



February 26-27, 2009  
Crystal Gateway Marriott Hotel  
Arlington, Virginia

# Global Agriculture & Rural America in Transition

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Featured Distinguished Plenary Panel  
**Food & Energy: Expectations & Realities**

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[www.usda.gov/oce/forum](http://www.usda.gov/oce/forum)





## Welcome to the 2009 Agricultural Outlook Forum

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This year's Forum will continue a long tradition begun by USDA in 1923. Our goal is to provide an opportunity for speakers and audience alike to engage in discussions that will improve our understanding of the ever-expanding and evolving world of agriculture. As always this year's program will focus on the most current issues affecting agriculture.

In the plenary sessions, Secretary of Agriculture Tom Vilsack and our distinguished guest speakers bring their expertise to the issues of policy, energy, trade, commodities, biotechnology, and food security worldwide. We are fortunate to have such an esteemed roster of speakers.

Following the morning plenary, the Food Price Outlook session will be presented for the first time as a full-length session. We have also added a special session on the Census of Agriculture that will offer an overview of the newly published agriculture census. In addition to the fundamental commodity outlook sessions, speakers will assess the impact of commodity funds on commodity markets. Policy sessions will focus on the new 2008 Farm Bill and what's next for the multi-lateral trading system. Our focus on rural America will include a comparison of agricultural and rural policy in the United States and Europe and also will highlight how investments in rural America are paying off. Then a session will recap accomplishments in the 20-year-old Sustainable Agriculture Research and Education (SARE) program.

The Forum program is designed to appeal to a wide range of interests. As you make your session choices, you will be confronted with a wide variety of topics including carbon trading, food safety and food security, wind power, transportation, the renewable fuels standard, and the status of bees as pollinators.

I hope that everyone who attends the conference will leave feeling he or she has benefited from the wealth of ideas and information the Forum provides and the people you meet. These are exceptional times requiring exceptional insights, and we hope you come away feeling that your valuable time here has been well spent.

***Thank you to all of our speakers for participating in the 2009 Outlook Forum.  
It's your experience, ideas, and energy that make this annual gathering possible.***

Sincerely,

Gerald A. Bange, Chairman  
Forum Program Committee



Gerald Bange



## Plenary Speakers

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**Tom Vilsack**  
*Secretary of Agriculture, USDA*  
**Keynote Address**



**John Norris**  
*Chief of Staff, USDA*  
**Forum Welcome**



**Joseph Glauber**  
*Chief Economist, USDA*  
**2009 Agricultural Economic Outlook**  
**Foreign Trade Outlook**

## Distinguished Guest Speaker

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**Lawrence H. Summers**  
*Director of the National Economic Council,  
Assistant to the President for Economic Policy*

## Distinguished Panel

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### Food & Energy: Expectations & Realities



**Sara Wyant, Panel Moderator**  
*President, Agri-Pulse Communications*



**Michael Mack**  
*Chief Executive Officer, Syngenta International AG*  
**Agricultural Technology**



**Chris Policinski**  
*President and Chief Executive Officer  
Land O' Lakes, Inc.*  
**Food Prices & Markets**



**Daniel Yergin**  
*Chairman, Cambridge Energy Research Associates, Inc.*  
**Energy**



**Catherine Ann Bertini**  
*Professor, Syracuse University  
Senior Fellow, Bill & Melinda Gates Foundation*  
**Impact of Commodity Prices on Donor & Recipient Countries**

## Dinner Speaker

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**Lisa P. Jackson**  
*Administrator, U.S. Environmental Protection Agency*



## USDA Invites You To Attend:

<b>Continental Breakfast</b>	<i>Grand Ballroom Foyer Served from 7:15 a.m. to 8 a.m. February 26-27</i>
<b>Networking Luncheons</b>	<i>Salons A, B, C, D, E</i>
<b>Cash Bar Reception</b>	<i>Exhibit Hall Served from 5:30 p.m. February 26</i>
<b>Forum Dinner</b>	<i>Salons III &amp; IV Served from 6:30 p.m. February 26</i>
<b>Commodity Luncheons</b>	<i>Please refer to specific luncheons in program for location.</i>
<b>Exhibit Hall</b>	<i>Salons G, F &amp; H USDA and partners host exhibits February 26 from 9:45 a.m. to 6:30 p.m. February 27 from 8 a.m. to 2:30 p.m.</i>

*Plenary sessions are Webcast after 3:30 p.m., February 26.*

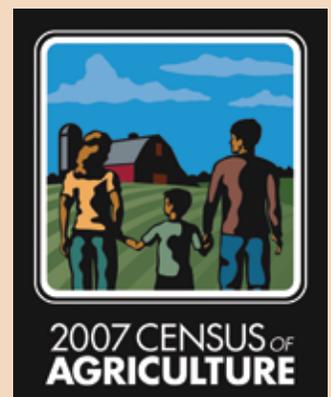
*Speeches and PowerPoint presentations are posted online after 5 p.m., February 26-27.*

[www.usda.gov/oce/forum](http://www.usda.gov/oce/forum)

## The National Agricultural Statistics Service conducts the Census of Agriculture every 5 years.

*2007 Census of Agriculture was recently released on February 4.*

The Census of Agriculture is a complete count of U.S. farms and ranches and looks at land use and ownership, operator characteristics, production practices, income and expenditures and many other areas. For America's farmers and ranchers, the Census of Agriculture is their voice, their future and their responsibility. The Census provides the only source of uniform, comprehensive agricultural data for every county in the Nation.



