In this 90th year of USDA’s Outlook Forum, we thank the outstanding speakers, including corporate presidents and leaders, whose participation is greatly appreciated! We give special thanks to the U.S. Farmers & Ranchers Alliance® for hosting and live-streaming the Food Dialogues® session focused on nutrition. Over the next 2 days, you will have the opportunity to participate in sessions addressing:

- The Future of Agriculture
- Perspectives on U.S. Trade
- Commodity Situation and Outlooks
- A Roadmap for Women in Agriculture
- Nutrition: Who’s Shaping America’s Eating Habits?
- Agriculture Supporting Our Veterans
- Preliminary Data on the 2012 Census of Agriculture
- The Latest in Nanotechnology

Whether you are here for the traditional situation and outlooks and to hear science speakers, to explore the “Changing Face of Agriculture,” or to celebrate the 100th anniversary of the Cooperative Extension Service, we hope that everyone exchanges valuable knowledge and makes enduring connections.

USDA Agricultural Outlook Forum Student Diversity Program

In 2007, CHS Inc. and Farm Credit, with the help of our partner, the University of Maryland Eastern Shore, launched the first USDA Agricultural Outlook Forum Student Diversity Program. Since then, the program has expanded to 30 students, including 10 graduate students. The response and enthusiasm have been profound. The students are selected based on their essays. Here is a quote from a 2014 undergraduate student winner:

“Now more than ever, we need people to choose agriculture as a career. Just think of how many challenges facing our world might be solved through the cooperation agriculture encourages among individuals, communities, and nations. Food shortages, climate change, resource management, energy production, and other obstacles can all be addressed through the various agricultural sciences. I hope as I pursue my own career in agriculture that I can one day enjoy the real wealth and happiness that Thomas Jefferson and millions of others have come to understand.”

Skyler Christensen, Utah State University

For coverage of the Ag Outlook Forum, follow @USDA and #AgOutlook
The Changing Face of Agriculture

Plenary Speakers

Plenary Welcome
Deputy Secretary
Krysta Harden

Keynote Address
Agriculture Secretary
Tom Vilsack

Agricultural Outlook
Chief Economist
Joseph Glauber

Future of Agriculture

Panel #1: Building Markets Here & Abroad

Paul Schickler, President,
DuPont Pioneer

Rajiv Shah, Administrator,
U.S. Agency for
International Development

Cathy Burns, President,
Produce Marketing
Association

Kellee James, Founder,
CEO, Mercaris

Panel #2: Young Farmers − Unlimited Opportunities

Michael O’Gorman,
Executive Director, Farmer
Veteran Coalition

Greg Wegis, National
Outstanding Young Farmer
Award

Joanna Carraway, Top
Producer Horizon Award

Emily Oakley, Interim
Director, National Young
Farmers Coalition

The U.S. Trade Agenda:
Supporting Economic
Growth and Jobs at Home
U.S. Trade Representative
Michael Froman
Dinner Speaker

For coverage of the Ag Outlook Forum, follow @ USDA and #AgOutlook
You Are Invited To Attend:

February 20

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<th>Location</th>
<th>Time</th>
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<tr>
<td>Morning Coffee</td>
<td>Grand Ballroom Foyer</td>
<td>10:00 a.m.</td>
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<td>Networking Luncheon</td>
<td>Salons A, B, C, D, E &amp; Skywalk</td>
<td>12:30 p.m.</td>
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<td>Reception</td>
<td>Exhibit Hall Salons F, G &amp; H</td>
<td>5:30 p.m.</td>
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<td>Forum Dinner</td>
<td>Salons III &amp; IV</td>
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February 21

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<tr>
<th>Luncheons</th>
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<tr>
<td>Livestock &amp; Poultry</td>
<td>12:15 p.m. – 1:30 p.m.</td>
<td>V &amp; VI</td>
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<td>Sugar &amp; Sweeteners</td>
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<td>Cotton &amp; Fibers</td>
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<td>C, D &amp; E</td>
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<tr>
<td>Grains &amp; Oilseeds</td>
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Plenary Webcast: Online after 6 p.m., Feb. 20
Commodity Outlooks: Online at 7 a.m., Feb. 21
Speaker Presentations: Online after 6 p.m., Feb. 21
Speakers’ Biographies: [www.usda.gov/oce/forum](http://www.usda.gov/oce/forum)

The Changing Face of Agriculture
Registration (Wednesday Evening Onsite Registration 5-8 p.m.)

