



United States
Department of
Agriculture

Today's Strategies & Tomorrow's Opportunities



February 24-25, 2011
Crystal Gateway Marriott Hotel
Arlington, Virginia



www.usda.gov/oce/forum

Welcome to the 2011 Agricultural Outlook Forum

USDA extends a warm welcome and **Thank You** to all our distinguished speakers and attendees for participating in the 2011 Agricultural Outlook Forum. Since 1923, the Department has been privileged to welcome agricultural leaders who share their perspectives on agriculture, economics, and rural America.

The Forum is an opportunity for USDA to learn as well as to inform. The next 2 days will be a success if you become fully engaged and share as much information as you take away. You are encouraged to participate in the stimulating Q & A periods. Dialog and feedback are critical to understanding the issues that are important to you and better serving your needs. After all, this is “The People’s Department” every day in every way. Your views are important to USDA.

We also extend a special welcome to the 24 winners of USDA’s Agricultural Outlook Forum Student Diversity Program. In its 5th year, the program is conducted in partnership with the University of Maryland–Eastern Shore and sponsorship from CHS Inc., the Farm Credit, Deere & Company, and USDA’s Economic Research Service. The purpose of the program is to expose junior- and senior-level college students throughout the United States to the many facets of USDA. All of the students with us today wrote winning essays addressing why they are considering “Agriculture as a Career.” Congratulations to you all!



Gerald A. Bange
Chair, Forum Program Committee

Today's Strategies & Tomorrow's Opportunities

Plenary Speakers



Welcome
USDA Deputy Secretary of
Agriculture Kathleen Merrigan



2011 Agricultural Economic & Foreign Trade Outlook
USDA Chief Economist Joseph Glauber



Keynote Address
USDA Secretary of Agriculture
Tom Vilsack

Distinguished Speaker



Former President Bill Clinton
U.S. President from 1993 to 2001
Founder of the William J. Clinton
Foundation

Distinguished Speaker



Senator Debbie Stabenow
Chairwoman of the Senate
Committee on Agriculture, Nutrition,
and Forestry

Plenary Panel



Moderator: Christine Cochran
President, Commodity Markets Council



Critical Issues Shaping the Global Economic Outlook
Nariman Behravesh
Chief Economist, IHS Global Insight



Electronic Trading and the Globalization of Grain Markets
Charles Whitman
Founder and CEO, Infinium Capital
Management



A Brokerage Firm's Approach to Risk Management
Pete Nessler
President, FCStone LLC

Dinner Speaker



World Economic Recovery and Growth Prospects
C. Fred Bergsten
Director, Peter G. Peterson Institute
for International Economics

USDA Invites You To Attend:

Morning Coffee	Grand Ballroom Foyer <i>Served during morning breaks</i>	Commodity Luncheons	<i>12:15 p.m. to 1:30 p.m. February 25</i>
Exhibit Hall	Salons F, G & H <i>9:00 a.m. to 6:30 p.m. February 24</i> <i>8:00 a.m. to 2:30 p.m. February 25</i>	Specialty Crops	Salons V & VI Plants Are Great!
Networking Luncheons	Salons A, B, C, D, E, J & K <i>12:30 p.m. to 1:45 p.m. February 24</i>	Sugar & Sweeteners	Salon II Louisiana: Where Cane Is King
Cash Bar Reception	Exhibit Hall <i>5:30 to 6:30 p.m. February 24</i>	Cotton & Fibers	Salon I Cotton's Social and Environmental Impacts: Myth and Reality
Forum Dinner	Salons III & IV <i>6:30 p.m. February 24</i>	Grains & Oilseeds	Salons III & IV Washington and Agriculture From Outside the Beltway
		Livestock & Poultry	Salons A, B, J & K Poultry Export Markets – Present & Future

www.usda.gov/oce/forum

Plenary Webcast:	Will be posted online after 6 p.m., February 24.
Commodity Outlooks:	Will be posted online and available at the Forum in front of the Arlington Ballroom at 7:00 a.m., February 25.
Breakout Sessions:	Speaker's presentations (<i>if available</i>) will be posted online after 6:00 p.m., February 25.
Attendee List and Speaker Biographies:	Available online.
Survey:	After the Forum, you will receive a survey by e-mail. Please respond and return the survey to help us plan for next year's event.

Please join USDA's Economic Research Service in its 50th year session.