Detailed reports are published in print and online for all counties, States and the Nation.

**Census of Agriculture**  
[www.agcensus.usda.gov](http://www.agcensus.usda.gov)

# 2009 Program at a Glance

5:00 p.m. February 25 – Onsite Registration Begins (until 8:30 p.m.)

## Thursday, February 26

7:00 a.m.	<b>Registration Packets &amp; Continental Breakfast</b>				
8:00 a.m.	<b>Welcome</b> (Plenary in Salons I, II, III, IV, V, VI)				
8:20 a.m.	<b>2009 Agricultural Economic Outlook &amp; Foreign Trade Outlook</b>				
8:45 a.m.	<b>Keynote Address: Secretary of Agriculture</b>				
9:15 a.m.	<b>Distinguished Guest Speaker</b>				
9:45 a.m.	<b>Coffee Break &amp; Exhibit Hall Opens</b> (30 min.)				
10:15 a.m.	<b>Distinguished Plenary Panel: Food &amp; Energy: Expectations &amp; Realities</b> (105 min.)				
12:30 p.m.	<b>Networking Luncheon</b> (75 min.) Salons A, B, C, D, E, J, K				
<b>Concurrent Sessions</b>					
	<b>Rural America</b>	<b>Measuring Agriculture</b>	<b>Food Security/ World Markets</b>	<b>Conservation</b>	<b>Commodities/ Food Prices</b>
1:45 p.m. 90 min. Ends: 3:15	Effects of “Rural” on Agriculture: The Changing Paradigm <i>Salons V-VI</i>	The Census of Agriculture & Policy Decisions: Changes in Rural America <i>Salon IV</i>	Global & Domestic Perspectives on Food Security <i>Salon II</i>	Quantifying Practices with the Conservation Effects Assessment Project <i>Salon I</i>	Food Price Outlook <i>Salon III</i>
3:15 p.m.	<b>Coffee Break</b> (30 min.)				
3:45 p.m. 90 min. Ends: 5:15	Ag & Rural Policy: U.S. & Europe <i>Salons V-VI</i>	Farm Income Outlook <i>Salon II</i>	Impact of Volatile Prices on World Food Markets <i>Salon IV</i>	What’s the Buzz About Pollinators? <i>Salons C, D, E</i>	Commodity Funds: Impact on Price Discovery <i>Salon III</i>
5:30 p.m.	<b>Cash Bar Reception (Exhibit Area)</b>				
6:30 p.m.	<b>Forum Dinner Speaker</b> <i>Salons III &amp; IV</i>				

## Friday, February 27

7:00 a.m.	<b>Registration &amp; Continental Breakfast</b>				
7:30 a.m.	<b>Exhibit Hall Opens</b>				
<b>Concurrent Sessions</b>					
	<b>Rural America</b>	<b>Energy</b>	<b>Food Safety</b>	<b>Conservation</b>	<b>Commodities</b>
8:00 a.m. 90 min. Ends: 9:30	Paying Dividends on Investments in Rural America <i>Salons V-VI</i>	Wind Power: What’s In It for Rural America? <i>Salon IV</i>	Imported Food Safety & Defense <i>Salon I</i>	Markets for Environmental Services: Carbon & Greenhouse Gases <i>Salon II</i>	Grains & Oilseeds Outlook <i>Salon III</i>
9:30 a.m.	<b>Coffee Break</b>				
10:00 a.m. 90 min. Ends: 11:30	Sustainable Agriculture: Partnerships & Progress <i>Salons V-VI</i>	Implementing the Renewable Fuels Standards <i>Salon IV</i>	One World-One Health: Issues at the Intersection of Animal & Human Health <i>Salon I</i>	Cotton Outlook <i>Salon II</i>	Livestock & Poultry Outlook <i>Salon III</i>
<b>Visit Exhibit Hall</b>					
<b>Luncheons</b>					
12:15 p.m. 75 min. Ends: 1:30	<b>Specialty Crops</b> <i>Salons V-VI</i>	<b>Sugar &amp; Sweeteners</b> <i>Salons C, D, E</i>	<b>Grains &amp; Oilseeds</b> <i>Salons I, II, III</i>	<b>Cotton &amp; Fibers</b> <i>Salon B</i>	<b>Livestock &amp; Poultry</b> <i>Salon IV</i>
1:30 p.m.	<b>15-min. Break</b>				
	<b>Transportation</b>	<b>Energy</b>	<b>Trade Policy</b>	<b>Farm Policy</b>	<b>Commodities</b>
1:45 p.m. 90 min.	Transportation Issues: Now and Tomorrow <i>Salons V-VI</i>	Sugar & Renewable Fuels <i>Salon IV</i>	What’s Next for the Multi-lateral Trading System? <i>Salons A, B</i>	Risk Management & the New Farm Bill <i>Salon III</i>  <i>Special Session:</i> <i>West Africa Cotton @ 1:45-2:45 in Mount Vernon Room</i>	Dairy Outlook <i>Salons C, D &amp; E</i>  <i>Special Session:</i> <i>New AMS Data Portal Demo @ 3:30-4:00</i>
3:15 p.m.	<b>Adjourn</b>				



