Welcome to the 2008 Agricultural Outlook Forum

USDA’s annual Outlook Forum is the culmination of a year-long planning effort that is designed to provide an opportunity for experts in economics, industry, policy, science, and government to explore the future of agriculture. The first USDA Outlook Forum was held 85 years ago with the goal of sharing information to promote an “intelligent balance of production, marketing, and consumption of farm products for the greatest good of the entire Nation.” Our goal remains the same.

This morning Deputy Secretary of Agriculture Chuck Conner will welcome you and introduce four top USDA officials. The agricultural economic outlook will be presented by Chief Economist Joseph Glauber; the outlook for foreign trade will be discussed by Farm and Foreign Agricultural Services Under Secretary Mark Keenum; and Rural Development Under Secretary Thomas Dorr will speak on new growth opportunities for rural America.

Secretary of Agriculture Ed Schafer will follow with the Forum’s keynote address and next will be our distinguished guest speaker, Stephen Johnson, Administrator of the Environmental Protection Agency.

The morning session will close with a panel of industry experts who will address: “Getting It Right: Responding to Market Forces.” The panelists include C. Larry Pope, President and CEO of Smithfield Foods; Paul Schickler, President, Pioneer Hi-Bred, and Vice President, DuPont; Tom Stenzel, President and CEO, United Fresh Produce Association; and Robert Dinneen, President and CEO, Renewable Fuels Association. Jean-Mari Peltier, President and CEO of National Council of Farmer Cooperatives, serves as moderator.

Building on last year’s theme, energy remains at the forefront of the Forum’s breakout sessions over the next 1 ½ days. Speakers will discuss renewables — ethanol, biodiesel, and biomass — as well as recent innovations in the solar and wind industries. Other Forum sessions will focus on such important topics as food safety and security, conservation, farm policy, international trade, financing in rural America, and farm demographics. Commodity economics, farm income, and food prices — traditional topics at the Forum — take on a heightened significance in 2008.

On behalf of the Forum Program Committee, “Thank You” to the 138 moderators and speakers for bringing to life the 2008 Forum, and “Thank You” for supporting and participating in this annual event. This is your conference!

USDA Outlook Forum Student Diversity Program Sponsorship Acknowledgement:
Thank you CHS Foundation, Tyson Foods, Inc., Deere & Company, and Farm Credit Bank of Texas; and USDA’s Cooperative State Research, Education, and Extension Service; Economic Research Service; and Natural Resources Conservation Service for sponsorship and for making it possible for 17 university students to attend the 2008 Forum. Also, thanks to Dr. Ahmad Jilani from the University of Maryland — Eastern Shore for helping administer the Diversity Program.

Sincerely,

Gerald Bange
Chairman, Forum Program Committee
Plenary Speakers

Ed Schafer
Secretary of Agriculture
USDA
Keynote Address

Chuck Conner
Deputy Secretary of Agriculture
USDA
Welcome

Stephen Johnson
Administrator, Environmental Protection Agency
Distinguished Guest Speaker

Joseph Glauber
Chief Economist, USDA

Mark Keenum
Under Secretary for Farm and Foreign Agricultural Services, USDA

Thomas Dorr
Under Secretary for Rural Development, USDA

Distinguished Panel

Getting It Right: Responding to Market Forces

Jean-Mari Peltier, Panel Moderator
President & CEO, National Council of Farmer Cooperatives

C. Larry Pope
President & CEO
Smithfield Foods

Paul Schickler
Vice President, DuPont
President, Pioneer Hi-Bred

Tom Stenzel
President & CEO
United Fresh Produce Association

Robert Dinneen
President & CEO
Renewable Fuels Association

Dinner Speaker

To Be Announced
# USDA Invites You To Attend:

<table>
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<tr>
<th>Event</th>
<th>Location Description</th>
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<tbody>
<tr>
<td>Continental Breakfast</td>
<td>Grand Ballroom Foyer&lt;br&gt;Served from 7:15 a.m. to 8 a.m., February 21-22</td>
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<tr>
<td>Networking Luncheons</td>
<td>Salons A, B, C, D, E</td>
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<tr>
<td>Cash Bar Reception</td>
<td>Exhibit Hall&lt;br&gt;Served from 5:30 p.m. to 6:30 p.m., February 21</td>
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<tr>
<td>Forum Dinner</td>
<td>Salons III &amp; IV&lt;br&gt;Served from 6:30 p.m. – followed by dinner speaker</td>
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<tr>
<td>Commodity Luncheons</td>
<td>Please refer to specific luncheon for location.</td>
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<tr>
<td>Exhibit Hall</td>
<td>Salons G, F, &amp; H&lt;br&gt;USDA and partner agencies host exhibits February 21 from 9:45 a.m. to 6:30 p.m. and February 22 from 8:00 a.m. to 3:00 p.m.</td>
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<tr>
<td>eXtension Exhibit</td>
<td>Salons J &amp; K&lt;br&gt;&lt;strong&gt;Ribbon Cutting&lt;/strong&gt; at 3:15 p.m. for eXtension, the new national Internet resource.</td>
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<tr>
<td>Drawing for Vintage USDA Photographs</td>
<td>Exhibit Hall, 11:45 a.m., February 22.&lt;br&gt;Place entry form (found in Forum badge) in Exhibit Hall area.</td>
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**www.usda.gov/oce/forum**

Plenary Session speeches are Webcast after 3:30 p.m., February 21. Available speeches and PowerPoint presentations are posted after 5 p.m. each day of the conference.

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**2007 CENSUS OF AGRICULTURE**

**www.agcensus.usda.gov**
2008 Program at a Glance

Thursday, February 21

7:00 a.m.  Registration Packets & Continental Breakfast
8:00 a.m.  Welcome
8:10 a.m.  2008 Agricultural Economic Outlook
8:25 a.m.  2008 Foreign Trade Outlook
8:40 a.m.  Promoting a Rural Renaissance
8:55 a.m.  Keynote Address
9:20 a.m.  Distinguished Guest Speaker
9:45 a.m.  Coffee Break & Exhibit Hall Opens
10:15 a.m. Plenary Panel: Getting It Right: Responding to Market Forces
12:30 p.m. Networking Luncheon
1:15 p.m.  Food Price Outlook  Salon II
3:45 p.m.  Ethanol: Is It a Sustainable Alternative?  Salon III
4:50 p.m.  Solar and Wind Technologies’ Coming of Age  Salon II
5:30 p.m.  Cash Bar Reception ( Exhibit Area)
6:30 p.m.  Forum Dinner Speaker  Salons III & IV

Friday, February 22

7:00 a.m.  Registration & Continental Breakfast
7:30 a.m.  Exhibit Hall Opens
8:00 a.m.  Concurrent Session Tracks
9:30 a.m.  Coffee Break
10:00 a.m. Innovative Financing for Rural America  Salon V-VI
10:15 a.m. Biomass for Energy: Markets or a Mirage?  Salon IV
12:15 p.m. Luncheon  Salon B
12:45 p.m. Commodity Luncheons
1:30 p.m.  15-minute Break
1:45 p.m.  Concurrent Session Tracks
3:15 p.m.  Adjourn
### Wednesday, February 20, 2008

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

### Thursday, February 21, 2008

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

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

#### 8:00 a.m.
**Plenary Welcome** Arlington Ballroom
- Deputy Secretary of Agriculture
- Chuck Conner

#### 8:10 a.m.
**2008 Agricultural Economic Outlook**
- Chief Economist Joseph Glauber

#### 8:25 a.m.
**2008 Foreign Trade Outlook**
- Under Secretary for Farm and Foreign Agricultural Services
- Mark Keenum

#### 8:40 a.m.
**Promoting a Rural Renaissance**
- Under Secretary for Rural Development
- Thomas Dorr

#### 8:55 a.m.
**Keynote Address**
- Secretary of Agriculture
- Ed Schafer

#### 9:20 a.m.
**Agriculture Producing Environmental Solutions**
- Stephen Johnson
- Administrator, Environmental Protection Agency

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

#### 10:15 a.m.
**Distinguished Plenary Panel**
**Getting It Right: Responding to Market Forces**
- Arlington Ballroom

**Moderator:** Jean-Mari Peltier, President & CEO, National Council of Farmer Cooperatives

- **Livestock Market Issues:** From Producer to Consumer
  - C. Larry Pope, President and CEO, Smithfield Foods

- **Trade Issues:** Focusing on Specialty Crops
  - Tom Stenzel, President & CEO, United Fresh Produce Association

