Sustainable Agriculture: 
The Key to Health & Prosperity

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

www.usda.gov/oce/forum
Welcome to the 2010 Agricultural Outlook Forum

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

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

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

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

Gerald A. Bange, Chairman
Forum Program Committee
Plenary Speakers

Tom Vilsack
Secretary of Agriculture, USDA
Keynote Address

Kathleen Merrigan
Deputy Secretary, USDA
Welcome

Joseph Glauber
Chief Economist, USDA
Economic Outlook

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

Distinguished Guest Speaker

Ambassador Ronald Kirk
U.S. Trade Representative

Distinguished Panel

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

Marie Ruel
Division Director
International Food Policy Research Institute
Moderator

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

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

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

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

Dinner Speaker

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

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

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

USDA’s Economic Research Service is celebrating 100 years of Food Availability Data! Come to our exhibit for a demonstration of the redesigned online data system, which includes an easy-to-use custom reports feature.
# 2010 Program at a Glance

## Thursday, February 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration Packets &amp; Continental Breakfast</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Welcome Deputy Secretary of Agriculture Kathleen Merrigan</td>
</tr>
<tr>
<td>8:10 a.m.</td>
<td>2010 Agricultural Economic Outlook USDA Chief Economist Joseph Glauber</td>
</tr>
<tr>
<td>8:30 a.m.</td>
<td>2010 Foreign Trade Outlook USDA Under Secretary for Farm and Foreign Agricultural Services Jim Miller</td>
</tr>
<tr>
<td>8:50 a.m.</td>
<td>Keynote Address Secretary of Agriculture Tom Vilsack</td>
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<tr>
<td>9:20 a.m.</td>
<td>Distinguished Guest Speaker U.S. Trade Representative Ronald Kirk</td>
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<tr>
<td>9:45 a.m.</td>
<td>Coffee Break &amp; Exhibit Hall Opens</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Distinguished Plenary Panel</td>
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<tr>
<td>12:30 p.m.</td>
<td>Networking Luncheon</td>
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### Concurrent Session Tracks

<table>
<thead>
<tr>
<th>Time</th>
<th>Rural Communities</th>
<th>Conservation</th>
<th>Nutrition</th>
<th>Food Price Trends &amp; Farm Income</th>
<th>Organics &amp; Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45 p.m.</td>
<td>Boosting Rural Economies with Small Business Development Salons V-VI</td>
<td>Biomass for Energy &amp; Conservation: Can We Do Both? Salon II</td>
<td>The Role of the Nutrition Safety Net in America Salon III</td>
<td>The Impact of Food Commodity and Energy Costs on Retail Food Prices Salon IV</td>
<td>Improving Information on Organics Salon I</td>
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<tr>
<td>90 min.</td>
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<tr>
<td>Ends: 3:15</td>
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<tr>
<td>3:15 p.m.</td>
<td>Coffee Break</td>
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<tr>
<td>3:45 p.m.</td>
<td>What co-ops can do for Rural America Salons V-VI</td>
<td>Lessons for the future: 75 Years of USDA Conservation Programs Salon I</td>
<td>Nutrition, Education &amp; Promotion &amp; Its Effects on Health Salon IV</td>
<td>Farm Income Outlook for 2010 Salon II</td>
<td>Sustainability &amp; the Food System Salon III</td>
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<td>90 min.</td>
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<td>Ends: 5:15</td>
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<tr>
<td>5:30 p.m.</td>
<td>Cash Bar Reception (Exhibit Area)</td>
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<tr>
<td>6:30 p.m.</td>
<td>Forum Dinner Speaker</td>
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## Friday, February 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration &amp; Continental Breakfast</td>
</tr>
<tr>
<td>7:30 a.m.</td>
<td>Exhibit Hall Opens</td>
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</tbody>
</table>

### Concurrent Session Tracks

<table>
<thead>
<tr>
<th>Time</th>
<th>Rural Communities</th>
<th>Food Safety</th>
<th>Global Commerce</th>
<th>Climate Change</th>
<th>Commodities</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Changing Face of Farming Salons J-K</td>
<td>Addressing Animal and Plant Health Concerns in the 21st Century Salons I-II</td>
<td>Impacts of Free Trade &amp; Doha Agreements Salon III</td>
<td>Water, Drought &amp; Climate Salons V-VI</td>
<td>Grains &amp; Oilseeds Outlook Salons V-VI</td>
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<tr>
<td>90 min.</td>
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<tr>
<td>Ends: 9:30</td>
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<tr>
<td>9:30 a.m.</td>
<td>Coffee Break</td>
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<tr>
<td>10:00 a.m.</td>
<td>Risk Management Salons C-D-E</td>
<td>Strengthening America's Food Safety System Salons J-K</td>
<td>Modernization of China's Agricultural Economy Salon III</td>
<td>Global Climate Change Salons V-VI</td>
<td>Livestock &amp; Poultry Outlook Salons V-VI</td>
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<tr>
<td>90 min.</td>
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<td>Ends: 11:30</td>
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<tr>
<td>12:15 p.m.</td>
<td>Visit Exhibit Hall</td>
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</table>

### Luncheons

<table>
<thead>
<tr>
<th>Time</th>
<th>Luncheon</th>
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<tbody>
<tr>
<td>Ends: 1:30</td>
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</tbody>
</table>

### Concurrency Session Tracks

<table>
<thead>
<tr>
<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m.</td>
<td>30-min. Break</td>
</tr>
</tbody>
</table>

## 2010 Program at a Glance

### 3:30 p.m.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 p.m.</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>
**Wednesday, February 17, 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 p.m.-8:00 p.m.</td>
<td><em>Registration:</em> Opposite Arlington Ballroom</td>
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</table>

**Thursday, February 18, 2010**

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<tbody>
<tr>
<td>7:00 a.m.</td>
<td><em>Registration:</em> Grand Ballroom Foyer (Pre-registered)</td>
</tr>
<tr>
<td>7:15 a.m.</td>
<td><em>Continental Breakfast:</em> Grand Ballroom Foyer</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td><em>Forum Welcome:</em> Arlington Ballroom Kathleen Merrigan, Deputy Secretary, USDA</td>
</tr>
<tr>
<td>8:10 a.m.</td>
<td><strong>Plenary Speakers</strong></td>
</tr>
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<td>2010 <strong>Agricultural Economic Outlook</strong> Joseph Glauber, Chief Economist, USDA</td>
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<td>2010 <strong>U.S. Foreign Trade Outlook</strong> Jim Miller, Under Secretary for Farm and Foreign Agricultural Services, USDA</td>
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<tr>
<td>10:15 a.m.</td>
<td><strong>Distinguished Panel</strong></td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td>Pre-lunch Break</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Networking Luncheons: Salons A, B, C, D &amp; E</td>
</tr>
</tbody>
</table>

**Concurrent Sessions**

**RURAL COMMUNITIES TRACK**

**Boosting Rural Economies with Small Business Development**

**Salons V-VI**

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

**Washington, DC**

**Building New Rural Capital Networks**

John Monson, Vice President, Rural Capital Networks

Apple Valley, Minnesota

**Promoting Development in Africa with Micro Loans**

John Dunn, International Business Director, National Cooperative Business Association

Washington, DC

**How Community Development Financial Institutions Bring Hope to Reservations**

Tanya Fiddler, Vice President, Programs and Operations, OWEESTA

Rapid City, South Dakota

**CONSERVATION TRACK**

**Biomass for Energy & Conservation: Can We Do Both?**

**Salon II**

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

**Washington, DC**

**Myths and Facts About Biofuels and Crop Residues**

Rattan Lal, Professor of Soil Science, The Ohio State University

Columbus, Ohio

**Biofuel vs. Bioinvasion: Seeding Policy Priorities**

Joe DiTomaso, Assistant Extension Non-Crop Weed Ecologist, University of California-Davis

Davis, California

**Sustainability of Woody Biomass: From Slash to Hybrid Plantations**

Carlos Rodriguez-Franco, Director, Forest Management Science, Forest Service, USDA

Rosslyn, Virginia

**An Integrated Landscape Vision for Sustainable Feedstock Supplies**

Douglas L. Karlen, Research Leader, Soil, Water, and Air Resources Research Unit, Agricultural Research Service, USDA

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

**NUTRITION TRACK**

**The Role of the Nutrition Safety Net in America**

*Salon III*

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

**The Public and Private Sectors — Partners to End Hunger in America**

Douglas O’Brien, Vice President, International Policy, Research and Planning, Feed The Children
Wadsworth, Illinois

**Strengthening the Safety Net Through Nutrition Education and Community Engagement**

Helen Chipman, National Program Leader, Food and Nutrition Education, National Institute of Food and Agriculture, USDA
Washington, DC