2:00 p.m. to 3:30 p.m. February 25 in Salon III





Agricultural Outlook Forum

Today's Strategies & Tomorrow's Opportunities 2011 Program at a Glance

Thursday, February 24

7:00 a.m.	Registration (<i>Wednesday Evening Early Onsite Registration 5-8 p.m.</i>)				
8:00 a.m.	Plenary Welcome <i>Salons I, II, III, IV, V & VI</i>				
8:05 a.m.	2011 Agricultural Economic & Foreign Trade Outlook				
8:30 a.m.	Keynote Address				
8:55 a.m.	Distinguished Speaker				
9:30 a.m.	Coffee Break & Exhibit Hall Opens <i>Salons F, G & H</i>				
10:00 a.m.	Distinguished Speaker				
10:45 a.m.	Plenary Panel				
12:15 a.m.	Food Price Outlook: Special Session 30-min. <i>McLean Room (Second floor)</i>				
12:30 p.m.	Networking Luncheon <i>Salons A, B, C, D, E, J & K</i>				
Concurrent Sessions (90 minutes)					
1:45 p.m.	Risk Management	Foreign Trade	Sustainable Agriculture	Land Tenure Issues & Income	Conservation & Environment
	Critical Thinking: The Best Risk Management Tool <i>Salon II</i>	Foreign Trade & the National Export Initiative <i>Salon III</i>	Sustainability Partnerships: Standards, Metrics & Markets <i>Salon IV</i>	Land Tenure Issues in Agriculture <i>Salons V & VI</i>	Gulf Coast Conservation Challenges: Oil, Hypoxia & Habitat <i>Salon I</i>
3:15 p.m.	Coffee Break				
3:45 p.m.	Mitigating Risk: Public & Private Strategies <i>Salon II</i>	Export Opportunities in Rapid Growth Markets <i>Salon III</i>	Promoting Sustainable Agriculture Through Regional Food Sheds <i>Salon IV</i>	Farm Income <i>Salons V & VI</i>	Balancing Financial Objectives and Environmental Concerns in Agriculture <i>Salon I</i>
5:30 p.m.	Cash Bar Reception (<i>Exhibit Area</i>)				
6:30 p.m.	Forum Dinner Speaker <i>Salons III-IV</i>				

Friday, February 25

7:00 a.m.	Registration & Continental Breakfast				
7:30 a.m.	Exhibit Hall Opens				
Concurrent Sessions (90 minutes)					
8:00 a.m.	Rural Development	Nutrition & Health	Renewable Energy	Production Methods & Commodities	Commodities
	Building a Stronger Rural Infrastructure: Broadband <i>Salons A, B, J & K</i>	The Role of Nutrition Programs in Agriculture: From Tractor to Table <i>Salon I</i>	Renewable Energy Policy Perspectives <i>Salons V & VI</i>	Future of Food: Conventional- Genetic- Organic Farming <i>Salon II</i>	Grains & Oilseeds Outlook <i>Salons III & IV</i>
9:30 a.m.	Coffee Break				
10:00 a.m.	Today's Cooperative Extension: Building a Better Future <i>Salon II</i>	A New Look at Dietary Guidelines for Americans <i>Salons A, B, J & K</i>	Renewable Energy: Next Steps <i>Salons V & VI</i>	Cotton Outlook <i>Salon I</i>	Livestock & Poultry Outlook <i>Salons III & IV</i>
	Visit Exhibit Hall				
12:15 p.m.	Luncheons (75 minutes)				
	Specialty Crops <i>Salons V & VI</i>	Sugar & Sweeteners <i>Salon II</i>	Cotton & Fibers <i>Salon I</i>	Grains & Oilseeds <i>Salons III & IV</i>	Livestock & Poultry <i>Salons A, B, J & K</i>
1:30 p.m.	30-min. Break				
Concurrent Sessions (90 minutes)					
2:00 p.m.	Economic Research	Food Safety	Renewable Energy	Commodities	Commodities
	ERS: Celebrating 50 Years of Excellence in Economic Research <i>Salons III & IV</i>	The Future of Food Safety: Driven by Data and the Latest Science <i>Salon I</i>	Growing Demand for Biomass <i>Salons V & VI</i>	Sugar Outlook HFCS- The Wildcard in the U.S.- Mexico Sweetener Market <i>Salon II</i>	Dairy Outlook <i>Salons A, B, J & K</i>
3:30 p.m.	Adjourn				

Today's Strategies & Tomorrow's Opportunities

 Thursday, February 24, 2011

8:00 a.m.

