECARD IMPLEMENTATION IN FARM ENTERPRISE - A CASE STUDY FROM UKRAINE**  
   A. Lissitsa

5. **AGRIBUSINESS PLANNING - TEACHING AND CASES AT THE UNIVERSITY OF SASKATCHEWAN, CANADA**  
   W. J. Brown

6. **CANADIAN FARMERS' ADAPTATION TO DECLINING COMMODITY PRICES**  
   M. Painter

#### 14:00 - 16:00

1. **O CONSÓRCIO DE EXPORTAÇÃO COMO FERRAMENTA DE COMPETITIVIDADE PARA A CADEIA EXPORTADORA DE FLORES TROPICAIS DE PERNAMBUCO**  
   M. X. Pedrosa Filho; L. A. Favero

   G. Persch; M. B. Bitencourt

3. **Análise do mercado de café em Belo Horizonte/MG: Uma visão da percepção do consumidor**  
   Z. A. S. Santos; M. B. Bitencourt

4. **INDICADORES DE DESEMPENHO OPERACIONAL E ECONÔMICO: UM ESTUDO EXPLORATÓRIO NO CONTEXTO DO AGRONEGÓCIO**  
   A. A. C. Callado; A. L. C. Callado; M. A. V. Machado

5. **FATORES NECESSÁRIOS PARA O EMPREENDIMENTO DE UMA LEITERIA NA CIDADE DE BANDEIRANTES – MS NA PROPRIEDADE ESTANCIA NINA’S**  
   T. M. B. Oliveira; A. X. Oliveira; L. C. Silva
### Sala C / Room C

#### 10:30 - 12:30

- **SOUTH AFRICAN GRAIN FARMERS IN DIRE STRAITS: SCENARIOS FOR SUSTAINABLE FARMING**  
  C. Bisschoff
- **TESTING A PERFORMANCE MEASUREMENT FRAMEWORK FOR AGRI-FOOD SUPPLY CHAINS**  
  L. Aramyan; A. O. Lansink; O. Kooten
- **COLLABORATION WITHIN THE UK FARM INDUSTRY**  
  J. Alliston; D. Newton; F. Gonzalez-Diaz
- **A GLOBAL PROJECT FOR COMPARATIVE FARM ANALYSIS: THE INTERNATIONAL FARM COMPARISON NETWORK IFCN**  
  C. Deblitz; T. Hemme; F. Isermeyer; F. Pleßmann
- **SELECTED RESULTS OF THE IFCN BEEF NETWORK**  
  C. Deblitz
- **SELECTED RESULTS OF THE IFCN DAIRY NETWORK: MILK PRICES AND COSTS OF MILK PRODUCTION IN 2003**  
  T. Hemme; E. Deeken

#### 14:00 - 16:00

- **CONSUMERS’ AND PROFESSIONALS’ RESPONSES TO SITUATIONS RAISING ETHICAL QUESTIONS**  
  L. Sirieix; P. Gurviez; C. Rohrig
- **THE ROLE OF CONSULTANTS FOR DANISH FARMERS COPING WITH THE CHANGE IN FARMING CONDITIONS**  
  H. Krabbe
- **FARMERS’ DEMAND FOR INFORMATION ABOUT AGribusiness**  
  A. P. Silva ; A. J. Vidal; P. G. Ribeiro
- **RISK MANAGEMENT STRATEGIES BY AUSTRALIAN FARMERS**  
  N. Nguyen; M. Wegener; I. Russell; D. Cameron; D. Coventry; I. Cooper
- **PRODUCTION OF TABLE POTATOES IN EUROPE – A MULTINATIONAL GROSS MARGIN ANALYSIS**  
  S. M. Pedersen; J. Bizik; L. D. Costa; J. Coutinho; F. Dolezal; A. Gluska
Segunda-feira - 15 de Agosto / Monday - 15th August

Sala D / Room D

10:30 - 12:30

- PRODUCTION SYSTEM PROGNOSIS FOR REGIÃO DA SERRA OF CAMAQUÁ: AN ANALYSIS OF SMALL PROPERTY FARMING AND ITS DEVELOPMENT PROSPECTS
  J. R. C. Ferreira; L. A. Miguel