8:15 a.m. Welcome  Plenary Webcast after 6 p.m. at www.usda.gov/oce
8:20 a.m. Outlook for U.S. Agriculture in 2014 - Chief Economist Joseph Glauber
8:40 a.m. Panel #1: Future of Agriculture - Moderated by Agriculture Secretary Tom Vilsack
10:00 a.m. 30-Minute Coffee Break
10:30 a.m. Panel #2: Future of Agriculture - Moderated by Agriculture Secretary Tom Vilsack
12:00 p.m. Secretary Vilsack Addresses Audience
12:15 p.m. Plenary Ends

Networking Luncheon  12:30 (60 minutes) Salons  A, B, C, D, E & Skywalk

Concurrent Sessions  1:30 p.m. - 3:00 p.m.

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<tr>
<th>Food Price &amp; Farm Income Outlooks</th>
<th>International Trade</th>
<th>The Next Generation</th>
<th>Conservation</th>
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Concurrent Sessions  3:30 p.m. - 5:00 p.m.

Special 3:30 Session: A Roadmap for Women in Agriculture Salons V & VI

Farm Income Outlook for 2014 Salon IV
Expanding Consumer-Oriented Exports Salon III
@USDA: Tweet, Meet & Succeed Rosslyn Room
Sustainability - Are We Applying Our Critical Inputs Wisely? Salon II
Nanotechnology in the Future of Agriculture & Forestry Salon I

Reception - Exhibit Area - 5:30 p.m.

Forum Dinner Speaker - Ambassador Michael Froman - Salons III-IV 6:30 p.m.

Friday, February 21

7:00 a.m.  Registration
7:30 a.m.  Exhibit Hall Opens Salons F & G

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

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<th>Rural Development</th>
<th>Agroforestry, Forestry &amp; Citrus</th>
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<td>Strengthening Rural Communities Rosslyn Room</td>
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Concurrent Sessions  10:00 a.m. - 11:30 a.m.

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

U.S. Farm Land: Uses, Values & Policies Salons I & II
Launching Cooperative Extension’s Next Century Rosslyn Room
Citrus Greening & the Citrus Industry Salons V & VI
Local Food Businesses at the Rural/Urban Interface Salons C, D & E
Weather & Agriculture Outlook 2014 Salons J & K
Dairy Outlook Salon IV

30-min Break

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

For coverage of the Ag Outlook Forum, follow @ USDA and #AgOutlook
The Changing Face of Agriculture

Thursday, February 20, 2014

**BREAKOUT SESSIONS**

1:30 – 3:00 p.m.

**TRACK: FOOD PRICE & FARM INCOME OUTLOOKS**

**Food Price Outlook**

*Salon IV*

This session will provide the latest perspective on food price inflation, the main factors that contribute to changes in food prices, and the consumer implications of rising food prices.

**Moderator:** Michael McConnell, Senior Consultant, Informa Economics

McLean, Virginia

**Outlook for U.S. Food Prices and Inflation in 2014**

A presentation of the latest ERS outlook for retail food prices in general and across major food categories, recent historical trends in food expenditure patterns, and the relationship between food prices and inflation in the general economy.

*Richard Volpe, Economist, Economic Research Service, USDA Washington, DC*

**What Do Commodity Prices Suggest About Food Price Trends?**

Commodity prices have been highly volatile in recent years and have led to concerns about food price inflation. The prices of many commodities are now trending lower as supplies are increasing. How do changing commodity prices affect the long-term outlook for food prices?

*Ron Trostle, Economist, Economic Research Service, USDA Washington, DC*

**The Outlook for Global Commodity and Food Prices and Implications for Food Security**

The prices of most basic food grains and other staple crops are trending lower, but what are the implications for food security in the developing world? Will lower prices and greater food supplies lead to a noticeable improvement in the lives of the world’s poorest people?

*Keith Wiebe, Senior Research Fellow, International Food Policy Research Institute Washington, DC*

**TRACK: INTERNATIONAL TRADE**

**The China Puzzle**

*Salons V & VI*

In 2012, China surpassed the United States to become the second largest global agricultural importer after the European Union. China has also emerged as the top U.S. agricultural export market, passing Mexico and Canada. A growing middle class and greater demand for high-value food, changing Chinese agricultural production, and trade policies are expected to dramatically impact future global trade. Speakers will address China’s political environment, its impact on the reform process, its regulatory environment, and how food safety affects its market access.

