USDA Invites You to Attend

Agricultural Outlook Forum 2001

February 22-23, 2001
Crystal Gateway Marriott Hotel
Arlington, Virginia

Farm and Policy Prospects

Program Preview, see p. 3
Festival Exhibits, see p. 10
Welcome to the Forum

The U.S. Department of Agriculture welcomes you to Agricultural Outlook Forum 2001. We hope you enjoy the Forum and your visit to the Nation’s Capital. If you need assistance, ask a volunteer wearing a staff ribbon.

Facilities

The Crystal Gateway Marriott Hotel is a Three Diamond Hotel, with several restaurants, and indoor pool, and fitness facility. The Hotel is located on the Blue and Yellow lines at the Crystal City Station of the Metro subway system. It is convenient to underground shops and to the Fashion Center Mall at Pentagon City. Check your portfolio for guides to the Metro system and the Fashion Center.

Parking

Parking will be discounted to $7.00 per day for hotel guests and $9.00 for other Forum attendees. Inform the parking attendant that you are attending the Outlook Forum when you exit the garage.

Registration

The Forum registration desk will be located in Salon II of the Arlington Ballroom on Thursday from 7:00 a.m. to 11:00 a.m. For the rest of Thursday and on Friday starting at 7:00 a.m., the registration desk will be located at the counter in the Arlington Foyer.

If you did not pay the advance registration fee, you will be asked to pay an on-site registration fee of $250 for full registration, or $175 for partial registration. The registration fee covers conference materials including speech texts, a portfolio, a copy of new long-term baseline projections, and refreshment breaks.

Calls to the Conference

Telephone calls to the Forum should be directed to the Crystal Gateway Marriott Hotel at (703) 920-3230; ask the operator for the Outlook Forum registration desk.

Cell Phones

As a courtesy to other guests, please turn cell phones off during sessions and refrain from placing calls outside of meeting rooms. The Grand Ballroom foyer in front of the Exhibit Hall, by the windows, has good cell phone reception.

Dinners and Luncheons

Prepaid tickets are necessary for the Thursday networking luncheon and dinner, and the luncheons on Friday. If you preregistered and ordered meals, your tickets will be with your name badge. A limited number of unreserved tickets may be available for purchase on Thursday and Friday – check at the conference registration desk.

Speech Texts and Proceedings

Copies of advance texts provided by speakers will be placed on tables outside of the Arlington Ballroom. Speeches will be available on the day they are given. Copies of any late speeches received will be placed on the tables as they become available. After the Forum, speeches will be posted on the Internet. See page 11 for instructions.

All speeches submitted by speakers will be published after the Forum in an electronic Proceedings. See page 11 for more information.

Exhibits and Café

Take a break at the Exhibit Hall and Café, Located in Salons F and G of the Grand Ballroom. A dozen agencies are displaying information about their programs and demonstrating Internet resources. See page 9. Network or visit over complimentary refreshments. The Exhibit Hall is open Thursday afternoon, Thursday evening for the pre-dinner reception and Friday.

Press Room

An equipped and staffed press room for journalists covering the Forum is located in the McLean Room, one floor above the Ballroom.

We appreciate your candid assessment of the Outlook Forum. An evaluation form is in your portfolio; please complete it and place in the silver bowls provided or return to any staff member. Thank you!
**Program Preview**

**WEDNESDAY, FEBRUARY 21, 2001**

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

**THURSDAY, FEBRUARY 22**

7:00-11:00 a.m.  
Registration  
Preegistered guests: Arlington Ballroom, Salon II  
Onsite registration: Arlington Ballroom  
Registration Desk

11:00 a.m.-5:30 p.m.  
Arlington Ballroom Registration Desk

7:15-8:15 a.m.  
Continental Breakfast  
Arlington Ballroom Foyer

8:15 a.m.  
Welcome  
Arlington Ballroom

8:20-9:45 a.m.  
Counterpoint on the Next Farm Bill  
Arlington Ballroom

9:45-10:15 a.m.  
Keynote Address by the Secretary of Agriculture  
Secretary of Agriculture Ann M. Veneman  
Arlington Ballroom

10:15-10:30 a.m.  
Coffee Break  
Arlington Ballroom Foyer

10:30 a.m.-12:00 noon  
Agriculture's Stake in WTO Trade Negotiations  
Arlington Ballroom

