



CURRICULUM VITAE

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PRESENT POSITION: Assistant Professor and Private Consultant, PhD

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Work

Departamento de Economia Rural
Faculdade de Ciencias Agrarias e Veterinarias (FCAV)
Campus de Jaboticabal
Universidade Estadual Paulista (UNESP)
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Work

FATEC - Sao Jose do Rio Preto
Centro Estadual de Educacao Tecnologica Paula Souza
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15035-010 – Sao Jose do Rio Preto – SP
Brazil
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DATE OF BIRTH: March 30th, 1965

DEGREES:

University of Florida, Doctor of Philosophy, obtained on August 9th, 2003.

Major: Food and Resource Economics

Dissertation: "Analyses of the World Processed Orange Industry," 108 p.

Defended on May 15th, 2003. Available at

<http://plaza.ufl.edu/waldirjr/dissertation.htm>.

University of Sao Paulo (USP), Brazil, Master of Science, 1998.

Major: Business Administration

Thesis: "Umbrella Organizations in the Citrus Industry: the case of Sao Paulo State (Brazil)," 197 p. Written in Portuguese.

Sao Paulo State University (UNESP), at Jaboticabal, Brazil, Bachelor of Science, 1987.

Major: Agronomic Engineering

Thesis: "Allelopathic effects of black velvet bean (*Stizolobium aterrimum* Piper&Tracey), aster (*Aster* sp) and purple nutsedge (*Cyperus rotundus* L.) on some forage grasses," 47 p. Written in Portuguese.

University of Sao Paulo, Brazil, Bachelor of Arts (not concluded), 1983.

Major: Journalism

INTRODUCTION:

I finished my undergraduate program in Agronomic Engineering at UNESP Jaboticabal in January 1988, considered the best school in Horticultural Sciences in Brazil. Before graduating, I participated in a selection process among 120 candidates for six positions at Citrosuco, then the largest Brazilian orange juice exporter. I was hired for the position in December 1987 and worked in the Fruit Procurement Area until

May 1995. In 1993, I applied to the Master of Science program in Business Administration at USP and was accepted. There were 450 candidates and 40 positions and I was one of the two candidates selected for their Program of Agribusiness. I started the program in 1994 while I was still working for Citrosuco. However, in order to graduate in time, I had to leave Citrosuco. In August 1998, I got my MSc degree and then moved to the U.S. to pursue a PhD in Food and Resource Economics at the University of Florida that I got in August 2003. In summary, I have worked with horticultural sciences, business administration and agricultural economics since 1987 and my main area of expertise is citrus economics and business administration, and agricultural e-commerce.

PROFESSIONAL EXPERIENCE:

Since March 1st, 2004: Professor at FATEC – Sao Jose do Rio Preto, Centro Estadual de Educacao Tecnologica Paula Souza.

Since February 2nd, 2004: Assistant Professor at the Department of Rural Economics, College of Agrarian and Veterinary Sciences, at Jaboticabal campus, Sao Paulo State University.

Since September 2003: Private Consultant.

August 1998 to August 2003: Graduate Research Assistant at the Food and Resource Economics Department (FRED) and the Economic and Market Research Department, Florida Department of Citrus (FDOC), Gainesville, Florida, under the supervision of Dr. Tom Spreen.

1995 to 1998: Researcher with PENSA, Program of Agribusiness at the College of Economics, Business Administration and Accounting (FEA), University of Sao Paulo, Sao Paulo, Brazil, under the supervision of Dr. Decio Zylbersztajn.

1987 to 1995: Trainee Engineer, Assistant Engineer I, Assistant Engineer II, Fruit Procurement Regional Supervisor, and ISO 9002 Internal Auditor at Citrosuco Paulista S/A, in Sao Paulo State, Brazil.

TEACHING ACTIVITIES:

Courses

FATEC – Sao Jose do Rio Preto: In the first semester of 2004, teaches the courses Theory of Business Administration and Economic Geography, at the

undergraduate level, to 80 students taking the program in Information Technology with emphasis on Business Administration. Course websites in Portuguese at www.geocities.com/teoradm, www.geocities.com/geoeconfatecrp.

UNESP – Jaboticabal: In the first semester of 2004, teaches the course Rural Economics and Business Administration, at the undergraduate level, to 90 students taking the programs in Veterinary Medicine and Animal Production. Course website available at www.geocities.com/ecoadmrur. Content in Portuguese.