**Broadening the Nutrition Safety Net**

Lisa Pino, Deputy Administrator, Supplemental Nutrition Assistance Program, Food and Nutrition Service, USDA
Alexandria, Virginia

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

**ORGANICS & SUSTAINABILITY TRACK**

**Improving Information on Organics**

*Salon I*

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

**The Current State of Organic Production**

Joe Prusacki, Director, Statistics Division, National Agricultural Statistics Service, USDA
Washington, DC

**Organic Reporting by Agricultural Marketing Service’s Market News—Current Reports and Future Initiatives**

Mike Sheats, Branch Chief, Market News and Analysis, Poultry Programs, Agricultural Marketing Service, USDA
Washington, DC

**Information Needs from a Processor’s Perspective**

Christine Bushway, Executive Director, Organic Trade Association
Alexandria, Virginia

**Information Needs from a Producer’s Perspective**

Ron Strochlic, Executive Director of the California Institute for Rural Studies
Davis, California

**FOOD PRICE TRENDS & FARM INCOME TRACK**

**The Impact of Food Commodity and Energy Costs on Retail Food Prices**

*Salon IV*

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

**Corn and Energy Prices in the Grocery Aisle**

John Urbanchuk, LECG LLC
Wayne, Pennsylvania

**The Impact of Ethanol Use on Food Prices and Greenhouse-Gas Emissions**

Robert Johansson, Microeconomic Studies Division, Congressional Budget Office
Washington, DC

**The 2010 Retail Food Price Outlook: The Impact of Commodity and Farm Price Changes on Retail Food Prices**

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

Continued on next page
### CONCURRENT SESSIONS

#### RURAL COMMUNITIES TRACK
**What Co-ops Can Do for Rural America**
*Salons V-VI*

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

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

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

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

#### CONSERVATION TRACK
**Lessons for the Future: 75 Years of USDA Conservation Programs**
*Salon I*

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

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

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

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

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### USDA’s Natural Resources Conservation Service

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

**Nutrition, Education & Promotion & Its Effects on Health**

**Salon IV**

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

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

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

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

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**Food Price Trends & Farm Income Track**

**Farm Income Outlook for 2010**

**Salon II**

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

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

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

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

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**Organics & Sustainability Track**

**Sustainability & the Food System**

**Salon III**

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

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

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

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

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

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**Dr. Roger Beachy**

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

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

**Dinner Speaker**
Thursday, February 18, 2010
6:30 p.m.
Salons III-IV
CONCURRENT SESSIONS:

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

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

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

Small Farm Characteristics & Production
James MacDonald, Chief, Agricultural Structure and Productivity Branch, Economic Research Service, USDA Washington DC

Focus on Productivity, Finance, and Condition of Mid-sized Farms
Frederick L Kirschenmann, Distinguished Fellow, Leopold Center for Sustainable Agriculture Ames, Iowa

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

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

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

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

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

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

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

What Is Behind a Free Trade Agreement?
John Wainio, Economist, Economic Research Service, USDA Washington, DC

Reality of Free Trade Agreements: A Multilateral or Bilateral Choice?
Craig Thorn, Partner, DTB Associates, LLP Washington, DC

How Important Is a Doha Development Agenda?
Gregg Young, Assistant Deputy Administrator, Office of Negotiations and Agreements, Foreign Agricultural Service, USDA Washington, DC

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

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

Water Use for Irrigation: Trends and Conditions
Robert Bass, Director of Census and Survey Division, National Agricultural Statistics Service, USDA Washington, DC

Water Supplies in a Changing Climate World
Michael J. Hayes, Director, National Drought Mitigation Center, University of Nebraska Lincoln, Nebraska

Causes and Response to Water Shortfalls: The California Experience
Betsy Cody, Natural Resources Policy Specialist, Congressional Research Service, Library of Congress Washington, DC

Should Water Institutions Respond to Changing Water Supplies?
Leonard Shabman, Resident Scholar, Resources for the Future Washington, DC
### Commodities Track

**Grains & Oilseeds Outlook**
*Salon IV*

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

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

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

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

### Rural Communities Track

**Risk Management**  
*Salons C-D-E*

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

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

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

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

### Food Safety Track

**Strengthening America’s Food Safety System**  
*Salons J-K*

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

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

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

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

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

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

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

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

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

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

Continued on next page
**Global Commerce Track**

Modernization of China’s Agricultural Economy: Implications for U.S. Exporters  
**Salon III**

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

*China’s Future Role in International Agricultural Markets*  
Colin Carter, Professor, Department of Agricultural and Resource Economics, University of California at Davis  
Davis, California

*China’s Future Market for Food: Quality, Convenience, Safety, and Eating Out*  
Kevin Latner, Director, Agricultural Trade Office, Foreign Agricultural Service, USDA  
Chengdu, China

*Resource Constraints and Future Food Production in China*  
Fred Gale, Senior Economist, Economic Research Service, USDA  
Washington, DC

**Climate Change Track**

Global Climate Change: The Emerging Role for Agricultural Offsets  
**Salons V-VI**

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

*Energy Policy, Climate Policy, and the Economics of U.S. Agriculture*  
Brian Murray, Professor, Nicholas School of Environmental Sciences & Policy, Duke University  
Durham, North Carolina

*Putting the Hopes and Fears of Climate Change Legislation in Perspective*  
Daniel de la Torre Ugarte, Associate Director, Agricultural Policy and Analysis Center, The University of Tennessee  
Knoxville, Tennessee

*Climate Security and Food Security: On a Collision Course?*  
Scott Faber, Vice President for Federal Affairs, The Grocery Manufacturers Association  
Washington, DC

**Commodities Track**

Livestock & Poultry Outlook  
**Salon IV**

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

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

*Why We Purchase From Niche Producers*  
Douglas R. George, Quality Assurance and Purchasing Manager, Chipotle Mexican Grill  
Denver, Colorado

*Success as a Niche Pork Producer & Marketer*  
Kelly Biensen, Eden Farms  
State Center, Iowa

**Concurrent: Commodity Luncheons**

**Specialty Crops Luncheon**  
**Salons V-VI**

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

*The Importance of Plant Improvement to Sustainable Specialty Crop Systems*  
Jim McFerson, Manager, Washington Tree Fruit Research Commission  
Wenatchee, Washington

**Sugar & Sweeteners Luncheon**  
**Salons C-D-E**

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

*The North American Sugar Complex: Managing Risk in a Changing Environment*  
Frank Jenkins, Jenkins Sugar Group  
Wilton, Connecticut
Agricultural Outlook Forum Program

Friday, February 19, 2010 (continued)

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

**Cotton & Fibers Luncheon**

*Salons A-B*

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

**Current Issues in U.S. Cotton Futures Trading**

Joe O’Neill, Former President, New York Cotton Exchange
Massapequa Park, New York

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**Grains & Oilseeds and Livestock & Poultry Luncheons**

(combined)

*Salons I-II-III-IV*

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

**Growing Demand in a Global Marketplace**

Wesley Batista, CEO, JBS, USA
Greeley, Colorado

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**RURAL COMMUNITIES TRACK**

*Devi**lopments in Renewable & Clean Energies*

*Salons J-K*

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

**Biomass-fired Electric Power Generation**

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

**Large-scale Thermal Solar Power Generation**

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

**The Future of Biofuels**

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

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

**FOOD SECURITY TRACK**

*Global Food Security: Where Do We Stand?*

*Salon III*

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

**The U.S. Government’s Strategy on Food Security**

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

**What International Organizations Can Do to Address World Hunger**

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

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

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

**Eliminating World Hunger**

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

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**COMMODITIES TRACK**

*Cotton Outlook*

*Salons A-B*

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

**The USDA Cotton Outlook**

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

**Structural Change in the World Cotton Industry**

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

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

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

**Trends in Cotton’s Share of World Fiber Consumption**

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

Continued on next page
2:00 p.m.-3:30 p.m. (90 minutes)

**COMMODITIES TRACK**

**The Outlook for U.S. & Mexican Sugar Markets**

*Salons V-VI*

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

*Washington, DC*

**North American Free Trade Agreement & the Canadian Sugar Market**

Sandra Marsden, President, Canadian Sugar Institute

*Toronto, Ontario, Canada*

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

Inder Mathur, CEO, Western Sugar Company

*Denver, Colorado*

**Financial Aspects of the Mexican Sugar Industry**

Nancy Obler, Amerra Capital Management

*New York, New York*

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

**COMMODITIES TRACK**

**Dairy Outlook**

*Salon IV*

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

*Washington, DC*

**Dairy Outlook**

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

*Washington, DC*

**Sustainability in the Dairy Sector**

Mark Stoermann, Project Manager, Fair Oaks Farms

*Fair Oaks, Indiana*

**Challenges in the International Dairy Markets**

Mike Brown, Dairy Economist, Glanbia Foods Inc.

*Twin Falls, Idaho*
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