# Global Agriculture & Rural America in Transition

 Wednesday, February 25, 2009

5:00 - 8:30 p.m. **Registration:** *Opposite Arlington Ballroom*

 Thursday, February 26, 2009

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*  
*John Norris*

8:20 a.m. **2009 Agricultural Economic Outlook**  
**Foreign Trade Outlook**  
*Joseph Glauber, Chief Economist, USDA*

8:45 a.m. **Forum Keynote Address**  
*Tom Vilsack, Secretary of Agriculture, USDA*

9:15 a.m. **Distinguished Guest Speaker**  
*Lawrence H. Summers*  
*Director of the National Economic Council,*  
*Assistant to the President for Economic Policy*

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

10:15 a.m. **Distinguished Plenary Panel**  
**Food & Energy: Expectations & Realities**

*Sara Wyant, Panel Moderator*  
*President, Agri-Pulse Communications*

*Michael Mack*  
*CEO, Syngenta International AG*  
**- Agricultural Technology**

*Chris Policinski*  
*CEO, Land O' Lakes, Inc.*  
**- Food Prices & Markets**

*Daniel Yergin*  
*Chairman, Cambridge Energy Research Associates, Inc.*  
**- Energy**

*Catherine Ann Bertini*  
*Professor, Syracuse University*  
**- Impact of Commodity Prices on Donor & Recipient Countries**

12:00 a.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 AMERICA TRACK**  
**The Effects of "Rural" on Agriculture – The Changing Paradigm**  
*Salons V-VI*

**Moderator:** *Neil Conklin, President/CEO, Farm Foundation, Oak Brook, Illinois*

**Funding Rural Development Programs: Past, Present, and Future**  
*Galen Fountain, Majority Clerk, Senate Agricultural Appropriations Committee*  
*Washington, DC*

**Are Farmers More Dependent on Rural Communities Than Rural Communities Are Dependant on Farmers?**  
*Bob Stallman, President, American Farm Bureau Federation*  
*Washington, DC*

**Rural Development and Funding from a State Perspective: State-Federal Funding Relationships**  
*Carole Jordan, Director of Agriculture Marketing and Community Development Topeka, Kansas*

**MEASURING AGRICULTURE TRACK**  
**The Count That Counts: The Census of Agriculture & Policy Decisions**  
**Changes in "Rural" America**  
*Salon IV*

**Moderator:** *Cynthia Clark, Administrator, National Agricultural Statistics Service, USDA*  
*Washington, DC*

**2007 Census of Agriculture Highlights**  
*Carol House, Deputy Administrator, Programs and Products, National Agricultural Statistics Service, USDA*  
*Washington, DC*

**The Changing Face of U.S. Agriculture**  
*Virginia Harris, Statistician, National Agricultural Statistics Service, USDA*  
*Washington, DC*

**The Cutting Edge: Emerging Issues**  
*Kevin Barnes, Chief, Environmental, Economics and Demographics Branch, National Agricultural Statistics Service, USDA*  
*Washington, DC*

**Implications for Future Farm Programs and Policy**  
*Craig Jagger, Chief Economist, House Agriculture Committee*  
*Washington, DC*

1:45 p.m. -  
3:15 p.m.

**FOOD SECURITY/WORLD MARKETS TRACK**  
**Global & Domestic Perspectives on Food Security**  
*Salon II*

**Moderator:** Pat Sheikh, Deputy Administrator, Office of Capacity Building and Development, Foreign Agricultural Service, USDA  
Washington, DC

**U.S. Food & Nutrition Assistance Programs: How Good is the Safety Net?**

Steven Carlson, Director, Office of Research, Nutrition, and Analysis, Food and Nutrition Service, USDA  
Alexandria, Virginia

**The Rest of the Story: Community Food Assistance — A View from the Grass Roots**

George Braley, Senior Vice President of Government Relations and Public Policy, Feeding America  
Washington, DC

**Global Safety Net: The New Challenges Facing Food Aid**

Allan Jury, Director, U.S. Relations Office, World Food Programme  
Washington, DC

**The Role of Public-Private Partnerships in Strengthening Food Security**

His Excellency Dr. Kwame Bawuah-Edusei, Ambassador, Embassy of Ghana, Washington, DC

**CONSERVATION TRACK**  
**Quantifying Practices with the Conservation Effects Assessment Project (CEAP)**  
*Salon I*

**Moderator:** Lisa Duriancik, Coordinator, Conservation Effects Assessment Project, Natural Resources Conservation Service, USDA  
Washington, DC

**The CEAP National Assessment — Cropland: The River Basin Studies**

Bob Kellogg, Agricultural Economist/CEAP-Cropland Leader, Resources Inventory and Assessment Division, Natural Resources Conservation Service, USDA  
Beltsville, Maryland

**Effects of Conservation Practices on Environmental Quality in Small Watersheds—The Agricultural Research Service Benchmark Watershed Projects**

Mark R. Walbridge, National Program Leader, Soil and Water Resource Management, Natural Resources and Sustainable Agricultural Systems, Agricultural Research Service, USDA  
Beltsville, Maryland

1:45 p.m. -  
3:15 p.m.