12:00 Noon  
Exhibit Hall Opens  
Grand Ballroom, Salons F and G

12:00 Noon-1:15 p.m.  
Networking lunch or lunch on your own  
Arlington Ballroom, Salons I and II  
Grand Ballroom, Salons J and K

1:15-3:15 p.m.  
Concurrent Sessions  
Farm, Tax and Economic Policy and the Farmer's Bottom Line  
Arlington Ballroom  
Salon III  
New Directions for a Market Access Strategy: Bilateral, Regional, or Global?  
Arlington Ballroom  
Salon IV  
Putting the Risk Protection Act of 2000 To Work  
Arlington Ballroom  
Salon V  
Achieving Sustainable Rural Development  
Arlington Ballroom  
Salon V  
Food Price Briefing (1:15-2:00 p.m.)  
Alexandra Room, Second Floor

3:15-3:30 p.m.  
Refreshment Break  
Arlington Ballroom Foyer and Exhibit Hall

3:30-5:30 p.m.  
Concurrent Sessions  
Electronic Marketplaces for Inputs and Commodities  
Arlington Ballroom  
Salon III  
Reducing the Risk of Foodborne Illness  
Arlington Ballroom  
Salon IV  
Small Farm Survival: Implications for the 2002 Farm Bill  
Arlington Ballroom  
Salon V  
New Value-Added Livestock and Poultry Initiatives  
Arlington Ballroom  
Salon VI

5:30 p.m.  
Reception, Cash Bar  
Arlington Ballroom Foyer and Exhibit Hall

6:30 p.m.  
Forum Dinner  
Arlington Ballroom  
The Economic Outlook – Are the Good Times Over?  
Lawrence Chimerine

**FRIDAY, FEBRUARY 23**

7:00 a.m.-4:00 p.m.  
Registration  
Arlington Ballroom Registration Desk

7:15-8:15 a.m.  
Continental Breakfast  
Arlington Ballroom Foyer and Exhibit Hall

8:15-10:00 a.m.  
Concurrent Sessions  
Cotton: U.S. Outlook and Foreign Production and Use Trends  
Arlington Ballroom  
Salon I  
Grains and Oilseeds Outlook  
Arlington Ballroom  
Salon III  
Outlook for Milk and Dairy Products  
Arlington Ballroom  
Salon V  
Grand Ballroom  
Salons J and K

10:00-10:30 a.m.  
Refreshment Break  
Arlington Ballroom Foyer and Exhibit Hall

10:30 a.m.-12:15 p.m.  
Concurrent Sessions  
Sugar and Sweeteners: Future Sugar Policy Needs for the Domestic Industry  
Arlington Ballroom  
Salon I  
Livestock and Poultry: Future Directions in the U.S. Meat Sector  
Arlington Ballroom  
Salon III  
The Sanitary/Phytosanitary Agreement and Related Trade Issues  
Arlington Ballroom  
Salon V  
Agriculture Comes To Grips with Air Quality Standards  
Grand Ballroom  
Salons J and K

12:15-12:45 p.m.  
Reception, Cash Bar  
Arlington Ballroom Foyer and Exhibit Hall

12:45-2:00 p.m.  
Concurrent Commodity Luncheons  
Grains and Oilseeds Luncheon  
Arlington Ballroom  
Salons I and II  
Livestock and Poultry Luncheon  
Arlington Ballroom  
Salon IV  
Sugar and Sweeteners Luncheon  
Arlington Ballroom  
Salon V  
Cotton Luncheon  
Arlington Ballroom  
Salon VI  
Fruit and Vegetables Luncheon  
Grand Ballroom, Salons J and K

2:15-4:00 p.m.  
Concurrent Sessions  
Tapping New Bioproduct and Environmental Markets: How Soon and How Successful?  
Arlington Ballroom  
Salon III  
Emerging Market and Trade Practices for Fruit and Vegetables  
Arlington Ballroom  
Salon IV  
Tobacco Adapts to Dropping Consumption and New Marketing Strategies  
Arlington Ballroom  
Salon V  
How Will Rural America, Agribusiness, and Government Adapt to Structural Change?  
Grand Ballroom  
Salons J and K

