Ensuring a Healthy Food Supply
Welcome to Agricultural Experts from Africa

Please extend a warm welcome to agricultural marketing officials from Africa who are here to learn more about disseminating agricultural price and marketing statistics. Please see page 10 for more information.

Parking

Parking is discounted to $8.00 per day for hotel guests and Forum attendees. When you exit each day, you must show your conference badge and request the discounted rate.

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.

Exhibit Hall

Take a break in the Exhibit Hall, located in Salons F, G and H of the Grand Ballroom. Network or visit over complimentary refreshments.

Seventeen agencies are displaying information about their programs and many are demonstrating Internet resources. See page 9 for details.

The Exhibit Hall is open Thursday afternoon and evening, and Friday.

Press Room

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

Give Us Your Feedback

We appreciate your candid assessment of the Outlook Forum. Complete the evaluation form in your portfolio and return it on Friday to the registration desk for a thank-you gift.

Video Webcast Opening plenary sessions both days will be webcast at www.usda.gov, starting 1 p.m. Eastern time.
### Program Preview

#### THURSDAY, FEBRUARY 19, 2004

- **7:00 a.m. - 5:30 p.m.** Registration
  - Pre-registered Guests: Arlington Ballroom Salon II
  - On-site registration: Arlington Ballroom Foyer

- **8:30 a.m.** Opening Plenary, Arlington Ballroom
  - Welcome, Deputy Secretary of Agriculture James R. Moseley
  - 2004 Agricultural, Trade and Policy Prospects. USDA Chief Economist Keith Collins and Under Secretary J.B. Penn

- **10:15 a.m.** Refreshment Break

- **10:45 a.m.** Responding to the Consumer’s Quest for a Healthier Lifestyle, Part 1
  - Arlington Ballroom, Salon III

- **12:30 p.m.** Networking Luncheon
  - Arlington Ballroom, Salons I and II and Grand Ballroom, Salons J and K

- **12:30 p.m. - 6:45 p.m.** Exhibit Hall Open
  - Grand Ballroom, Salons F, G and H

#### FRIDAY, FEBRUARY 20, 2004

- **7:00 a.m. - 2:00 p.m.** Registration
  - Arlington Ballroom Foyer

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

- **8:15 a.m.** Plenary: Promoting Healthy and Nutritious Diets
  - Arlington Ballroom, Salons IV and V

- **10:15 a.m.** Refreshment Break

- **10:45 a.m.** Outlook for Grains and Oilseeds
  - Arlington Ballroom, Salon IV

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

- **12:45 p.m. - 2:00 p.m.** Grains, Oilseeds and Livestock Luncheon
  - Arlington Ballroom, Salons I, II and III

- **2:15 p.m.** Livestock and Poultry Outlook
  - Arlington Ballroom, Salon IV

- **4:00 p.m.** Adjourn
WIN the Rockies: A Community-Based, Health-Centered Approach to Obesity Intervention  
Sylvia Moore, Professor/Director, Medical Education & Public Health, Assistant Dean, University of Wyoming College of Health Sciences

Healthy Eating Under Age Two  
Susan Pac, Manager of Regulatory Affairs, Gerber Products Company

FARM INCOME AND FARM FINANCE OUTLOOK  
Arlington Ballroom, Salon V  
Moderator: Gregory D. Hanson, Professor, Department of Agricultural Economics and Rural Sociology, Penn State University

Globalization Forces Rural America To Blaze a New Trail  
Jason Henderson, Economist, Center for the Study of Rural America

Rural Labor Markets: Changing Prospects  
Robert Gibbs, Regional Economist, Economic Research Service, USDA

Forecast of Income and Wealth for the Farm Sector, Households and the Farms They Operate  
Jim Johnson and Mitch Morehart, Agricultural Economists, Economic Research Service, USDA

THE IMPORTANCE OF TRADE TO AGRICULTURE  
Arlington Ballroom, Salon IV  
Moderator: A. Ellen Terpstra, Administrator, Foreign Agricultural Service, USDA

Importance of Trade to American Agriculture  
Charles Kruse, President, Missouri Farm Bureau