**Measuring the Effects of Agricultural Conservation Practices on Water Quality at the Watershed Scale — The CSREES Competitive Grants Watershed Projects**  
Mike O'Neill, National Program Leader, Water Resources, Cooperative State Research, Education, and Extension Service; USDA  
Washington, DC

**COMMODITIES/FOOD PRICES TRACK**  
**Food Price Outlook**  
*Salon III*

**Moderator:** Chuck Abbott, Commodities Journalist, Reuters  
Washington, DC

**Food Price Outlook**

Ephraim Leibtag, Economist, Economic Research Service, USDA  
Washington, DC

**The Role of Commodity Prices in Food Inflation in the United States**

William Lapp, Advanced Economic Solutions  
Omaha, Nebraska

**Is Increased Global Grain Price Volatility Here to Stay?"**

Christopher Delgado, Strategy and Policy Advisor, Agriculture and Rural Development Department, The World Bank  
Washington, DC

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

**CONCURRENT SESSIONS**

**RURAL AMERICA TRACK**  
**Ag & Rural Policy: United States & European Union**  
*Salons V-VI*

**Moderator:** Charles W. Fluharty, Vice President for Policy Programs, Rural Policy Research Institute  
Columbia, Missouri

**How Does the EU Define "Rural and Agriculture"? — An Update on the Common Agricultural Policy**  
Roger Waite, Editor, AGRA FACTS/AGRA FOCUS  
Brussels, Belgium

**What Is the Future of Rural and Agricultural Policy in the United States?**

Thomas Dorr, Former Under Secretary for Rural Development, USDA  
Washington, DC

**Farmer-to-Farmer Perspective**

Tom Buis, President, National Farmers Union  
Washington, DC

Continued on next page

3:45 p.m. -  
5:15 p.m.

## MEASURING AGRICULTURE TRACK

### Farm Income Outlook

Salon II

**Moderator:** James M. Zavrel, Chief, Regional Income Branch, Bureau of Economic Analysis, U.S. Department of Commerce  
Washington, DC

#### Farm Finance: The Outlook for Farm Businesses and the U.S. Farm Sector in 2009

Ted Covey, Farm and Rural Business Branch, Economic Research Service, USDA  
Washington, DC

#### Household Finance: The Outlook for Farm Household Income, Wealth, and Well-Being

Mary Ahearn, Farm and Rural Household Branch, Economic Research Service, USDA  
Washington, DC

#### Impacts of a Changing Rural Economy on Farm Businesses and Households

Matthew Fannin, Assistant Professor, Agricultural Economics and Agribusiness, Louisiana State University  
Baton Rouge, Louisiana

## FOOD SECURITY/WORLD MARKETS TRACK

### Impact of Volatile Prices on World Food Markets

Salon IV

**Moderator:** Sarahelen "Sally" Thompson, Director, Market and Trade Economics Division, Economic Research Service, USDA  
Washington, DC

#### Factors Contributing to the Recent Increase in Food Commodity Prices

Ronald Trostle, Senior Economist, Market and Trade Economics Division, Economic Research Service, USDA  
Washington, DC

#### Technology and Resource Constraints Affecting Market Response to Higher Prices

Siwa Msangi, Research Fellow, Environment and Production Technology Division  
International Food Policy Research Institute  
Washington, DC

#### The Boom, The Bust, and Now ...

Pat Westhoff, Co-Director, Food and Agricultural Policy Research Institute, University of Missouri  
Columbia, Missouri

3:45 p.m. -  
5:15 p.m.

## Policy Responses to Volatile Prices and Food Security

Wayne Jones, Head, Agri-food Trade and Markets, Directorate for Trade and Agriculture, Organisation for Economic Co-operation and Development  
Paris, France

## CONSERVATION TRACK

### What's the Buzz about Pollinators?

Salons C, D, E

**Moderator:** Doug Holy, National Invasive Species Specialist & National Headquarters DC Pollinator Contact, Natural Resources Conservation Service, USDA  
Washington, DC

**General Overview:** Senator Barbara Boxer, Office of U.S. Senate, Washington, DC/Invited

#### The Global Pollinator Situation and Potential Environmental Impacts

May R. Berenbaum, Professor and Department Head, Entomology Department, University of Illinois at Urbana-Champaign  
Urbana, Illinois

#### Pollination Economics

Scott M. Swinton, Professor, Aldo Leopold Leadership Program Fellow; Department of Agricultural, Food and Resource Economics; Michigan State University  
East Lansing, Michigan

#### Present and Future Beekeeping

Gabriele Ludwig, Senior Manager, Global Technical & Regulatory Affairs, Almond Board of California  
Modesto, California

Barry Thompson, Thompson Apiaries, Member of the Scientific Committee, American Beekeeping Federation; Board of Directors, Eastern Apicultural Society; Research Collaborator, USDA  
Beltsville, Maryland

#### Global Efforts Underway

Michael Ruggiero, Director, Integrated Taxonomic Information System, Smithsonian Institution  
Washington, DC

#### USDA Efforts Underway

Kevin Hackett, Agricultural Research Service Senior National Program Leader, Invasive Insects and Bees, USDA  
Washington, DC

3:45 p.m.-  
5:15 p.m.