**Moderator:** Phil Karsting, Administrator, Foreign Agricultural Service, USDA Washington, DC

**China’s Agricultural Support Policies: Help or Hindrance**

*Fred Gale, Senior Economist, Economic Research Service, USDA Washington, DC*

**The Technology Imperative**

*Dennis Erpelding, Director, Government Affairs, Elanco Greenfield, Indiana*

**The Impact of China’s Food Safety Policies on Trade**

*Scott Sindelar, Minister Counselor for Agricultural Affairs, Foreign Agricultural Service, USDA Beijing, China*

**TRACK: THE NEXT GENERATION**

**The New Agricultural Census**

*Salon III*

USDA’s first release of preliminary data from the 2012 Census of Agriculture will occur at the Forum; panelists will cover the latest information on the number of farms, land in farms, value of sales and government payments, and demographics.

**Moderator:** Cynthia Clark, Administrator, National Agricultural Statistics Service, USDA Washington, DC

**2012 Census of Agriculture Highlights**

*Hubert Hamer, Chair, Agricultural Statistics Board, USDA Washington, DC*

**Changing Faces: The Demographics of U.S. Agriculture**

*Virginia Harris, Statistician, National Agricultural Statistics Service, USDA Washington, DC*

**The Financial Foundation of U.S. Agriculture**

*Troy Joshua, Chief, Environmental, Economics and Demographics Branch, National Agricultural Statistics Service, USDA Washington, DC*

**Implications for Future Farm Programs and Policy**

*Bob Young, Chief Economist & Deputy Executive Director, Public Policy, American Farm Bureau Federation Washington, DC*
1:30 – 3:00 p.m.
**TRACK:** **Conservation**

**Economics of Conservation**

*Salon II*

This session will explore one of the most important factors influencing the adoption and sustained use of conservation systems and their adjustment over time. Namely, does the practice have a positive economic return to the producer or the public? Tools for economic evaluation will be a part of each presentation.

**Moderator:** Jason Weller, Chief, Natural Resources Conservation Service, USDA
Washington, DC

**Practice Adoption Economics**

Speaker is always testing new opportunities—like growing two cash crops in the same field at the same time—and asking will my return be worth the expense? He will outline the decision process, identify the key drivers, and discuss the tools he uses along with the financial circumstances in making economic evaluations.

Mark Jennings, Agricultural Producer
Washburn, North Dakota

**Ecosystem Service Economics**

Speaker will explore the economics of ecosystem services from a regional landscape perspective. She will provide insight on the benefits of managing private decisions to improve ecosystem services or the resource and discuss the tools used in conservation evaluations.

Catherine Phillips, Vice President of Sustainable Forests and Products, Weyerhaeuser Corporation
Federal Way, Washington

**Are the Benefits to Society Worth the Costs of Conservation?**

Speaker will explore the economics of conservation and Federal involvement. What is society buying with technical and financial assistance? Why is society purchasing conservation? What tools are needed to do a “better” job of quantifying the costs and benefits of conservation?

Susan Capalbo, Department Head and Professor, Applied Economics, Oregon State University
Corvallis Oregon

1:30 – 3:00 p.m.
**TRACK: Food Price & Farm Income Outlooks**

**The Farm Income Outlook for 2014**

*Salon IV*

This session will focus on general measures of the financial well-being of the farm economy, including farm household income. It will rely heavily on information generated by the Economic Research Service.

**Moderator:** Todd Davis, Senior Economist, Farm Bureau
Washington, DC

**Income Outlook for the U.S. Farm Sector in 2014**

A presentation of USDA’s most recent estimates and forecasts of U.S. farm sector value added, net farm income and other financial characteristics for 2014.

Kevin Patrick, Economist, Economic Research Service, USDA
Washington, DC

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For coverage of the Ag Outlook Forum, follow @ USDA and #AgOutlook
3:30 – 5:00 p.m.

Farm and Farm Household Income Trends
A discussion about various measures of farm household well-being, including trends in on- and off-farm income, farm typology, farm size, and operator demographics.