- A STRATEGIC APPROACH TO THE IMPLEMENTATION OF PRECISION AGRICULTURE PRINCIPLES IN CASH CROP FARMING
  N. Maine; W. T. Nell

- HOW BEST TO COMPARE LOW & HIGH INPUT PASTORAL SYSTEMS
  N. M. Shadbolt; C. Holmes; M. B. Machado; D. Silva-Villacorta

- FARM MANAGEMENT: INPUT-SPECIFIC TECHNOLOGICAL INCLUSION IN FARM-BUSINESS TO SUSTAIN NET PROFITS AND BENEFIT: COST RATIO
  A.P. Singh; S.S. Tuteja; S.K. Choudhary; A.L. Rathore

- FREE CASH FLOW IS AT LEAST AS IMPORTANT AS PROFIT IN ASSESSING A FARM FIRM
  P.J. Blokland

- SEGMENTATION OF CONSUMING MARKETS OF BEEF
  D. O. L. Filho; R. L. Sproesser; S. C. F. Pereira; A. L. Novaes; J. C. Figueiredo

14:00 - 16:00

- STOCHASTIC OPTIMIZATION: AN APPLICATION TO SUB-ARCTIC DAIRY FARMING
  L. J. Asheim; J. W. Richardson; K. D. Schumann; P. Feldman

- STRATEGIC APPROACH TO FARMING SUCCESS
  W. T. Nell; R. J. Napier

- POTENTIAL IN AGRIBUSINESS – FRUIT AND VEGETABLE PROCESSING INDUSTRY IN INDIA
  S. K. Goyal

- STRATEGIES FOR SUCCESSFULLY SETTLING FARMERS IN SOUTH AFRICA
  P. Z. Mokhatla; W. T. Nell

- CARING DAIRY: A SUSTAINABLE DAIRY FARMING INITIATIVE IN EUROPE
  K. J. Calker; R. H. J. H. Antink; A. C. G. Beldman; A. Mauser
Segunda-feira - 15 de Agosto / Monday - 15th August

Sala E / Room E

10:30 - 12:30

• SOURCES OF COMPETITIVE ADVANTAGE IN THE URUGUAYAN AND NEW ZEALAND BEEF INDUSTRIES
  V. Serra; K. Woodford; S. Martin

• SEARCHING FOR PRODUCTIVITY GAINS THROUGH ‘ONCE-A-DAY’ MILKING ON NEW ZEALAND’S PASTORAL DAIRY FARMS
  F. B. Guimaraes; K. Woodford

• REDUCING NUTRIENT LOSSES IN EUROPE AND IMPLICATIONS FOR FARMING - IN THE LIGHT OF THE WATER FRAMEWORK DIRECTIVE
  B. H. Jacobsen; J. Abildtrup; J. E. Ørum

• SUSTAINABLE FARM MANAGEMENT PRACTICES IN THE ENLARGED EU: A CASE STUDY OF INTEGRATED ECOFARM IN THE CENTRAL HUNGARY REGION
  M. Voros; M. Gemma

• THE RESEARCH PROGRAMME “NETWORKS IN LIVESTOCK FARMING” AS A MEANS OF PROMOTING INNOVATION IN AGRICULTURE
  S.M.A. Kroon; B.W. Zaalmink; F.A. Geerling-Eiff; K. de Grip; F.B. Hubeek; C. Leeuwis; H.E. Wielinga; E.C. Wijk-Jansen

• FARMER ENTREPRENEURSHIP IN NEW ZEALAND SOME OBSERVATIONS FROM CASE STUDIES
  N. G. Gow

14:00 - 16:00

• NO PROFIT WITHOUT PEOPLE PERSONNEL POLICY IN GLASSHOUSE HORTICULTURE
  P. Vermeulen

• ECONOMICAL EVALUATION THROUGH GROSS PROFIT AND CASH FLOW IN DIFFERENT BEEF CATTLE SYSTEMS IN RIO GRANDE DO SUL
  V. C. P. Silveira; J. G. Viana; C. B. Oliveira; A. F. C. Vargas