**COMMODITIES/FOOD PRICES TRACK**  
**Commodity Funds: Impact on Price**  
**Discovery**  
*Salon III*

**Moderator:** Tom Coyle, Chairman, National Grain and Feed Association  
Chicago, Illinois

**From an Index/Hedge Fund Perspective**  
*Timothy Rudderow, President, Mount Lucas Management Corp.*  
*Princeton, New Jersey*

3:45 p.m.-  
5:15 p.m.

**From an Exchange Perspective**  
*Dave Lehman, Director, Commodity Research & Product Development, CME Group, Global Headquarters*  
*Chicago, Illinois*

**From a CFTC Perspective**  
*Gregory Kuserk, Deputy Director for Market Surveillance, Commodity Futures Trading Commission*  
*Washington, DC*

6:30 p.m.

**Dinner Speaker**

*Lisa P. Jackson*  
*Administrator, U.S. Environmental Protection Agency*



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**Thanks to Canon USA, Inc.**  
**for loaning USDA the fax and copier machines to use in the press room.**





 Friday, February 27, 2009

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

## CONCURRENT SESSIONS:

### RURAL AMERICA TRACK

#### Paying Dividends on Investments in Rural America Salons V-VI

**Moderator:** *Matthew Chase, Executive Director, National Association of Development Organizations  
Washington, DC*

#### Measuring the Economic Impact of Federal Dollars on Rural Economies

*Thomas Johnson, Program Director, Rural Policy Research Institute, Socio-Economic Benefit Assessment System, University of Missouri  
Columbia, Missouri*

#### USDA Rural Development

*Bill Hagy, Acting Deputy Under Secretary, Rural Development, USDA, Washington, DC*

#### Creating a Model Community in a Regional Environment

*The Honorable Timothy Penny, Former Member of Congress, Southern Minnesota Initiative Foundation  
Owatonna, Minnesota*

#### Private Investments in Rural America: Is There an Effective Model?

*Bill Crump, Director of Government Relations, Viking Range Corporation, Greenwood, Missouri*

### ENERGY TRACK

#### Wind Power: What's In It for Rural America? Salon IV

**Moderator:** *Lisa Daniels, Executive Director, Windustry  
Minneapolis, Minnesota*

#### Bargaining for Better Wind Royalties

*Grant Stumbough, Coordinator, SE Wyoming, USDA RC&D  
Wheatland, Wyoming*

#### Wind & Wilderness

*Meera Kohler, President/CEO, Alaska Village Electric Cooperative  
Anchorage, Alaska*

#### How Wind Power Benefits Consumer Owners of Rural Electric Co-ops

*Ron Rebenitsch, Manager of Alternative Technologies, Basin Electric Co-op, Bismarck, North Dakota*

8:00 a.m.-  
9:30 a.m.

### FOOD SAFETY TRACK

#### Imported Food Safety and Food Defense Salon I

**Moderator:** *Rob Williams, Agriculture-Veterinary Counsellor, Australian Embassy  
Washington, DC*

#### FSIS Import Safety Activities

*Ronald K. Jones, Assistant Administrator, Office of International Affairs, Food Safety and Inspection Service  
Washington, DC*

#### Catfish Inspection

*William P. Milton, Jr., Assistant Administrator, Office of Catfish Inspection Programs, Food Safety and Inspection Service, USDA  
Washington, DC*

#### FSIS Food Defense Activities

*Erin Dreyling, Director, Data Analysis and Integration Group  
Office of Food Protection, Food Safety and Inspection Service, USDA  
Washington, DC*

### CONSERVATION TRACK

#### Markets for Environmental Services: Carbon & Greenhouse Gases Salon II

**Moderator:** *William Hohenstein, Director, Office of Global Climate Change, USDA Washington, DC*

#### Opportunities for Farm and Forest Within the Chicago Climate Exchange and Lessons Learned From Experiences in Agriculture and the Carbon Markets

*Mike Walsh, Chicago Climate Exchange, Inc.  
Chicago, Illinois*

#### Topic To Be Announced

*Tim Profeta, Director, Nicholas Institute, Duke University  
Durham, North Carolina*

#### Obstacles and Opportunities for Farmers and Ranchers in a Federal Cap and Trade System

*Richard K. Krause, Farm Bureau, Senior Director, Congressional Relations  
American Farm Bureau Federation  
Washington, DC*

8:00 a.m.-  
9:30 a.m.

**COMMODITIES TRACK**  
**Grains & Oilseeds Outlook**  
*Salon III*

**Moderator:** Kay Simmons, National Program Leader, Plant Genetics & Grain Crops, Agricultural Research Service, USDA  
Beltsville, Maryland

**Grains & Oilseeds Outlook**  
William Chambers, Economist, Farm Service Agency  
Washington, DC

**Risk Management Challenges in a Changing Crop Nutrient Industry**  
Keith Swanson, Manager, Crop Nutrient Dealer Risk Management Services,  
CHS Inc.  
St. Paul, Minnesota

**Why Genomics Are Important to Maintain Competitiveness of U.S. Soybeans**  
Ed Ready, Production Program Manager, United Soybean Board  
St. Louis, Missouri

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

**CONCURRENT SESSIONS:**

**RURAL AMERICA TRACK**  
**Sustainable Agriculture Research and Education (SARE): SARE's 20 Years of Partnerships and Progress**  
*Salons V-VI*

**Moderator:** Jill S. Auburn, SARE Director, Sustainable Agriculture, Economic and Community Systems Unit, Cooperative State Research, Education, and Extension Service; USDA  
Washington, DC

**Crop Diversity on a 4,400-Acre Grain Farm in Washington State**  
Karl Kupers, Marketing Manager, Shepherd's Grain  
Harrington, Washington

**How an Oklahoma Cashmere-Goat Farmer Reduced Risk and Increased Income**  
Claud Evans, Doctor of Veterinary Medicine  
Okemah, Oklahoma

**A Practical, Farmer-oriented Approach to Growing Vegetables in Connecticut**  
Jude Boucher, Agricultural Educator, University of Connecticut, Cooperative Extension  
Vernon, Connecticut

10:00 a.m.-  
11:30 a.m.

**SARE's Young New Voices**  
Shoshanah Inwood, Research Scientist, Ohio State University  
Columbus, Ohio

**ENERGY TRACK**  
**Implementing the Renewable Fuels Standards**  
*Salon IV*

**Moderator:** Roger Conway, Director of the Office of Energy Policy and New Uses, USDA  
Washington, DC

**Rule's Effects on Rural America**  
Bruce Babcock, Professor, Iowa State University  
Ames, Iowa

**DOE's Role in Implementing the Renewable Fuels Standards**  
Carmen Difiglio, Deputy Assistant Secretary for Policy Analysis,  
U.S. Department of Energy  
Washington, DC

**Objectives of the Renewable Fuels Standards and its Environmental Effects**  
Margo Oge, U.S. Environmental Protection Service  
Washington, DC

**Effects of the Renewable Fuels Standards on the Investment Perspective**  
Ann Duignan, Securities Analyst, J.P. Morgan Securities  
New York, New York

**FOOD SAFETY TRACK**  
**One World, One Health™: Issues at the Intersection of Animal & Human Health**  
*Salon I*

**Moderator:** Cindy J. Smith, Administrator, Animal and Plant Health Inspection Service, USDA  
Washington, DC

**One Health: A Concept for the 21st Century**  
Laura H. Kahn, MD, Research Scholar, Program on Science and Global Security, Woodrow Wilson School of Public and International Affairs, Princeton University  
Princeton, New Jersey

**One Health: Assuming Our Collaborative Responsibility**  
Roger Mahr, Former President, American Veterinary Medical Association (AVMA), Representative to the One Health Joint Steering Committee  
Washington, DC

Continued on next page

10:00 a.m.-  
11:30 a.m.

**The Importance of the Animal, Health-food, Safety, Public Health Continuum and the Use of Public-Private Partnerships to Address Long-term Solutions**

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

**The Animal/Human Interface—From Wildlife Trade to Avian Influenza: A Global Perspective on Implications for the United States**

*Kristine Smith, Wildlife Veterinarian, Assistant Director for Field Programs  
Global Health Program, Wildlife Conservation Society  
Bronx, New York*

**CONSERVATION TRACK**

**Cotton Outlook**

*Salon II*

**Moderator:** *John Scruggs, U.S. Editor, Cotlook, Ltd.,  
Memphis, Tennessee*

**USDA Cotton Outlook**

*Steven Neff, Agricultural Economist,  
Economic and Policy Analysis Staff, Farm Service  
Agency, USDA  
Washington, DC*

**The Challenges Facing the Texas Cotton Industry**

*Wally Darneille, President and CEO, Plains Cotton  
Cooperative Association  
Lubbock, Texas*

**Production and Policy in China-Xinjiang**

*Clyde Davidson, Vice President, Research, Allenberg  
Cotton Company,  
Louis Dreyfus Commodities  
Cordova, Tennessee*

**Volatility and Change in the Cotton Futures Market:  
Lessons from the Past Year**

*Mike Stevens, Cotton Futures Specialist, SFS Futures/  
Swiss Financial Services  
Mandeville, Louisiana*

**COMMODITIES TRACK**

**Livestock & Poultry Outlook**

*Salon III*

**Moderator:** *Warren Preston, Associate Deputy  
Administrator and Chief, Livestock and Grain Market  
News Branch, Livestock and Seed Program, Agricultural  
Marketing Service, USDA  
Washington, DC*

**Livestock & Poultry Outlook**

*Shayle Shagam, Livestock & Poultry Analyst, World  
Agricultural Outlook Board,  
USDA  
Washington, DC*

10:00 a.m.-  
11:30 a.m.