- **Biotech Advances in Supply Technology**
  - Paul Schickler, DuPont Vice President and General Manager
  - President, Pioneer Hi-Bred

**ENERGY & TECHNOLOGY TRACK**

#### New Sources for Biofuels: What Are They?
- **Salon III**

**Moderator:** Shana Y. Love, Special Assistant, Office of the Assistant Secretary for Administration, USDA
- Washington, DC

- **A Firm’s Perspective on Biodiesel**
  - Paul T. Prentice, Vice President, Agriculture Blue Sun Biodiesel, LLC
  - Westminster, Colorado

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**Continued on next page**
1:45 p.m. - 3:15 p.m.

Renewable Diesel Production From Animal Processing Feedstocks
Louis Burke, Manager, Biofuels, ConocoPhillips
Houston, Texas

Producing Biocrude From Plant Material
Richard E. Zalesky, Vice President, Biofuels and Hydrogen Business
Houston, Texas

Biodiesel Industry Response to New Production Strategies
Larry Schafer, National Biodiesel Board
Washington, DC

POLICY & TRADE TRACK
Farm Policy: Implications of the 2008 Farm Bill for Farm Risk Management
Salon IV

Moderator: Eldon Gould, Administrator, Risk Management Agency, USDA
Washington, DC

Overview of the 2008 Farm Bill: Comparisons and Contrasts
Randy Schnepf, Specialist in Agricultural Policy, Agriculture and Food Section, Resources, Science & Industry Division, Congressional Research Service
Washington, DC

2008 Farm Bill: Implications for Risk Management
Stephen Frerichs, AgVantage LLC
Alexandria, Virginia

2008 Farm Bill: The Farm Service Agency and Risk Management Agency Approaches to Risk Management
Brad Karmen, Senior Analyst, Office of the Chief Economist, USDA
Washington, DC

2008 Farm Bill: Conservation Issues
Ralph Grossi, President, American Farmland Trust
Washington, DC

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

CONCURRENT SESSIONS

RURAL AMERICA TRACK
The Changing Demography of Rural America
Salons V-VI

Moderator: Calvin Beale, Senior Demographer, Resource and Rural Economics Division, Economic Research Service, USDA
Washington, DC

The Changing Face of Rural America: Growing Ethnic Diversity
William Kandel, Economic Research Service, USDA
Washington, DC

Continued on next page
**Aging in Rural America: Looming Healthcare Challenges**
Nina Glasgow, Senior Research Associate, Cornell University
Ithaca, New York

**Return Migration to Rural and Small Town America**
John Cromartie, Geographer, Economic Research Service, USDA
Washington, DC

**Reaching Out to Measure Rural America**
Virginia Harris, Agricultural Statistician, National Agricultural Statistics Service, USDA
Washington, DC

**ENERGY & TECHNOLOGY TRACK**

**Ethanol: Is It a Sustainable Alternative?**
Salon III

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

**Addressing the Issues of a Growing Industry**
Douglas Durante, Executive Director, Clean Fuels Development Coalition
Bethesda, Maryland

**New Advances in Ethanol Processing Efficiency**
Mark Stowers, Vice President for Research and Development, POET Research
Sioux Falls, South Dakota

**Managing the Food/Feed/Finance Intersection**
Vincent Andrews, Vice President, Morgan Stanley
New York, New York

**Results of Recent Biofuels Studies**
Rick Tolman, Chief Executive Officer, National Corn Growers Association
Chesterfield, Missouri

**POLICY & TRADE TRACK**

**Life After DOHA**
Salon IV

**Moderator:** Michael W. Yost, Administrator, Foreign Agricultural Service, USDA
Washington, DC

**Agricultural Trade Policy in the United States — the Big Picture**

**Multilateral and Regional Trade Negotiations: A View from Uruguay**
Minister Hugo Cayrus Maurin
Washington, DC

**The Geneva Mix: Multilateral and Regional Trade Liberalization**
John M. Weekes, Senior Policy Advisor, Sidley Austin LLP
Geneva, Switzerland

**FOOD RISK & SECURITY TRACK**

**Protecting the Food Supply Through Food Safety and Defense**
Salon II

**Moderator:** Karlease Kelly, Executive Associate, Food Safety and Inspection Service, USDA
Washington, DC

**Preventing E. coli Contamination of Food**
Robert Mandrell, Produce Safety and Microbiology Research, Research Leader
Western Regional Research Center, Agricultural Research Service, USDA
Albany, California

