

Organized by



Event Co-ordinator



Kansas State University and Wenger Manufacturing (U.S.A.) Present

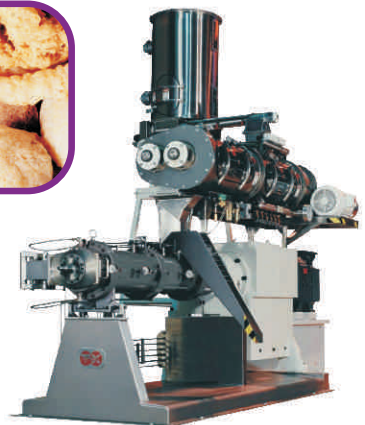
Executive Program for Extrusion Processing: Technology and Strategic Management

Module - I: June 10th-12th, 2010

**Venue: Savoy Hotel (Taj Group)
Ooty, Tamil Nadu, INDIA**

Module - II: August 1st-6th, 2010

**Venue: Kansas State University,
Manhattan, Kansas, U.S.A.**



ABOUT THE PROGRAM

This invitation-only program is tailored for high-level executives from Indian processed food, pet food and aquatic feed companies and will be offered in two parts –

- i) **India module** (June 2010) and
- ii) **U. S. module** (August 2010).

The **India module** will comprise of a 3-day workshop, focused on technology of extruded products for the Indian market and strategic management of extrusion-based businesses. Technology topics are designed to acquaint executives with the latest issues and new developments in processing equipment, specialty processed foods such as quick cooking lentil analog and rice analog products, and aquatic feed and pet food products. Strategic management topics will focus on developing solutions to help executives hone their skills for increased competitiveness. Areas covered include risk management, strategy formulation and execution, human resource development, marketing and financial management, and other commercial aspects of extrusion-based businesses. Several case studies will be utilized. The **U.S. module** will be conducted at Kansas State University (Manhattan, KS) and will comprise of a 6-day program with the two days dedicated to interaction with College of Agriculture faculty, field trips to observe a feed milling operation and survey the US retail sector, and a hands-on session with pilot-scale extruders demonstrating processing of products such as lentil analog, aquatic feed and novel pet food. In the remaining 4 days of the US module, participants will attend the annual KSU 'Extrusion Processing – Technology and Commercialization' short course (www.ksu.edu/igp) with expert speakers from U.S. industry and academia, and several more hands-on session on pilot-scale extrusion equipment.

Who Should Attend: The seminar will be particularly useful for top-level executives (Owners, Managing Directors, Vice Presidents, Sales Directors, General Managers, etc.) in the food, feed and pet food processing industry who want to keep abreast with latest technological developments and upgrade their strategic management skills to enhance business competitiveness.

What to Bring: Participants are encouraged to bring their own laptops to facilitate participation in case studies. Complete notes and relevant references will be provided to the participants at the start of each module.

BIOGRAPHY OF SPEAKERS



Dr. Vincent Amanor-Boadu

Assistant Professor
Dept. of Agricultural
Economics,
Kansas State
Univ., Manhattan, KS, U.S.A.
www.ageconomics.ksu.edu

Dr. Amanor-Boadu is an assistant professor and director of the Ag Innovation Center at KSU. He received his PhD from the University of Guelph in Canada and worked as the Director of Research at the George Morris, initiatives encompass business development, entrepreneurship, and strategic management with special emphasis on inter-organizational relationships. Vincent also conducts seminars on change management and mechanisms of governance.



Dr. Mike Woolverton

Visiting Professor
Dept. of Agricultural
Economics,
Kansas State
Univ., Manhattan, KS, U.S.A.
www.ageconomics.ksu.edu

Dr. Woolverton's research includes structure and performance of the grain and oilseed marketing system, overseas market development and commodity promotion, risk management in marketing and purchasing grain and oilseed commodities, agribusiness marketing management, and strategic leadership. Mike teaches a distance education course in International Agriculture and the Global Economy.



Mr. Doug Baldwin

Director
Sales and Marketing,
Wenger Manufacturing, Inc.
Kansas City, MO, U.S.A.
www.wenger.com

Mr. Baldwin is in-charge of global business development for Wenger Manufacturing, a privately held corporation, headquartered with plant and corporate offices in Sabetha, Kansas, USA. The firm specializes in the manufacture of state-of-the-art commercial extrusion systems ranging in size from small pilot-scale and research applications to very large production applications with capacities as high as 22 tons/hour. Doug travels extensively to India and other countries to provide solutions for customers in the food, pet food and aquatic feed industries.



