Custom Programs in Food and Agribusiness

Professional development experiences created by Purdue
“For many years, Wells Fargo has worked with academic institutions collaboratively developing relevant programs for industry's executive talent. The working relationship with Purdue ranks among the top of those institutions. With Midwestern friendliness, the Purdue faculty and staff are highly professional, well focused, results oriented and dedicated to providing high-quality products.”

Ken McCorkle
Senior Vice President
Ag Industries
Wells Fargo Bank
The Center for Food and Agricultural Business at Purdue University, the industry's university partner for education and research, has more than 20 years of experience providing superior educational opportunities for mid-to upper-level managers in the food and agribusiness sector. Housed within the Department of Agricultural Economics, the center’s award-winning faculty and staff develop and execute programs that address the distinctly different needs of managing in today’s volatile business environment.

Your Purdue partnership
Tailor content for your company and implement key ideas through firm-specific, application-based activities by designing an educational experience with Purdue.

During your program design process, you can expect:
• Academic expertise from the food and agribusiness industry and beyond
• An account manager committed to connecting you to Purdue's vast resources
• Creative, engaging program design
• Cutting-edge research
• Knowledge of real-world management practices

Away from office distractions, Purdue offers a comfortable learning environment for participants to think critically alongside their peers during a unique program, ranging from a half-day meeting to multiple-session seminars.

A partner in education and research
More than 15,000 agribusiness managers from around the world have benefited from the Center for Food and Agricultural Business’ programs. The center’s award-winning faculty and staff have designed and delivered professional-development experiences for more than 20 years. Housed within the Department of Agricultural Economics at Purdue University, the center is the food and agribusiness industry’s partner for education and research.

The center’s key initiatives include applied research projects, such as the Large Commercial Producer Survey; the MS-MBA degree program in food and agribusiness management; and business management seminars, workshops and conferences.

Although the center is primarily recognized for its open-enrollment seminars, more than half of its efforts in any given year are dedicated to developing customized management programs for individual companies.
Jay Akridge, Ph.D.
Professor
Jay Akridge works with managers to evaluate possibilities for growth by applying strategic management frameworks to their situations. Jay has been recognized for his teaching ability in both traditional and executive classrooms.

Corinne Alexander, Ph.D.
Assistant Professor
Corinne Alexander is an Extension specialist in grain marketing. She focuses on experimental economics and interactions between members of the supply chain, with specific interest in contractual relationships.

Freddie Barnard, Ph.D.
Professor
With interests in agricultural finance and farm management, Freddie Barnard serves as director of the Midwest Agricultural Banking School. He teaches finance in many of the center's programs and strives to improve the quality of financial decision making.

Mike Boehlje, Ph.D.
Professor
Mike Boehlje specializes in farm and agribusiness management and finance. Decision analysis theory is one of his areas of interest, given its linkage to investment analysis and the need for increased understanding of situational risk.

Otto C. Doering III, Ph.D.
Professor
Otto Doering specializes in economic issues affecting agriculture, natural resources and energy. He has worked on farm bills and conservation programs, biofuel issues and the impacts of government policies.

Frank Dooley, Ph.D.
Professor
Frank Dooley examines supply chain management issues for food, agribusiness and ethanol companies. He has extensive experience in transportation economics, logistics research, education and outreach.

W. David Downey, Ph.D.
Executive Director
Dave Downey is a dynamic instructor with vast experience to share in the executive classroom. A specialist in agrimarketing and sales, Dave has received numerous teaching awards and national recognition for his work.

Scott Downey, Ph.D.
Associate Director and Professor
Scott Downey has taught marketing, sales and finance at Purdue University for more than 10 years. He also works with industry groups and private companies to strengthen their sales and selling management effectiveness.

Joan Fulton, Ph.D.
Professor
Joan Fulton examines how the organizational structure of markets and businesses affects efficiency, equity, return and risk. Working with agricultural cooperatives, she has studied the impact of alternative organizational structures.

Allan Gray, Ph.D.
Associate Director of Research and Professor
Allan Gray specializes in decision making in uncertain environments and teaches strategic management and quantitative analysis. He has experience measuring the risks of alternative decisions and applying decision-making theory.

Maria Marshall, Ph.D.
Assistant Professor
As an Extension specialist in rural business development, Maria Marshall helps develop new and sustainable ventures, as well as improve existing businesses. She concentrates on small business management, food marketing and entrepreneurship.

Christine Wilson, Ph.D.
Associate Professor
Christine Wilson teaches marketing management, farm business accounting and agricultural finance. She has received more than 10 awards for her teaching performance. She has industry experience in grain market analysis and farm management.
When our phone rings, we hear:

- Our customer base is changing. How do we modify our business model and our approach to better serve our customers?
- We want to invest in our team to build their management and leadership skills.
- Our managers need financial tools and concepts that help them better understand how their decisions impact our bottom line.
- We want to help our customers make better business decisions — invest in their success and deepen our relationship with them.
- We want to evaluate our current business strategy and develop a plan for a new direction.

Betty Jones-Bliss
Associate Director

Betty Jones-Bliss manages client relationships and designs professional-development programs. Working closely with faculty and company management, she ensures each program meets the company’s needs. Betty also serves as COO for the center, managing daily operations and staff.

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Access to Purdue expertise
Using their mastery of sales, marketing, leadership, finance and strategy, along with a key understanding of the food and agribusiness industry, Purdue faculty will help you address your business challenges and opportunities.

You’ll also interact with highly energetic, innovative program and event managers. This team of professional staff is dedicated to meeting your company’s objectives at every step of content development and implementation — creating an ideal customer experience.

Take advantage of more than 20 years of program creation, and let Purdue build a custom professional-development experience for you.

The investment
The center strives to offer the highest-quality custom program for your company. The program price varies depending on the number of participants, program length (number of days) and development approach.
“Through our partnership with Purdue, more than 150 Syngenta global key talents have enhanced their management and leadership capabilities. Purdue created the “ALPs” program, integrating core coursework, immersion sessions and direct application to Syngenta. Participating managers expand their view of the market environment and learn to apply their new knowledge and tools. As a result, they are better leaders and can more effectively deliver on Syngenta’s strategy. Program faculty and staff have their fingers on the pulse of our industry and weave in best practices content from outside to extend our thinking. Purdue knows how to create a learning experience that prepares managers for future business challenges.”

William K. Knowles  
Training and Organizational Development Manager  
Syngenta Learning and Development

“The American Seed Trade Association has maintained a strong relationship with Purdue for more than 20 years. We've partnered on several research projects and teamed up each year to offer the premier management development program for seed industry professionals - the ASTA Management Academy. Our partnership is mutually beneficial, built on trust and in tune with ASTA's evolving objectives.”

Andy LaVigne  
President and CEO  
American Seed Trade Association

For More Information  
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Purdue is an equal opportunity/equal access university.