



Dr. John Strak is an economist and the editor of Whole Hog Brief (www.porkinfo.com), an electronic newsletter that provides key price forecasts and production and trade statistics on the world's pig industry. Based in Cambridgeshire England, John travels across the world as part of his work in the meat industry.

He works for the Round Table for Responsible Soy Association to promote sustainable soy production (www.responsiblesoy.org). He also serves as chairman of FoodEast Ltd. (www.foodeast.com) a web site that provides networking and consulting services for food and farming companies in the East of England.

Strak, who received his PhD in agricultural economics from the University of Manchester, is appointed as the Special Professor in Food Economics in the School of Economics at the University of Nottingham (www.nottingham.ac.uk/economics/index.aspx).

Previously he was the managing director of North Highland Products Ltd., which sells beef and food products from the North Highlands as part of HRH the Prince of Wales' North Highland Initiative. He has also served as: chief economist for the International Wool Secretariat, special adviser in The House of Parliament in London and as a tenured lecturer in the Department of Agricultural Economics at the University of Manchester.

Strak has used his agricultural economics expertise for clients at WTO dispute panels in Geneva as well as preparing competitive analyses for the meat industry, and providing market access solutions for a range of food products. He has published articles in a number of academic publications related to the European food industry.

Born, Glasgow, Scotland, Strak is married with four children. When he is not researching, writing or travelling, he enjoys downhill ski racing, sailing, walking the dogs and the occasional round of golf.