Dr. Sajid Alavi

Associate Professor
Dept. of Grain Science
and Industry,
Kansas State
Univ., Manhattan, KS, U.S.A.
www.grains.ksu.edu/extrusion

Dr. Alavi is a food process engineer and his research focuses on extrusion. He received his B.Tech. degree from the Indian Institute of Technology (Kharagpur) and M.S. and PhD degrees from Penn State and Cornell University, respectively. He has been a faculty member at KSU since 2002. Sajid is very active in providing training and consulting on food processing to businesses in the U.S., India and other countries around the world.

INVITED GUEST SPEAKERS

Dr. M. M. Krishna did his graduate studies at the Central Food Technological Research Institute, (CFTRI), Mysore and the Indian Agricultural Research Institute, New Delhi, Dr Krishna has more than 35 years of experience in R&D, Operations and Corporate Management in Indian and Multi National Food Companies. His most recent assignment was with the Solae Company as Applied Technology Director for South Asia. He is currently working with the American Soybean Association - International Marketing (ASA-IM) as a Senior Consultant for promoting soy protein for food applications and soy based extruded analogue product.

Dr. P. E. Vijay Anand heads India's animal feed program for American Soybean Association-International Marketing (ASA-IM)/United States Soybean Export Council (USSEC) as Technical Director - Animal Nutrition. He received his professional education in animal and fisheries sciences from the University of Agricultural Sciences, Bangalore, India. Over the past 14 years Vijay has held managerial positions with leading aquaculture and livestock feed companies in India. He has been associated with ASA-IM since 2000.

(Pending Confirmation)

DETAILED AGENDA

PHASE I - INDIA MODULE

Venue: Savoy Hotel (Taj Group), Ooty, Tamil Nadu

Dates: June 10th-12th, 2010

Day 1:

08:00 - 08:30 am: Registration

08:30 - 09:00 am: Opening Remarks

09:00 - 12:00 pm:

Globalization and Food and Feed Industry Competitiveness (Vincent Amanor-Boadu)

This session focuses on providing participants with the broad macroeconomic and policy changes that are currently influencing the competitiveness of agri-food and feed companies globally and their implications for Indian food and feed industry executives. The session provides a foundation for executives to think about their marketplace as global because their customers and consumers, including local ones, are global in their needs.

Overview of Extrusion Technology and Hardware (Doug Baldwin)

This topic will cover the hardware aspects of the extrusion system with special focus on various screw designs. Most extruders are equipped with segmented screws which allow flexibility in the screw profile that can be adapted to different products. Raw material delivery systems, dies and knife types will be discussed. The lecture will include a discussion on various types of cooking extruders including conventional single screw and twin screw extruders and conical some other designs as well. Principles of preconditioning of the ingredient mix, advantages of utilizing this important pre-processing step, and advances in preconditioning technology will also be covered.

12:00 – 1:00 pm: Luncheon

01:00 – 3:00 pm:

Ingredient Functionality (Sajid Alavi)

Grain ingredients like corn, oat, wheat, rice and soy flours and their derivatives are the basic components of most extruded products. This lecture will focus on the composition of different ingredients and the role each plays in the extrudability of dough and quality aspects of final product like flavor, expansion and binding.

Input and Output Management: Commodity Outlook (Mike Woolverton)

Given the global nature of the food and feed industry, accessing inputs—grains and oilseeds—for production can present significant challenges. This session helps provide the short and long-term outlook on commodity prices and present strategies for minimizing the adverse effects of price swings on organizations.

03:00 – 03:15 pm: Tea Break

03:15 – 05:30pm:

Focus on the Indian Market - Quick Cooking Rice and Dal Analogs

Quick cooking products specific to the Indian market such as rice and dal analogs are made by a special low shear and high moisture extrusion forming process. This lecture will discuss the processing of these products and quality aspects of the finished product. Other novelty products for

the Indian market will also be discussed.

Technology and Business Case Studies – Overview and Assignments

The purpose of the case studies is to help participants operationalize the technology and strategic management concepts that they are learning. Participants will be divided into teams that will be assigned cases related to food and feed industry. Each team will over the next two days to develop solutions to challenges outlined in the case studies and present the same on Day 3.

05:30 – 06:00 pm: Break

06:00 – 07:00 pm:

Interactive Session

This session will be for interaction between speakers and course participants on their individual needs with regards to processing equipment, strategic planning and training. Appetizers and drinks will be provided.