• A COMPARISON OF RISK AND RETURN CHARACTERISTICS OF EFFICIENT CROP PORTFOLIOS FOR THE BROWN SOIL ZONES SASKATCHEWAN AND MECKLENBURG, GERMANY
  R. Schoney; C. Moeller

• A COMPUTER SYSTEM APPLIED FOR THE MANAGEMENT OF MECHANIZATION PROJECT
  J. C. Costa; C. E. S. Volpato

• INFLUENCE OF ENTREPRENEURSHIP AND MANAGEMENT ON SOW FARM LABOUR PRODUCTIVITY
  J. J. Zonderland; G.P. Binnendijk; J.W. Riel
Segunda-feira - 15 de Agosto / Monday - 15th August

Sala F / Room F

10:30 - 12:30

- AGRICULTURAL RISK MANAGEMENT - EXPERIENCES FROM AN ACTION RESEARCH APPROACH
  M. Lund; A. Oksen; T. U. Larsen; H. Andersen; H. H. Andersen

- QUEENSLAND DAIRY ACCOUNTING SCHEME 2004 RESULTS AND ANALYSIS
  R. Murphy; G. Busby

- PRODUCTIVE STRATEGIES IN UNCERTAINTY ENVIRONMENTS
  C. Iorio; M. Mosciaro

- STRATEGIC MAPPING OF THE RURAL FIRM: A BALANCED SCORECARD APPROACH
  W. L. Lourenzani; T. R. Queiroz; H. M. S. Filho

- HUMAN RESOURCE MANAGEMENT IN BEEF CATTLE FARMS AT TRIÂNGULO MINEIRO REGION
  M. A. Pereira; S. M. L. R. Vale; A. B. Mancio

- SUGARCANE REFINERY UNDER ECONOMIC MANAGEMENT SYSTEM
  M. A. Berto; A. F. Bueno
### Pôster / Poster

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<td>ESTIMATES OF COSTS AND PROFITABILITY OF A NEW ONE TO CULTIVATE OF GRAPE</td>
<td>R. A. Petinari; S. Ferrari; M. A. A Tarsitano; W. M. Oi; L. P. Castro</td>
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<td>SPECIALIST SYSTEM FOR CATTLE COMMERCIALIZATION IN FUTURES MARKET - BM&amp;F</td>
<td>V. C. F. Dias; E. L. Leismann; D. Roesler</td>
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<td>PRODUCTION OF FAMILIAR HIGH COFFEE TREE DENSITY IN THE AREA OF ALTA PAULISTA/SP, BRAZIL: ESTIMATES OF COSTS</td>
<td>E. M. Paulo; M. A. A Tarsitano; E. Furlani Junior</td>
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<td>MARKETING IN THE AGRIBUSINESS: AN INSTRUMENT FOR THE GROWTH OF THE SECTOR</td>
<td>A. T. Miranda e Souza Sette; R. Souza Sette; M. Sousa</td>
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<td>COMBUD, THE KEY TO DECISION MAKING</td>
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<td>A MODEL OF QUALITY MANAGEMENT SYSTEM FOR DAIRY FARMS</td>
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<td>L. M. Ribeiro; J. C. Toledo</td>
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<td>BOLSA DE MERCADORIAS E FUTUROS –BM&amp;F AS AN INSTRUMENT OF COMMERCIALIZATION FOR CORN PRODUCERS: A STUDY IN THE MICRO-REGION OF TOLEDO-PR</td>
<td>D. A. Roesler; E. L. Leismann; M. A. Kliemann</td>
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Quarta-feira - 17 de Agosto / Wednesday - 17th August