Export Views of a Specialty Crop Industry  
Christian Schlect, President, Northwest Horticultural Council

Mutual Importance of U.S.-EU Trade to the U.S. and EU Agricultural Sectors  
Tassos Haniotis, European Commission, Deputy Head of Cabinet, Cabinet of Franz Fischler

Global Markets and the Future of American Agriculture  
Neilson C. Conklin, Director, Market and Trade Economics Division, Economic Research Service, USDA

IMPLEMENTING NEW REGULATIONS TO CONTROL BIOLOGICAL AGENTS AND TOXINS UNDER THE BIOTERRORISM ACT OF 2002  
Arlington Ballroom, Salon VI  
Moderator: Jeremy Stump, Director, Homeland Security Staff, USDA

Regulatory Overview Panel – Implementing Requirements  

What’s Required to Possess, Use or Transfer Select Agents  
Shannon R. Hamm, Assistant Deputy Administrator, Policy and Program Development Division, Animal and Plant Health Inspection Service, USDA

Regulatory Impacts for Plant Agents and Toxins  
Michael Firko, Assistant Director, Plant Health Programs, Animal and Plant Health Inspection Service, USDA

Agricultural Bioterrorism Protection Act of 2002; Possession, Use and Transfer of Biological Agents and Toxins  
Lee Ann Thomas, Director, Animals, Organisms and Vectors, and Select Agents, Animal and Plant Health Inspection Service, USDA

Coordinating with APHIS on Overlap Agents and Pathogens  
Ted Jones, Acting Director, Select Agent Program, Centers for Disease Control and Prevention

Implications and Interactions with Government, Scientific, and Academic Community  

The Role of the Diagnostic Laboratory Network for Select Agents  
Gary Cunningham, Associate Administrator, Cooperative State Research, Education, and Extension Service, USDA

Impacts on Federal Laboratories of the Government Select Agent Program  
Michael Ruff, Director, Homeland Security, Agricultural Research Service, USDA
### Forum Program

**Thursday, February 19**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>12:30 p.m.</td>
<td>Exhibit Hall Opens&lt;br&gt;Grand Ballroom, Salons F, G and H</td>
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<tr>
<td>12:30 p.m.</td>
<td>Networking Luncheon&lt;br&gt;Arlington Ballroom, Salons I and II and Grand Ballroom, Salons J and K</td>
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<tr>
<td>1:00 p.m.</td>
<td>The 2004 Food Price Outlook&lt;br&gt;Lee Room, Lobby Level&lt;br&gt;Ephraim Leištäg, Economist, Economic Research Service, USDA</td>
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<tr>
<td>1:45 p.m. – 3:30 p.m.</td>
<td>Concurrent Sessions</td>
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**RESPONDING TO THE CONSUMER’S QUEST FOR A HEALTHIER LIFESTYLE, PART 2**

- Arlington Ballroom, Salon III
- Moderator: Timothy Kramer, Acting National Program Leader for Human Nutrition, Agricultural Research Service, USDA

### Functional Foods that Promote Health

- Harold H. Schmitz, Director of Technology, M&M/Mars, Masterfoods

### Functional Foods: Perspective of the Food Industry

- Shirley C. Chen, Principal Nutrition Scientist, Unilever Bestfoods, Inc.

### A FIRST LOOK AT THE 2002 CENSUS OF AGRICULTURE

- Grand Ballroom, Salon C
- Moderator: R. Ronald Bosecker, Administrator, National Agricultural Statistics Service, USDA

### How To Interpret New Demographic Information in the Preliminary 2002 Census of Agriculture

- Rich Allen, Deputy Administrator for Programs and Products, National Agricultural Statistics Service, USDA

### A First Analysis of New Operator and Household Data from the 2002 Census of Agriculture

- Jill L. Findeis, Professor of Agricultural, Environmental and Regional Economics, and Demography, Penn State University

### Response: Impact on Knowledge about Farm Operators

- Bob Hoppes, Agricultural Economist, Economic Research Service, USDA

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**IMPLICATIONS FOR BUSINESS OF SECURING THE FOOD TRANSPORTATION SYSTEM**

- Arlington Ballroom, Salon VI
- Moderator: Barbara Robinson, Deputy Administrator, Transportation and Marketing Program, Agricultural Marketing Service, USDA

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

- D.W. Chen, Acting Assistant Administrator for Food Safety and Inspection Service, USDA

### New Safety and Security Guidelines for the Distribution of Meat, Poultry and Egg Products

- Kendall Keith, President, National Grain and Feed Association

### The Implications of New Transportation Security Measures on Agricultural Logistics

- Diane Eicher, Export Manager (COF), Coppersmith Inc.