Day 2:

08:00 - 12:00 pm:

Focus on the Indian Market: Nutritional Aspects and Opportunities for Extruded Food Products (M. M. Krishna)

Health awareness will continue to be an important aspect of life for the Indian population. New opportunities exist for producing protein enhanced or vitamin fortified foods, as well as foods designed to meet certain dietary restrictions or requirements. This topic will review these opportunities in the Indian marketplace, including those ranging from low cost/ high volume products for government-run mid-day meal schemes to value-added products for specialty commercial markets.

Focus on the Indian Market - Aquatic Feed in India (Vijay Anand)

Extrusion is widely used in many parts of the world for production of aquatic feed. These applications are increasing in India and have a huge potential for further growth. The lecture will provide information on the processing of aquatic feeds, and the growing Indian market for the same. It will also include information about the ingredients utilized, other considerations which are involved in these applications, and some real life examples of aquatic farming in India.

Introduction to Sustainable Strategic Management (Mike Woolverton)

This session lays out the system of food and feed supply chains and provides a framework for firms to participate and aggressively exploit emerging opportunities in consumer and downstream markets by differentiating themselves on the basis of their sustainable practices. The session focuses attention on how to be pro-profit, pro-community and pro-environment at the same time, and in so doing increase market share profitably.

12:00 – 1:00 pm: Luncheon

01:00 – 3:00 pm:

Towards Cheaper Raw Materials in Aquatic Feed (Sajid Alavi)

Ingredients like corn, wheat, soybean meal, fish meal and their derivatives are the basic components of most extruded feed products. This lecture will focus on the characteristics of different aquatic feed ingredients and the role each plays in the nutrition, density, binding, durability and water stability of the final product. Ongoing worldwide efforts towards reducing raw material costs in aquatic feed by replacement of fish meal with soybean meal and other ingredients will be discussed.

Aquatic Feed Processing Including Starter and Specialty Feed (Doug Baldwin)

This topic will include processing of aquatic feed using extrusion. Special processing considerations required for micro aquatic feed (<1.2 mm), including starter feeds, will be discussed. Other specialty feed such as ornamental fish or aquarium feed, flaked feed, semi-moist feeds, and ultra-large diameter feed will also be covered.

03:00 – 03:30 pm: Tea Break

03:30 – 05:30 pm:

Strategic Thinking - I (Vincent Amanor-Boadu)

Given the outlook on globalization and competitiveness and the increasing role of sustainability in enhancing competitiveness of organizations, this session begins with providing the framework for positioning the organization on a new trajectory of performance in both local and global markets.

05:30 – 06:30 pm:

Technology and Business Case Studies – Work Time

Free time for participant teams to work on case studies and interact with speakers.

Day 3:

08:00 - 12:00 pm:

Focus on the Indian Market – Pet Food (Sajid Alavi)

This lecture will cover utilization of extrusion processing for manufacturing petfood. Topics will include an overview of the petfood industry worldwide and in India, specialty petfood products and new developments in technology for increasing production efficiency.

Strategic Thinking - II (Vincent Amanor-Boadu)

Technology is important in the emerging environment. However, its adoption must fit into the overall strategic direction of the company. This session presents tools for making capital investments to ensure they achieve the objective of contributing to the sustained competitiveness of the organization.

12:00 – 2:00 pm: Luncheon and Extra Time for Work on Case Studies

02:00 – 3:30 pm:

Leadership and Strategy Execution (Vincent Amanor-Boadu)

Developing a strategy is only half the battle to sustained competitiveness. Most organizations do not complete the other half. This session provides the framework for executing strategies and helps executives and their technology managers build processes that help them track and encourage performance to ensure they achieve their business and organizational objectives.

03:30 – 03:45 pm: Tea Break

03:45 – 06:00 pm:

Technology and Business Case Studies - Presentations

Participants teams will present their case studies on technology and strategic concepts.

Review Session

Case studies and basic concepts explored during the workshop will be reviewed.

06:00 – 07:00 pm: **Closing Remarks and Certificate Distribution**

PHASE II - U.S. MODULE
Venue: Manhattan, Kansas, U.S.A.
Dates: August 1st-6th, 2010

Days 1-2: Special Program

Day 1:

01:00 – 02:30 pm: Lunch with Dr. Alavi

02:30 – 05:00 pm:

Welcome, Intro and Field Trip (Sajid Alavi)

Welcome and introduction to the special program; Visit to the extrusion facilities in Grain Science. Pet food and processed food trends in the U.S. will be explored during field trips to local supermarkets and specialty pet food stores.

Day 2:

08:30 – 12:00 pm:

Advanced Business Planning (Vincent Amanor-Boadu)

Advanced business planning and strategic decision making. Topics covered will include market entry analysis, demand assessment, marketing strategies, and pricing strategies. Concepts of managerial economics in decision making will also be introduced.