**E. coli Contamination of Meat and Poultry: A Regulatory Perspective**
Daniel Engeljohn, Deputy Assistant Administrator for Office of Policy, Program and Employee Development, Food Safety and Inspection Service, USDA
Washington, DC

**Hazard Analysis and Critical Control Points (HACCP) in Small Plant Operations**
Mark Schad, Schad Meat, Inc.
Cincinnati, Ohio

**Agroterrorism: Protecting America’s Food Supply**
Peter De La Cuesta, Supervisory Special Agent, Infrastructure Counterterrorism Team, WMD Directorate, Federal Bureau of Investigation
Washington, DC

**Imports and Global Collaboration on Food Defense**
Kim R. Green, Senior Scientist, Office of Food Defense and Emergency Response, Food Safety and Inspection Service, USDA
Washington, DC
CONSERVATION TRACK
Emerging Environmental Markets: What’s the Payoff?
Salon I

Moderator: Melissa Simpson, Deputy Under Secretary for Natural Resources and Environment, USDA
Washington, DC

Agricultural Carbon and Greenhouse Gases: Moving to Markets
James L. Cummins, Executive Vice President, The Carbon Fund
Stoneville, Missouri

Enhancing Wildlife Populations Across the Landscape
Tom Franklin, Senior Vice President, Teddy Roosevelt Conservation Partnership
Washington, DC

Surveying the Nation’s Water Assets
Craig E. Hooks, Director, Office of Wetlands, Oceans and Watersheds; U.S. Environmental Protection Agency
Washington, DC

6:30 p.m.
Dinner Speaker
Salons III & IV, Speaker to be Announced

Friday, February 22, 2008

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

RURAL AMERICA TRACK
Innovative Business Models for Rural America
Salons V-VI

Moderator: Jack Gleason, Special Assistant to the Under Secretary, Rural Development, USDA
Washington, DC

Linking Distributive Electricity Production From Alternative Energy Sources to the Traditional Generation and Transmission Systems
Scott Thigpen, Senior Associate, Booz Allen Hamilton
McLean, Virginia

Review of Current Business Models and Their Ability To Support Rural Economic Development
Scott Richman, Senior Vice President, Commercial Consulting Lead, Informa Economics, Inc.
Memphis, Tennessee

The Critical Need for Rural Broadband and How Co-ops Can Help Meet It
C. David Hudgins, Director of Economic Development, Old Dominion Electric Cooperative
Glen Allen, Virginia

ENERGY & TECHNOLOGY TRACK
Solar & Wind Technologies’ Coming of Age
Salon II

Moderator: James M. Andrew, Administrator, Rural Development Utilities Program, USDA
Washington, DC

Solar Power’s Coming of Age With New Technology
Gregory Rosen, Senior Manager, Power Light Corporation
Berkeley, California

Wind Power Goes Mainstream
Ron Rebenitsch, Manager, Alternative Technologies, Basin Electric Power Cooperative
Bismarck, North Dakota

A Regulator’s Perspective on Renewable Power: Is It Ready for Prime Time?
Phyllis Reha, Vice Chairman, Minnesota Public Utilities Commission
Saint Paul, Minnesota

Continued on next page
**POLICY & TRADE TRACK**

Trade Opportunities With Latin America  
Salon IV

**Moderator:** Mark E. Keenum, Under Secretary for Farm and Foreign Agricultural Services, USDA  
Washington, DC

Opportunities for Agricultural Trade with Colombia  
Andres Felipe Arias Leiva, Minister of Agriculture and Rural Development  
Bogotá, Colombia

Trade With Mexico: Deeper Integration Under NAFTA  
Jeffrey Jones, Under Secretary of Agribusiness, Ministry of Agriculture, Mexican Agricultural Secretariat  
Juarez, Mexico

Agricultural Trade With Brazil and Areas of Competition  
Edilson Guimaraes, Secretary of Agricultural Policy  
Ministry of Agriculture  
Brasilia, Brazil

**FOOD RISK & SECURITY**

Income Outlook for Farms and Farm Households  
Salon I

**Moderator:** George Smith, Chief, Current Industry Analysis Division, Bureau of Economic Analysis, U.S. Department of Commerce  
Washington, DC