Lectured for four hours on ‘Brazilian Agribusinesses: Orange’ for the “PENSA Course on Professional Competitiveness in the Agribusiness” at the College of Economics, Business Administration and Accounting, University of Sao Paulo, Sao Paulo, Brazil, held on December 6th, 2003. Didactic material available at <http://www.geocities.com/citrousmen>. Content in Portuguese.

Lectured for eight hours on ‘E-commerce: Applications and Case Studies’ for the “MBA Agribusiness” at the School of Agriculture, University of Sao Paulo, Piracicaba, Brazil, held on October 21st and 22nd, 2003. Didactic material available at <http://www.geocities.com/agrecommerce>. Content in Portuguese.

Lectured for sixteen hours on ‘Analysis and Development of Information Systems: the Internet, E-commerce, and Information in Real Time’ for the “Course of Specialization in Agribusiness ESALQ/FEALQ/USP,” in Ponta Grossa, PR, organized by the School of Agriculture, University of Sao Paulo, Piracicaba, Brazil, held on October 10th and 11th, 2003.

Assisted in grading homeworks and instructing Dr. Tom Spreen’s students how to use Excel and GAMS in Math programming for his graduate courses AEB 5516 Quantitative Methods for Agribusiness and AEB 6592 Math Programming for Economic Analysis in 2000, 2001, and 2002.

Graduate Student Supervision

Advisor of Miss Dione Nobre de Souza and Mr. Carlos Geovane Rodrigues Queiroz, two Brazilian graduate students with Banco do Brasil, who respectively wrote and defended monographies titled ‘MARKETING COMMUNICATION PLAN FOR BANCO DO BRASIL’S AGRONEGÓCIOS-E WEBSITE’ and ‘ELECTRONIC AGRIBUSINESS WITH FOCUS ON BANCO DO BRASIL’S BALCÃO DE AGRONEGÓCIOS’ on November 26th-27th, 2003 for the “MBA Agribusiness” at the School of Agriculture, University of Sao Paulo, Piracicaba, Brazil.

Undergraduate Student Supervision

Co-advisor with Prof. Ron Muraro from Lake Alfred and Dr. Tom Spreen from Gainesville of Mr. Diogo Dragone, a Brazilian undergraduate student from the School of Agriculture (ESALQ) at USP, at Piracicaba, who developed his Professional Internship in Florida in October and November 2001, in which he studied organizational systems of production and investment in the Florida citrus industry.

Co-advisor with Dr. Tom Spreen of Mr. Cristiano Moreira, a Brazilian undergraduate student from ESALQ-USP, at Piracicaba, who developed his Professional Internship in Florida from May until November 2001, in which he was involved in some projects under supervision of Dr. Tom Spreen, such as the Florida orange market, the role of Brazil in the world sugar and ethanol markets, and e-commerce.

HONORS AND AWARDS:

The dissertation titled "Analyses of the World Processed Orange Industry" has been selected as the winner of the 2003 FRED Outstanding Dissertation Award/Prochaska Prize, which will be awarded US\$100.00 and be submitted by the department for both the IFAS and AAEA 2003 Outstanding Dissertation Awards competitions.

Approved on first place, with an average of 8.38/10.0, in the public competition for a faculty position in Economic Theory/Commercialization of Agricultural Products for the Department of Rural Economics at UNESP Jaboticabal, held on December 15th-16th, 2003.

Approved on first place, with an average of 9.3/10.0, in the public competition for a faculty position in Business Administration for the undergraduate program in Business Administration at UNESP Jaboticabal, held on August 7th, 2003. Could not take the position because of time conflict with other activities.

[The New York Board of Trade futures price forecast contest winner](#) after having submitted an estimate during the 8th International Economic Outlook Conference held in October 2002 as to what the settlement price for the March 2003 FCOJ would be on February 14th, 2003. My forecast of 87.00 came closest to the actual price of 87.20.

Selected in the College of Agricultural and Life Sciences and invited to join The Honor Society of Agriculture Gamma Sigma Delta as a result of scholastic and leadership accomplishments, initiated on March 20th, 2003.

