

**BIOGRAPHIC SKETCH**  
**DR. H. CHRISTOPHER PETERSON**

Dr. H. Christopher (Chris) Peterson is the Homer Nowlin Chair of Consumer-Responsive Agriculture and professor of Agricultural Economics at Michigan State University. Dr. Peterson's mission as the Nowlin Chair is to provide research, teaching, and outreach leadership to university and industry efforts focused on the development and marketing of differentiated, consumer-oriented products based on agricultural goods. In early 2003, he was named Director of the newly created MSU Product Center for Agriculture and Natural Resources. The Center will focus on assisting agricultural, food, and natural resource firms in the development of new markets, products, and associated supply chain relationships.

Dr. Peterson has a well-established research program in strategic management encompassing projects and published articles in such areas as knowledge management, vertical coordination strategy, globalization of agribusiness firms, cooperative business strategy, cooperative finance, and applications of scenario planning. He is a recognized expert in the use of the case method for both teaching and research.

Dr. Peterson works extensively with agribusiness and food firms in the areas of strategic management, agri-food supply chain relationships, product-oriented agricultural marketing, and cooperative strategic and financial management. Since coming to Michigan State University in 1991, he has been involved in strategic management projects for over 50 agribusinesses, food processing firms, and commodity associations.

Dr. Peterson is a recipient of the 1998 Michigan State University Teacher-Scholar Award and the 1992 Edwin Nourse Doctoral Dissertation Award from the National Council of Farmer Cooperatives. He currently serves on the board of the International Food and Agribusiness Management Association and is an officer of the Agribusiness Economics and Management Section of the American Association of Agricultural Economics. He also represents MSU on the Western Regional Coordinating Committee (WRC-72) for Research on Agribusiness Competitiveness and the Northcentral Regional Coordinating Committee (NCR 194) on Cooperatives.

He has served as an outside director on the board of CoBank (1999-2001) and on the board of the former St. Paul Bank for Cooperatives (1994-1999), both part of the Farm Credit System.

Dr. Peterson has his Ph.D. in Agricultural Economics from Cornell University and his MBA from the Harvard University Graduate School of Business.

Before coming to MSU, Chris served on the faculty (1981-1991) and as chairperson for the Department of Economics and Business Administration, Juniata College, Huntingdon, PA. In addition to extensive teaching and faculty leadership roles, he established a small-business outreach center. He held a management position (1974-79) with Valley Rural Electric Cooperative, Huntingdon, PA. His responsibilities included long-range planning, rate design, and member and employee relations.