Farm Finance: The Outlook for Farms and the U.S. Farm Sector in 2008  
James Johnson, Chief, Farm and Rural Business Branch, Resource & Rural Economics Division, Economic Research Service  
Washington, DC

**Co-Author:** Mitchell Morehart, Senior Economist, Farm and Rural Business Branch, Resource & Rural Economics Division, Economic Research Service, USDA  
Washington, DC

Household Finance: The Outlook for Farm Household Income, Wealth, and Well-Being  
Mary Ahearn, Senior Economist, Farm and Rural Household Well-Being Branch, Resource & Rural Economics Division, Economic Research Service, USDA  
Washington, DC

Farm Finance: A “Pulse” From the Prairie  
Cole Gustafson, Department of Agribusiness and Applied Economics  
North Dakota State University  
Fargo, North Dakota

**COMMODITIES TRACK**

Grains & Oilseeds Outlook  
Salon III

**Moderator:** Rich Feltes, Director of Research, Man Financial Inc.  
Chicago, Illinois

Grains & Oilseeds Outlook  
Mark Ash, Agricultural Economist, Economic Research Service, USDA  
Washington, DC

Growing Influence of Managed Money on Agricultural Commodities  
Lonn Taffel, Cadent Financial Services LLC  
Chicago, Illinois

Challenges to Ethanol Blending in the Southeast  
Daniel H. Moenter, Manager, State Government Affairs  
Marathon Petroleum Company LLC  
Norcross, Georgia

**CONCURRENT SESSIONS:**

**RURAL AMERICA TRACK**

Innovative Financing for Rural America  
Salons V-VI

**Moderator:** Mary K. Waters, Vice President, Corporate Relations, Farmer Mac  
Washington, DC

Tapping Rural Equity: Are We Ready?  
Paul DeBruijn, CEO, AgStar Financial Services, ACA  
Mankato, Minnesota

Project Versus Balance Sheet Financing: Can Securities Match Risk?  
Richard S. Monson, President, Southwest Georgia Farm Credit  
Bainbridge, Georgia

Tapping Private Sector Capital To Finance Rural Economic Development  
David Kruse, Grupo Iowa, Brazil Iowa Farms, LLC  
Royal, Iowa

