

Global Encounter-China

Food Systems-Individual Written Responses to Questions Related to the Topic

Procedure used to generate this document:

This document represents the summary of responses individuals wrote to questions related to their self-selected area of interest/expertise within three topic areas (Education, Environment, and Food Systems). All responses received are included and are typed verbatim with some explanation of acronyms. There is no significance in the ordering of the topics or comments as presented in this report.

Food Systems

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

1. Teaching

- I teach RET 891A Distribution in China. I also teach RET 465 International Retailing and RET 864 International Retailing. Both have some China content.

Research

- I have done some research in China since 1989. My focus is food distribution and commercial buyer –supplier relations. I also focus on new product adoption in retail food systems.
- Food Fear-studying consumer’s views of biotechnology (GMO) foods

Engagement

- I am on the research board of directors for Tsinghua University’s Retail Center which is funded by Wal-Mart. I consult with corporations about doing business in China

- 2.
- UG 2+1+2 program
 - Food Safety
 - Workshops e.g. HACCP food safety, thermal processing
 - Fresh fruits and vegetable
 - Packaging
 - Professional meetings
 - Helping publish in professional journal in English

- Nutraceuticals
- Byproduct utilization
- Food Processing, factory waste management
- Entrepreneurship, e.g. selling dried mushrooms from China to U.S.
- Food regulations

3. Research

- Food Safety – surveillance, monitoring, epidemiology
- Food laws and regulations
- Risk analysis of agrifood technologies
- Food safety policy- formation content, impacts
- Food security - adequacy, access
- Food security – biosecurity
- Public opinion about food

Teaching

- Professional Masters in Food Safety (online)

Engagement

- Food safety risk analysis capacity at Chinese Ag. Universities

4. Health Communication

- Communication Arts and Sciences- currently working w/Chinese partner and looking for ways in which their curriculum could connect to current and future food safety and food system programming
- Learn2beglobal.com- current project being developed by MSU Global to build/deliver/connect to the resources and programming that assist U.S. Business and organizations in understanding the cultural language and other issues related to engaging in other regions-could have a food systems component or focus area

5. **No Response

6. • Changing market structures vis-à-vis evolving markets
 • Food policy issues in China
 • Supply chain relationships/structures

7. • Personally I am not a China expert. My unit (CASID) is positioned to support faculty initiatives in China and provide support as listed under B.7 below

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

1.
 - ISP travel grants, CASID research funding, CIBER, USDA-NRI (National Research Initiative)
 - We are talking with various universities about a master's degree in retailing
2.
 - Faculty
 - Websites
3.
 - Institute of Food Laws and Regulations
 - National Food Safety and Toxicology Center (NFSTC)
 - Institute of Food and Agricultural Standards
 - Food Safety Policy Center
 - Professional Masters Program in Food Safety
 - Food Biosecurity (Julie Funk, NFSTC)
 - Food Security (Mike Weber, Ag Econ)
 - Food Domain (extension)
 - Michigan agri-food firms and corporations doing business in China
 - Mott Chair in Sustainable Ag (Mike Hamm)
4.
 - Partnerships along broader themes, but could include food systems – have been established w/various Michigan based agencies (i.e. Michigan Economic Dev. Corporation (MEDC), offering the potential for partnerships, connection to/and sharing of resources
5.
 - Corporate foundations
 - International organizations
 - OID, CASID, CIBER, ISE and IIH
6.
 - PFID project- Connections to China
7.
 - CASID may provide support for key China-related activities in the form of the following:
 - Curriculum development support for faculty
 - Study abroad curriculum enhancement
 - Research initiation grants
 - Visiting scholar support

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

1.
 - Study the country in its entirety before designing a research study
 - I spent over 10 years doing qualitative work before ever collecting data
 - Take long term approach
 - Read anthropological work
2.
 - Must be careful about politics. Some MI groups (apple processors) are competing with China. Others are importing from and exporting to China
 - Face-to face meetings and dinners essential to success in China
 - Must go through political approval for success in China
3. ** No Response
4.
 - More opportunities (like today's session) to learn and understand what others are doing to foster collaboration and avoid duplication – hopefully helping to better utilize our scarce resources
5.
 - Relationships are critical to success
6.
 - We need to define our (MSU's) areas of expertise related to food systems and then map to needs in China to strategically identify partner universities and organizations
7. ** No Response

D. Additional Comments?

1. **No Response
2. **No Response
3. **No Response

4.
 - Current online programming exists or is being developed for:
 - Organic Farming
 - Animal Welfare
 - Fresh Water Fish- Quantitative fisheries
 - International Food Laws and Regulations
 - IIA- Institute for International Agriculture
 - Packaging
 - Open courseware to enhance research and collaboration
5. **No Response
6. **No Response
7. **No Response

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.