Forum Welcome

USDA Deputy Secretary of Agriculture Kathleen Merrigan

8:05 a.m.

2011 Agricultural Economic & Foreign Trade Outlooks

USDA Chief Economist Joseph Glauber

8:30 a.m.

Keynote Address

USDA Secretary of Agriculture Tom Vilsack

8:55 a.m.

Senator Debbie Stabenow

Chairwoman of the Senate Committee on Agriculture, Nutrition, and Forestry

9:30 a.m.

Coffee Break & Exhibit Hall Opens

10:00 a.m.

Former President Bill Clinton

*U.S. President from 1993 to 2001
Founder of the William J. Clinton Foundation*

10:45 a.m.

PLENARY PANEL

Moderator: *Christine Cochran
President, Commodity Markets Council*

Critical Issues Shaping the Global Economic Outlook

*Nariman Behravesht
Chief Economist, IHS Global Insight*

Electronic Trading and the Globalization of Grain Markets

*Charles Whitman
Founder and CEO, Infinium Capital Management*

A Brokerage Firm's Approach to Risk Management

*Pete Nessler
President, FCStone LLC*

12:30 p.m.

Networking Luncheon Served

Salons A, B, C, D, E, J & K

12:15 p.m. - 12:45 p.m.

SPECIAL SESSION

Food Price Outlook

McLean Room (second floor)

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



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

CONCURRENT SESSIONS

RISK MANAGEMENT

Critical Thinking: The Best Risk Management Tool

Salon II

Welcome: *Barbara Leach, Associate Administrator, Risk Management Agency, USDA Washington, DC*

Speaker & Facilitator: *Shannon Horst, CEO, The Savory Institute, Albuquerque, New Mexico*

FOREIGN TRADE

Foreign Trade & the National Export Initiative

Salon III

Moderator: *Robert Riemenschneider, Deputy Administrator, Office of Global Analysis, Foreign Agricultural Services, USDA Washington, DC*

The Administration's Export Goals and Impacts on U.S. Agriculture

Janet Nuzum, General Sales Manager, Associate Administrator, Foreign Agricultural Service, USDA Washington, DC

Industry Requirements for Export Success

Gary Blumenthal, President and CEO, World Perspectives, Inc. Washington, DC

Confronting Technical Barriers to Trade

Tom Suber, President, U.S. Dairy Export Council Arlington, Virginia

SUSTAINABLE AGRICULTURE

Sustainability Partnerships: Standards, Metrics & Markets

Salon IV

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

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

Sustainability Information

Simon Liu, Director, National Agricultural Library, Agricultural Research Service, USDA Beltsville, Maryland

Sustainability Index for Specialty Crops

Barbara Meister, Marketing & Communications Manager, SureHarvest Soquel, California

Walmart Sustainability: Building for the Next Generation

Beth Keck, Senior Director of Sustainability, Walmart Bentonville, Arkansas

LAND TENURE ISSUES & INCOME

Land Tenure Issues in Agriculture

Salons V & VI

Moderator: *Douglas J. Lawrence, Deputy Chief, Soil Survey and Resource Assessment, Natural Resources Conservation Service, USDA Washington, DC*

Absentee Landowners in Agriculture

Cindy Nickerson, Economist, Economic Research Service, USDA Washington, DC

Conservation and the Absentee Landowner: Attitudes and Perceptions

Peggy Petrzelka, Associate Professor, Utah State University Department of Sociology, Social Work and Anthropology Logan, Utah

Conservation Certification: Assurances for the Absentee Landowner

Jamie Ridgely, Vice President, Agren, Inc. Carroll, Iowa

Land Values, Conservation, and the Absentee Landowner

Michael Duffy, Professor of Economics and Director, Beginning Farmer Center, Iowa State University Ames, Iowa

Continued on next page

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

CONSERVATION & ENVIRONMENT

Gulf Coast Conservation Challenges: Oil, Hypoxia, and Habitat

Salon I

Moderator: Terrell Erickson, Director, Ecological Sciences Division, Natural Resources Conservation Service, USDA
Washington, DC

