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 Outlooks  
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

www.usda.gov/oce/forum
USDA Invites You To Attend:

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

7:00 a.m.  Registration (Wednesday Evening Early Onsite Registration 5-8 p.m.)
8:00 a.m.  Plenary Welcome Salons I, II, III, IV, V & VI
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 Salons F, G & H
10:00 a.m. Distinguished Speaker
10:45 a.m. Plenary Panel
12:15 a.m. Food Price Outlook: Special Session 30-min. McLean Room (Second floor)
12:30 p.m. Networking Luncheon Salons A, B, C, D, E, J & K

Concurrent Sessions (90 minutes)

1:45 p.m.

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<tr>
<th>Risk Management</th>
<th>Foreign Trade</th>
<th>Sustainable Agriculture</th>
<th>Land Tenure Issues &amp; Income</th>
<th>Conservation &amp; Environment</th>
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<td>Critical Thinking: The Best Risk Management Tool Salon II</td>
<td>Foreign Trade &amp; the National Export Initiative Salon III</td>
<td>Sustainability Partnerships: Standards, Metrics &amp; Markets Salon IV</td>
<td>Land Tenure Issues in Agriculture Salons V &amp; VI</td>
<td>Gulf Coast Conservation Challenges: Oil, Hypoxia &amp; Habitat Salon I</td>
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3:15 p.m. Coffee Break

3:45 p.m.

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<td>Export Opportunities in Rapid Growth Markets Salon III</td>
<td>Promoting Sustainable Agriculture Through Regional Food Sheds Salon IV</td>
<td>Farm Income Salons V &amp; VI</td>
<td>Balancing Financial Objectives and Environmental Concerns in Agriculture Salon I</td>
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5:30 p.m. Cash Bar Reception (Exhibit Area)
6:30 p.m. Forum Dinner Speaker Salons III-IV

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.

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<th>Rural Development</th>
<th>Nutrition &amp; Health</th>
<th>Renewable Energy</th>
<th>Production Methods &amp; Commodities</th>
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<td>Renewable Energy Policy Perspectives Salons V &amp; VI</td>
<td>Future of Food: Conventional-Genetic Organic Farming Salon II</td>
<td>Grains &amp; Oilseeds Outlook Salons III &amp; IV</td>
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9:30 a.m. Coffee Break

10:00 a.m.

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Visit Exhibit Hall

12:15 p.m. Luncheons (75 minutes)

|-----------------------------|-----------------------------|-------------------------|-------------------------------|-------------|

1:30 p.m. 30-min. Break

1:45 p.m. Concurrent Sessions (90 minutes)

2:00 p.m.

<table>
<thead>
<tr>
<th>Economic Research</th>
<th>Food Safety</th>
<th>Renewable Energy</th>
<th>Commodities</th>
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3:30 p.m. Adjourn

www.usda.gov/oece/forum
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 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

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 Riemeneschneider, 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

**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
**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

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**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

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**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

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**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
### 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

### 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
## 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

### 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
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

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

**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
**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

**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]
### 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 Zablotsky-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

### 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 City, Mexico

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

**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
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