**Commodity Price Volatility and Recession: How Do Restaurants Cope?**

*Kevin Bost, President, Procurement Strategies, Inc.  
Des Plaines, Illinois*

**The Impact of the Economic Slowdown at the Retail Meat Case**

*Rick Dawrant, President, Lucid Partners  
St. Charles, Illinois*

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, Cooperative State Research,  
Education, and Extension Service, USDA  
Washington, DC*

**Maintaining Green: The Long History of the Environmental and Sustainability Movement Within the Wine Industry**

*Chris Savage, Senior Director, Global Environmental  
Affairs, E & J Gallo Winery Modesto, California*

**Sugar & Sweeteners Luncheon**

*Salons C, D, E*

**Moderator:** *William Janis, International Economist,  
Sugar and Dairy Branch, Foreign Agricultural Service,  
USDA  
Washington, DC*

**Sweetener Consumption and Human Health**

*Eric Hentges, Executive Director, North American Branch,  
International Life Sciences Institute  
Washington, DC*

**Grains & Oilseeds Luncheon**

*Salons I, II, III*

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

**Beyond the Agricultural Economy: Macroeconomic Forces Moving the Sector Today**

*Bob Young, Chief Economist, American Farm Bureau  
Washington, DC*

12:15 p.m.-  
1:30 p.m.

### **Cotton & Fibers Luncheon** *Salon B*

**Moderator:** Charles V. Cunningham, President,  
Cunningham Associates  
Mineral, Virginia

#### **My 43 Years in the Cotton Business**

Neal P. Gillen, Executive Vice President and General  
Counsel, American Cotton Shippers Association  
Washington, DC

### **Livestock & Poultry Luncheon** *Salon IV*

**Moderator:** Joel Greene, Livestock and Dairy Analysts,  
World Agricultural Outlook Board, USDA  
Washington, DC

#### **Wall Street's View of Protein Companies**

Fara Aslam, Managing Director, Stephens, Inc.  
New York, New York

1:45 p.m.-  
2:45 p.m.

### **Special Cotton Session** *Mount Vernon Room*

#### **West Africa Cotton Overview**

Robert Hanson, Agricultural Attaché, Foreign  
Agricultural Service, USDA  
Dakar, Senegal

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

### **CONCURRENT SESSIONS:**

#### **TRANSPORTATION TRACK**

### **Transportation Issues: Now and Tomorrow** *Salons V-VI*

**Moderator:** David R. Shipman, Associate Administrator,  
Agricultural Marketing Service, USDA  
Washington, DC

#### **Overview of the U.S. Transportation System**

Kendell Keith, President, National Grain and Feed  
Association  
Washington, DC

#### **Rail Issues for U.S. Agriculture**

Paul E. Hammes, Vice President and General Manager,  
Agricultural Products Marketing and Sales, Union Pacific  
Railroad  
Omaha, Nebraska

#### **Agricultural Opportunities in Ocean Shipping**

Donna Lemm, Director of Client Services, Mallory  
Alexander International Logistics  
Memphis, Tennessee

1:45 p.m.-  
3:15 p.m.

### **ENERGY TRACK** **Sugar & Renewable Fuels** *Salon IV*

**Moderator:** Ron Lord, Chief, Sugar and Dairy Branch,  
Office of Trade Programs, Foreign Agricultural Service,  
USDA  
Washington, DC

**Prospects for Brazil's Sugar and the Ethanol Industry**  
Plinio Nastari, President of Datagro Publicacoes Ltda  
Barueri, Brazil

#### **Impacts of Increased U.S. Ethanol Production on the U.S. and Mexico Sweetener Markets**

Owen Wagner, Senior Economist, LMC International Ltd.  
Washington, DC

#### **Prospects for Producing Ethanol from Sugar in the United States**

Joe Outlaw, Professor of Agricultural Economics, Texas  
A&M University  
College Station, Texas

### **TRADE POLICY TRACK**

### **What's Next for the Multi-lateral Trading System?** *Salon B*

**Moderator:** Paul Blustein, Journalist in Residence,  
The Brookings Institution  
Washington, DC

#### **Moving Forward on the Doha Round: How to Balance the Multiple Equations?**

Jeffery Schott, Senior Fellow, Peterson Institute of  
International Economics  
Washington, DC

#### **Reform of Agricultural Trade Policies: A Continuum or Stalemate?**

David Roberts, Former Deputy Director General, DG-Agri,  
European Commission  
London, United Kingdom

#### **Developing Countries in Multi-lateral Trade Negotiations: What Stands in the Way of a Trade Agreement?**

M. Ann Tutwiler, Former Managing Director, Trade and  
Development, Global Poverty Program, William and Flora  
Hewlett Foundation  
Washington, DC

Continued on next page



Friday, February 27, 2009 (continued)

1:45 p.m.-  
3:15 p.m.

**FARM POLICY TRACK**  
**Risk Management & the New Farm Bill**  
*Salon III*

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

**Production Costs and Farm Revenue from Both the Banker and Farmer Perspectives**  
Robert Craven, Director, Center for Farm Financial Management, University of Minnesota  
St. Paul, Minnesota

**The Average Crop Revenue Program (ACRE) and Supplemental Revenue Assistance (SURE) Program**  
Carl Zulauf, McCormick Professor of Agricultural Marketing and Policy, Ohio State University  
Columbus, Ohio

**Issues Associated with the New Farm Bill**  
Brad Karmen, Assistant to the Deputy Administrator for Farm Programs,  
Farm Service Agency, USDA  
Washington, DC

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**COMMODITIES TRACK**  
**Dairy Outlook**  
*Salons C, D, E*

**Moderator:** Shayle Shagam, Livestock & Poultry Analyst,  
World Agricultural Outlook Board, USDA  
Washington, DC

**Dairy Outlook**

Roger Hoskin, Agricultural Economist, Economic Research Service,  
USDA  
Washington, D.C.