Is the Current Farm Prosperity Sustainable?
A perspective on the intermediate and long-term outlook for farm income and the factors that could either support or undermine the profitability of the sector. Issues discussed will include global economic growth patterns, interest rates, and land values.
Brent Gloy, Center for Commercial Agriculture, Purdue University West Lafayette, Indiana

TRACK: International Trade

Expanding Consumer-Oriented Exports
Salon III
Record exports of U.S. agricultural products in 2013 were the result of strong consumer-oriented shipments, which are growing in importance. Much of the growth is due to developing country demand and the spread globally of organized retailing. Speakers will address innovative ideas for marketing consumer-oriented products internationally, the rapid growth of organized retailing, and the increase in non-tariff trade barriers.

Moderator: Mike Dwyer, Director, Global Policy Analysis Division, Foreign Agricultural Service, USDA Washington, DC

New Marketing Channels in China
Gary Clubb, Senior Business Development Manager, Tmall (Presentation)
Edith Huang, Senior Director, Lifestyle Products Department, Tmall (Q & A Respondent)
Shanghai, China

Organized Retail Growth in Developing Nations and the Impact on Food Imports
Sean Darragh, Executive Vice President, Global Strategies, & Carmen Stacy, Director, Global Issues & Multilateral Affairs, Grocery Manufacturers Association Washington, DC

Innovative Marketing in Competitive Markets
Susan Weller, International Marketing Manager for the Frozen Food Program, United States Potato Board Denver, Colorado

3:30 – 5:00 p.m.

Moderator: Max Finberg, Senior Advisor to the Assistant Secretary for Administration, USDA Washington, DC

Success Through Internships
USDA Agricultural Outlook Forum Student Diversity Program students will describe what attracted them to agriculture and their success with internships. A brief overview of USDA's internship programs will also be described.
Candice Harvey, Economist, Grain Inspection, Packers and Stockyards Administration, USDA Washington, DC

Using Social Networks To Promote Agriculture
Social networking is a powerful way to reach tomorrow's agriculture workforce and consumers. Speaker will address how to use social media to our advantage.
Alison Kosakowski, Marketing and Communications Director, Vermont Agency of Agriculture Richmond, Vermont

Follow this session using: Hash tag: #USDA: TMS

TRACK: Conservation

Sustainability – Are We Applying Our Critical Inputs Wisely?
Salon II
Experts believe there will be significant shortages of water and phosphorus, and that farmers oversuse nitrogen. The panelists will consider questions like: Are the input markets failing to send the right signals for optimal resource allocation and sustainability? Do we have the tools to know the right balance of efficient use of resources and maximum sustainable production?

Moderator: Otto C. Doering, III, Professor, Department of Agricultural Economics, Purdue University West Lafayette, Indiana

Water
Lester Brown, President, Earth Policy Institute, author of Peak Water Washington, DC

Nitrogen
Cliff Snyder, Nitrogen Program Director, International Plant Nutrition Institute Conway, Arkansas

Phosphorus
Steven J. Van Kauwenbergh, International Fertilizer Development Center, Research and Development Division Muscle Shoals, Alabama

@USDA: Tweet, Meet & Succeed
Rosslyn Room
The next generation at USDA looks very different from what it did 100 years ago. In this session, we will learn what it will take to “get and stay” in the game!
Thursday, February 20, 2014 (continued)

### 3:30 – 5:00 p.m.

**TRACK: SCIENCE**

**Nanotechnology in the Future of Agriculture & Forestry**

*Salon I*

**Moderator:** Hongda Chen, National Institute of Food and Agriculture, USDA

Washington, DC

**Nanotechnology: Thinking Big About Small Things**

(Nanotechnology is the science of working with atoms and molecules to build devices that are extremely small.) An overview of nanotechnology covering what it is, recent trends in the field, and the coordinated Federal program known as the National Nanotechnology Initiative.

Lloyd J. Whitman, Deputy Director, Center for Nanoscale Science and Technology, National Institute of Standards and Technology (In person at the Forum!)

Gaithersburg, Maryland

**Taped Presentations: Nanotech Applications in Agriculture**

A series of brief, taped presentations by people actively working on agricultural nanotech applications.

- Bossoon Park, Agricultural Engineer Quality and Safety Assessment Research Unit, Agricultural Research Service, USDA
  Athens, Georgia

- DNA Aptamers for Agricultural Applications
  Maria DeRosa, Associate Professor, Bioinorganic Chemistry, Carleton University
  Ottawa, Canada

- Nanotechnology Applications in Animal Breeding
  Peter Sutovsky, Associate Professor, Reproductive Physiology, Division of Animal Sciences, University of Missouri
  Columbia, Missouri

- Nanomaterials From Forest Products
  Sean Ireland, New Technologies and Market Ventures, Verso Paper Corp., University of Maine (In person at the Forum!)
  Orono, Maine

**What Lies in the Future for Agricultural Nanotechnology?**

Where does the future lie for nanotechnology in agriculture? What is possible, what are the barriers? What are the challenges?