Oil and Hypoxia

Nathaniel Ostrom, Professor and Graduate Program Director, Department of Zoology, Michigan State University
East Lansing, Michigan

Fish and Wildlife Habitat

Mike Brasher, Biological Team Leader, Gulf Coast Joint Venture, National Wetlands Research Center
Lafayette, Louisiana

Nutrient Loads in Gulf Tributaries

Michael D. Woodside, National Water-Quality Assessment Team, United States Geological Survey
Nashville, Tennessee

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

CONCURRENT SESSIONS

RISK MANAGEMENT

Mitigating Risk: Public and Private Strategies

Salon II

Moderator: Robert Dismukes, Agricultural Economist, Economic Research Service, USDA
Washington, DC

Crop Insurance

Chad Hart, Professor of Economics, Iowa State University
Ames, Iowa

Finance Reform and Commodity Risk Management

Michael V. Dunn, Commissioner, U.S. Commodity Futures Trading Commission
Washington, DC

Mixing Policy Instruments and Futures Market Strategies for Risk Management

T. Randall Fortenbery, Renk Chair in Agribusiness, Agricultural and Applied Economics, University of Wisconsin-Madison
Madison, Wisconsin

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

FOREIGN TRADE

Export Opportunities in Rapid Growth Markets

Salon III

Moderator: Mike Dwyer, Director, Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC

U.S. and China Grain Supply and Demand: Trends and Challenges

Rebecca J. Bratter, Director of Trade Development, U.S. Grains Council
Washington, DC

Southeast Asia's Emergence as a Top U.S. Market

John Baize, President, John C. Baize and Associates
Falls Church, Virginia

Outlook for Agricultural Exports to Peru and Columbia

Mike Dwyer, Director, Office of Global Analysis, Foreign Agricultural Service, USDA

SUSTAINABLE AGRICULTURE

Promoting Sustainable Agriculture Through Regional Food Sheds

Salon IV

Moderator: Kathleen Merrigan, Deputy Secretary of Agriculture, USDA
Washington, DC

A Comprehensive Approach to Building North Carolina's Regional Food Economy

Nancy Creamer, Director, Center for Environmental Farming Systems, North Carolina State University Campus
Raleigh, North Carolina

Creating Sustainable Regional Supply Chains: Challenges of the Middle

Susan Futrell, Director of Marketing, Red Tomato
Canton, Massachusetts

The Effects of Regional Food Production on Energy Usage

Pamela Martin, Assistant Professor, Department of Geophysical Sciences, University of Chicago
Chicago, Illinois

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

LAND TENURE ISSUES & INCOME

Farm Income
Salons V & VI

Moderator: Mitch Morehart, Senior Economist, Farm and Rural Business Branch, Resource & Rural Economics Division, Economic Research Service, USDA
Washington, DC

Income Outlook for U.S. Farm Sector in 2011

Timothy Park, Economist, Farm and Rural Business Branch Resource and Rural Economics Division, Economic Research Service, USDA
Washington, DC

Focus on Farm Household Income Trends

Mary Ahearn, Economist, Farm and Rural Household Well-Being Branch, Resource and Rural Economics Division, Economic Research Service, USDA
Washington, DC

Emerging Trends in Farmland Values and Agricultural Credit Conditions

David Oppedahl, Business Economist, Federal Reserve Bank of Chicago
Chicago, Illinois

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

CONSERVATION & ENVIRONMENT

Balancing Financial Objectives and Environmental Concerns in Agriculture
Salon I

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

Co-Management of Food Safety and Conservation

Jo Ann Baumgartner, Director, Wild Farm Alliance
Watsonville, California

Targeting Farm Bill Programs To Achieve Mutual Benefits for Ranching and Wildlife in the West

Dave Naugle, Wildlife Biology Program, University of Montana
Missoula, Montana

Total Maximum Daily Loads (TMDLs) and the Shenandoah Valley's Agricultural Community: Balancing Costs and Benefits of Conservation

Nesha McRae, Watershed Field Coordinator, Virginia Department of Conservation and Recreation
Staunton, Virginia



DINNER SPEAKER

Salons III & IV

World Economic Recovery and Growth Prospects



C. Fred Bergsten
Director, Peter G. Peterson
Institute for International
Economics

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

CONCURRENT SESSIONS

RURAL DEVELOPMENT

Building a Stronger Rural Infrastructure: Broadband Salons A, B, J & K

Moderator: Jonathan Adelstein, Administrator, Rural Utilities Services, Rural Development, USDA
Washington, DC

Smart Grid & Beyond: How Broadband Can Enable Energy Efficiency in Rural America

Luis Reyes, CEO, Kit Carson Electric Cooperative, an awardee of the Broadband Initiatives Program grant
Taos, New Mexico

Telemedicine: Improving the Health of Rural Communities Through Broadband

Mary McCarthy, RN, Nurse Manager, Critical Care Connection, Eastern Maine Medical Center
Bangor, Maine

Post-Recovery Act: Next Steps Towards Universal Broadband Access

Two Speakers:
Shirley Bloomfield, CEO, National Telecommunications Cooperative Association
Arlington, Virginia

Larry Sevier, CEO/General Manager, Rural Telephone Lenora, Kansas

NUTRITION & HEALTH

The Role of Nutrition Programs in Agriculture: From Tractor to Table

Salon I

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

Cathleen Enright, Vice President, Federal Government Affairs, Western Growers Association
Washington, DC

Scott Faber, Vice President, Federal Affairs, Grocery Manufacturers Association
Washington, DC

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

Jennifer Hatcher, Senior Vice President, Government and Public Affairs, Food Marketing Institute
Arlington, Virginia

Jim Weill, President, Food Research and Action Center
Washington, DC

RENEWABLE ENERGY

Renewable Energy Policy Perspectives Salons V & VI

Moderator: Harry Baumes, Director, Office of Energy Policy and New Uses, Office of the Chief Economist, USDA
Introduction & Identifying USDA's Role

Where Are We Now? RFS2 Implementation Status, Waiver Request, and Meeting Future Mandate Levels

Paul N. Argyropoulos, Senior Policy Advisor, Office of Transportation & Air Quality, U.S. Environmental Protection Agency
Washington, DC

Cultivating Renewable Clean Energy at USDA

Sarah Bittleman, Senior Advisor on Energy, USDA
Washington, DC

Topic and Speaker To Be Announced

Future Directions

Jerry Hagstrom, The Hagstrom Report
Washington, DC

PRODUCTION METHODS & COMMODITIES

Future of Food: Conventional-Genetics-Organic Farming

Salon II

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

Genetics Product Sensitive Markets: Implications for Production, Marketing, and Trade

Darci Vetter, Deputy Under Secretary, Farm and Foreign Agricultural Services, USDA
Washington, DC

The Economics of Coexistence

Nicholas Kalaitzandonakes, Director, Economics and Management of Agrobiotechnology Center, Department of Agricultural Economics, University of Missouri
Columbia, Missouri

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

Unification of Genetics and Organic Farming

Don Emlay, Vice President, Regulatory Affairs and Compliance,
Arcadia Biosciences, Inc.
Davis, California

COMMODITIES

Grains & Oilseeds Outlook

Salons III & IV

Moderator: Sarahelen Thompson, Director of Market and Trade
Economics, Economic Research Service, USDA
Washington, DC

USDA Outlook for Grains & Oilseeds

Michael Jewison, Agricultural Economist, Foreign Agricultural
Service, USDA
Washington, DC

Changing Incentives for Agricultural Expansion in Brazil

Michael Cordonnier, Soybean and Corn Advisor
Hinsdale, Illinois

**Managing Volatile Grain and Oilseed Prices From an
End-Users Perspective**

Dhamu Thamodaran, Chief Commodity Hedging Officer,
Smithfield Foods, Inc.
Smithfield, Virginia

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

CONCURRENT SESSIONS

RURAL DEVELOPMENT

**Today's Cooperative Extension: Building a
Better Future**

Salon II

Moderator: Douglas O. Lantagne, Dean and Director, Cooperative
Extension, University of Vermont Extension and Chair of Extension
Committee on Organization and Policy
Colchester, Vermont

Extension in a Diverse Food System

Rick M. Klemme, Dean and Director, University of Wisconsin
Extension, University of Wisconsin-Madison
Madison, Wisconsin

Extension Responding to Immediate Needs

Paul Coriel, Vice Chancellor and Director, Louisiana State
University AgCenter
Baton Rouge, Louisiana

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

Extension Reaching Non-Traditional Audiences

Gina Eubanks, Vice Chancellor for Extension, Southern University
Extension, Ag Center
Baton Rouge, Louisiana

User Response

Madeline E. Mellinger, Florida Representative, Council for
Agricultural Research, Extension, and Teaching
President, Glades Crop Care, Inc.
Jupiter, Florida

Summary and Future:

Douglas O. Lantagne

NUTRITION & HEALTH

A New Look at the Dietary Guidelines for Americans

Salons A, B, J & K

Moderator: Rajen Anand, Executive Director, Center for Nutrition
Policy and Promotion, USDA
Alexandria, Virginia

**How Food Science Relates to Dietary Guidance: The Dietary
Guidelines for Americans' Challenge for Delivering Healthier
Foods**

Robert Post, Deputy Director, Center for Nutrition Policy and
Promotion, USDA
Alexandria, Virginia

**Communicating the Dietary Guidelines for Americans To Affect
Positive Behavior Change**

Jackie Haven, Director, Nutrition Marketing and Communication
Division, Center for Nutrition Policy and Promotion, USDA
Alexandria, Virginia

**The USDA Food Plans and Their Immediate Impact on 1 in 8
American Households**

Mark Lino, Economist, Nutrition Guidance and Analysis Division,
Center for Nutrition Policy and Promotion, USDA
Alexandria, Virginia

Women's Health, Physical Activity, and the Dietary Guidelines

Miriam E. Nelson, Director, John Hancock Research Center on
Physical Activity, Nutrition, and Obesity Prevention; Associate
Professor, Friedman School of Nutrition Science and Policy,
Tufts University
Boston, Massachusetts

Continued on next page

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

RENEWABLE ENERGY

Renewable Energy: Next Steps

Salons V & VI

Moderator: Kevin Barnes, Chief of the Environmental, Economics, and Demographics Branch, National Agricultural Statistics Service, USDA

NASS Presents Recent Energy Survey Results

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

Sustainable by Design: Creating New Biofuel Opportunities Across the United States

Jeffrey Steiner, National Program Leader, Natural Resources and Sustainable Agricultural Systems, Agricultural Research Service, USDA
Beltsville, Maryland

Dairy Farmer's Perspective

Luke Brubaker, Brubaker Farm, Lancaster County, Pennsylvania
Mount Joy, Pennsylvania

Grassroots Efforts To Promote On-Farm Energy Alternatives for Iowa's Small and Midsized Farms

Carole Yates, Co-Facilitator, Center for Energy and Environmental Education, University of Northern Iowa
Cedar Falls, Iowa

PRODUCTION METHODS & COMMODITIES

Cotton Outlook

Salon I

Moderator: Jason Ward, Director of Economic Research and Sales Associate, Staple Cotton Cooperative
Greenwood, Missouri

The U.S. and World Cotton Outlook for 2011/12

James W. Johnson, Agricultural Economist, Foreign Agricultural Service, USDA
Washington, DC

The Impact of Record Cotton Prices on Global Consumption

Robert Antoshak, Managing Director, FCStone Fibers and Textiles
Nashville, Tennessee

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

Perspective on the Bull Market of 2010/11: Triumph, Tribulation, and Collateral Damage

Herman S. Kohlmeyer, Jr., Managing Director, Michael J. Nugent and Company, Inc.
New Orleans, Louisiana

The World's Most Promising Cotton Yield Technologies and Their Potential To Raise Production

Kater Hake, Vice President, Agricultural and Environmental Research, Cotton Incorporated
Cary, North Carolina

COMMODITIES

Livestock & Poultry Outlook

Salons III & IV

Moderator: Kenneth Mathews, Senior Cross-Commodity Analyst for the Animal Proteins Cluster, Economic Research Service, USDA
Washington, DC

USDA Livestock Outlook

Shayle Shagam, Livestock Analyst, Office of the Chief Economist, USDA
Washington, DC

Situation and Outlook of the Canadian Livestock Industry

Tyler Fulton, Director of Risk Management, H@MS Marketing Services Inc.
Birtle, Manitoba, Canada

Cattle Cycle? Factors Affecting the Cycle Today and the Implications

John Nalivka, Sterling Marketing Inc.
Vale, Oregon



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

COMMODITY LUNCHEONS

Specialty Crop Luncheon

Salons V & VI

Moderator: Hubert Hamer, Associate Deputy Administrator for Field Operations, National Agricultural Statistics Service, USDA

Plants Are Great!

Marvin N. Miller, Market Research Manager, Ball Horticultural Company
West Chicago, Illinois

Sugar & Sweeteners Luncheon

Salon II

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

Louisiana: Where Cane Is King

James H. Simon, General Manager, American Sugar Cane League
Thibodaux, Louisiana

Cotton & Fibers Luncheon

Salon I

Moderator: Patrick Packnett, Assistant Deputy Administrator, Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC

Cotton's Social and Environmental Impacts: Myth and Reality

Allen A. Terhaar, Executive Director, Cotton Council International
Washington, DC

Grains & Oilseeds Luncheon

Salons III & IV

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

Washington and Agriculture From Outside the Beltway

Roger Bernard, News Editor, Pro Farmer, Managing Editor, AgWeb.com
Cedar Falls, Iowa

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

Livestock & Poultry Luncheon

Salons A, B, J & K

Moderator: Tim Rocke, Director, Industry and Sector Analysis Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC

Poultry Export Markets – Present & Future

Thierry Murad, Regional Product Manager, North American Poultry, AJC International, Inc.
Atlanta, Georgia

2:00 p.m. - 3:30 p.m.

CONCURRENT SESSIONS

ECONOMIC RESEARCH

ERS: Celebrating 50 Years of Excellence in Economic Research

Salons III & IV

Moderator: John E. Lee, Jr., Former Administrator, Economic Research Service, USDA (1982-93)
Tuscaloosa, Alabama

The Economic Research Service as a Resource for Policymakers

Keith Collins, Former USDA Chief Economist 1994-2008
Centreville, Virginia

Today's Research Questions for Tomorrow's Opportunities

Food Economics

Eileen Kennedy, Dean, Friedman School of Nutrition Science Policy, Tufts University
Boston, Massachusetts

Rural Development & Natural Resources

Jon Scholl, President, American Farmland Trust
Washington, DC

Markets and Trade

Gary Blumenthal, President and CEO, World Perspectives, Inc.
Washington, DC

Closing Remarks

Katherine Smith, Administrator, Economic Research Service, USDA
Washington, DC

Continued on next page

2:00 p.m. - 3:30 p.m.

FOOD SAFETY

The Future of Food Safety: Driven by Data and the Latest Science

Salon I

Moderator: Elisabeth Hagen, Under Secretary for Food Safety, USDA
Washington, DC

Attribution: What Is It? How Does It Help Make our Food Supply Safer?

Joanna Zablotzky-Kufel, Office of Data Integration and Food Protection, Food Safety and Inspection Service, USDA
Washington, DC

Dana Cole, Epidemiologist, Centers for Disease Control and Prevention
Atlanta, Georgia

Kara Morgan, Director of Public Health Measurement, U.S. Food and Drug Administration
Silver Spring, Maryland

RENEWABLE ENERGY

Growing Demand for Biomass

Salons V & VI

Moderator: Dallas Tonsager, Under Secretary, Rural Development, USDA
Washington, DC

Biomass: New Market for Farmers and Ranchers

Roger Johnson, President, National Farmers Union
Washington, DC

The Demand Outlook for Biomass

Wallace E. Tyner, James and Lois Ackerman Professor, Department of Agricultural Economics, Purdue University
West Lafayette, Indiana

Putting It All Together: The Tennessee's Biomass Innovation Park

Kelly Tiller, CEO, Genera Energy
Knoxville, Tennessee

2:00 p.m. - 3:30 p.m.

COMMODITIES

Sugar Outlook: HFCS—The Wildcard in the U.S.-Mexico Sweetener Market

Salon II

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

Robb MacKie, President and CEO, American Bakers Association
Washington, DC

Juan A. Cortina Gallardo, Chief Executive Officer, Grupo Azucarero Mexico
Mexico City, Mexico

Paul Bratley, Business Director, Liquid Sweets, Corn Products International, Inc.
Westchester, Illinois

COMMODITIES

Dairy Outlook

Salons A, B, J & K

Moderator: Jerry Cessna, Senior Agricultural Economist, Agricultural Marketing Service, USDA
Washington, DC

USDA Dairy Outlook

Roger Hoskin, Agricultural Economist, Economic Research Service, USDA
Washington, DC