### NEW REGULATIONS FOR CONFINED ANIMAL FEEDING OPERATIONS

- Arlington Ballroom, Salon IV
- Moderator: Marc Ribaudo, Agricultural Economist, Economic Research Service, USDA

### EPA Implementation and Enforcement of the New Rule

- George Utting, Water Permits Division, Office of Wastewater Management, Office of Water, U.S. Environmental Protection Agency

### USDA’s Assessment of the Costs of Managing Manure Nutrients with Land Application

- Noel Gollehon, Agricultural Economist, Economic Research Service, USDA

### USDA’s Assessment of Costs and Implementation of a Comprehensive Nutrient Management Plan

- Dan Meyer, Agricultural Economist, Natural Resources Conservation Service, USDA

### The Producer’s Perspective

- Dave Roper, Chairperson, Environmental Committee, National Pork Producers Council

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**NEW CROP AND LIVESTOCK INSURANCE PROGRAMS**

- Grand Ballroom, Salon C
- Moderator: Ross J. Davidson, Jr., Administrator, Risk Management Agency, USDA

### Agricultural Index Insurance Products: Strengths and Limitations

- Barry J. Barnett, Associate Professor, Department of Agricultural Economics, Iowa State University

### Implications of Extending Crop Insurance to Livestock

- Bruce A. Babcock, Professor, Department of Agricultural Economics, University of Georgia

### Of a Census of Agriculture

- Rich Allen, Deputy Administrator for Programs and Products, National Agricultural Statistics Service, USDA

### The 2002 Census of Agriculture

- Jill L. Findeis, Professor of Agricultural, Environmental and Regional Economics, and Demography, Penn State University

### Response: Impact on Knowledge about Farm Operators

- Bob Hoppes, Agricultural Economist, Economic Research Service, USDA

### The Biosafety Protocol and International Trade

- Arlington Ballroom, Salon V
- Moderator: Jim Butler, Deputy Undersecretary for Farm and Foreign Agricultural Services, USDA

### What Is the Biosafety Protocol and How Can It Affect Trade?

- Gary C. Martin, President, North American Feed Association

### The Current Status of Trade under the Biosafety Protocol

- Mr. Blair Coomber, Director General for International Trade Policy, Agriculture Canada

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**Functioning Studies of Functional Foods**

- Joseph Spence, Director, Beltsville Human Nutrition Research Center, Agricultural Research Service, USDA

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**Research Service, USDA**

Joseph Spence, Director, Beltsville Human Nutrition Research Center, Agricultural Research Service, USDA

**Agricultural Economics, Iowa State University**

Bruce A. Babcock, Professor, Department of Agricultural Economics, Iowa State University

**University of Georgia**

Barry J. Barnett, Associate Professor, Department of Agricultural Economics, University of Georgia

**National Pork Producers Council**

Dave Roper, Chairperson, Environmental Committee, National Pork Producers Council

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**Research Service, USDA**

Rachael E. Levinson, Assistant Director for Biotechnology and Textiles Trade Affairs, U.S. Department of State

**Animal and Plant Health Inspection Service, USDA**

Randall L. Levings, Director, National Veterinary Laboratories, Animal and Plant Health Inspection Service, USDA

**U.S. Environmental Protection Agency**

George Utting, Water Permits Division, Office of Wastewater Management, Office of Water, U.S. Environmental Protection Agency

**Economic Research Service, USDA**

Noel Gollehon, Agricultural Economist, Economic Research Service, USDA

**Food Industry**

Shirley C. Chen, Principal Nutrition Scientist, Unilever Bestfoods, Inc.