4:00 p.m.  
Adjourn
**Forum Program**

**WEDNESDAY, FEBRUARY 21, 2001**

- **5:00-8:30 p.m.**
  - **REGISTRATION**
    - Arlington Ballroom Foyer

**THURSDAY, FEBRUARY 22, 2001**

- **7:00-11:00 a.m.**
  - **REGISTRATION**
    - Arlington Ballroom, Salon II

- **7:15-8:15 a.m.**
  - **CONTINENTAL BREAKFAST**
    - Arlington Ballroom Foyer

- **8:15 a.m.**
  - **WELCOME**
    - Arlington Ballroom

- **8:20-9:45 a.m.**
  - **COUNTERPOINT ON THE NEXT FARM BILL**
    - Arlington Ballroom

  **Moderator**
  - Keith Collins, Chief Economist, USDA

  **Keynote Address**
  - Ann M. Veneman, Secretary of Agriculture

  **How Has the 1996 Farm Bill Worked?**
  - J.B. Penn, Senior Vice President, Sparks Companies, Inc.

  **What Does Farm Structure Imply for Future Farm Policy?**
  - Susan Offutt, Administrator, Economic Research Service, USDA

  **Should There Be a Federal Farm Income Safety Net?**
  - David Orden, Professor of Agricultural and Applied Economics, Virginia Tech

  **What Should Be the Role of Resource Stewardship in Future Farm Policy?**
  - Craig Cox, Executive Vice President, Soil and Water Conservation Society

- **9:45-10:15 a.m.**
  - **KEYNOTE ADDRESS**
    - Arlington Ballroom

  **Moderator**
  - Keith Collins, Chief Economist, USDA

  **Keynote Address**
  - Ann M. Veneman, Secretary of Agriculture

- **10:15-10:30 a.m.**
  - **COFFEE BREAK**
    - Arlington Ballroom Foyer

- **10:30 a.m.-12:00 noon**
  - **AGRICULTURE’S STAKE IN WTO TRADE NEGOTIATIONS**
    - Arlington Ballroom

  **Moderator**
  - Daniel Altman, Economics Correspondent, The Economist Newspaper, Ltd.

  **Final Country Proposals and the Road Ahead**
  - Mike Moore, Director-General, World Trade Organization

  **What Will U.S. Farmers and Exporters Get or Give Up from Negotiations?**
  - Ambassador Rita Derrick Hayes, Deputy U.S. Trade Representative, U.S. Permanent Representative to the World Trade Organization

  **U.S. Outlook on the Framework Proposals**
  - Philip M. Seng, President and CEO, U.S. Meat Export Federation

- **12:00 noon-1:15 p.m.**
  - **NETWORKING LUNCH OR LUNCH ON YOUR OWN**
    - Arlington Ballroom, Salons I and II
    - Grand Ballroom, Salons J and K

  **Moderator**
  - John J. Reddington, President, American International Agribusiness Alliance, L.L.C.

  **U.S. Initiatives for Market Access**
  - Greg Frazier, former Special Trade Negotiator for Agriculture, Office of the U.S. Trade Representative

- **12:00 noon**
  - **EXHIBIT HALL OPENS**
    - Grand Ballroom, Salons F and G

**Wednesday, February 21 - Thursday, February 22**

- **1:15-3:15 p.m.**
  - **CONCURRENT SESSIONS**

  **FARM, TAX, AND ECONOMIC POLICY AND THE FARMER’S BOTTOM LINE**
  - Arlington Ballroom, Salon III

  **Moderator**
  - Mike Reyna, Chairman and CEO, Farm Credit Administration Board

  **Farm Income and Finance: The Importance of Government Programs**
  - Mitchell Morehart, Agricultural Economist, Economic Research Service, USDA

  **Federal Tax Policy and the Farm Sector**
  - Ron Durst and Jim Monke, Agricultural Economists, Economic Research Service, USDA

  **Trade and Macroeconomic Policy: What Does It Mean for Farmers and Lenders?**
  - Glenn D. Pederson, Professor, Department of Applied Economics, University of Minnesota

  **NEW DIRECTIONS FOR A MARKET ACCESS STRATEGY: BILATERAL, REGIONAL, OR GLOBAL?**
  - Arlington Ballroom, Salon IV

  **Moderator**
  - John J. Reddington, President, American International Agribusiness Alliance, L.L.C.

  **U.S. Initiatives for Market Access**
  - Greg Frazier, former Special Trade Negotiator for Agriculture, Office of the U.S. Trade Representative