Recipient of the "Outstanding International Graduate Student" Award for "Outstanding Contributions to the University of Florida and the College of Agricultural and Life Sciences," on April 25th, 2002, at the International Student Academic Awards; selected by the College of Agricultural and Life Sciences (CALs) as one of its five outstanding international students based on criteria including academic success (GPA), scholarly activity, and outstanding service to their department, college, or university.

As president of the Gator Citrus Club, recipient of the following three awards: Agricultural and Life Sciences College Council's 2001-2002 CLUB OF THE YEAR, Outstanding Club Activities in FUNDRAISING, and Outstanding Club Activities ABOVE THE LOCAL LEVEL, at CALs Council banquet, held on April 18th, 2002.

Recipient of "The Dean's Leadership Award for Excellence in Academics and Outstanding Achievement" in the CALs, Institute of Food and Agricultural Sciences (IFAS/UF), on November 30th, 2001, at the CALs Scholarship and Leadership Convocation 2001.

ORGANIZATIONS:

The Honor Society of Agriculture Gamma Sigma Delta
Southern Agricultural Economics Association
American Agricultural Economics Association
International Society for New Institutional Economics
International Society of Citriculture
International Agribusiness Management Association

COMMUNITY SERVICE:

Chosen by the Citriculture Week and Expocitrus/2004 Organizing Committee, based on my "work and leadership" in citrus economics, to be a collaborator in devising the program for the 26th Citriculture Week, to be held on 05/31-06/04/04, at Centro APTA Citros "Sylvio Moreira" – IAC, in Cordeiropolis, SP.

Under Dr. Carlos Ruggiero's invitation, participated in Toda Fruta website's chat room (www.todafruta.com.br) on December 1st, 2003, from 3:55 p.m. to 5:19 p.m., to answer questions on the Florida orange industry.

President of the Gator Citrus Club, Horticultural Sciences Department (HOS), Fall 2001-Summer 2002.

Charity campaign of the Gator Citrus Club created: the Gator Citrus Club shipped (free fruit plus a small shipping fee, since UPS could not waive any shipping charges) almost 100 boxes of Navel Oranges and Red Grapefruit to the Fire Department of the City of New York (FDNY) as well as the New York City Police Department (NYPD). This was to give relief to the victims of the terrorist attacks on the World Trade Center. It was included in each box a Happy-Holidays message signed by the sender with a copy of the club newsletter.

Volunteer work at Marjorie Kinnan Rawlings State Historic Site, twice a year, since 1999, in which, with all club members, we banked (Fall) and unbanked (Spring) citrus trees and did general clean up in the orchard. That service work was considered as part of the "Keep Alachua County Beautiful" campaign for the 2002 Great American Cleanup.

Treasurer of the FRED Graduate Student Organization from Fall 2000 through Summer 2001.

Academic Vice-President of the FRED Graduate Student Organization from Fall 1999 through Summer 2000.

PROFESSIONAL SERVICE:

Committee member in 11 theses defenses on November 26th-27th, 2003 for the "MBA Agribusiness" at the School of Agriculture, University of Sao Paulo, Piracicaba, Brazil.

Food and Resource Economics Department

Committee member in the Master's thesis proposal seminar of Mr. Diogo Dragone, at the Department of Economics, Administration and Sociology of the School of Agriculture, University of Sao Paulo, Piracicaba, Brazil, on June 16th, 2003.

Consultant to Veirano Advogados, in Rio de Janeiro, Brazil, on June 11th, 2003.

Translator for Dr. Tom Spreen and Prof. Ron Muraro during their trip to the Sao Paulo citrus industry, Brazil, on December 13th-16th, 2001.

Along with Dr. Tom Spreen and Prof. Ron Muraro, was a committee member in the undergraduate Agronomic Engineering final exam of the students Diogo Dragone and Cristiano Moreira, at the Department of Economics, Administration and Sociology of the School of Agriculture (ESALQ/USP), at Piracicaba, Brazil, on December 12th-13th, 2001.

Translator for the citrus canker program manager with Fundecitrus (The Brazilian Fund for Plant Protection), Mr. Cicero Massari, during his trip to Florida on February 4th-10th, 2001.

Supporting staff in the "7th International Economic Outlook Conference for Citrus and Non-Citrus Juices" organized by Dr. Tom Spreen and IFAS/UF, held on October 26th-27th, 2000, in Orlando, Florida, having been awarded with a travel grant from FRED/IFAS.