Sala B / Room B

10:30 - 12:30

• AGRICULTURAL EXTENSION FOR THE ‘INVISIBLE ACTORS IN HUNGER DRAMA IN RURAL NIGERIA
  N. Egbuna

• TRENDS IN THE IRISH BEEF MARKET DURING THE 1990s - IDENTIFICATION AND ANALYSIS OF CHANGE DRIVERS
  S. O'Reilly

• PESTICIDE MANAGEMENT AND REDUCTION STRATEGIES OF ENVIRONMENTAL RISKS
  M. Qasim

• BUYING ORGANIC FOOD IN FRANCE: SHOPPING HABITS AND TRUST
  L. Sirieix; B. Schaer

• FOOD SAFETY AND SUSTAINABILITY: THE CASE OF THE NEW ORGANIZATIONAL ARRANGEMENTS BETWEEN RURAL PRODUCERS AND CONSUMERS OF ORGANIC PRODUCTS IN JAPAN
  I. C. Takitane; T. N. Silva; E. Pedrozo

• DETERMINING EDUCATIONAL NEEDS: A FOCUS GROUP APPROACH
  B. Eberspacher; H. D. Jose

14:00 - 16:00

• INSERÇÃO NO MERCADO INTERNACIONAL: UMA ANÁLISE DAS EMPRESAS PRODUTORAS DE LÁCTEOS NO BRASIL
  A. C. Santos; A. A. Resende; R. A. Santos

• APOIO FINANCEIRO DO BANCO DO BRASIL PARA O DESENVOLVIMENTO DO PROCESSO LOGÍSTICO INTERNO DA SOJA
  N. G. Souza e Silva; T. L. Barbosa; L. H. Oliveira

• FATORES QUE CONTRIBUÍRAM PARA O AVANÇO DO CAFÉ ESPECIAL EM MINAS GERAIS
  J. L. R. Oliveira; J. C. S. Jesus; S. L. Oliveira

• ANÁLISE DOS INSTRUMENTOS DE COMPETITIVIDADE DO SISTEMA DE TURISMO NO MEIO RURAL NO ENTORNO DO PARQUE NACIONAL DA SERRA DO CAPARÃO
  N. R. Abreu; R. F. Baldanza; L. H. B. Vilas Boas; R. S. Sette

• ESTRATÉGIAS COMPETITIVAS DAS EMPRESAS PRODUTORAS DE SEMENTES DE SOJA: UM ESTUDO EXPLORATÓRIO NO SUL DE MATO GROSSO
  L. H. Oliveira; R. M. Cassiano
### Sala C / Room C

**10:30 - 12:30**

- MICRO FINANCE FOR SMALL AND MEDIUM ENTERPRISES: THE EXAMPLE OF THE AGRICULTURAL CREDIT GUARANTEE SCHEME FUND  
  M.A. Olaitan

- INVESTMENTS IN ENERGY-SAVING SYSTEMS IN DUTCH HORTICULTURAL FARMS  
  L. Aramyan

- ORGANIC DAIRY FARMING IN NORWAY UNDER THE 100% ORGANICALLY PRODUCED FEED REQUIREMENT  
  O. Flaten; G. Lien

- THE IMPACT OF EXPERIENCE AND CONSUMER PERCEPTIONS ON PERCEIVED RISK AND RISK REDUCTION BEHAVIOUR- THE CASE OF BEEF  
  M. McCarthy

- COMPARISON OF RISK IN ORGANIC, INTEGRATED AND CONVENTIONAL CROPPING SYSTEMS IN EASTERN NORWAY  
  G. Lien; O. Flaten; A. Korsaeth; K. D. Schuman; J. W. Richardson; R. Eltun

- ORGANIC FOOD AND FARMING: BETWEEN MARKET SUBORDINATION AND RETAILER GROWTH PROSPECTS  
  P. R. Kledal

**14:00 - 16:00**

- MILK AND BYPRODUCTS EXPORTS, IS IT A SOLUTION FOR PRODUCERS OR A PROBLEM FOR CONSUMERS?  
  L. A. Ponchio; H. F. S. Spolador; E. Paz