**Milk Price Volatility: What's Old is New**

Mark Stephenson, Senior Extension Associate,  
Department of Applied Economics and Management,  
Cornell University  
Ithaca, New York

**Marketing Dairy Products During Price Volatility**

Don Street, President and CEO, Ecoval Dairy Trade, Inc.  
Wayne, Pennsylvania

3:30 p.m.-  
4:00 p.m.

**Special Dairy Portal Presentation**  
*Salons C, D, E*

**Marketing Dairy Products During Price Volatility**

Butch Speth, Market Information Branch, Agricultural Marketing Service, USDA  
Madison, Wisconsin

Jill Turosz, Project Manager, TechTeam Government Solutions  
Chantilly, Virginia





## USDA's Agricultural Outlook Forum Student Diversity Program

**E**ighteen students from Land-Grant and Hispanic-Serving Institutions were chosen to attend the 2009 Forum based on their winning essays on "Agriculture as a Career."

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Lisa Purnell, USDA Liaison, and  
Laura Duck, at the University of  
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Antonio McLaren, USDA's Student  
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**To read several 2009 winning essays, please go to:**

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If you'd like to participate in supporting students for the 2010 Outlook Forum, please contact:  
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USDA's 2010 Agricultural Outlook Forum  
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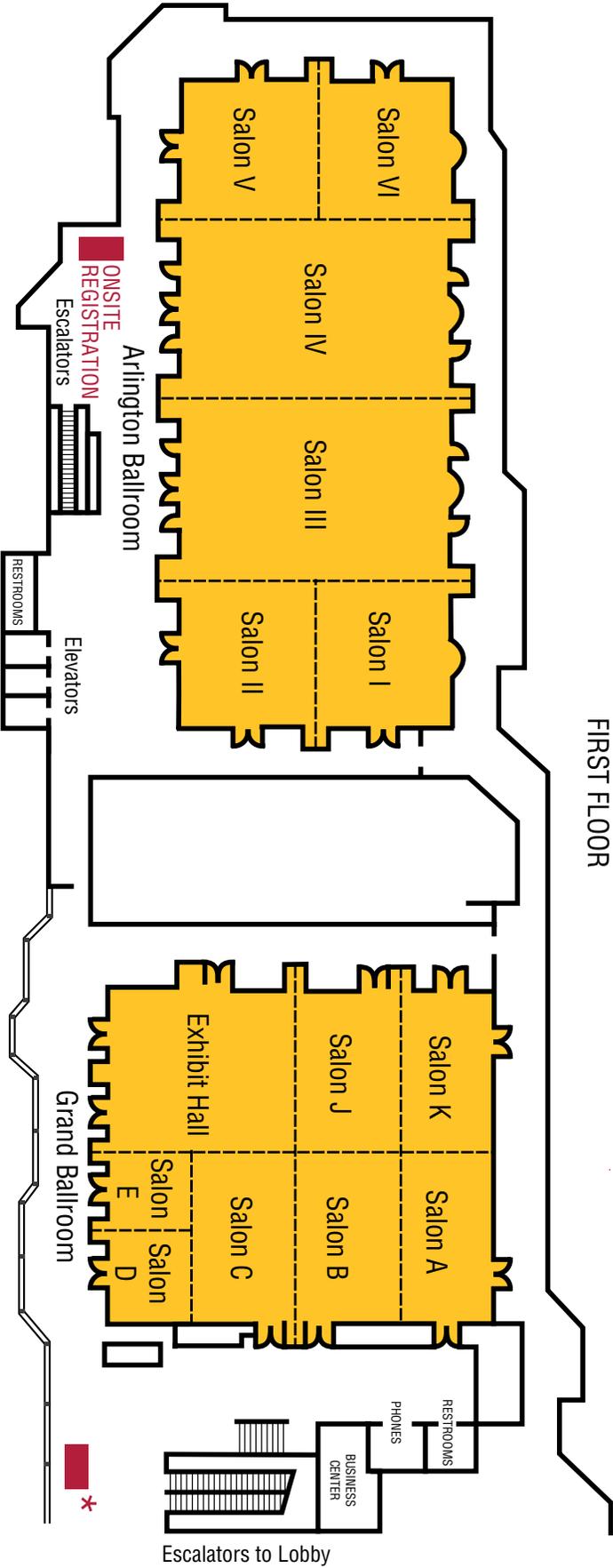


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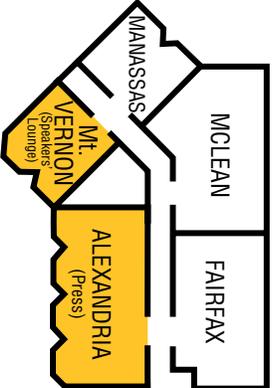
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