Supporting staff in the "Seventh Annual Moose Jaw Convention and Jamboree" entitled 'Farming for Profit? - Income Crisis, International Trade, Land Use and the Environment' organized by Dr. Andy Schmitz, held on June 18th-20th, 2000, in Moose Jaw, Saskatchewan, Canada, having been awarded with a travel grant from Dr. John vanSickle, Director of the International Agricultural Trade and Development Center, FRED/IFAS.

Conducted research on international citrus production and economic competition in Brazil traveling around the citrus industry in Sao Paulo State, Brazil, on September 2nd-16th, 2000, through a doctoral travel fund provided by CIBER (Center for International Business, Education and Research), Warrington College of Business Administration, UF.

Supporting staff in the Conference "Sweetener Markets in the 21st Century" organized by FRED/IFAS/UF, held on November 14th-16th, 1999, in Miami, Florida, having been awarded with a travel grant from FRED/IFAS.

Supporting staff in the "Climate Change, Pest Control, and Agriculture Conference" organized by Dr. Andy Schmitz and FRED/IFAS/UF, held on September 9th, 1999, in Gainesville.

Supporting staff in the "Agricultural Globalization, Trade and the Environment Conference" organized by University of California at Berkeley and FRED/IFAS/UF, held on March 7th-9th, 1999, in Berkeley, California, having been awarded with a travel grant from FRED/IFAS.

Horticultural Sciences Department

Organizer and leader of the annual educational Gator Citrus Club trip to Brazil held on May 5th-12th, 2002 (Please see article published in the Gainesville Sun on May 19th, 2002, at <http://plaza.ufl.edu/waldirjr/GNVS.JPG>; Please see video shot at the grape grove and aired on Wednesday, May 8th, 2002 at primetime by the largest regional TV network at <http://plaza.ufl.edu/waldirjr/SP-TV%20story.rm>; Please see article published in International FOCUS, International Programs Office of the UF Vice President for Agriculture & Natural Resources, at <http://international.ifas.ufl.edu/focusweb/focusjun02005.htm>).

Creator, and webmaster staff member of the Gator Citrus Club website (<http://www.hos.ufl.edu/citrusclub>) from Fall 2000 until Fall 2002.

University of Sao Paulo, Brazil

Participated in the Project "Organizing meetings with the most representative segments of OCESP (Sao Paulo State Cooperatives Organization): transforming proposals into integrated actions seeking for a more competitive cooperativism," held in March-April, 1997, by PENSA.

Senior executive consultant appointed by Dr. Decio Zylbersztajn for the Project "Citrus and Tropical Fruits Chains" to the Bahia State Industries Federation, under the coordination of Dr. Jose Carlos Moreira, Professor and Finance specialist at FEA/USP.

Participated in the Project "Possibilities of Diversification in the Sugar and Alcohol Sector," held in November-December, by ANPEI (Industrial Companies Research and Development National Association).

Citrosuco Paulista S/A, Brazil

Fruit Procurement Regional Supervisor, in Matao, State of Sao Paulo, from February 1994 through May 1995, whose activities were: programming, executing, managing logistics, and controlling of the harvest and transportation of 6.5 million boxes in 6 citrus groves belonging to the Fischer Group, owner of Citrosuco, spread over Matao area, with a team of 3 buyers, 1 field technician, approximately 40 crews, mostly doing mechanized loading system with big bags.

Internal Auditor of ISO 9002, having taken part in the "Internal Auditing in accordance with ISO 9000 Norms Seminar," held by Excel Partnership e Wey Associados S/C Ltda., from May 31st through June 1st, 1994.

Fruit Procurement Regional Supervisor, in S. Jose do Rio Preto, from May 1992 through January 1994, whose activities were: programming, executing, managing logistics, and controlling of the harvest and transportation of 6.0 million boxes from more than 400 citrus growers spread over the northwestern area of Sao Paulo State, including commercial dealing with them, such as fruit purchasing, contracting, and controlling of payments.

Visitor to the Florida Citrus Industry during February 1992, with the sponsorship of the Florida Farm Bureau Federation, on behalf of its then Director of Commodity Activities, Mr. Pat Cockrell, having visited the four major citrus producing areas, nurseries, packinghouses, organizations, the University of Florida, Lake Alfred and Immokalee Experimental Stations, juice plants, such as Pasco and Tropicana, and large growers like Turner Foods.

