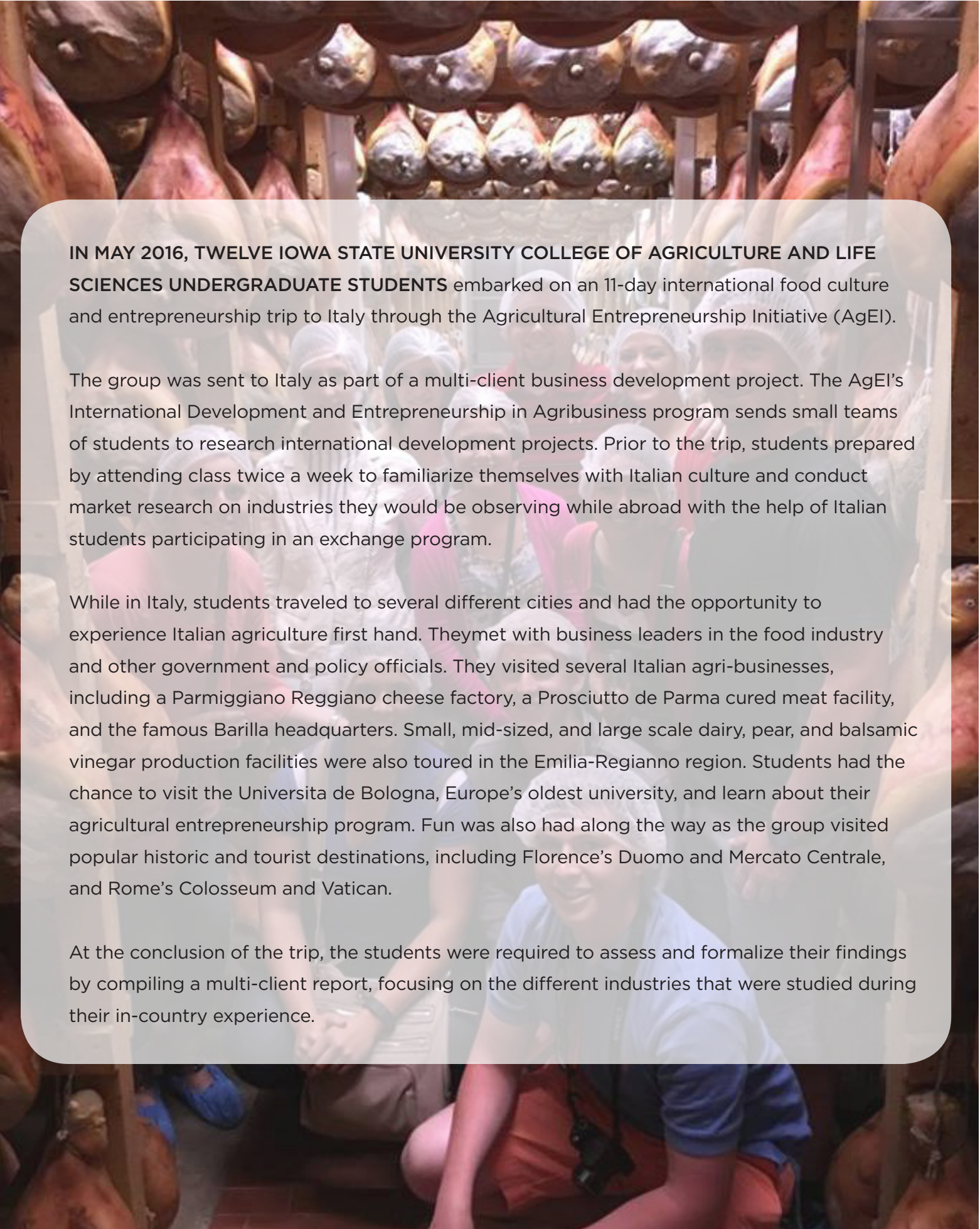




ITALY



A group of students, mostly wearing white lab coats and hairnets, are standing in a cheese cellar. They are surrounded by large wheels of cheese hanging from wooden racks. The students are smiling and looking towards the camera. The cellar has a rustic, wooden interior.

IN MAY 2016, TWELVE IOWA STATE UNIVERSITY COLLEGE OF AGRICULTURE AND LIFE SCIENCES UNDERGRADUATE STUDENTS embarked on an 11-day international food culture and entrepreneurship trip to Italy through the Agricultural Entrepreneurship Initiative (AgEI).

The group was sent to Italy as part of a multi-client business development project. The AgEI's International Development and Entrepreneurship in Agribusiness program sends small teams of students to research international development projects. Prior to the trip, students prepared by attending class twice a week to familiarize themselves with Italian culture and conduct market research on industries they would be observing while abroad with the help of Italian students participating in an exchange program.

While in Italy, students traveled to several different cities and had the opportunity to experience Italian agriculture first hand. They met with business leaders in the food industry and other government and policy officials. They visited several Italian agri-businesses, including a Parmigiano Reggiano cheese factory, a Prosciutto de Parma cured meat facility, and the famous Barilla headquarters. Small, mid-sized, and large scale dairy, pear, and balsamic vinegar production facilities were also toured in the Emilia-Regianno region. Students had the chance to visit the Universita de Bologna, Europe's oldest university, and learn about their agricultural entrepreneurship program. Fun was also had along the way as the group visited popular historic and tourist destinations, including Florence's Duomo and Mercato Centrale, and Rome's Colosseum and Vatican.

At the conclusion of the trip, the students were required to assess and formalize their findings by compiling a multi-client report, focusing on the different industries that were studied during their in-country experience.

The AgEI Program Staff and Students would like to thank the many entrepreneurial ventures that participated in this endeavor and the many individuals who assisted in the planning and coordination of this trip. It is projects like these and companies like yours that give students the real world experiences needed to succeed in their future careers.

STUDENTS PARTICIPATING IN THE 2016 IDEA PROGRAM INCLUDED:

Liz Bjelica, Agricultural Business, Charles City, IA
Josie Burgett, Agricultural Business, Pleasantville, IA
Izak Christensen, Agricultural Business, Osage, IA
Nick Dittmar, Agricultural Business, Richmond, IL
Jennifer Elliott, Agricultural Communications, Monmouth, IL
Joni Erwin, Agricultural Business, Crawfordsville, IA
Ellie Flickinger, Agricultural Business, Hampton, IA
Trey Forsyth, Agricultural Business, Charles City, IA
Kilah Hemesath, Agricultural Business, Decorah, IA
Jenna Lansing, Agricultural Business, Worthington, IA
Garrett Ley, Agricultural Business, Alleman, IA
Shannon Rodeffer, Agriculture and Society; Snohomish, WA

The IDEA program was led by Kevin Kimle, AgEI Director; and Amanda Blair and Carly Cummings, AgEI Program Coordinators.

