

## Keith Woodford Resume

Keith Woodford has been Professor of Farm Management and Agribusiness at Lincoln University, New Zealand, since 2000. Prior to that he was Associate Professor in Rural Management at the University of Queensland, Australia. Keith's research interests span the value chain from production to markets for both meat and dairy products, and he has worked in more than 30 countries in a broad range of consulting roles.

He has previously visited Uruguay on three occasions, including as an invited international speaker at the 2005 SUPCYT seminar 'URUGUAY 2020 Tres experiencias de Desarrollo Nacional'.

While at Lincoln University, Keith has supervised more than 10 Masters and PhD students from South American countries, including comparisons between the New Zealand and Uruguayan beef systems, and comparisons between the New Zealand and Uruguayan systems of agricultural finance.

He currently has a lead role in the New Zealand Food and Agribusiness Market Experience Program that has taken 80 agribusiness executives on in-market investigations to Asia, Europe and North America.

Keith is a well known commentator in the New Zealand rural media on agribusiness issues, and many of his articles can be found at <http://keithwoodford.wordpress.com>.

He is also well known for his book 'Devil in the Milk' which presents the health evidence for converting dairy herds to cows that produce A2 rather than A1 beta-casein. This book has been published in New Zealand, Australia and USA, with the second and updated New Zealand and Australian Edition to be published in New Zealand and Australia in November 2010.

Keith has a Masters degree in Agricultural Science from Lincoln University and a PhD in new industry development from the University of Queensland.

November 2010