Member of Specific Studies on Fruit Procurement Problems Commission (1990-1991).

Assistant Engineer II, from January 1990 through April 1992, working with fruit commercialization, giving assistance to the regional supervisor and manager's activities, helping them to contract groves and to sell fruits to the fresh fruit market, as well as participating in the Productivity Project, selling pesticides through the company and supervising three undergraduate students of Agronomic Engineering in the program of Demonstrative Modules (of implementation, reform, and commercial production, respectively), working in Jales, Olimpia, and Tabapua counties, under the consulting of well-known and knowledgeable citrus researchers and extensionists.

Assistant Engineer I, from December 1988 through January 1990, working with Aero Survey and Productivity Projects, participating in the company's liming and micronutrients fertilizing sales campaign, besides organizing regional lectures with specialists, and also being involved in the production of Citrusuco's movie "Awakening to Productivity."

Trainee Engineer, from December 1987 through December 1988, working with the Aero Survey Project, through aero-photographies of citrus groves over Rio Preto, Catanduva, and Fernandopolis counties, also dealing with citrus growers, giving them basic agronomic assistance and orientation.

PARTICIPATION IN PROFESSIONAL MEETINGS AND EDUCATIONAL TRIPS:

Invited to meet with Ms. Debra Pumphrey, USDA/Washington, DC coffee/citrus analyst, Mr. Ronald Verdonk, Consul for Agricultural Affairs, and Mr. Sergio Barros, Agricultural Assistant with the United States General Consulate for a breakfast held on November 5th, 2003, at 7:30 a.m., at Saint Paul Plaza Hotel, in Sao Jose do Rio Preto, State of Sao Paulo, Brazil.

Invited by Prof. Dr. Marcos S. Jank to visit the Institute for International Trade Negotiations (ICONE), in Sao Paulo, Brazil, held on August 1st, 2003.

Invited to visit Sociedade Portuguesa de Inovacao (SPI) on a trip to Porto, Portugal, held on July 6th-13th, 2003.

Invited to visit Purdue University, Departments of Agricultural Economics and Horticulture and Landscape Architecture on a trip to West Lafayette, Indiana, held on June 17th-21st, 2003.

Participated in the "2nd Annual FRE Graduate Student Symposium," held on November 22nd, 2002, at Savannah Grande, Gainesville, FL.

Participant in the "2nd International Agricultural Trade & Policy Conference," organized by FRED/IFAS/UF, held on November 14th-15th, 2002, in Gainesville, Florida.

Participated in the "8th International Economic Outlook Conference for Citrus and Non-Citrus Juices" organized by the National Juice Products Association, Dr. Tom Spreen, and IFAS/UF, held on October 22nd-23rd, 2002, in New York, New York, having been awarded with a travel grant from FRED/IFAS.

Participated in the Graduate Student Case Study Competition (this year's topic was on the marketing of desiccants in potatoes) in a mixed team with a graduate student from Cornell University, Mr. Michael Gunderson, held at the American Agricultural Economics Association 2002 Annual Meeting on July 28th-29th, 2002, in Long Beach, California.

Recipient of an AAEA Foundation grant to attend the Workshop "Methods for Agribusiness Research and Analysis," sponsored by the AAEA Agribusiness Economics and Management Section, held on July 28th, 2002, at the American Agricultural Economics Association 2002 Annual Meeting in Long Beach, California.

Participant in the "1st International Agricultural Trade & Policy Conference," organized by FRED/IFAS/UF, held on October 31st-November 2nd, 2001, in Gainesville, Florida.

Traveled with the Gator Citrus Club to Veracruz, Mexico on May 6th-13th, 2001.

Visited Chicago Board of Trade, Chicago Board of Options Exchange, the Chicago Mercantile Exchange and the Federal Reserve Bank of Chicago on a course trip organized by Dr. P.J. vanBlokland, FRED Professor of "Using Futures and Options," held on April 13th-18th, 2001, in Chicago, Illinois.

Traveled with the Gator Citrus Club to Italy in May 2000.

Participated in the "First Brazilian Workshop on Agri Chain Management," promoted by the Foundation for Research and Development of Administration, Accounting and Economics (FUNDACE) and PENSA, held at FEA/USP, at Ribeirao Preto, State of Sao Paulo, Brazil, on November 10th-11th, 1997.