  **A South American Perspective on Bilateral and Regional Market Access Agreements**
  - Gustavo Rojas, General Manager and Technical Manager, Sociedad Nacional de Agricultura, a Chilean farmers organization
What are the Economic Consequences of Global, Multilateral Agreements?
- Loek Boonekamp, Head of the Agricultural Trade and Markets Division, Directorate for Agriculture, Food and Fisheries, Organization for Economic Cooperation and Development

Regional Integration Offers Opportunity and Competition
- Mattie Sharpless, Acting Administrator, Foreign Agricultural Service, USDA

PUTTING THE RISK PROTECTION ACT OF 2000 TO WORK
Arlington Ballroom, Salon V

Moderator
- Ronald Hobson, Senior Economist, Commodity Futures Trading Commission

The Agricultural Risk Protection Act of 2000
- Ken Ackerman, Administrator, Risk Management Agency, USDA

Applied Marketing Strategies
- Scott Irwin, Professor, University of Illinois

Applied Crop Insurance Strategies
- Michael Connealy, President and CEO, Rural Community Insurance Services

ACHIEVING SUSTAINABLE RURAL DEVELOPMENT
Arlington Ballroom, Salon VI

Moderator
- Roberta Jeanquart, Executive Director, National Association of Resource Conservation and Development Councils

Organizing Small Farmers for Marketing Opportunities
- Johnny L. Flowers, Chairman, ALA-TOM Resource Conservation and Development Council
- Norman L. Burton, RC&D Coordinator, ALA-TOM Resource Conservation and Development Council

Sustainable Grazing Systems - ATTRA Grazing Management Project
- Ron Morrow, Technical Services Manager, National Center for Appropriate Technology Transfer for Rural Areas

A Regional Approach to Sustainable Development
- Rebecca Anderson, Executive Director, Handmade In America

Downstream Impacts of Industrial Uses and Renewability
- Jim Lambert, President and CEO, Agro Management Group

FOOD PRICE BRIEFING
Alexandria Room, Second Floor 1:15-2:00 p.m.

The Outlook for Retail Food Prices in 2001
- Annette Clauson, Agricultural Economist, Economic Research Service, USDA

3:15-3:30 p.m.
REFRESHMENT BREAK
Arlington Ballroom Foyer and Exhibit Hall Cafe

3:30-5:30 p.m.
CONCURRENT SESSIONS

ELECTRONIC MARKETPLACES FOR INPUTS AND COMMODITIES
Arlington Ballroom, Salon III

Moderator
- Shannon Reid Hamm, Special Assistant to the Under Secretary for Marketing and Regulatory Programs, USDA

Federal and State Perspectives on Electronic Marketplaces for Ag Commodities
- Susan DeSanti, Director, Policy Planning, Federal Trade Commission
- Eric Tabor, Chief of Staff, Iowa Attorney General’s Office

Who Wins and Loses, and How Will E-Markets Affect Rural America?
- Lee Ann E. Moss, Assistant Professor of Agribusiness Management, Department of Agricultural, Environmental, and Development Economics, Ohio State University
- Victoria Salin, Assistant Professor, Department of Agricultural Economics, Texas A&M University

REDUCING THE RISK OF FOODBORNE ILLNESS
Arlington Ballroom, Salon IV

Moderator
- Catherine Woteki, Former Under Secretary for Food Safety, USDA

Risk Assessment
- Ian Gardner, Professor of Epidemiology, Department of Medicine and Epidemiology, School of Veterinary Medicine, University of California - Davis

Risk Management
- Thomas J. Billy, Administrator, Food Safety and Inspection Service, USDA

Risk Communication
- Scott Ratzan, MD

A State Perspective
- R. Douglas Saunders, Program Manager, Office of Dairy and Foods, Virginia Department of Agriculture and Consumer Services
SMALL FARM SURVIVAL: IMPLICATIONS FOR THE 2002 FARM BILL
Arlington Ballroom, Salon V

Moderator
- Ralph A. Otto, Deputy Administrator for Natural Resources and Environment, Cooperative State Research, Education, and Extension Service, USDA

Perspectives, Expectations for the 2002 Farm Bill - Western Region
- Dave Carter, President, Rocky Mountain Farmers Union

Perspectives, Expectations for the 2002 Farm Bill - Northeast Region
- Karen Watt, President, North American Farmers Direct Marketing Association