Factoring Community Assets Into Financing for Long-Term Sustainability  
Joe Black, Senior Vice President, Southern Financial Partners  
Helena, Arkansas
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<td><strong>ENERGY &amp; TECHNOLOGY TRACK</strong></td>
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<tr>
<td>11:30 a.m.</td>
<td><strong>Biomass for Energy: Markets or a Mirage?</strong></td>
<td>Saloon IV</td>
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<td><strong>Moderator:</strong> Joy Harwood, Director, Economic and Policy Analysis Staff, Farm Service Agency, USDA Washington, DC</td>
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<td><strong>Examining the Markets: Which Technologies Are Likely To Succeed?</strong></td>
<td>Peter Riley, Economic and Policy Analysis Staff, Farm Service Agency, USDA</td>
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<td><strong>Locating the Resources: Where and How Will the Biomass Be Grown?</strong></td>
<td>Marie Walsh, Head, M&amp;E Biomass Oak Ridge, Tennessee</td>
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<td><strong>The Logistical Challenges From Large-scale Biomass</strong></td>
<td>J. Richard Hess, Bioenergy Program Technology Manager, Renewable Energy &amp; Power Department, Idaho National Laboratory Idaho Falls, Idaho</td>
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<td><strong>Policy &amp; Trade Track</strong></td>
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<td><strong>Cotton Outlook</strong></td>
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<td><strong>Moderator:</strong> Hibbie Barrier, Director, Avondale Futures Group Nashville, Tennessee</td>
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<td><strong>USDA Cotton Outlook</strong></td>
<td>Leslie Meyer, Agricultural Economist, Economic Research Service, USDA Washington, DC</td>
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<td><strong>Recent Developments in Cotton Futures Trading</strong></td>
<td>Thomas Farley, President and CEO, ICE Futures U.S., Inc. New York, New York</td>
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<td><strong>Cotton Production Prospects in Selected Foreign Countries</strong></td>
<td>Alejandro Plastina, Economist, International Cotton Advisory Committee Washington, DC</td>
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<td><strong>Food Risk &amp; Security</strong></td>
<td>Regulating Effectively in a Globalized World</td>
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<td><strong>Moderator:</strong> Cindy J. Smith, Administrator, Animal and Plant Health Inspection Service, USDA Washington, DC</td>
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<td><strong>Legal and Analytical Constraints on the Regulators</strong></td>
<td>Jeffrey S. Lubbers, Fellow in Law and Government, Washington College of Law, American University Washington, DC</td>
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<td><strong>Regulatory Reality Versus Academic Science: How Do We Balance the Constraints?</strong></td>
<td>Roger Pielke, University of Colorado, author of The Honest Broker Center for Science and Technology Policy Research Boulder, Colorado</td>
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<td><strong>The Challenge of Increasing Global Trade: How Do We Address Linkages and Barriers?</strong></td>
<td>David Orden, Virginia Polytechnic Institute and State University, Director, Global Issues Initiative, Institute for Society, Culture and Environment Alexandria, Virginia</td>
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<td><strong>Perspectives of USDA's Regulatory Policy Officer</strong></td>
<td>Marc L. Kesselman, General Counsel, USDA Washington, DC</td>
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<td>10:00 a.m.-</td>
<td><strong>Commodities Track</strong></td>
<td>Livestock &amp; Poultry Outlook</td>
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<td>11:30 a.m.</td>
<td><strong>Saloon III</strong></td>
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<td><strong>Moderator:</strong> S. Brett, Director, Policy and Litigation Division, Packers and Stockyards Program (P&amp;SP), USDA Washington, DC</td>
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<td><strong>Livestock &amp; Poultry Outlook</strong></td>
<td>Joel Greene, Livestock &amp; Poultry Analyst, World Agricultural Outlook Board, USDA Washington, DC</td>
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<td><strong>What's Happening With Hog Capacity and Its Implications for the Pork Industry?</strong></td>
<td>Ron Plain, D. Howard Doane Professor of Agricultural Economics, University of Missouri Columbia, Missouri</td>
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<td><strong>Situation and Outlook of the Canadian Livestock Sector</strong></td>
<td>Tyler Fulton, Director of Risk Management, Manitoba Pork Marketing Co-op Manitoba, Canada</td>
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12:15 p.m. – CONCURRENT: Commodity Luncheons

Luncheon: Horticulture
Salons V-VI
Moderator: Kenneth C. Clayton, Associate Administrator, Agricultural Marketing Service, USDA
Washington, DC

Fruit & Vegetable Market News: Agricultural Marketing Service’s New Web Portal
Terry Long, Chief, Fruit and Vegetable Market News, Agricultural Marketing Service, USDA
Washington, DC

Luncheon: Sugar & Sweeteners
Salon C

The Organic Sugar Market
Nigel Willerton, CEO, Wholesome Sweeteners, Inc.
Sugar Land, Texas

Paul Ryberg, Ryberg and Smith, LLP
Washington, DC

Luncheon: Cotton
Salon B

Moderator: Mike Yost, Administrator, Foreign Agricultural Service, USDA
Washington, DC

Cotton – A Shifting World
William B. Dunavant, III, President and CEO, Dunavant Enterprises, Inc.
Memphis, Tennessee

Promoting Cotton Production in East Africa
Rickard Laurin, President, Dunavant, S.A.
Geneva, Switzerland

Luncheon: Grains & Oilseeds
Salons I, II, III

Moderator: Keith Menzie, Agricultural Economist, Oilseeds, World Agricultural Outlook Board, USDA
Washington, DC

The Impact of Higher Commodity Prices on Food Price Inflation
William Lapp, Advanced Economic Solutions
Omaha, Nebraska

Luncheon: Livestock & Poultry
Salon IV

Moderator: Timothy Rocke, Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC

Reopening Markets to U.S. Meat
John Reddington, Vice President, International Trade, American Meat Institute
Washington, DC

CONCURRENT SESSIONS:

RURAL AMERICA
Change Agents Impacting Rural America
Salons V-VI

Moderator: Hon. Charles W. Stenholm, Senior Policy Advisor, Olsson Frank Weeda Terman Bode Matz PC
Washington, DC

Technology: Bringing Global Opportunities to Rural America
Chuck Comeau, Chief Executive Officer, DessinFournir Companies
Plainville, Kansas

Community-Driven Health Care
Martin Guthmiller, President and CEO, Orange City Area Health System
Orange City, Iowa

Communities Coming Together for Economic Development
Willie E. Spencer, Hardeman County Mayor
Bolivar, Tennessee

Erasing the Barriers of Distance: How Telemedicine Is Changing Rural Health Care
John Gardner, Administrator, Yuma District Hospital
Yuma, Colorado

CONSERVATION TRACK
Conservation Tradeoffs for Bioenergy Production
Salon B

Moderator: Craig A. Cox, Executive Director, Soil and Water Conservation Society
Ankeny, Iowa

Conserving Carbon in Feed Stock Production
Donald C. Reicoski, Research Soil Scientist, Agricultural Research Service, USDA
Morris, Minnesota

Protecting Water Resources in Feed Stock Production
Rick Cruse, Professor, Department of Agronomy
Director, Iowa Water Center, Iowa State University
Ames, Iowa

Continued on next page
Farming Systems for Sustainable Feed Stock Production
Wally Wilhelm, Researcher, Lead Scientist, Agricultural Research Service, USDA
Agroecosystem Management Research Unit, University of Nebraska
Lincoln, Nebraska

Identifying Environmental Consequences of Conversion Plants: Options for Managing Tradeoffs
Annette Sharp, Executive Director, Central States Air Resources Agencies (CenSARA)
Oklahoma City, Oklahoma

POLICY & TRADE TRACK
What Lies Ahead for the Sugar Market?
Salon III

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

Prospects for Sweetener Demand in the United States and Mexico
Kevin Combs, Vice President, McKeany-Flavell Company, Inc.
Oakland, California

How Do the U.S. and Mexican Re-export and IMMEX Programs Fit in With an Integrated Sweetener Market?
• The Benefits of the Programs and the Reasons To Maintain Them
  Patrick Henneberry, Sr., Vice President, Imperial Sugar Sugar Land, Texas
• The Problems With the Programs and the Reasons To Consider Change
  Jack Roney, Director of Economics and Policy Analysis, American Sugar Alliance
  Arlington, Virginia

Will Changes to the Immigration Law Thwart the NAFTA Free-trade Objective?
Andrea Rodriguez, Immigration Attorney, Law Office of Andrea L. Rodriguez, PLC
Arlington, Virginia

FOOD RISK & SECURITY TRACK
U.S. Drought Monitor & Disaster Declarations
Salon C

Moderator: Douglas LeComte, Senior Meteorologist and Drought Specialist, National Weather Service’s Climate Prediction Center
Camp Springs, Maryland

U.S. Drought Monitor: From the Meteorologist’s Perspective
Brad Rippey, Agricultural Meteorologist, World Agricultural Outlook Board, USDA
Washington, DC

New Assessment Tools in Monitoring Drought
David Miskus, Section Chief, National Oceanic and Atmospheric Administration
Washington, DC

Implementing USDA Farm Disaster Programs
John Johnson, Deputy Administrator for Farm Programs, Farm Service Agency, USDA
Washington, DC

How Will Global Climate Change Affect Agriculture Over the Next 10-30 Years?
Jerry L. Hatfield, Plant Physiologist, National Soil Tilth Research Laboratory, Agricultural Research Service, USDA
Ames, Iowa

COMMODITIES TRACK
Dairy Outlook
Salon IV

Moderator: Dr. Robert D. Yonkers, Chief Economist and Director of Policy Analysis, International Dairy Foods Association
Washington, DC

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

The Outlook for U.S. Dairy Exports in a Changing World Market
Brad Gehrke, Global Trade Analyst, U.S. Dairy Export Council
Arlington, Virginia

Key Developments in the Global Dairy Market
Deborah Perkins, Managing Director, Food & Agribusiness Research, Rabobank
New York, New York

Forum Adjourns
### Thursday, February 21 – Afternoon

**Ribbon Cutting**
for eXtension, a new online, interactive learning environment created in partnership between the Cooperative Extension Service and USDA's Cooperative State Research, Education, and Extension Service (CSREES).