**Functional Foods: Perspective of the Food Industry**

Shirley C. Chen, Principal Nutrition Scientist, Unilever Bestfoods, Inc.

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**The 2004 Food Price Outlook**

Bob Hoppes, Agricultural Economist, Economic Research Service, USDA

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**Impacts of the Select Agent Rule on Veterinary Laboratories**

Randall L. Levings, Director, National Veterinary Services Laboratories, Animal and Plant Health Inspection Service, USDA

**How the Research Community Is Responding to the Select Agent Regulations**

Rachael E. Levinson, Assistant Director for Life Sciences, White House Office of Science and Technology Policy

**New Crop and Livestock Insurance Programs**

Grand Ballroom, Salon C

**Moderator: Ross J. Davidson, Jr., Administrator, Risk Management Agency, USDA**

**Agricultural Index Insurance Products: Strengths and Limitations**

Barry J. Barnett, Associate Professor, Department of Agricultural Economics, University of Georgia

**Implications of Extending Crop Insurance to Livestock**

Bruce A. Babcock, Professor, Department of Agricultural Economics, Iowa State University and Director, Center for Agricultural and Rural Development

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**FORUM PROGRAM**

**Thursday, February 19**

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**NEW REGULATIONS FOR CONFINED ANIMAL FEEDING OPERATIONS**

Arlington Ballroom, Salon IV

**Moderator: Marc Ribaudo, Agricultural Economist, Economic Research Service, USDA**

**NER REGULATIONS FOR CONFINED ANIMAL FEEDING OPERATIONS**

Notes:
### WHAT'S DRIVING GROWTH IN ORGANIC FOODS?
**Arlington Ballroom, Salon III**
Moderator: Barbara Robinson, Deputy Administrator, Transportation and Marketing Program, Agricultural Marketing Service, USDA

**Recent Trends in Organic Production**
Cathy Groene, Agricultural Economist, Economic Research Service, USDA

**Current Trends in the Retail Market for Organics: A Retailer’s Perspective**
Mary Mulry, Senior Director of Product Development and Standards, Wild Oats Markets, Inc.

**Organic Consumer Profile**
Laurie Demeritt, President, The Hartman Group

**Growth in Organic Foods: Producers’ Perspectives**
Kevin Edberg, Executive Director, Cooperative Development Services

### PROMISE AND PITFALLS OF PLANT-MADE PHARMACEUTICALS AND INDUSTRIAL COMPOUNDS
**Arlington Ballroom, Salon VI**
Moderator: Neil E. Hoffman, Director, Regulatory Programs, Biotechnology Regulatory Services, Animal and Plant Health Inspection Services, USDA

**Moving Products into the Clinic: The Next Stage of Development for the Plant-made Pharmaceuticals Sector**
Barry Holtz, CEO, Inflexion Therapeutics

**U.S. Food Industry’s View on the Development of Plant-made Pharmaceuticals and Industrial Products**
Mariana S. Edge, President, International Food Information Council

### CONNECTING AGRICULTURAL INNOVATION AND RURAL PROSPERITY
**Grand Ballroom, Salon C**
Moderator: Lawrence K. Yee, National Program Leader, Food Marketing Systems Innovations, Cooperative State Research, Education, and Extension Service, USDA; on leave from University of California

**Growing a Farmer’s Cooperative in Central Appalachia**
Co-presenters: Anthony Flaccavento, Appalachian Sustainable Development and Steve Hodges, Jubilee Project, Inc.

**New Traditions in Eastern Washington**
Benefit Farmers, the Environment and Consumers

**The Changing Rural Setting for Agricultural Innovation and Community Prosperity**
Linda Ghelfi, Agricultural Economist, Economic Research Service, USDA

### NEW REGULATORY INITIATIVES AND A U.S. ANIMAL I.D. PROGRAM: APHIS PERSPECTIVE
**Arlington Ballroom, Salon IV**
Speaker to be announced

**Likely Changes in the Structure of Meatpacking in Response to BSE**
John Nalivka, President and Owner, Sterling Marketing