Norman Scott, Professor Emeritus, Department of Biological & Environmental Engineering, Cornell University; Chair, Board on Agriculture and Natural Resources, National Academies of Science, National Research Council (In person at the Forum!)

Tucson, Arizona

### 3:30 – 5:00 p.m.

**SPECIAL SESSION:**

**A Roadmap for Women in Agriculture**

*Salons V & VI*

The session will detail the variety of career choices the panelists have taken as well as how they have shaped their future in the face of opportunities and challenges. The panelists will discuss their views on the importance of impacting agricultural policy, removing barriers for women, and collaborations.

**Moderator:** Krysta Harden, Deputy Secretary of Agriculture, USDA

Washington, DC

**Panel Speakers:**

- Autumn Veazey, Director, Government Relations, Land of Lakes
  Washington, DC

- Debbie Hamrick, Director of Specialty Crops, North Carolina Farm Bureau Federation
  Raleigh, North Carolina

- Kate Danner, Corn and Soybean Farmer
  Roseville, Illinois

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**The U.S. Trade Agenda:**

**Supporting Economic Growth and Jobs at Home**

Michael Froman

U.S. Trade Representative

Dinner Speaker

6:30 p.m.

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For coverage of the Ag Outlook Forum, follow @ USDA and #AgOutlook
Friday, February 21, 2014

8:00 – 9:30 a.m.

**TRACK: RURAL DEVELOPMENT**

**Know Your Farmer, Know Your Food: The Past, Present & Future**

**Salons C, D & E**

The Know Your Farmer, Know Your Food Initiative (KYF2) coordinates USDA's work on local and regional food systems. How has KYF2 upheld the original vision and how will it continue to do so in the future?

**Moderator:** Joani Walsh, Deputy Under Secretary for Marketing and Regulatory Programs, USDA Washington, DC

Overview of KYF2 - History & Accomplishments

This speaker will review the goals and objectives of the KYF2 initiative, how it works, and what has been accomplished to date.

Elanor Starmer, National Coordinator and Advisor, Local and Regional Food Systems, Office of the Secretary, USDA Washington, DC

Leveraging USDA Programs for Economic Development Through Food Systems

This speaker will discuss how local food systems can use KYF2 and other USDA programs to improve the supply, distribution, and demand for local foods.

Emily Oakley, Interim Director, National Young Farmers Coalition Oaks, Oklahoma

Importance of KYF2 for Rural Economies: A Practical Example

This speaker will discuss how KYF2 and Federal-State-local partnerships work together to promote local food production and distribution and highlight the initiative's work to grow the local food economy in Appalachia.

Guy Land, Chief of Staff, Appalachian Regional Commission Washington, DC

Strengthening Rural Communities

**Rosslyn Room**

Through new partnerships with private and public entities, USDA Rural Development is working to create opportunities and deliver resources to strengthen rural economies. This session will show how technology is used to help farmers improve crop yield, conserve water, and use monitoring to leverage markets, as well as provide access to healthcare and social services.

**Moderator:** Scott D. Woods, Communications Program Specialist, Broadband Technology Opportunities Program, National Telecommunications & Information Administration, U.S. Department of Commerce Washington, DC

The Role of Precision Farming in Building Stronger Rural Economies

Speaker will discuss how precision farming can benefit both farmers and rural communities through higher crop yields and environmental monitoring in rural communities.

Joaquin Silva, Co-Founder and CEO, TerraVu, a Precision Agriculture Information Service Carlsbad, California

8:00 – 9:30 a.m.

**TRACK: AGRIFORESTRY, FORESTS & CITRUS**

**Agroforestry: Enriching Lives With Trees**

**Salons I & II**

Agroforestry makes it possible to meet multiple objectives on the same parcel of land while providing a number of social and environmental benefits. The practice of growing crops and trees or livestock is catching among farmers, ranchers, forest owners, and even urban residents who seek greater productivity, profitability, and social and environmental outcomes. This session explores agroforestry applications and the latest agroforestry trends.