**Briefing Schedule**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>3:15 p.m.</td>
<td>Briefings presented by leaders from eXtension’s Communities of Practice will discuss the Ask-an-Expert system offering valuable information to help consumers. Experts from more than 70 universities provide updated content and respond to questions.</td>
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<tr>
<td>4:15 - 4:35 p.m.</td>
<td>eXtension’s Ask an Expert System: Responding Locally and Specifically Like all eXtension Communities of Practice, Consumer Horticulture offers basic content and a database of FAQs. Yet, public users can find local answers to gardening questions.</td>
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<tr>
<td>4:45 - 5:05 p.m.</td>
<td>Helping Farm and Ranch Families Make Critical Financial Decisions Learn about numerous resources available in eXtension’s Personal Finance area that can help farm and ranch families make important financial decisions.</td>
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<tr>
<td>5:15 - 5:35 p.m.</td>
<td>The Site Impact of eXtension’s Horse Community Learn about the clientele impact and site usage of eXtension’s horse community.</td>
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### Friday, February 22 – Morning

**Chatting Up HorseQuest Users Online**
Content experts offer quarterly online chats with content that’s seasonally appropriate for this two-way communication with experts.

**Taking the Sting Out of Fire Ants Decision Tool**
eXtension helps producers and consumers develop fire ant management plans, customized to fit individual needs.

**Why eXtension? Benefits to the People We Serve**
eXtension brings together experts from more than 74 land-grant universities to provide objective, scientific information to the public.

**Demographics: Helping Stakeholders Help Family Caregivers**
The Family Caregiver Community of Practice has a database providing critical, State-specific information to community stakeholders and others who serve family caregivers.

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### Friday, February 22 – Afternoon

**Are There Imported Fire Ants in Second Life?**
Avatar-based virtual world education is highly interactive. This session will showcase an “Ant Game” demonstrating the possibilities of virtual-world educational opportunities.

**The Voices of the People: Stakeholders Weigh in on Entrepreneurship**
Hear insights from people across America.

**Engaging Parents “Just in Time”**
The Just in Time Parenting Community of Practice delivers information to parents specific to a child’s age and collects data to generate reports by state and county.

**Stump the Expert**
Come see experts from the new eXtension.org square off against leading media members who try to “stump” the expert panel. *Bring a question to stump the expert!*

**Access, Answers, Resources and More for the Dairy Industry**
DAIRExNET offers educational and decision-making tools for dairy producers, partners, employees, and consumers. Twenty-one State or regional newsletters are available.

**Building Online Curriculum Using eXtension’s Courseware**
Communities of Practice are delivering self-paced lessons and certificate programs. Learn how these modules are being developed and offered using “Moodle” courseware.

**Engaging Users Through Frequently Asked Questions**
The Financial Security for All Community of Practice has teams of experts organized to interact with consumers through more 1,000 FAQs regarding personal finance.

**Connecting to Users Through Webcasting**
The Livestock and Poultry Learning Center has hosted webcast seminars on animal management issues.

**eXtension Collaborative Tools**
Tools that help transform the Cooperative Extension collaborative work include wikis, web conferencing, instant messaging, Jabber Chat, FAQs, special events, and more!
USDA's Agricultural Outlook Student Diversity Program

The Diversity Program is an opportunity for college junior and senior students to attend USDA's annual Outlook Forum. Congratulations to the following students for their 2008 winning essays (examples: www.usda.gov/oce/forum/diversity/diversity_program.htm):

Dominique Antoine, Alcorn State University
Laura Sossamon, University of Arkansas
Vicki Brown and Amber Tyler, Kansas State University
Eric Lang, Langston University
Louis Vaughn, Mississippi State University
Travis Jett and Lindsey Price, Oklahoma State University
Johnie L. Jones, Ill, Prairie View A&M University
Sarah Hoerner and Alanna Kmickewycz, University of Illinois
Nicole Hucke and Jennie E. Powell, University of Maryland – Eastern Shore
Matthew Brooks and Ronald M. Howell, Jr., Virginia State University
Candi Wilson and Cassi Wyman, Washington State University

If your corporation, association, or agency would like to consider sponsoring a student(s) to attend the 2009 Outlook Forum, please contact Brenda Chapin at 202-720-5447 or bchapin@oce.usda.gov.

Canon USA, Inc., loaned USDA use of the fax and copier machines.

Save the Date!

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

www.usda.gov/ocre/forum

Please send your Forum session ideas and comments to:
agforum@oce.usda.gov

To request special accommodations or meals, please contact the Forum registration desk.

USDA is an equal opportunity provider and employer.