**Farm Policies and Their Reform: Lessons from Europe**
Franz Fischer, Member of the European Commission Responsible for Agriculture, Rural Development and Fisheries

### FRIDAY, FEBRUARY 20, 2004
8:15 a.m. – 10:00 a.m.
**Plenary: Promoting Healthy and Nutritious Diets**
**Arlington Ballroom, Salons IV, V and VI**
Moderator: Sylvia B. Rowe, President and CEO, International Food Information Council and the IFIC Foundation

**USDA Initiatives To Promote Healthy Diets**
Eric M. Bost, Under Secretary for Food, Nutrition, and Consumer Services, USDA

**Promoting Healthy Diets from a Public Health Perspective**
Marianne S. Edge, President, American Dietetic Association

**PepsiCo: Capturing Growth at the Intersection**
Brock Leach, Senior Vice President for New Growth Platforms and Chief Innovation Officer, PepsiCo
Forum Program

Friday, February 20

From Dinner Plate to Farm Gate: How Will New Diet Trends Affect Farming?
Victor L. Lechtenberg, Dean of Agriculture, Purdue University

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

10:30 a.m. – 12:15 p.m.
CONCURRENT SESSIONS

OUTLOOK FOR GRAINS AND OILSEEDS
Arlington Ballroom, Salon IV
Moderator: Keith Menzie, Agricultural Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

The Outlook for Wheat, Feedgrains and Oilseeds
William Tierney, Commodity Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

The Outlook for Soybean Processing: A Global Market Perspective
Albert Ambrose, Vice President for Risk Management, Oilseed Processing, CHS Inc.

What’s Ahead for China as a Grain Producer and Exporter?
John Wade, Group Leader, Cotton, Oilseeds, Tobacco, and Seed Division, Foreign Agricultural Service, USDA

OUTLOOK FOR SUGAR AND SWEETENERS: ECONOMICS, SCIENCE AND A HEALTHY DIET
Arlington Ballroom, Salon V

Economic Factors Affecting U.S. Sugar Consumption
Margaret Blamberg, Executive Director, American Cane Sugar Refiners’ Association

Sound Science and Prospects for Sugar Consumption
Andrew Briscoe III, President and Chief Executive Officer, The Sugar Association, Inc.

Multiple Factors Associated with Obesity
Maureen Storey, Director, Center for Food and Nutrition Policy, Virginia Tech

COTTON AND FIBERS OUTLOOK:
FOCUS ON CHINA
Arlington Ballroom, Salon VI
Moderator: Craig Jagger, Chief Economist, Committee on Agriculture, U.S. House of Representatives

The USDA Outlook for 2004/05
Leslie Meyer, Agricultural Economist, Economic Research Service, USDA

Factors Affecting the China Balance Sheet for 2004/05
Hunter Colby, Managing Director of Cotton Economics, Globecot, Inc.

Meeting China’s Cotton Mill Demand: A Western Merchant’s Perspective
Gary W. Taylor, President and CEO, Cargill Cotton

Safeguards on Textile Imports from China: Process, Outcomes and Prospects for the Future
Jim Leonard III, Deputy Assistant Secretary for Textiles, Apparel and Consumer Goods, International Trade Administration, Department of Commerce

THIS LAND IS YOUR LAND: WILL THE U.S. EMBRACE THE LANDCARE MOVEMENT?
Grand Ballroom, Salon B
Moderator: Lawrence E. Clark, Deputy Chief for Science and Technology, Natural Resources Conservation Service, USDA

Landcare—Its Origins, Accomplishments, and Lessons Learned
Fran Freeman, Minister-Counselor, Agriculture, Embassy of Australia

Landcare—An Agribusiness Perspective
John Hickman, Principal Scientist, John Deere Technology Center

Landcare—A Farmer’s Perspective
Bill Richards, Farmer, Richards Farms, Circleville, Ohio

Landcare—A Conservationist’s Perspective
Gary Mast, President, National Association of Conservation Districts

OUTLOOK FOR MILK AND DAIRY PRODUCTS
Grand Ballroom, Salon C
Moderator: Robert Yonkers, Chief Economist and Director of Policy Analysis, International Dairy Foods Association