**Moderator:** Wayne Honeycutt, Deputy Chief for Science and Technology, Natural Resources Conservation Service, and Chair of the Agroforestry Executive Steering Committee, USDA Washington, DC


Learn how landowners are successfully applying silvopasture with cattle and pine trees, and the future direction of silvopasture in the Eastern United States.

John Fike, Associate Professor, Crop and Soil Environmental Sciences, Virginia Tech Blacksburg, Virginia

Hybrid Hazelnuts: A Promising Future Crop for Food, Feed & Bioenergy

Learn about the remarkable capabilities of hybrid hazelnuts and how expanding hazelnut production can advance sustainable energy, wildlife habitat conservation, and human health and well-being.

Scott Josiah, Nebraska State Forester, Nebraska Forest Service Lincoln, Nebraska

Urban Food Forests: A Growing Trend

Learn about the ‘urban food forest’ movement through an inspiring story of how Baltimore and other U.S. cities are growing orchards that provide local food for residents, conserve open space, and connect the urban population to nature.

Nina Beth Cardin, Founder, Baltimore Orchard Project Baltimore, Maryland

www.usda.gov/oce/forum
**TRACK: Nutrition & Food Safety/Local Foods**

**Outbreak Containment & Emergency Response**

*Salons V & VI*

When a foodborne illness has broken out, what procedures are in place with public health partners, law enforcement, etc.? What role can technology play – such as using social media to alert consumers? What are the limits and challenges of a recall?

**Moderator:** David Goldman, Assistant Administrator, Office of Public Health Science, Food Safety and Inspection Service, USDA Washington, DC

**Speakers:**
- David Goldman, Assistant Administrator, Office of Public Health Science, Food Safety and Inspection Service, USDA Washington, DC
- Matthew Wise, U.S. Public Health Service, Outbreak Response Team Lead, Outbreak Response and Prevention Branch, Division of Foodborne, Waterborne, and Environmental Diseases, Centers for Disease Control and Prevention Atlanta, Georgia
- Alicia Cronquist, Foodborne and Enteric Disease Epidemiologist, Disease Control and Environmental Epidemiology Division, Colorado Department of Public Health and Environment Denver, Colorado

**TRACK: Markets & Weather**

**Increasing Resilience To Climate Variability**

*Salons J & K*

This session will examine the resiliency of agricultural productions systems and how that can stabilize production given annual weather variability and projected climatic change and long-term trends.

**Moderator:** Bruce Stein, Director of Climate Change Adaptation, National Wildlife Federation Reston, Virginia

**Conservation Practices To Increase Resiliency**

Speaker will address the relationship of soil carbon, organic matter, water retention and holding capacity, and how they increase resiliency to extreme weather events.

**Jerry Hatfield,** Supervisory Plant Physiologist, Agricultural Research Service, USDA Ames, Iowa

**Modeling at the Farm Level**

This topic explores the relationship between conservation practices and managing carbon using a predictive tool to help farmers manage carbon and measure sequestration.

**Adam Chambers,** Physical Scientist, Air Quality and Atmospheric Change Team, Natural Resources Conservation Service, USDA Portland, Oregon

**Regional Climate Hubs**

USDA has created a system of regional research, education, and information centers. Speaker will discuss how this new system will be helpful at the farm level to improve resilience to changing climate.

**William Hohenstein,** Director, Office of Global Climate Change, USDA Washington, DC

**TRACK: Markets**

**Grains & Oilseeds Outlook**

*Salons III & IV*

**Moderator:** Gopinath Munisamy, Director, Market and Trade Economics Division, Economic Research Service, USDA Washington, DC

**USDA Grains & Oilseeds Outlook**

Mark Ash, Economist, Economic Research Service, USDA Washington, DC

**Grain Stocks Estimates: Can Anything Explain the Market Surprises of Recent Years?**

Scott H. Irwin, Laurence J. Norton Chair of Agricultural Marketing, University of Illinois at Urbana-Champaign, Dept. of Agricultural & Consumer Economics Urbana, Illinois

**TRACK: Rural Development**

**Agriculture Supporting Our Veterans**

*Salons J & K*

USDA has several initiatives that serve veterans and other beginning farmers and ranchers. Discussions will describe how one of these programs has helped returning veterans interested in the food and agriculture sector.

**Moderator:** Alexis Taylor, Chief of Staff, