

Sustainable Agriculture: The Key to Health & Prosperity



Agricultural Outlook Forum

February 18-19, 2010
Crystal Gateway Marriott Hotel
Arlington, Virginia

www.usda.gov/oce/forum



Welcome to the 2010 Agricultural Outlook Forum

USDA is honored to have so many distinguished speakers and attendees taking part in this year's program. Thank you for coming.

One of USDA's top priorities is promoting sustainable agricultural production. The Department's goal is to ensure that the Nation's farms and ranches are profitable assets to their communities and preserve the land for future generations. While sustainability is the theme, the economic outlook and commodity supply and demand prospects are at the core of the Forum program. Other important and topical sessions will focus on food prices, farm income, the changing dynamics of rural America, global commerce, health and food safety issues, organics, conservation, renewable energy, and climate change.

USDA's Agricultural Outlook Forum Student Diversity Program enters its fourth year and continues to expand opportunities to junior and senior university students throughout the United States. We also welcome a group of young FFA members who are joining the Forum for the first time this year. We are pleased to share the dynamic, evolving world of agriculture with this next generation and hope the Forum opens even greater opportunities in their future careers.

On behalf of USDA, an appreciative *Thank You* to all of our speakers for making this Forum possible.



Gerald Bange

A handwritten signature in black ink that reads "Gerald A. Bange".

Gerald A. Bange, Chairman
Forum Program Committee



Plenary Speakers



Tom Vilsack
Secretary of Agriculture, USDA
Keynote Address



Kathleen Merrigan
Deputy Secretary, USDA
Welcome



Joseph Glauber
Chief Economist, USDA
Economic Outlook



Jim Miller
*Under Secretary for Farm
and Foreign Agricultural Services, USDA*
Trade Outlook

Distinguished Guest Speaker



Ambassador Ronald Kirk
U.S. Trade Representative

Distinguished Panel

Sustainability, Stakeholders & Customers: Achieving a Healthier & Secure Future



Marie Ruel
*Division Director
International Food Policy Research
Institute*
Moderator



Photo credit to Whole Foods Market

Walter Robb
*Co-President & COO
Whole Foods Market*
Observations of a Retailer



Richard Schnieders
*Recently Retired CEO
Sysco Corporation*
**The Supply Chain: Transporting
Food, Sustainably**



Fedele Bauccio
CEO, Bon Appétit Management Company
**Sustainability: A Transparent
Dialogue with Your Customers**



Photo credit to Douglas Mills, NY Times

Nina Fedoroff
*Science & Technology Advisor to U.S.
Secretary of State*
**Rethinking Agriculture in a Warming
Climate**

Dinner Speaker



Roger Beachy
*Director, National Institute of Food and
Agriculture, and Chief Scientist, USDA*
**The New Consensus: Science,
Sustainability, and Society**

USDA Invites You To Attend:

Morning Coffee	Grand Ballroom Foyer <i>Served from 7:15 a.m. to 8 a.m. February 18-19</i>
Networking Luncheons	Salons A, B, C, D, E
Cash Bar Reception	Exhibit Hall <i>Served from 5:30 p.m. to 6:30 p.m. February 18</i>
Forum Dinner	Salons III & IV <i>Served from 6:30 p.m. February 18</i>
Commodity Luncheons	<i>Please refer to specific luncheons for location.</i>
Exhibit Hall	Salons G, F & H USDA and partners host exhibits <i>February 18 from 9:45 a.m. to 6:30 p.m.</i> <i>February 19 from 8 a.m. to 2:30 p.m.</i>



Plenary sessions are Webcast after 6:00 p.m., February 18.
Speeches and PowerPoint presentations are posted after 6:00 p.m., February 19.
An attendee list and speaker biographies are also available online:

www.usda.gov/oce/forum

USDA’s Economic Research Service is celebrating 100 years of Food Availability Data! Come to our exhibit for a demonstration of the redesigned online data system, which includes an easy-to-use custom reports feature.



2010 Program at a Glance

5:00 p.m.	February 17 – Onsite Registration Begins in Arlington Ballroom (until 8:30 p.m.)				
 Thursday, February 18					
7:00 a.m.	Registration Packets & Continental Breakfast				
8:00 a.m.	Welcome Deputy Secretary of Agriculture Kathleen Merrigan				
8:10 a.m.	2010 Agricultural Economic Outlook USDA Chief Economist Joseph Glauber				
8:30 a.m.	2010 Foreign Trade Outlook USDA Under Secretary for Farm and Foreign Agricultural Services Jim Miller				
8:50 a.m.	Keynote Address Secretary of Agriculture Tom Vilsack				
9:20 a.m.	Distinguished Guest Speaker U.S. Trade Representative Ronald Kirk				
9:45 a.m.	Coffee Break & Exhibit Hall Opens				
10:15 a.m.	Distinguished Plenary Panel				
12:30 p.m.	Networking Luncheon				
Concurrent Session Tracks					
1:45 p.m.	Rural Communities	Conservation	Nutrition	Food Price Trends & Farm Income	Organics & Sustainability
90 min. Ends: 3:15	Boosting Rural Economies with Small Business Development <i>Salons V-VI</i>	Biomass for Energy & Conservation: Can We Do Both? <i>Salon II</i>	The Role of the Nutrition Safety Net in America <i>Salon III</i>	The Impact of Food Commodity and Energy Costs on Retail Food Prices <i>Salon IV</i>	Improving Information on Organics <i>Salon I</i>
3:15 p.m.	Coffee Break				
3:45 p.m. 90 min. Ends: 5:15	What Co-ops Can Do for Rural America <i>Salons V-VI</i>	Lessons for the Future: 75 Years of USDA Conservation Programs <i>Salon I</i>	Nutrition, Education & Promotion & Its Effects on Health <i>Salon IV</i>	Farm Income Outlook for 2010 <i>Salon II</i>	Sustainability & the Food System <i>Salon III</i>
5:30 p.m.	Cash Bar Reception (Exhibit Area)				
6:30 p.m.	Forum Dinner Speaker				
 Friday, February 19					
7:00 a.m.	Registration & Continental Breakfast				
7:30 a.m.	Exhibit Hall Opens				
Concurrent Session Tracks					
8:00 a.m.	Rural Communities	Food Safety	Global Commerce	Climate Change	Commodities
90 min. Ends: 9:30	Changing Face of Farming <i>Salons J-K</i>	Addressing Animal and Plant Health Concerns in the 21 st Century <i>Salons I-II</i>	Impacts of Free Trade & Doha Agreements <i>Salon III</i>	Water, Drought & Climate <i>Salons V-VI</i>	Grains & Oilseeds Outlook <i>Salon IV</i>
9:30 a.m.	Coffee Break				
10:00 a.m. 90 min. Ends: 11:30	Risk Management <i>Salons C-D-E</i>	Strengthening America's Food Safety System <i>Salons J-K</i>	Modernization of China's Agricultural Economy <i>Salon III</i>	Global Climate Change <i>Salons V-VI</i>	Livestock & Poultry Outlook <i>Salon IV</i>
	Visit Exhibit Hall				
12:15 p.m.	Luncheons				
Luncheon 75 min. Ends: 1:30	Specialty Crops <i>Salons V-VI</i>	Sugar & Sweeteners <i>Salons C-D-E</i>	Cotton & Fibers <i>Salons A-B</i>	Grains & Oilseeds and Livestock & Poultry <i>Salons I-II-III-IV</i>	
1:30 p.m.	30-min. Break				
Concurrent Session Tracks					
2:00 p.m.	Energy	Food Security	Commodities	Commodities	Commodities
90 min. Ends: 3:30	Developments in Renewable & Clean Energies <i>Salons J-K</i>	Global Food Security: Where Do We Stand <i>Salon III</i>	Cotton Outlook <i>Salons A-B</i>	Sugar Outlook <i>Salons V-VI</i>	Dairy Outlook <i>Salon IV</i>
3:30 p.m.	Adjourn				

Sustainable Agriculture: The Key to Health & Prosperity

 Wednesday, February 17, 2010

5:00 p.m. - 8:00 p.m. **Registration:** *Opposite Arlington Ballroom*

 Thursday, February 18, 2010

7:00 a.m. **Registration:** *Grand Ballroom Foyer (Pre-registered)*

7:15 a.m. **Continental Breakfast:** *Grand Ballroom Foyer*

8:00 a.m. **Forum Welcome:** *Arlington Ballroom Kathleen Merrigan, Deputy Secretary, USDA*

8:10 a.m. **Plenary Speakers**

2010 Agricultural Economic Outlook
Joseph Glauber, Chief Economist, USDA

8:30 a.m. **2010 U.S. Foreign Trade Outlook**
Jim Miller, Under Secretary for Farm and Foreign Agricultural Services, USDA

8:50 a.m. **Keynote Address**
Tom Vilsack, Secretary of Agriculture, USDA

9:20 a.m. **Distinguished Guest Speaker**
Ronald Kirk, U.S. Trade Representative

9:45 a.m. **Coffee Break & Exhibit**

10:15 a.m. **Distinguished Panel Sustainability, Stakeholders & Customers: Achieving a Healthier 21st Century**

Moderator: *Marie Ruel, Division Director, International Food Policy Research Institute*

Observations of a Retailer
Walter Robb: Co-President & COO, Whole Foods Market

Sustainability: A Transparent Dialogue with Your Customers
Fedele Bauccio: CEO, Bon Appétit Management Company

The Supply Chain: Transporting Food, Sustainably
Richard J. Schnieders: Recently Retired CEO, Sysco Corporation

Rethinking Agriculture in a Warming Climate
Nina Fedoroff: Science & Technology Advisor to the U.S. Secretary of State

12:00 p.m. **Pre-lunch Break**

12:30 p.m. **Networking Luncheons:** *Salons A, B, C, D & E*

1:45 p.m. - 3:15 p.m.
(90 minutes)

Concurrent Sessions

RURAL COMMUNITIES TRACK Boosting Rural Economies with Small Business Development *Salons V-VI*

Moderator: *Victor Vasquez, Deputy Under Secretary for Rural Development, USDA Washington, DC*

Building New Rural Capital Networks
John Monson, Vice President, Rural Capital Networks Apple Valley, Minnesota

Promoting Development in Africa with Micro Loans
John Dunn, International Business Director, National Cooperative Business Association Washington, DC

How Community Development Financial Institutions Bring Hope to Reservations
Tanya Fiddler, Vice President, Programs and Operations, OWEESTA Rapid City, South Dakota

CONSERVATION TRACK Biomass for Energy & Conservation: Can We Do Both? *Salon II*

Moderator: *Mike Hubbs, Division Director, Ecological Sciences Division, Natural Resources Conservation Service, USDA Washington, DC*

Myths and Facts About Biofuels and Crop Residues
Rattan Lal, Professor of Soil Science, The Ohio State University Columbus, Ohio

Biofuel vs. Bioinvasion: Seeding Policy Priorities
Joe DiTomaso, Assistant Extension Non-Crop Weed Ecologist, University of California-Davis Davis, California

Sustainability of Woody Biomass: From Slash to Hybrid Plantations
Carlos Rodriguez-Franco, Director, Forest Management Science, Forest Service, USDA Rosslyn, Virginia

An Integrated Landscape Vision for Sustainable Feedstock Supplies
Douglas L. Karlen, Research Leader, Soil, Water, and Air Resources Research Unit, Agricultural Research Service, USDA Ames, Iowa

1:45 p.m.-
3:15 p.m.
(90 minutes)

NUTRITION TRACK **The Role of the Nutrition Safety Net in America** *Salon III*

Moderator: Julie Paradis, Administrator, Food and Nutrition Service, USDA
Alexandria, Virginia

The Public and Private Sectors — Partners to End Hunger in America
Douglas O'Brien, Vice President, International Policy, Research and Planning, Feed The Children
Wadsworth, Illinois

Strengthening the Safety Net Through Nutrition Education and Community Engagement
Helen Chipman, National Program Leader, Food and Nutrition Education, National Institute of Food and Agriculture, USDA
Washington, DC

Broadening the Nutrition Safety Net
Lisa Pino, Deputy Administrator, Supplemental Nutrition Assistance Program, Food and Nutrition Service, USDA
Alexandria, Virginia

FOOD PRICE TRENDS & FARM INCOME TRACK **The Impact of Food Commodity and Energy Costs on Retail Food Prices** *Salon IV*

Moderator: Phillip Kaufman, Agricultural Economist, Economic Research Service, USDA
Washington, DC

Corn and Energy Prices in the Grocery Aisle
John Urbanchuk, LECG LLC
Wayne, Pennsylvania

The Impact of Ethanol Use on Food Prices and Greenhouse-Gas Emissions
Robert Johansson, Microeconomic Studies Division, Congressional Budget Office
Washington, DC

The 2010 Retail Food Price Outlook: The Impact of Commodity and Farm Price Changes on Retail Food Prices
Ephraim Leibtag, Economist, Economic Research Service, USDA
Washington, DC

1:45 p.m.-
3:15 p.m.
(90 minutes)

ORGANICS & SUSTAINABILITY TRACK **Improving Information on Organics** *Salon I*

Moderator: Terry Long, Branch Chief, Market News and Analysis, Fruit and Vegetable Programs, Agricultural Marketing Service, USDA
Washington, DC

The Current State of Organic Production
Joe Prusacki, Director, Statistics Division, National Agricultural Statistics Service, USDA
Washington, DC

Organic Reporting by Agricultural Marketing Service's Market News—Current Reports and Future Initiatives
Mike Sheats, Branch Chief, Market News and Analysis, Poultry Programs, Agricultural Marketing Service, USDA
Washington, DC

Information Needs from a Processor's Perspective
Christine Bushway, Executive Director, Organic Trade Association
Alexandria, Virginia

Information Needs from a Producer's Perspective
Ron Strohlic, Executive Director of the California Institute for Rural Studies
Davis, California

