

# international **TRAVEL COURSE**



students research  
marketing opportunities **in**

# »» **BRAZIL**




In March, 10 Iowa State College of Agriculture and Life Sciences undergraduate students went on a ten-day international business development trip to Brazil with Iowa State University's Agricultural Entrepreneurship Initiative (AgEI).

The group was sent to Brazil as part of a business development project for Rembrandt Foods in Spirit Lake, Iowa. The AgEI's International Development and Entrepreneurship in Agribusiness (IDEA) program sends small teams of students to research international development projects each spring.

Rembrandt Foods is one of the world's largest egg products producers with a focus on value-added innovation. Dave Rettig, CEO of Rembrandt, challenged this year's student group to develop a market assessment and optimization model to expand the company's egg products production into Brazil.

To develop the assessment, the students conducted extensive secondary and in-country research. While in country, the group visited with business leaders in the chicken and egg industries, while also meeting with government and policy officials. Fun was also had along the way as the group visited popular tourist sites, including Christ the Redeemer and Sugarloaf Mountain, the highest point in Rio de Janeiro. The beach was also a popular spot to be at, as the long, sunny days were a welcome site for this Iowa group. Large farms were toured in the state of Mato Grosso with agriculture of all varieties being viewed. Dairy, beef, and swine farms were visited, along with fields of corn, soybeans and cotton. Once the group returned from their travels, the students assessed the market further, applying the information learned through their visits.





The AgEI program staff and students would like to thank Rembrandt Foods for this opportunity. It is projects like these and companies like yours that give students the real world experiences need to succeed in their future careers.

**Students participating in the 2015 IDEA program included:** Justin Bahr, Agricultural Business, Iowa Falls, IA; Blake Bayliss, Agricultural Business and Accounting, Keota, IA; Ted Bloechle, Agronomy, Double Oak, TX; Levi Cook, Agricultural Business, Jewell, IA; Drew Dietz, Agricultural Studies, Nashua, IA; George Farrell, Agricultural Business, Rio-Verde, Brazil; Courtney Harder, Agricultural Business and International Agriculture, Hancock, IA; Shannon Hoyle, Public Service and Administration in Agriculture, Hubbard, IA; Andrew Luzum, Agricultural Business, Decorah, IA; and Logan Worde, Agricultural Communications, Oelwein, IA.

Guest farmers, Don Cummings and Gary Kunde, joined the group to add a unique U.S. production prospective for the students.

The IDEA project was led by Kevin Kimle, AgEI Director; Stacey Noe, AgEI Program Coordinator; Carly Cummings, AgEI Program Coordinator; and Dave Krog, AgEI Entrepreneur in Residence.