Perspectives, Expectations for the 2002 Farm Bill - Southern Region
- Carl Loop, President, Florida Farm Bureau and AFBF National Board Member

Perspectives, Expectations for the 2002 Farm Bill - North Central Region
- Margaret Krome, Michael Fields Agricultural Institute

NEW VALUE-ADDED LIVESTOCK AND POULTRY INITIATIVES
Arlington Ballroom, Salon VI

Moderator
- Randall Torgerson, Deputy Administrator, Rural Business-Cooperative Service, USDA

Needs Leading to the Creation of the Mountain States Lamb Cooperative
- Pat O'Toole, Chairman, Mountain States Lamb Cooperative

The Pork America Initiative
- James Lewis, Vice Chairman, Pork America

USPB: Selling Meat and Meals Instead of Cattle
- Steven D. Hunt, Chief Executive Officer, U.S. Premium Beef

The Iowa Turkey Cooperative Experience
- Kenneth Rutledge, President and CEO, Iowa Turkey Growers Cooperative

5:30 p.m.
RECEPTION and CASH BAR
Arlington Ballroom Foyer and Exhibit Hall

6:30 p.m.
FORUM DINNER
Arlington Ballroom

FRIDAY, FEBRUARY 23, 2001

7:00 a.m.-4:00 p.m.
REGISTRATION
Arlington Foyer Registration Desk

7:15-8:15 a.m.
CONTINENTAL BREAKFAST
Arlington Ballroom Foyer and Exhibit Hall

8:15-10:00 a.m.
CONCURRENT SESSIONS

COTTON: U.S. OUTLOOK AND FOREIGN PRODUCTION AND USE TRENDS
Arlington Ballroom, Salon I

Moderator
- Eric Shawn Wade, Director of Communications, Plains Cotton Growers, Inc.

USDA Outlook for Grains and Oilseeds
- Philip W. Sronce, Agricultural Economist, Farm Service Agency, USDA

Industry Perspective on the USDA Grain Outlook
- Richard Feltes, Vice President and Director of Research, Refco, Inc.

Industry Perspective on International Oilseeds Outlook
- Larry Greenhall, Senior Vice President, Louis Dreyfus Corporation
OUTLOOK FOR MILK AND DAIRY PRODUCTS
Arlington Ballroom, Salon V

Moderator
- Peter Vitaliano, Vice President, Economic Policy and Market Research, National Milk Producers Federation

New Developments in Dairy for 2001
- Mr. Vitaliano

U.S. Outlook for Dairy Products
- Jim Miller, Agricultural Economist, Economic Research Service, USDA

Alternative View of the Dairy Outlook and Industry Issues
- Bill Brooks, Dairy Economist, eDairy, Inc.

EMERGING WATER QUALITY ISSUES: NEW TECHNOLOGY, POLICIES, APPROACHES
Grand Ballroom, Salons J & K

Moderator
- Larry Clark, Deputy Chief for Science and Technology, Natural Resources Conservation Service, USDA

Animal Waste: Emerging Technology and Prospects
- Charles M. Williams, Director, Animal and Poultry Waste Management Center, North Carolina State University

Comprehensive Nutrient Management Plans: Policy and Prospects
- Thomas Christensen, Director, Animal Husbandry and Clean Water Programs, Natural Resources Conservation Service, USDA

Water Quality Issues Facing Agriculture
- Tony A. Prato, Co-director and Chair, Department of Agricultural Economics, University of Missouri-Columbia

Addressing Water Quality in Agriculture: Institutional Aspects
- Lawrence W. Libby, C. William Swank Professor of Rural-Urban Policy, Department of Agricultural, Environmental and Development Economics, The Ohio State University

Policy Concerns of Sugar Marketing Firms
- Thomas M. McKenna, President, United Sugars Corporation

LIVESTOCK AND POULTRY: FUTURE DIRECTIONS IN THE U.S. MEAT SECTOR
Arlington Ballroom, Salon III

Moderator
- Chuck Lambert, Chief Economist, National Cattlemens Beef Association

The Outlook for Livestock and Poultry
- Joel L. Greene, Agricultural Economist, World Agricultural Outlook Board, USDA

New Products and Relationships in the Meat Sector
- John W. Allen, Professor, Food Industry Management Program, Michigan State University
- Tom DeMott, Vice President, Meat and Seafood, Agribuys

THE SANITARY/PHYTOSANITARY AGREEMENT AND RELATED TRADE ISSUES
Arlington Ballroom, Salon V

