

Global Encounter-China

Food Systems-Summary of a Mind-mapping Exercise

Procedure used to generate this document:

This document represents the summary of the mind-mapping exercise completed during the session. Individuals self-selected their topic. Participants' comments within three topic areas (**Education, Environment, and Food Systems**) and the selected vector specific to the topic (Teaching; Research, Scholarship, and Creative Endeavors; Engagement; Resources; and Advice) are included. All comments posted are included and are typed verbatim with some explanation of acronyms. If you choose, submit comments on one or more of them to globalencounter@isp.msu.edu. **There is no significance in the ordering of the topics or comments as presented in this report.**

The following instructions were given to all participants:

This mind-mapping exercise will be led by a facilitator who also will have responsibility to report out the results to the entire group. There are a number of vectors radiating from the topic area posted on the center of the large sheet on the wall. Please write down things that are related to the topic in your mind and tape them on the wall on the most appropriate vector. After these are posted, your facilitator will do a quick review with the entire room to check for clarity and prepare to report out to the larger group. Please read all other notes along the vector before you post yours.

Questions used to guide the mind mapping were:

What current or future focused areas of teaching, research and/or outreach (engagement) extend from the topic as it relates to China?

What resources (existing at MSU or working in collaboration with MSU) extend from the topic as it relates to China?

What advice concerning this region and this topic would you like to pass along to future groups following through on these ideas?

FOOD SYSTEMS

TEACHING

Food regulations

GMOs

Undergraduate dual degree programs in food-related areas:
Biosystems and Ag Engineering,
Food Science,
Food safety, etc.

Health communication connection to food systems

RET 465 International Retailing

RET 864 International Retailing Theories

RET 891A Distribution in China

Workshops and training programs:

Food Safety

Thermal Processing

Supply Chain Management

HACCP (Note: Hazard Analysis and Critical Control Point)

Traceability

FOOD SYSTEMS

RESEARCH, SCHOLARSHIP AND CREATIVE ENDEAVORS

Risk analysis of agrifood technologies

Byproduct utilization

Nutraceuticals

Public opinion about food aspects

- Genetic engineering

- Organic

- Convenience

Food Biosecurity

- Sabotage

- Bioterrorism

- Counterfeiting

Packaging

Helping publish in English in professional journals

Supply chain relationships that are effective for market entry/collaboration with multinational companies

Improving shelf-life and quality of fresh fruits and vegetables

Food Safety

- Surveillance

- Monitoring

- Epidemiology

Food Laws and Regulations

Food Safety Policy

- Formation

- Content

- Impacts

Waste management for food processing factories and slaughterhouses

Food policy issues in China

Food Security
Adequacy
Access

Food Fear
Consumers' beliefs about biotechnology

Retail Buyer-Supplier Relationships

New product adoption in supermarkets

Changing (developing) market structures in China reflecting
market evolution

FOOD SYSTEMS

ENGAGEMENT

Professional meetings
Attendance and participation in research presentations

Entrepreneurship-e.g. selling dried mushrooms from China to
the U.S.

Consulting with corporations like Daimler-Chrysler on doing
business in China

Research Board of Directors for the Retail Center at Tsinghua
University funded by Wal-Mart

FOOD SYSTEMS

RESOURCES

OID

Assistance with building multidisciplinary collaborations across campus and with other institutions/host-country partners

CASID-OID

Proposal development support for multidisciplinary research and scholarship

CASID

Visiting scholar support

OID

Research financial opportunities

International organizations
International financial institutions
Corporate/foundation sources
US government opportunities
Foreign direct investment climate
Scope out what other institutions are doing

CASID/WID curriculum development support

CASID/WID research initiation grants

CASID/WID study abroad curriculum enhancement support

U.S. Department of Agriculture National Research Initiative (NRI) Competitive Grants Program

CIBER-International Business Center

ISP travel grants

FOOD SYSTEMS

ADVICE

Encourage and support “wild” ideas. It will take innovation to make this successful

Must go through political process and approval for success in China

Face-to-face meetings and meals essential to success in China

Discovery opportunities for faculty

Learn what others are doing and how it fits in

Explore additional external partnerships and collaborations and opportunities for funding

This material was generated from Global Encounter-China, <<http://www.isp.msu.edu/globalencounter/china>>, held at Michigan State University on May 18, 2006. This interactive and participatory event was designed to obtain input and to elaborate in a country-specific forum on relevant themes, opportunities, issues, and opportunities affecting MSU's current and future engagement in China, Hong Kong, and Taiwan.