Participated in the "7th Agribusiness World Congress" of the International Agribusiness Management Association (IAMA), held on June 23rd-26th, 1997, in Jakarta, Indonesia, with the theme "2020: A Global Vision for Food and Fibre," having been awarded with a travel grant from Aracruz Celulose.

Participated in the "6th Agribusiness World Congress" of IAMA, held on May 27th-30th, 1996, in Cancun, Mexico, with the theme "New Challenges to the Agri-Food Industry in the 21st Century," having been awarded with a travel grant from the Farm Foundation.

PRESENTATIONS:

Invited by BASF to speak on "The Future of Citrus Market," event held on November 25th, 2003, at Coopercitrus, in Bebedouro, State of Sao Paulo, Brazil.

Invited to speak on 'Commercialization channels for orange in conditions of excess supply' at the "III Day of Orange," held at Centro APTA Citros 'Sylvio Moreira' Instituto Agronomico de Campinas, in Cordeiropolis, State of Sao Paulo, Brazil, on October 9th, 2003.

Presented a seminar at the Graduate Program in Applied Economics of the Department of Economics, Administration and Sociology of the School of Agriculture, University of Sao Paulo, Piracicaba, Brazil, held on August 28th, 2003, entitled "Duty Drawback and the U.S. Orange Juice Export Demand."

Presented a seminar at Sociedade Portuguesa de Inovacao held on July 11th, 2003, in Porto, Portugal, entitled "Brazil does not know Brasil."

Presented a research seminar at Purdue University, Department of Agricultural Economics, held on June 19th, 2003, in West Lafayette, Indiana, entitled "Understanding Different Governance Structures: The Case of the Processed Orange Industries in Florida, U.S.A. and Sao Paulo, Brazil."

Presented an extension seminar at Purdue University, Department of Horticulture and Landscape Architecture, held on June 20th, 2003, in West Lafayette, Indiana, entitled "Living with Citrus Variegated Chlorosis (CVC) in Brazil: A Marketing Challenge."

Spoke on 'The role of Brazil in the world orange juice market: governance, CVC, FTAA, and SDCD' at the "25th Citriculture Week," held at Centro APTA Citros 'Sylvio Moreira' Instituto Agronomico de Campinas, in Cordeiropolis, State of Sao Paulo, Brazil, on June 5th, 2003. Abstract available at <http://www.centrodecitricultura.br/resumosemanapalest.htm#mercado>. Presentation available at <http://www.centrodecitricultura.br/palestras/waldir.PDF>.

Attended Dr. H. Evan Drummond's Honors section of Principles of Food & Resource Economics to talk about historical differences between Brazil and the United States, and the current economic and political situation in Brazil, held on December 6th, 2002.

Spoke at the University of Florida Brazilian Student Association's Cultural Week about "The Brazilian Economy Under Lula's Presidency," held in Gainesville, Florida, on November 19th, 2002.

Presented a selected paper co-authored with Dr. Tom Spreen at the American Agricultural Economics Association 2002 Annual Meeting held on July 28th-31st, 2002, in Long Beach, California, entitled "The Role of Brazil in the World Orange Juice Market: A Threat Posed by CVC."

Presentation at the 2002 Indian River Citrus Seminar about "Projecting NFC Growth in a Weak Economy," co-authored by Dr. Mark Brown (FDOC), hosted by the Indian River Research and Education Center (IFAS), held in Ft. Pierce, Florida, on March 8th, 2002.

Oral presenter selected for The 1st Annual FRE Graduate Student Symposium, held on November 16th, 2001, at Savannah Grande, Gainesville, Florida, on "Adapting (In)coherently to Regulation: The Case of Philip Morris in the World Tobacco Industry," co-presented by Carlos Jauregui, FRED Coordinator for Statistical Research.

Selected paper presented at the 11th Annual World Food and Agribusiness Symposium and Forum of the International Food and Agribusiness Management Association, IAMA, held on June 25th-27th, 2001, in Sydney, Australia, entitled "Adapting (in)Coherently to Regulation: The Case of Philip Morris in the World Tobacco Industry," co-authored by Dr. Tom Spreen et al.; this presentation was made possible thanks to the financial support provided by: Dr. John Gordon, FRED Chair; Dr. E. Jane Luzar, CALS/IFAS Associate Dean; the UF Graduate Student Council; the FRED Graduate Student Organization, and the UF Gator Citrus Club of HOS.