12:00-01:00 pm: Lunch

01:00 – 5:00 pm:

Extrusion Concepts (Doug Baldwin and Sajid Alavi)

Extrusion processing – a refresher of key concepts for products related to the Indian market including dal and rice analog, aquatic feed and pet food; and interaction with experts from Kansas State University and Wenger Mfg.

Hands-on Session

Hands-on experience with pilot-scale extrusion of dal analog and/or specialty petfood/aquatic feed.

**Days 3-6: KSU Extrusion Processing -
Technology and Commercialization Short
Course**

Day 3:

8:00 am: Registration; Continental Breakfast

8:30 am

- Ingredient Functionality
- Extrusion Hardware and Design
- Extrusion Operation and Process Variables
- Extrusion Applications - Feed & Petfood

12 Noon: Group Luncheon

1:00 pm

- Drying and Toasting
- Hands-on Session on Pilot-Scale Extruders
- Campus Tour

6:00 pm: Banquet

Day 4:

8:00 am Continental Breakfast

8:30 am

- Principles of Die Design
- Extrusion Applications - Food
- Coating of Snacks and Cereals

- Extrusion Control Systems
- 12 Noon: Group Luncheon
- 1:00 pm
- Extrusion Troubleshooting
- Hands-on Session on Pilot-Scale Extruders

Day 5:

8:00 am Continental Breakfast

8:15 am Textured Soy Protein

10:00 am Instrumental/Analytical Techniques

11:00 am Field trip to Wenger Manufacturing

Day 6:

8:00 am Continental Breakfast

8:30 am

- Sensory Aspects of Extrusion Products
- Plant Sanitation and Pest Management
- Overview of the Product Development Process
- Business Plan: Capital Decision Making I

12 Noon: Group Luncheon

1:00 pm

- Business Plan: Capital Decision Making II
- Business Plan: Strategic Planning
- Case Study and Active Interaction

**'For detailed information on KSU short course
visit <www.ksu.edu/igp>'**

REGISTRATION FEE

I. India Module

Venue: Savoy Hotel (Taj Group), Ooty, Tamil Nadu, INDIA

Dates: June 10th-12th, 2010

Registration Fee: \$800 (INR 36,000) + 12.75% service tax

II: U.S. Module

Venue: Kansas State University, Manhattan, Kansas, U.S.A.

Dates: August 1st-6th, 2010

Registration Fee: \$1,500 (INR 67,500 inclusive of taxes)

10% discount for joint registration in both programs.
Additional 10% early-bird discount if registered before April 30th.

Payment Options

1. Draft/Banker Cheque or Money Order

● Module - I payable to Assocom-India Pvt. Ltd., New Delhi

● Module - II payable to Grain Science and Industry, U.S.A.

Contact Assocom-India for payment details

2. Credit Card (Visa/Master Card/American Express)

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ACCOMMODATIONS

1. Ooty, India: A block of rooms has been reserved at Hotel Savoy. Tariffs Rs. 5500/ double room and Rs. 5000 single room including all taxes and breakfast

2. Manhattan, U.S.: A block of room has been reserved at Hotel Clarion. Tariffs \$76.00 single/double room including all taxes

Note: If you would like us to book your accommodation at any of our hotels please send your confirmation alongwith registration

if undelivered please return to

Assocom-India Pvt. Ltd.

#601 DDA Building District Centre,
Laxmi Nagar, Vikas Marg, Delhi - 110092,
INDIA

Tel.: +91-11-47675216 (50 Lines)

Fax: +91-11-47675201 / 06

Email: email@assocom-india.com

Website: www.assocom-india.com

Please send your **REGISTRATION FORM** to Assocom-India **Accommodation required please tick:**

or register online at www.extrusion.assocom-india.com:

Ooty Manhattan, both
Kansas, U.S.A.

India Module - I U.S. Module - I India Module - I & U.S. Module - I

Organization Details:

Organization: _____

Address: _____

City: _____ Pincode: _____

State: _____

Tel.: _____ Fax: _____

Email: _____

Website: _____

Nominee Particulars: (Compulsory)

Name on passport: _____

Designation: _____

Email id: _____

Mobile: _____

Participant 2: (Optional)

Name on passport: _____

Designation: _____

Email id: _____

Mobile: _____

Billing Address:

Address: _____

Remittance Particulars:

Cheque: _____ Demand Draft: _____ Online Transfer: _____

Reference No: _____ Date: _____ (DD/MM/YYYY)

Drawee Bank: _____ Amount: _____