- WHAT IS CPR AND ITS IMPORTANCE TO THE BRAZILIAN AGRICULTURE FINANCE  
  H. F. S. Spolador; L. A. Ponchio

- ADOPTING NEW ZEALAND DAIRY FARM PRINCIPLES AND PRACTICES IN ARGENTINA  
  M. Peluffo; N. M. Shadbolt

- DRIVERS OF RISK IN NEW ZEALAND DAIRY SYSTEMS  
  R. Pinochet-Chateau; N. M. Shadbolt; C. Holmes; N. Lopez-Villalobos

- MEASURING THE EXTENT OF DIVERSIFICATION IN AGRICULTURE  
  D. P. Malik
Quarta-feira - 17 de Agosto / Wednesday - 17th August

Sala D / Room D

10:30 - 12:30

• TOP PERFORMING FARMERS ARE INFORMATION RICH
  A. Veríssimo; K. Woodford

• LEADERSHIP IN A CHANGING AGRICULTURE IN UK
  J. C. Alliston; F. Gonzalez-Diaz

• THE POTENTIAL OF THE IRRIGATION IN THE BRAZILIAN HORTICULTURE
  C. D. Costa; M. Boteon; M. M. Pinto; T. Q. C. Mello

• SUSTAINABLE FARM DEVELOPMENT IN THE REPUBLIC OF KOREA IN A GLOBAL ECONOMY
  J. M. Kim

• COMPARISON AT DAIRY FARM LEVEL OF DIFFERENT POLICIES TO DECREASE NUTRIENT LOSSES TO GROUND AND SURFACE WATERS IN THE NETHERLANDS
  P. B. M. Berentsen

• BUSINESS RELATIONSHIPS AND THEIR CONNECTORS IN FRESH PRODUCE SUPPLY CHAIN IN NEW ZEALAND
  M. D. Clements; S. K. Martin; R. M. Lazo

14:00 - 16:00

• PARTICIPATIVE APPROACHES TO ENHANCE ADOPTION OF FASCIOLOSIS CONTROL STRATEGIES IN CATTLE, IN YOGYAKARTA PROVINCE, INDONESIA
  E. Martindah; D. Cameron; B. Frank

• ORGANIC FARMING: LESSONS FOR NEW PLAYERS
  A. Coltro

• CONSUMERS WILLINGNESS TO PAY TO AVOID TRANSGENIC PRODUCTS, GOIÂNIA, GO (2003)
  F. L. Ribeiro; J. F. Noronha; C. M. S. Noronha

• INFORMATION AND DECISION-MAKING IN BRAZILIAN’S FAMILY FARM UNITS (BFFU’S)
  E. Talamini

• IFCN CASH CROP: BENCHMARKING FARMS GLOBALLY OILSEED PRODUCTION COSTS
  F. Plesmann; C. Ebmeyer; K. Goerg
Sala E / Room E

10:30 - 12:30

• LEADERSHIP VALUES & SUSTAINABLE TRADING MANAGEMENT FOR FOOD SECURITY, BIODIVERSITY & EQUITY
  J. Wibberley

• INSTITUTIONAL SUPPORT FOR FARMERS OF DEVELOPING COUNTRIES: SUGGESTED FORMS AND PLAN OF ACTION
  A. I. Abdou

• THE EGYPTIAN FARMING PRACTICES TECHNOLOGICAL DEVELOPMENT AND ITS DETERMINANTS
  A. I. Abdou

• OBSERVATIONS AND LESSONS FROM THE UK DEFRA CHALLENGE FUND PILOT SCHEME FOR FARMER SELF-HELP GROUPS N CROSS-COMPLIANCE
  G. Tate

• PERCEPTIONS AND IMPACTS OF FRAM-A: A NORWEGIAN FARM BUSINESS DEVELOPMENT PROGRAMME
  E. Kjesbu

• HELPING FARMERS ADJUST TO POLICY REFORMS THROUGH DEMONSTRATION FARMS: LESSONS FROM A PROJECT IN ENGLAND
  A. Bailey

14:00 - 16:00

• EFFECTS OF THE PUBLIC POLICIES ON THE NATURAL RUBBER PRODUCTION IN SÃO PAULO AND MATO GROSSO STATES
  P. L. Rosado; S. G. Tosto; M. F. M. Gomes; C. A. F. S. Carmo