Participant in the "CALs 2001 Teaching Enhancement Symposium" and speaker in a student panel at the "Education in a Multi-cultural Environment" workshop organized by CALS/IFAS/UF, held on August 16th, 2001, in Gainesville, Florida.

Spoke at the 8th Annual Appraisal Seminar about "Globalization of Citrus Market: Foreign Investment in the Florida Market," hosted by the South Florida Water Management District, held in Orlando, Florida, on May 17th, 2001; received a Certificate of Appreciation Plaque from the South Florida Water Management District, accompanied by a letter available at <http://plaza.ufl.edu/waldirjr/SFWMD.JPG> .

Oral presenter selected for the first IFAS Graduate Research Symposium, held on March 16th, 2001, at the University of Florida, on "The Structure of the Processed Orange Industries in Florida and Sao Paulo, Brazil," co-authored by Dr. Tom Spreen.

Selected paper presented at the Southern Agricultural Economics Association Annual Meetings, held on January 28th-31st, 2001, in Fort Worth, Texas, entitled "The Structure of the Processed Orange Industries in Florida and Sao Paulo, Brazil," 19 pages, co-authored by Dr. Tom Spreen. Abstract published in the *Journal of Agricultural & Applied Economics* 33:3 (December 2001): 631.

Selected poster presented at the American Agricultural Economics Association Annual Meeting, held on July 30th-August 2nd, 2000, in Tampa, Florida, entitled "Implications of Changes in the EU Banana Trade Regime on the World Banana Market," co-authored with Dr. Tom Spreen et al.

Lectured on 'Umbrella Organizations in the Citrus Industry: a comparative analysis between Sao Paulo (Brazil) and Florida (USA)' at the "20th Citriculture Week," held in Cordeiropolis, State of Sao Paulo, Brazil, on June 4th, 1998.

Lectured on "Agribusiness of Fruits" and participated in debates at the Seminar on the Integrated Development - Pole of South Sergipe, sponsored by the Bank

of Northeast of Brazil S/A, held in Boquim, State of Sergipe, Brazil, on March 23rd-24th, 1998.

Lectured on "Agribusiness of Fruits" and participated in debates at Workshops sponsored by the Bank of Northeast of Brazil S/A, held in four Agrindustrial Poles of Irrigated Fruit Production on the Brazilian Semi-Arid: in Janauba, State of Minas Gerais, on October 16th-17th, 1997; in Mossoro/Assu, State of Rio Grande do Norte, on October 20th-21st, 1997; in Limoeiro do Norte, State of Ceara, on October 23rd-24th, 1997; and in Sousa, State of Paraiba, on November 3rd-4th, 1997.

Lectured on "Concepts and Introduction to Agribusiness," invited by the 22nd SECITAP (Agricultural Technology and Science Week), held on May 12th, 1997, in Jaboticabal (FCAV-UNESP), Brazil, for the intensive course on "Marketing and Agribusiness."

Lectured on "The Brazilian Agribusiness: Past, Present, and Future," invited by the Foundation of Studies and Research in Animal Production, Veterinary Medicine, and Agronomy (FUNEP), FCAV-UNESP, at Jaboticabal, Brazil, held on April 16th, 1996.

Lectured on "Citrus Industry Markets" (08/31/91, Rotary Club, Fernandopolis – SP – Brazil).

Lectured on "Citrus Commercialization and Industrialization" on the 3rd Agricultural Technician Week (11/10/89, State Agricultural Technical High School, Monte Aprazivel – SP – Brazil).

PUBLICATIONS:

Fernandes Jr., Waldir B. "Commercialization Channels for Orange in Conditions of Excess Supply." Published on December 11th, 2003 at http://www.todafruta.com.br/todafruta/mostra_conteudo.asp?conteudo=4785, a publication of Toda Fruta website. Published in Portuguese.

Fernandes Jr., Waldir B. "Commercialization of orange in excess supply market." *Boletim Informativo NOTESALQ* (Nov/Dec 2003, Ano XII, No. 1): 7. Published in Portuguese.

Fernandes Jr., Waldir B. "The Sudden Death of Citrus Disease." *O Estado de S. Paulo – Suplemento Agricola* (July 9th, 2003): 2. Published in Portuguese.