Moderator
- Kevin Brosch, DTB Associates

The Sanitary/Phytosanitary Agreement and Related Trade Issues
- David G. Victor, Robert W. Johnson, Jr., Senior Fellow in Science and Technology, Council on Foreign Relations

Agreement, Intent, and Economic Realities
- Kevin Brosch, DTB Associates

What’s at Stake for U.S. Livestock Producers
- Beth Lautner, Washington Representative, National Pork Producers Council
Forum Program

Friday, February 23

The Role of the Precautionary Principal
Robert Paarlberg, Professor of Political Science, Wellesley University, and Associate, Weatherford Center for International Affairs, Harvard University

AGRICULTURE COMES TO GRIPS WITH AIR QUALITY STANDARDS
Grand Ballroom, Salons J and K

Moderator
George C. Bluhm, National Meteorologist, National Resources Conservation Service, USDA, and Land, Air, and Water Resources Department, University of California

Animal Production and Air Quality Protection
John M. Sweeten, Jr., Professor and Resident Director, Texas Agricultural Experiment Station, Texas A&M University System

Sugar Cane Burning: Impacts on Air Quality
Annette Sharp, Environmental Scientist, Office of Environmental Assessment, Louisiana Department of Environmental Quality

The Opportunity for Agriculture to Mitigate Green House Gases: A Grass Roots Approach
Keith Paustian, Senior Research Scientist, Natural Resource Ecology Laboratory, Colorado State University

Air Quality Environmental Costs and Rural America
Clinton B. Reeder, Public Policy Consultant

12:15 p.m.
RECEPTION and CASH BAR
Arlington Ballroom Foyer and Exhibit Hall

12:45 p.m.
CONCURRENT COMMODITY LUNCHEONS

GRAINS AND OILSEEDS LUNCHEON
Arlington Ballroom Salons I and II
Moderator
Robert A. Riemenschneider, Director, Grain and Feed Division, Foreign Agricultural Service, USDA

Grains and Oilseeds: A European Perspective
Klaus D. Schumacher, Head, Economics Department, Alfred C. Toepfer International G.m.b.H.

LIVESTOCK AND POULTRY LUNCHEON
Arlington Ballroom, Salon IV
Moderator
Ronald Gustafson, Senior Livestock Economist, Economic Research Service, USDA

Challenges Facing the Livestock Industry and the Government’s Role
James R. Baker, Former Administrator, Grain Inspection, Packers and Stockyards Administration, USDA

SUGAR AND SWEETENERS LUNCHEON
Arlington Ballroom, Salon V
Moderator
James R. Little, Acting Administrator, Farm Service Agency, USDA

Sugar Policy Needs: A View from the Trade
Frank W. Jenkins, President, Jenkins Sugar Group, Inc.

COTTON LUNCHEON
Arlington Ballroom, Salon VI
Moderator
John Maguire, Vice President, Washington Operations, National Cotton Council

The Cotton Farm Policy Horizon
Bruce Brumfield, 21st Century Commission on Production Agriculture

FRUIT AND VEGETABLES LUNCHEON
Grand Ballroom, Salons J and K
Moderator
Kenneth Clayton, Acting Administrator, Agricultural Marketing Service, USDA

The Outlook for Nutraceuticals and Functional Foods
Karen Lapsley, Director of Scientific Affairs, Almond Board of California

2:15-4:00 p.m.
CONCURRENT SESSIONS

TAPPING NEW BIOPRODUCT AND ENVIRONMENTAL MARKETS: HOW SOON AND HOW SUCCESSFUL?
Arlington Ballroom, Salon III
Moderator
Roger Conway, Director, Office of Energy Policy and New Uses, USDA

Opportunities for Co-Firing Electric Power Generation with Wood or Grassy Plants
Patricia Hus, Program Leader, Climate Change and Renewables, NiSource

Tapping New Bioproduct and Environmental Markets
Lou Honary, Director, UNI-ABIL Research Program, University of Northern Iowa

Opportunities for Biobased Plastic Products
Barbara Miller, Technical Director, The Dow Chemical Company

The Market for Carbon Sequestration: How Real, How Soon, How Valuable to Farmers?
Bruce A. Babcock, Director, Center for Agricultural and Rural Development, Iowa State University

9
EMERGING MARKET AND TRADE PRACTICES FOR FRUIT AND VEGETABLES
Arlington Ballroom, Salon IV

Moderator
- Susan Offutt, Administrator, Economic Research Service, USDA

Emerging Trade Practices and Trends in Fruit and Vegetable Markets
- Roberta Cook-Canela, Professor, University of California

A Retail Industry Perspective
- Tim Hammonds, President, Food Marketing Institute

A Shipping Industry Perspective
- Thomas Stenzel, President and CEO, United Fresh Fruit and Vegetable Association

TOBACCO ADAPTS TO DROPPING CONSUMPTION AND NEW MARKETING STRATEGIES
Arlington Ballroom, Salon V

Moderator
- Darryl Jayson, Vice President, Tobacco Merchants Association

Tobacco Situation and Outlook
- Tom Capehart, Senior Economist, Economic Research Service, USDA

Burley Belt Issues
- Kelly Tiller, Assistant Professor, Agricultural Policy Analysis Center, University of Tennessee

The Tobacco Program
- Dan Stevens, Agricultural Economist, Farm Service Agency, USDA

The International Outlook for U.S. Tobacco
- Peter Burr, Agricultural Economist, Foreign Agricultural Service, USDA

HOW WILL RURAL AMERICA, AGRIBUSINESS, AND GOVERNMENT ADAPT TO STRUCTURAL CHANGE?
Grand Ballroom, Salons J and K

Moderator
- Walter J. Armbruster, President, Farm Foundation

Pressures for Change Relating to Government Functions
- Marc Johnson, Dean, College of Agriculture, and Director, K-State Research and Extension, Kansas State University

Pressures for Change Relating to Agribusiness
- Speaker to be announced

Implications of Structural Change for Farms and Rural Economics
- Stanley R. Johnson, Vice Provost for Extension and Charles F. Curtiss Distinguished Professor, Department of Economics, Iowa State University

4:00 ADJOURN

Forum 2001 Exhibit Hall and Café

Take a break in the Exhibit Hall and Café, located in Salons F and G of the Grand Ballroom, where you can network or visit over complimentary refreshments. The Exhibit Hall is open Thursday afternoon, Thursday evening for the pre-dinner reception, and Friday.

FOREIGN AGRICULTURAL SERVICE
Interested in how to export to a specific country? Need answers to your export questions about specific commodities? Getting information on U.S. agricultural trade has never been easier! Stop by the FAS exhibit for a demonstration of our new online U.S. Agricultural Trade Database.

FAS’s Production Estimates and Crop Assessment Division is responsible for global crop condition assessments and estimates of area, yield, and production for grains, oilseeds, and cotton. Talk with staff members and pick up valuable information about our products.

NATIONAL DROUGHT MITIGATION CENTER
The NDMC, based at the University of Nebraska-Lincoln, stresses preparation and risk management rather than crisis management. The center helps people and institutions develop and implement measures to reduce societal vulnerability to drought. Staff will be available to answer questions and demonstrate use of the NDMC on-line database.

THE DROUGHT MONITOR
Tracking drought blends science and art. No single definition of drought works for all circumstances, so people rely on drought indices to detect and measure droughts. A live Internet demonstration of The Drought Monitor, a synthesis of multiple indices, outlooks and news accounts that represents a consensus of federal and academic scientists, will be featured.
USDA Rural Development is in the business of "creating opportunity for rural America" through its rural housing, utilities and business/cooperative programs. Literature about these programs will be available at the Rural Development booth, with the emphasis on cooperative development publications.

**RISK MANAGEMENT AGENCY**
Features the Agency’s website and latest publications to assist producers and agribusinesses in managing production, marketing and financial risks. For more information on crop insurance or risk management education, check out these resources and chat with our staff.

**COOPERATIVE STATE RESEARCH, EDUCATION, & EXTENSION SERVICE**
Highlights USDA’s Sustainable Agriculture Research & Education (SARE) grants program. The program, administered by CSREES, has helped advance farming systems that are profitable, environmentally sound and good for communities. The information SARE has gleaned from more than 1,600 projects is more relevant than ever, as many research findings have suggested ways to counter low agricultural prices by reducing input costs and expanding market opportunities. Other projects have addressed ways to preserve natural resources and enhance the viability of rural communities.