• TAKING STOCK: AN APPROACH TO ENGAGING THE AUSTRALIAN DAIRY INDUSTRY IN FARM BUSINESS MANAGEMENT
  C. Murphy; M. Paine

• LOWER ORDER SHAREMILKING IN NEW ZEALAND
  J. Gardner

• FARM MANAGEMENT DIVIDENDS IN A FRIENDLY POLICY ENVIRONMENT: THE CASE OF CASSAVA INDUSTRY IN NIGERIA
  J.C. Umeh; B.C. Asogwa

• GETTING ACCESS INTO THE EU MARKET: A COORDINATION CHALLENGE FOR THE BRAZILIAN BEEF CHAIN
  M. R. Soares; S. H. G. Miranda; P. J.P Zuurbier
Quarta-feira - 17 de Agosto / Wednesday - 17th August

Sala F / Room F

10:30 - 12:30

- DEVELOPING FARMER FOCUS GROUPS AS A KNOWLEDGE TRANSFER MECHANISM: A PRACTICAL EXPERIENCE
  K. Barriball; Sharon Byles; Laura Biddick

- IF WE WANT ENTREPRENEURS WE NEED TO PROVIDE THE RIGHT ENVIRONMENT
  P.J. Blokland

- IMPROVING ENTERPRENEURSHIP IN FARMING: THE IMPACT OF A TRAINING PROGRAMME IN DUTCH DAIRY FARMING
  R.H.M. Bergevoet; G.W.J. Giesen; H. W. Saatkamp; C.M.J. Woerkum; R.B.M. Huime

- IMPROVING AGRICULTURE STUDENTS' UNDERSTANDING OF GLOBAL PRODUCTION SYSTEMS THROUGH DISTANCE LEARNING
  D. Cameron; D. Conforte; P. Sorokin

- IMPROVING LIVING STANDARDS OF SMALL PRODUCERS IN LOMBOK INDONESIA: ENTERPRENEURSHIP CAN BE THE KEY
  T. Sjah; D. Cameron; I. Russell

14:00 - 16:00

- FARMING PRACTICES CORRECTNESS INDICATOR FOR FAMILY FARMS IN POLAND
  E. Majewski

- PROVISION OF LIVESTOCK AS A CATALYST FOR IMPROVED INCOME GENERATION ON SMALL FARMS IN WESTERN KENYA
  A. Juma; T. Roberts

- STARTING GROWING AND DEVELOPING MICRO-BUSINESSES
  F. Pomary

  M. Souza

- INTEGRATED ADVISORY SERVICES
  T. Gruhn
Pôster / Poster

- **C 20** - Best Practices of Leading Farmers
  T. Betker; C. Harper; A. Scholz; D. Toma

- **C 21** - Improving Web-Based Information Delivery To Rural Canada
  W. Joyce

- **C 22** - Farmers’ Attitudes towards Consequential Loss Insurance against Notifiable Diseases: An Exploratory Study in England Using the Constructs of the Theory of Reasoned Action
  T. Rehman; C. Garforth; K. McKemey; R. Rana

- **C 23** - Management improvement as a result of Biodiesel production in Uruguay
  A. Bussoni; V. Lobato; R. Jacques

- **C 24** - Strategic Modal for Promoting Sustainable Dairy Farming Among Tribal Women Entrepreneurs of Bihar
  S. Kala; S. Singal

- **C 25** - The Brazilian Dairy Producer In The World
  L. A. Stock; T. Hemme; A. G. Assis; A. V. Cameiro; A. F. Oliveira; V. M. Stock

- **C 26** - Structure Of Cost And Dairy Specialization
  L. A. Stock; A. T. Gomes; S. R. Teixeira; J. C. Resende; V. M. Stock

- **C 27** - Australian and brazilian sub-tropical dairy industries, where farmers will last longer?
  S. R. Teixeira; L. A. Stock