- Brown, Mark G., Waldir Fernandes Jr., Thomas H. Spreen, Jonq-Ying Lee. "Impact of U.S. Duty Drawback on the Demand for Orange Juice." Draft being prepared to be submitted for review.
- Fernandes Jr., Waldir B., Thomas H. Spreen, James A. Sterns. "Understanding Different Governance Structures: The Case of the Processed Orange Industries in Florida, U.S.A. and Sao Paulo, Brazil." Draft being prepared to be submitted for review.
- Fernandes Jr., Waldir B. "Orange Juice and FTAA." Posted on ABECitrus (The Brazilian Association of Citrus Exporters) website from November 29th-December 13th, 2002. Published in both Portuguese and English.
- Fernandes Jr., Waldir B. "The Brazilian orange juice and FTAA." *O Estado de S. Paulo – Suplemento Agricola* (November 6th, 2002): 2. Published in Portuguese.
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OTHER ACTIVITIES:

Academic member of the Committee in Charge of Inserting the Optional Training Curriculum into the Agronomic Engineering Course (1987, UNESP, Jaboticabal - SP).

Member of the Committee which Promoted the Elections for College Dean (1987, UNESP, Jaboticabal - SP).

Students' Representative at the College Council (1987, UNESP, Jaboticabal).

UNESP-Jaboticabal Students' Representative in the UNESP Restructuring Congress (08/86, ILCSE - UNESP, Araraquara - SP).

UNESP-Jaboticabal Students' Representative in a Regional and a National Congress of Agronomy (1985, Sao Paulo & Rio de Janeiro - SP & RJ).

Vice-President of Students' Council (1985/1986, UNESP, Jaboticabal - SP).

Coordinator of an Intensive Course on "Agricultural Modernization and Politics" (05/06-10/85, X SECITAP, UNESP, Jaboticabal - SP).

First Director of College Student's Newspaper "O Jaboti" (1985, UNESP, Jaboticabal - SP).

Students' Representative of the Department of Biology Applied to Agriculture (1985, UNESP, Jaboticabal - SP).

AN EXAMPLE OF ACHIEVEMENT — Citrus Club Farewell Letter from Waldir Fernandes, Jr.:

After leading the beloved Gator Citrus Club over the past 12 months, I could not agree more with Thomas Jefferson's quote "I find that the harder I work, the more luck I seem to have," which is my favorite. This founding father of the greatest democracy in the world was (and still is) absolutely right. And let me dare to slightly modify his statement replacing "I" by "we". Had not been for the individual diligence and talent of each member of the club truly working as a team, and the guidance of our advisers, we would not be as successful as we were throughout the 2001-02 school year.

The three awards we received from the Agricultural and Life Sciences College Council, Club of the Year, Outstanding Club Activities in Fundraising, and Outstanding Club Activities Above the Local Level, were the corollary of the hard work, dedication, and, moreover, fellowship within the membership. Not to mention the unforgettable trip to my homeland, Brazil, the world's largest citrus producing country. This was the first time ever, in almost half a century of club's existence, that the Gator Citrus Club set foot on Brazilian soil.

Without the indispensable donations of citrus fruits from Florida growers and packers and the loyalty of our patrons, all the accomplishments the club has experienced since its foundation would be fiction. It is only thanks to the Florida citrus industry that the dreams of hundreds of UF students who passed through the club have come true. For that reason we decided to choose as the 2002 Gator Citrus Club's Citrus Person of the Year Mr. Dick Crockett, with Bryan Paul Citrus, symbolically to show our gratitude to all Florida citrus growers, our ever sponsors.

Despite the terrorist attacks of 9/11 and the then ongoing economic slowdown, citrus sales in 2001 set a new record in club's history in both volume and revenue. We circumvented the recession by being more aggressive in promoting through various channels of communication. Our great pride has been the charity campaign we did to give some relief to those who were deeply involved in the rescue efforts of the victims in the World Trade Center in New York city.

I am glad that I am leaving the club with more than US\$ 3,000 in the club's account. I remember that I had to manage to start my term with US\$ 500 only. I am confident that the new group of officers and members will uphold the name and tradition of the Gator Citrus Club and I wish them all the best of luck in their activities. Goodbye, Citrus Club. Go Gators!

REFERENCES:

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