Adapting to a Changing Sector: A Local Dairy Experience

Bobby Prigel, Prigel Family Creamery
Glen Arm, Maryland

Mitigating Risk in the Dairy Sector

Cheri M. De Jong, Chief Financial Officer, AgriVision Farm Management, LLC; and Dairy Owner, Northside Farms and Natural Prairie Dairy Farms
Hartley, Texas

Congratulations to all USDA's Agricultural Outlook Forum Student Program Winners:

Carly Barnes, University of Florida
Kimble Brown, Jr., University of Maryland-Eastern Shore
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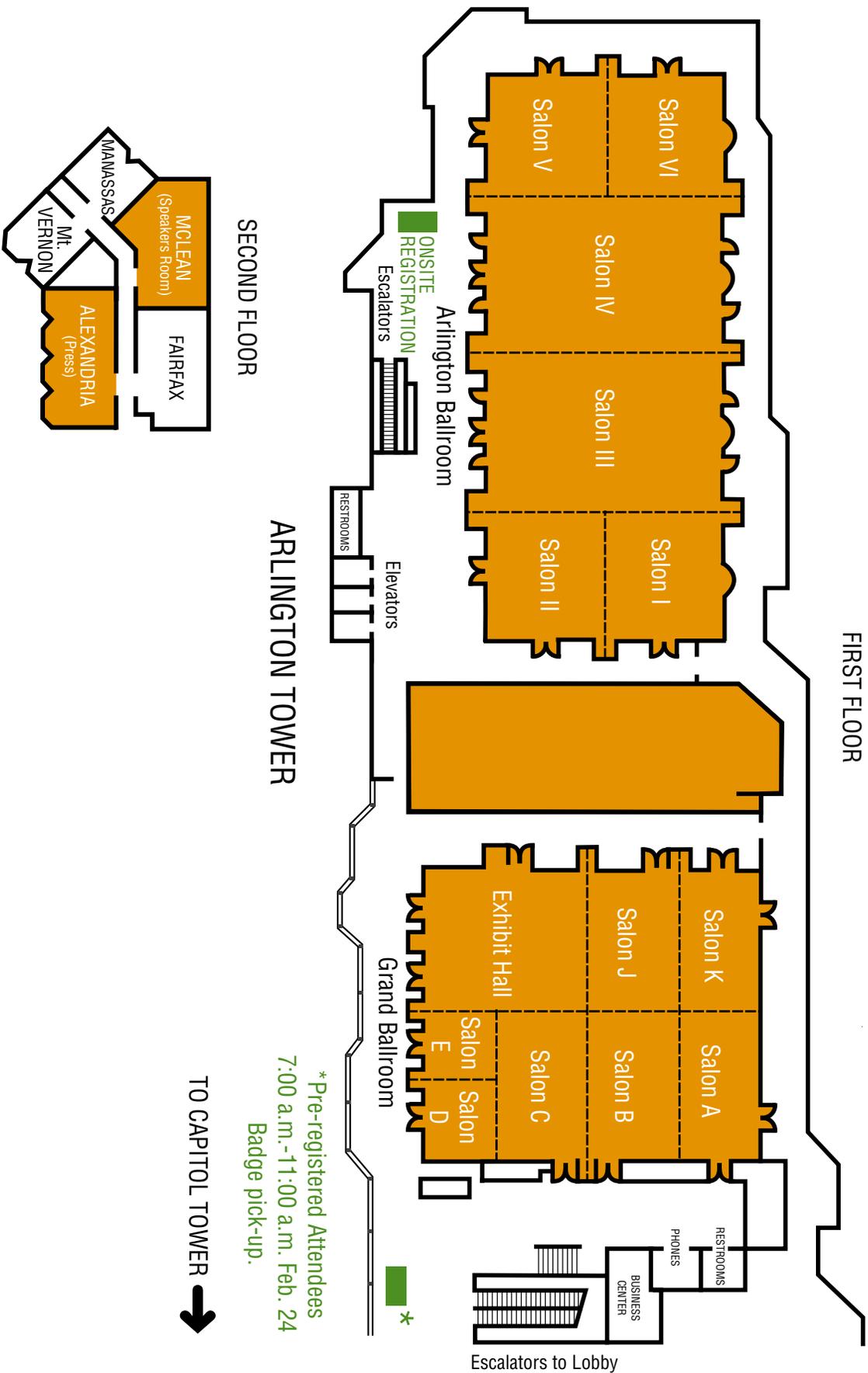
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