**NATIONAL AGRICULTURAL LIBRARY**
Library staff will provide hands-on demonstrations of their Internet resources and answer questions regarding all of their products. As the Nation’s primary source for agricultural information, NAL’s mission is to increase the availability and utilization of agricultural information for researchers, educators, policymakers, consumers of agricultural products, and the public.

**TIMELY PUBLICATIONS**
Check the literature table for other useful reports, including highlights of USDA’s nationwide National Resources Inventory and the final report of the Commission on 21st Century Production Agriculture.
Acknowledgments

SPONSORING AGENCIES AN OUTLOOK FORUM STEERING COMMITTEE MEMBERS

Office of the Chief Economist
- Keith Collins, Chief Economist, Chair of the Steering Committee
- Gerald A. Bange, Chairperson, World Agricultural Outlook Board, OCE, Chair of the Program Committee

Agricultural Marketing Service
- Dr. Kenneth Clayton, Acting Administrator

Animal and Plant Health Inspection Service
- Craig A. Reed, Administrator

Cooperative State Research, Education and Extension Service
- Charles W. Laughlin, Administrator

Economic Research Service
- Susan Offutt, Administrator

Farm Service Agency
- James R. Little, Acting Administrator

Foreign Agricultural Service
- Mattie Sharpless, Acting Administrator

Grain Inspection, Packers and Stockyards Administration
- David Shipman, Acting Administrator

Natural Resources Conservation Service
- Pearlie Reed, Chief

Risk Management Agency
- Phyllis Honor, Acting Administrator

FORUM PROGRAM COMMITTEE
- Lydia Astorga
- Bernadine Baker
- Gerald A. Bange
- Tom Capenart Jr.
- Ed H. Cooney
- Marvin Duncan
- Richard W. Fite
- Gerald E. Grinnell
- Elaine Haas
- Joy L. Harwood
- Jim Johnson
- Barry Krichoff
- John Love
- Darlene Maginnis
- Jimmy Matthews
- James Miller
- Richard M. Parry
- Edward C. Rall
- Gerald Rector
- Barbara C. Robinson
- Shaye Shagam
- Carol Skelly
- Peter F. Smith
- Thomas H. Stafford
- David Stalling
- John Stierne
- Patrick Sullivan
- Marshall Tarkington
- Randall E. Torgerson
- Robert Tynan
- Eric Wenberg
- Randy Williams
- Craig Witt

CONSENSUS STAFF
- Raymond L. Bridge, Coordinator
- Vanessa Brown-Harrod
- Maria Brynum
- Jennifer Callahan
- Lynda Ford
- Annette Holmes
- Torey Lawrence
- Joyce Pulliam

PRESS OPERATIONS
- Martha R. Evans, Coordinator
- Neda Williams
- Wanda Reed-Rose

COMPUTER SUPPORT
- Dan Deprey
- Monica Tran

CONFERENCE SERVICES PROVIDED BY THE GRADUATE SCHOOL, USDA
(202) 314-3471
- Isabelle Howes, Planner
- Crystal Penn
- Denise Primdahl

GRAPHIC DESIGN SUPPORT
- Gene Hansen Creative Services, Inc.

AUDIO-VISUAL SUPPORT
- Marriott On-Site Services

COPIER AND FAX MACHINES
- Canon, USA, Inc.

SPECIAL THANKS
- Charles Wilbur
- Edward Akerley
- Cynthia McNeil

Mail & Reproduction Management Division:
- Ava Nickens
- Dwight Reed
- Earl Short
- Larry Bridgeforth

Get Online After the Forum

- Sign Up Now for Speeches by E-Mail
  Sign up now for this free service. Delivery will begin about March 1 and continue as additional speeches are received from presenters. Speeches will be mailed in text format without tables or illustrations.
  
  To subscribe, send an e-mail message to: usda-reports@usda.mannlib.cornell.edu
  For the message, type only: subscribe ag-forum
  If possible, leave the subject line blank, and do not attach a signature.

- Download Forum Speeches after March 1
  At http://www.usda.gov/erce, click the Forum logo, then click “Read Forum Speeches” to view or download speech texts and slide presentations

- USDA’s Latest Long-Term Projections
  USDA will release USDA Agricultural Baseline Projections to 2010 at the Forum. To order a printed copy call 1-800-999-6779 or write to ERS-NASS, 5285 Port Royal Road, Springfield, VA 22161. Request advance purchase Item WAOB-2001-1.
  Off press about March 1.