2004 Outlook for Milk and Dairy Products
James Miller, Agricultural Economist, Economic Research Service, USDA

Issues and Challenges Facing the Federal Order System
Larry Hann, Professor, Department of Agricultural Economics, Michigan State University

Innovating Healthful Milk-based Beverages
Clay Boatright, Vice President, Trade Marketing, Dairy Group, Dean Foods

12:15 p.m. – 12:45 p.m.
Cash Bar Reception
Exhibit Hall Foyer

12:45 p.m. – 2:15 p.m.
LUNCHEONS

GRAINS, OILSEEDS AND LIVESTOCK LUNCHEON
Arlington Ballroom, Salons I, II and III
Moderator: W. Kirk Miller, General Sales Manager, USDA

Beef, Oilseeds & Grains: Brazilian Performance, Trends And Forecasts
Gustavo Marin Monaco, Livestock Consultant, FNP Consultants and Agra-Information, Brazil

SUGAR AND SWEETENERS LUNCHEON
Arlington Ballroom, Salon V

Economic Factors Affecting U.S. Sugar Consumption
Margaret Blamberg, Executive Director, American Cane Sugar Refiners’ Association

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Landcare—A Farmer’s Perspective
Bill Richards, Farmer, Richards Farms, Circleville, Ohio

Landcare—A Conservationist’s Perspective
Gary Mast, President, National Association of Conservation Districts

EU Sugar Reform and Some Wider Implications
Simon Harris, Adviser to British Sugar and Associated British Foods

COTTON AND FIBERS LUNCHEON
Arlington Ballroom, Salon V
Moderator: James Little, Administrator, Farm Service Agency, USDA

The Compatibility of Trade Policy and U.S. Domestic Policy: The Case of Cotton
Joseph Glauber, Deputy Chief Economist, USDA
FRUIT AND VEGETABLES LUNCHEON
Grand Ballroom, Salons J and K
Moderator: A.J. Yates, Administrator, Agricultural Marketing Service, USDA

Building Healthy Consumers for a Healthy Industry
Tom Stenzel, President and CEO, United Fresh Fruit & Vegetable Association

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

LIVESTOCK AND POULTRY OUTLOOK
Arlington Ballroom, Salon IV
Moderator: Chuck Lambert, Deputy Under Secretary for Marketing and Regulatory Programs, USDA

2004 Outlook for Livestock and Poultry
Joel Greene, Agricultural Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

A Total Quality Program for Branded Beef
John Stewart, President, Creekstone Farms Premium Beef

An Industry Perspective on Processing Meat Byproducts
Mike Reiser, Valley Proteins, Inc., Second Vice Chairman, National Renderers Association, Inc.

INNOVATIVE COOPERATIVES FOR THE 21ST CENTURY
Arlington Ballroom, Salons V and VI
Moderator: Thomas Dorr, Senior Advisor to the Secretary of Agriculture, USDA

Co-op Financing
Jean-Marie Peltier, President, National Council of Farmer Cooperatives

Co-ops in the Global Marketplace: The Sunkist Example
Claire Smith, Director of Public Affairs, Sunkist Growers, Inc.

Co-op Development Opportunities in Rural America
Jeannine Kenney, Vice President of Public Affairs and Member Services, National Cooperative Business Association

TRADING ENVIRONMENTAL CREDITS
Grand Ballroom, Salon C
Moderator: Bruce I. Knight, Chief, Natural Resources Conservation Service, USDA

Can Farmers Be Suppliers in a Market for Carbon Credits?
Zach Willey, Senior Economist, Climate & Air, Environmental Defense

Lessons Learned in Entergy’s Trading Arrangements
Jeffrey L. Williams, Manager, Corporate Environmental Initiatives, Entergy Services, Inc.

How Farmers Can Make Trading Work for Them
Read Smith, Past President, National Association of Conservation Districts

CONTRACTING IN THE FRUIT AND VEGETABLES SECTOR
Grand Ballroom, Salons J and K
Moderator: Neilson C. Conklin, Director, Market and Trade Economics Division, Economic Research Service, USDA

Impact of Contracting in Fresh Produce
John Shelford, President, Global Berry Farms

Contracting Supplies for Food Processing
Douglas Circle, President and CEO, Sunrise Growers, Inc., Frozsun Foods Inc.