Continued on next page



3:45 p.m.-
5:15 p.m.
(90 minutes)

CONCURRENT SESSIONS

RURAL COMMUNITIES TRACK

What Co-ops Can Do for Rural America Salons V-VI

Moderator: Cheryl Cook, Deputy Under Secretary for Rural Development, USDA
Washington, DC

Improving and Expanding Rural Health with Co-ops
Bill Patrie, Executive Director, Common Enterprise Development Corp.
Mandan, North Dakota

The Food Co-op/Local Food Connection
Clem Nilan, General Manager, City Market/Onion River Co-op
Burlington, Vermont

Farmer Co-ops Help Schools "Go Local"
Tommy Fleetwood, Ag Marketing Supervisor, North Carolina Department of Agriculture and Consumer Services
Elizabeth City, North Carolina

3:45 p.m.-
5:15 p.m.
(90 minutes)

CONSERVATION TRACK

Lessons for the Future: 75 Years of USDA Conservation Programs Salon I

Moderator: Dave White, Chief, Natural Resources Conservation Service, USDA
Washington, DC

The Creation of the Federal Commitment to Soil Conservation: Hugh Bennett's Campaign, the Depression, and the Dust Bowl
Douglas Helms, National Historian, Natural Resources Conservation Service, USDA
Washington, DC

Cooperative Conservation: A Successful Partnership in Perspective
Neil Sampson, President, The Sampson Group, Inc.
Alexandria, Virginia

USDA Conservation Programs: Past, Present, and Future
Otto Doering, III, Agricultural Economics Department, Purdue University
West Lafayette, Indiana

USDA's Natural Resources Conservation Service

is celebrating 75 years of Helping People Help The Land, including 25 years of contributions made by our dedicated Earth Team volunteers. Visit our exhibit and ask how you can join with us to assist the Nation's working land owners to provide benefits we all enjoy: clean air, clean and abundant water supplies, healthy soils, and improved wildlife habitat.



3:45 p.m.-
5:15 p.m.
(90 minutes)

NUTRITION TRACK
**Nutrition, Education & Promotion & Its
Effects on Health**
Salon IV

Moderator: *Douglas O'Brien, Vice President,
International Policy, Research and Planning, Feed The
Children*
Wadsworth, Illinois

Behavioral Nutrition Research with Children
*Tom Baranowski, Professor of Pediatrics; Leader,
Behavioral Nutrition Group,
Children's Nutrition Research Center, Agricultural
Research Service, USDA*
Baylor College of Medicine
Houston, Texas

**Integrated Research, Extension and Education Projects
with Children**
*Etta Saltos, National Program Leader for Human
Nutrition, Competitive Programs, National Institute of
Food and Agriculture, USDA*
Washington, DC

Nutrition Promotion and Its Effect on Health
*Rajen Anand, Executive Director, Center for Nutrition
Policy and Promotion, USDA*
Alexandria, Virginia

**FOOD PRICE TRENDS & FARM INCOME
TRACK**
Farm Income Outlook for 2010
Salon II

Moderator: *Nick A. Walraven, Economist, Federal
Reserve Board*
Washington, DC

Income Outlook for U.S. Farm Sector in 2010
*Ted Covey, Economist, Farm and Rural Business Branch,
Resource and Rural Economics Division, Economic
Research Service, USDA*
Washington DC

**The Well-Being of Farm Operator and Rural
Households**
*John Pender, Economist, Farm and Rural Household
Well-Being Branch,
Resource and Rural Economics Division, Economic
Research Service, USDA*
Washington, DC

**Credit Conditions for Rural Businesses and Farm
Households**
*Brian Briggeman, Economist, Federal Reserve Bank of
Kansas City*
Omaha, Nebraska

3:45 p.m.-
5:15 p.m.
(90 minutes)

ORGANICS & SUSTAINABILITY TRACK
Sustainability & the Food System
Salon III

Moderator: *Carol Kramer Le-Blanc, Director, Sustainable
Development,
Office of the Chief Economist, USDA*
Washington, DC

Know Your Farmer, Know Your Food
*Kathleen Merrigan, Deputy Secretary of Agriculture,
USDA*
Washington, DC

Sustainability of U.S. Commodity Production
*Sarah Stokes Alexander, Director, Sustainability and
Leadership Programs*
The Keystone Center
Keystone, Colorado

**Policy Considerations in Revitalizing Local and
Regional Food Systems**
*Ferd Hoefner, Policy Director, National Sustainable
Agriculture Coalition*
Washington, DC

**Starting Over: When Small Farms Become a Really Big
Deal**
*Brian Snyder, Executive Director, Pennsylvania
Association for Sustainable Agriculture*
Millheim, Pennsylvania



Dr. Roger Beachy

*Director, National Institute of Food and
Agriculture, and Chief Scientist, USDA*

**The New Consensus: Science,
Sustainability, and Society**

Dinner Speaker

Thursday, February 18, 2010
6:30 p.m.
Salons III-IV



Friday, February 19, 2010

8:00 a.m.-
9:30 a.m.
(90 minutes)

CONCURRENT SESSIONS:

RURAL COMMUNITIES TRACK The Changing Face of Farming Salons J-K

Moderator: Carol House, Deputy Administrator for Programs & Products, National Agricultural Statistics Service, USDA
Washington, DC

Young & Beginning Farmers

Ginger Harris, Information Management Group, Deputy Administrator for Programs and Products, National Agricultural Statistics Service, USDA
Washington DC

Small Farm Characteristics & Production

James MacDonald, Chief, Agricultural Structure and Productivity Branch, Economic Research Service, USDA
Washington DC

Focus on Productivity, Finance, and Condition of Mid-sized Farms

Frederick L Kirschenmann, Distinguished Fellow, Leopold Center for Sustainable Agriculture
Ames, Iowa

FOOD SAFETY TRACK Addressing Animal & Plant Health Concerns in the 21st Century Salons I-II

Moderator: Ann Wright, Deputy Under Secretary, Marketing and Regulatory Programs, USDA
Washington, DC

Interface of Human, Animal, and Environmental Health

William D. Hueston, Director, Center for Animal Health and Food Safety, College of Veterinary Medicine
St. Paul, Minnesota

Protecting American Agriculture From Invasive Plant Pests: Plant Health Emergency Framework

David Kaplan, Director, Emergency and Domestic Programs
Plant Protection and Quarantine, Animal and Plant Health Inspection Service, USDA
Riverdale, Maryland

Putting Preparedness into Action

David Marshall, State Veterinarian, North Carolina, Veterinary Division,
North Carolina Department of Agriculture and Consumer Services
Raleigh, North Carolina

8:00 a.m.-
9:30 a.m.
(90 minutes)

GLOBAL COMMERCE TRACK Impacts of Free Trade & Doha Agreements Salon III

Moderator: Prudence Gordon, First Secretary, Australian Embassy
Washington, DC

What Is Behind a Free Trade Agreement?

John Wainio, Economist, Economic Research Service, USDA
Washington, DC

Reality of Free Trade Agreements: A Multilateral or Bilateral Choice?

Craig Thorn, Partner, DTB Associates, LLP
Washington, DC

How Important Is a Doha Development Agenda?

Gregg Young, Assistant Deputy Administrator, Office of Negotiations and Agreements, Foreign Agricultural Service, USDA
Washington, DC

CLIMATE CHANGE TRACK Water, Drought & Climate Salons V-VI

Moderator: Ann Mills, Deputy Under Secretary, Natural Resources and Environment, USDA
Washington, DC

Water Use for Irrigation: Trends and Conditions

Robert Bass, Director of Census and Survey Division, National Agricultural Statistics Service, USDA
Washington, DC

Water Supplies in a Changing Climate World

Michael J. Hayes, Director, National Drought Mitigation Center, University of Nebraska
Lincoln, Nebraska

Causes and Response to Water Shortfalls: The California Experience

Betsy Cody, Natural Resources Policy Specialist, Congressional Research Service, Library of Congress
Washington, DC

Should Water Institutions Respond to Changing Water Supplies?

Leonard Shabman, Resident Scholar, Resources for the Future
Washington, DC

8:00 a.m.-
9:30 a.m.
(90 minutes)

COMMODITIES TRACK
Grains & Oilseeds Outlook
Salon IV

Moderator: *Tim Roche, Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC*

Grains & Oilseeds Outlook
*Max Fisher, Economist, Farm Service Agency, USDA
Washington, DC*

Using the Special Sensor Microwave Imager to Monitor Surface Temperature, and Wetness, and Its Application to Global Yield Forecasting
*Alan Basist, Senior Scientist, WeatherPredict, Consulting Inc.
Raleigh, North Carolina*

Global Economic Impacts of Sustainable Agricultural Certification
*Donald C. Grubba, Executive Board Member, Roundtable on Sustainable Palm Oil,
Global Director Sustainability, IOI Group
Channahon, Illinois*

10:00 a.m.-
11:30 a.m.
(90 minutes)

CONCURRENT SESSIONS:

RURAL COMMUNITIES TRACK
Risk Management
Salons C-D-E

Moderator: *Joy Harwood, Director of Economic and Policy Staff, Farm Service Agency, USDA
Washington, DC*

The New Producer Safety Net: Disaster Programs and Average Crop Revenue Election
*Jonathan Coppess, Administrator, Farm Service Agency, USDA
Washington, DC*

Federal Crop Insurance, Sustaining Prosperity
*William J. Murphy, Administrator, Risk Management Agency, USDA
Washington, DC*

Reconsidering Risk Management in the Farm Safety Net: A Perspective for 2013
*Vince Smith, Professor of Economics, Montana State University
Bozeman, Montana*

10:00 a.m.-
11:30 a.m.
(90 minutes)

FOOD SAFETY TRACK
Strengthening America's Food Safety System
Salons J-K

Moderator: *Jerold Mande, Deputy Under Secretary for Food Safety, Office of Food Safety, USDA
Washington, DC*

Session Format: **Roundtable discussion by speakers who will provide 2 minutes of opening remarks followed by a question-and-answer period.**

*Alfred V. Almanza, Administrator, Food Safety and Inspection Service, USDA
Washington, DC*

*Barry Carpenter, Chief Executive Officer, National Meat Association
Oakland, California*

*Mike Robach, Vice President, Corporate Food Safety and Regulatory Affairs
Cargill, Inc.
Minneapolis, Minnesota*

*Ron Klein, President, Association of Food and Drug Officials/Program Manager, Food Safety and Sanitation, Alaska Department of Environmental Conservation, Division of Environmental Health
Anchorage, Alaska*

*Sandra B. Eskin, Director, Food Safety Campaign, The Pew Health Group
Washington, DC*

*Arthur P. Liang, MD, MPH; Director, Food Safety Office; Centers for Disease Control and Prevention
Atlanta, Georgia*

*Chris Waldrop, Director, Food Policy Institute, Consumer Federation of America
Washington, DC*

*Robert Reinhard, Director, Food Safety, Sara Lee Corporation
Downers Grove, Illinois*

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10:00 a.m.-
11:30 a.m.
(90 minutes)

GLOBAL COMMERCE TRACK
Modernization of China's Agricultural Economy: Implications for U.S. Exporters
Salon III

Moderator: James Miller, Under Secretary for Farm and Foreign Agricultural Services, USDA
Washington, DC

China's Future Role in International Agricultural Markets

Colin Carter, Professor, Department of Agricultural and Resource Economics, University of California at Davis
Davis, California

China's Future Market for Food: Quality, Convenience, Safety, and Eating Out

Kevin Latner, Director, Agricultural Trade Office, Foreign Agricultural Service, USDA
Chengdu, China

Resource Constraints and Future Food Production in China

Fred Gale, Senior Economist, Economic Research Service, USDA
Washington, DC

CLIMATE CHANGE TRACK
Global Climate Change: The Emerging Role for Agricultural Offsets
Salons V-VI

Moderator: Dennis Nuxoll, Director of Government Relations,
American Farmland Trust
Washington, DC

Energy Policy, Climate Policy, and the Economics of U.S. Agriculture

Brian Murray, Professor, Nicholas School of Environmental Sciences & Policy,
Duke University
Durham, North Carolina

Putting the Hopes and Fears of Climate Change Legislation in Perspective

Daniel de la Torre Ugarte, Associate Director, Agricultural Policy and Analysis Center, The University of Tennessee
Knoxville, Tennessee

Climate Security and Food Security: On a Collision Course?

Scott Faber, Vice President for Federal Affairs, The Grocery Manufacturers Association
Washington, DC

10:00 a.m.-
11:30 a.m.
(90 minutes)

COMMODITIES TRACK
Livestock & Poultry Outlook
Salon IV

Moderator: J. Dudley Butler, Administrator, Grain Inspection, Packers and Stockyards Administration, USDA
Washington DC

Livestock & Poultry Outlook

Joel Greene, Livestock & Poultry Analyst, Office of the Chief Economist, USDA
Washington DC

Why We Purchase From Niche Producers

Douglas R. George, Quality Assurance and Purchasing Manager, Chipotle Mexican Grill
Denver, Colorado

Success as a Niche Pork Producer & Marketer

Kelly Biensen, Eden Farms
State Center, Iowa

12:15 p.m.-
1:30 p.m.
(75 minutes)

CONCURRENT: Commodity Luncheons

Specialty Crops Luncheon
Salons V-VI

Moderator: Thomas A. Bewick, National Program Leader – Horticulture,
National Institute of Food and Agriculture, USDA
Washington, DC

The Importance of Plant Improvement to Sustainable Specialty Crop Systems

Jim McFerson, Manager, Washington Tree Fruit Research Commission
Wenatchee, Washington

Sugar & Sweeteners Luncheon
Salons C-D-E

Moderator: Barbara Fecso, Economist, Dairy and Sweeteners Analysis Group, Farm Service Agency, USDA
Washington, DC

The North American Sugar Complex: Managing Risk in a Changing Environment

Frank Jenkins, Jenkins Sugar Group
Wilton, Connecticut



12:15 p.m.-
1:30 p.m.
(75 minutes)

Cotton & Fibers Luncheon

Salons A-B

Moderator: Sharon C. Johnson, Senior Cotton Analyst, First Capitol Group
Roswell, Georgia



Current Issues in U.S. Cotton Futures Trading
Joe O'Neill, Former President, New York Cotton Exchange
Massapequa Park, New York

Grains & Oilseeds and Livestock & Poultry Luncheons

(combined)

Salons I-II-III-IV

Moderator: Joseph Glauber, Chief Economist, USDA
Washington, DC

Growing Demand in a Global Marketplace

Wesley Batista, CEO, JBS, USA
Greeley, Colorado

Photo
Unavailable

2:00 p.m.-
3:30 p.m.
(90 minutes)

RURAL COMMUNITIES TRACK Developments in Renewable & Clean Energies

Salons J-K

Moderator: Harry Baumes, Acting Director, Office of Energy Policy and New Uses, USDA
Washington DC

Biomass-fired Electric Power Generation

Clayton D. Cheshire, V.P., Ewing Bemiss & Company
Richmond, Virginia

Large-scale Thermal Solar Power Generation

Fred Morse, Owner, Morse Associates, Inc.
Washington DC

The Future of Biofuels

James Lane, Editor, Biofuels Digest; Chairman, American Biofuels Council
Miami, Florida

2:00 p.m.-
3:30 p.m.
(90 minutes)

FOOD SECURITY TRACK Global Food Security: Where Do We Stand?

Salon III

Moderator: Molly Jahn, Acting Under Secretary for Research, Education and Economics, USDA
Washington, DC

The U.S. Government's Strategy on Food Security

Ann Tutwiler, Coordinator, Global Food Security Initiative, Office of the Secretary, USDA
Washington, DC

What International Organizations Can Do to Address World Hunger

David Hatch, Deputy Director General, Strategic Partnerships and U.S. Representative, Inter-American Institute for Cooperation on Agriculture

A Roadmap for U.S. Leadership to End Global Hunger

David Beckman, President, Bread for the World
Washington, DC

Eliminating World Hunger

Scott Kilman, Agricultural Reporter, Wall Street Journal; co-author of *Enough: Why the World's Poorest Starve in the Age of Plenty*
Chicago, Illinois

COMMODITIES TRACK

Cotton Outlook

Salons A-B

Moderator: Stephen Paul Slinsky, Economist, Agricultural Marketing Service, USDA
Memphis, Tennessee

The USDA Cotton Outlook

Carol Skelly, Fibers Analyst, World Agricultural Outlook Board, USDA
Washington, DC

Structural Change in the World Cotton Industry

Terry Townsend, Executive Director, International Cotton Advisory Committee
Washington, DC

Prospects for a Recovery in U.S. Cotton Production, 2010-2015

John Robinson, Professor and Extension Economist, Cotton Marketing, Department of Agricultural Economics, Texas A&M University
College Station, Texas

Trends in Cotton's Share of World Fiber Consumption

Mark A. Messura, Executive Vice President, Global Product Supply Chain, Cotton Incorporated
Cary, North Carolina

Continued on next page

2:00 p.m.-
3:30 p.m.
(90 minutes)

COMMODITIES TRACK
The Outlook for U.S. & Mexican Sugar Markets
Salons V-VI

Moderator: Elizabeth Berry, Director, Import Programs and Export Reporting Division, Office of Trade Programs, Foreign Agricultural Service, USDA
Washington, DC

North American Free Trade Agreement & the Canadian Sugar Market

Sandra Marsden, President, Canadian Sugar Institute
Toronto, Ontario, Canada

The U.S. Beet Sugar Industry: Challenges to Survive in the 21st Century?

Inder Mathur, CEO, Western Sugar Company
Denver, Colorado

Financial Aspects of the Mexican Sugar Industry

Nancy Obler, Amerra Capital Management
New York, New York

2:00 p.m.-
3:30 p.m.
(90 minutes)

COMMODITIES TRACK
Dairy Outlook
Salon IV

Moderator: Michael T. Scuse, Deputy Under Secretary for Farm and Foreign Agricultural Services, USDA
Washington, DC

Dairy Outlook

Jerry Cessna, Senior Agricultural Economist, Agricultural Marketing Service, USDA
Washington, DC

Sustainability in the Dairy Sector

Mark Stoermann, Project Manager, Fair Oaks Farms
Fair Oaks, Indiana

Challenges in the International Dairy Markets

Mike Brown, Dairy Economist, Glanbia Foods Inc.
Twin Falls, Idaho





USDA's Agricultural Outlook Forum Student Diversity Program

Congratulations to the following students from Land-Grant, Hispanic Serving Institutions, and American Association of State Colleges of Agriculture and Renewable Resources institutions who wrote winning essays titled "Agriculture as a Career":

Ivana Milovanovic, Angelo State University; Zach Harber, Arkansas State University; Miguel Macias, California State Polytechnic University – Pomona; Jose Louis Camacho, California State University - Monterey Bay; Amarpreet Kandola, California State University – Stanislaus; Lucas Fuess, Cornell University; Latasha Smith, Florida A&M University; Ian Wogan, Florida International University; Seifullah Schoffield, Prairie View A&M University; Brittini Kressin, Sam Houston State University; Rodneka Shelbia Southern University;

Vanessa Sanchez, St. Thomas University; Ketedrea Branham, Tennessee State University; Lauren Payne, Texas A&M University; Celeste Sununtnasuk, University of Florida; Kristine Caiafa, University of Maryland College Park; Margo Wright, University of Maryland – Eastern Shore; Brittany Ramsburg, University of Maryland – Eastern Shore; Dan Helvig University of Minnesota; Taylor Adams, Utah State University; Aishah Saeed, Virginia State University; and Patrick Parsons, West Virginia University.

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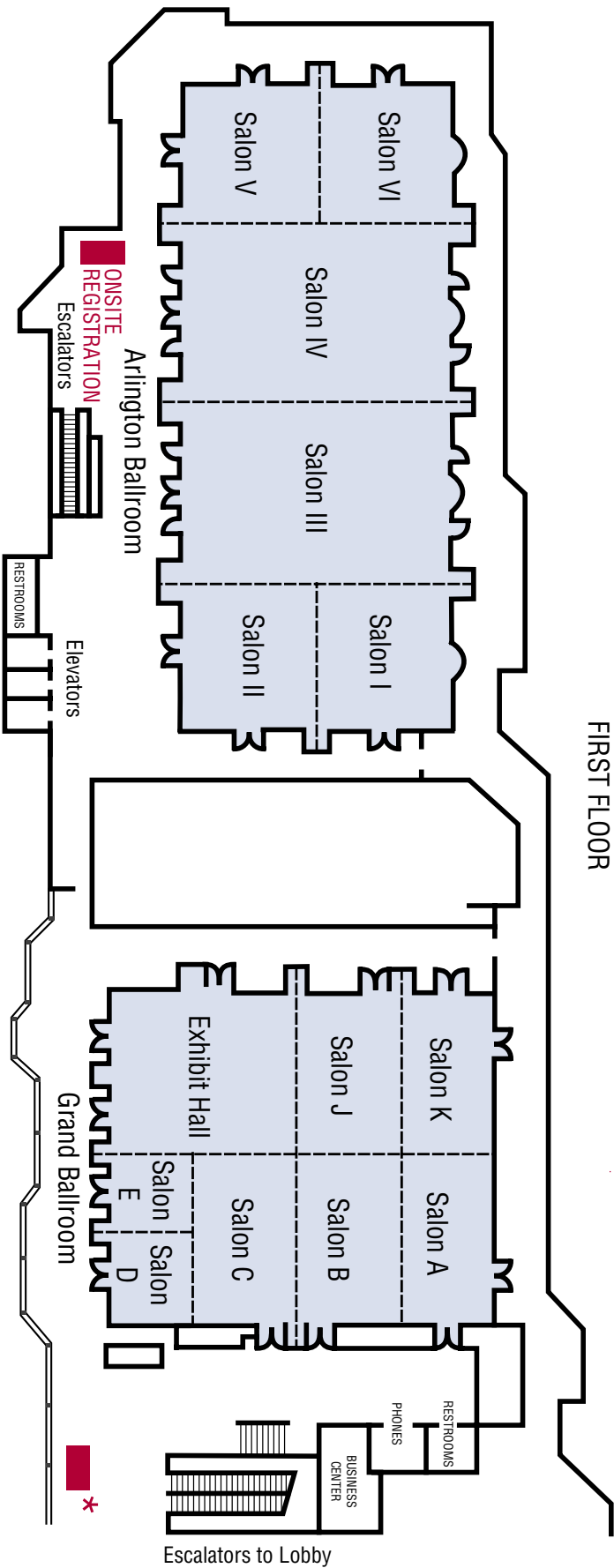


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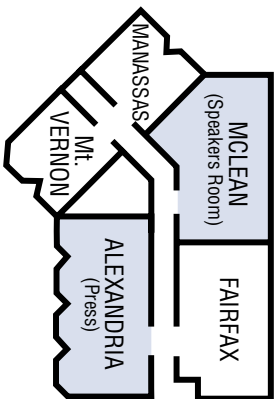
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* Pre-registered Attendees
7:00 a.m. - 11:00 a.m. Feb. 18
Badge pick-up.

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