Economic and Regulatory Issues Regarding the Use of Grower Contracts
Brent Hueth, Assistant Professor, Department of Economics, Iowa State University

RENEWABLE ENERGY OPPORTUNITIES FOR AMERICAN FARMERS
Grand Ballroom, Salon B
Moderator: Roger K. Conway, Director, Office of Energy Policy and New Uses, Office of the Chief Economist, USDA

The Future of Biodiesel
Jeff Stroburg, CEO, West Central Cooperative

Generating Commercial Electricity from Animal Waste
Patrick Kelly, Renewable Energy Project Manager, Office of Energy Options, We Energies

Farming Wind Energy
Lisa Daniels, Executive Director, Windustry

4:00 p.m.
ADJOURN

Complete the evaluation form in your portfolio and return it on Friday to the registration desk for a thank-you gift. Or, place the form in a silver bowl or give it to anyone wearing a staff ribbon.

THANK YOU!

Amber Waves
The Economics of Food, Farming, Natural Resources, and Rural America

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Stop by the ERS exhibit and pick up a sample copy. Subscribe during the Forum—save $10 off the regular price and receive a free gift!

www.ers.usda.gov/amberwaves
**Forum 2004 Exhibits**

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

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**Farm Service Agency**

“America’s Farmers and Ranchers Count on the Farm Service Agency” explores how FSA programs help keep America’s food supply stable, wholesome, and affordable. Staff will be available to discuss FSA program areas and the commodities they support and to direct visitors to publications and the FSA website.

**U.S. Trade Database and World Production, Supply and Distribution Database**

Try out the Foreign Agricultural Service’s U.S. Trade database and the Production, Supply and Distribution (PS&D) database. The Trade database offers a customized view of U.S. agricultural trade by country, commodity and commodity group from 1989 to the present. The PS&D database is a repository of official USDA historical commodity and country statistics dating back to 1960 as well as the current source for estimates, forecasts of production, supply and utilization.

**Foreign Production Estimates and Crop Assessments**

Meet the USDA specialists who prepare foreign crop assessments and production forecasts. The Production Estimates and Crop Assessment Division of USDA’s Foreign Agricultural Service is responsible for global crop condition assessments and estimates of area, yield and production. The forecasters use a convergence of evidence to minimize error and maximize reliability by incorporating information from USDA agricultural attaches, satellite imagery, vegetative indices, daily weather data, crop models and economic data.

**Risk Management Agency**

The RMA publication “Risk Management Agency, A Compendium of Current Fact Sheets” will be highlighted. This publication is a compilation of factsheets on RMA’s varied programs and services, providing the public with a better understanding of the RMA mission. Experienced staff members will be available to answer questions and provide visitors with information on RMA’s educational and outreach programs.

RMA administers the crop insurance program, which helps farmers survive a major crop loss. With their public and private partners, RMA works to find improved risk management strategies, develop educational curricula and materials and train producers in effective use of risk management tools.

**Food Safety and Inspection Service**

Stop by to talk with knowledgeable staff about FSIS’ role in securing the nation’s meat, poultry and egg products. FSIS has more than 7,600 inspectors and veterinarians in meat, poultry, and egg product plants every day, and at ports-of-entry to prevent, detect and respond to food safety emergencies.

Information on the Food Safety Hotline and guidelines for keeping food safe and secure will also be available.

**Natural Resources Conservation Service**

“Agriculture and Conservation” highlights NRCS’ partnership with private landowners and land users. More than 70 percent of the continental U.S. is privately owned land. NRCS employees provide information and technical assistance to private landowners and land users. Talk to our expert staff about this partnership and the agricultural and environmental benefits it provides and pick up publications about conservation of our natural resources.

**Rural Development**

Stop by “Promoting Business in Rural America” to talk with knowledgeable staff about cooperatives and RD’s business loan programs. Copies of the latest “Rural Cooperatives” magazine, “Co-ops 101” and “How to Start a Cooperative” will be available.

**Food and Nutrition Service**

The Food Stamp and Child Nutrition programs, Food Distribution, and other FNS programs are featured in a display depicting people using nutrition assistance program. Talk with knowledgeable staff about the FNS mission and programs, including nutrition education.

“What Marketing and Regulatory Programs Does” depicts the work and programs of the following three USDA agencies:

**Agricultural Marketing Service**

AMS includes six commodity programs – Cotton, Dairy, Fruit and Vegetable, Livestock and Seed, Poultry and Tobacco. AMS specialists provide standardization, grading and Market News services for those commodities; enforce such federal laws as the Perishable Agricultural Commodities Act and the Federal Seed Act; administer research and promotion programs; and purchase commodities for federal food programs. Our Science and Technology Program provides centralized scientific support to AMS programs, and the Transportation and Marketing Program works to ensure efficient transportation for our country’s agricultural goods and manages and regulates the National Organic Program.

**Animal and Plant Health Inspection Service**

APHIS is responsible for protecting and promoting U.S. agricultural health, administering the Animal Welfare Act, and carrying out wildlife damage management activities. APHIS helps protect America’s animal and plant resources from agricultural pests and diseases, threats to our food supply and to the U.S. economy; negotiates science-based standards with other countries; and protects America’s agricultural exports from unjustified trade restrictions.
Grain Inspection, Packers and Stockyards Administration

GIPSA helps ensure a fair and competitive market system in the merchandising of grain and related products, livestock and poultry, facilitates the marketing of livestock, poultry, meat, cereals, oilseeds and related agricultural products, and promotes fair and competitive trading practices that benefit both consumers and American agriculture. GIPSA also manages the Official Standards for Grain used by sellers and buyers, and provides for the impartial application of grades and standards through a network of federal, state and private inspection agencies. GIPSA's Packers and Stockyards Programs work to ensure open and competitive markets for livestock, meat and poultry.

Cooperative State Research Education and Extension Service

Four agency-supported programs that promote healthy lives and healthy communities are highlighted. Talk with representatives and collect information about nutrition programs, sustainable agriculture programs, projects that meet the needs of small farmers and efforts that build partnerships with rural communities.

Economic Research Service

Representatives will be on hand to discuss the research and analysis done by ERS to help public and private decisionmakers conduct business or formulate policy related to agriculture, food, natural resources and rural economics. ERS is the main source of economic information and research from the U.S. Department of Agriculture.

See a hands-on demonstration of the ERS website and the depth of economic information it provides. ERS' booth will have a variety of publications available. Most publications can also be downloaded from the ERS website at www.ers.usda.gov.

National Agricultural Library

NAL is the principal U.S. source for information about food, agriculture and natural resources. Talk with knowledgeable representatives about our extensive collection, including information of relevance to the extension community through the AGRICOLA database and NAL Information Centers (Alternative Farming Systems, Animal Welfare, Food and Nutrition, Rural Information, Water Quality and Technology Transfer).

Agricultural Research Service

Explore the varied activities of USDA’s main in-house research agency. ARS is committed to ensuring a safe, abundant and nutritious food supply for the U.S. and the world, maintaining agricultural productivity and preserving the environment. Stop by, talk with our staff and learn more about our programs and research projects in agriculture, nutrition, technology and the environment.

Agricultural Marketing Research Center

Talk with representatives about this collaboration of university research and outreach specialists focused on collecting and interpreting information and creating new research to support value-added agricultural activities. Specific commodity and niche market opportunities, market trends and business development information can be found on the Center’s Web site, www.agmrc.org.

Developing Market Information Systems in Africa

In conjunction with the Outlook Forum, USDA and the U.S. Agency for International Development are hosting experts from 10 African nations. They took part in a meeting on February 18 designed to support the establishment and improvement of market information systems on the African continent. The program provided insight into information operations in the United States, a forum for discussing successes and challenges faced by fellow Africans in implementing information systems, and education about ongoing U.S. technical assistance programs. This event builds on the outcomes of the Secretary's Ministerial Conference on Agricultural Science and Technology, held last June in Sacramento, California.
### Acknowledgments

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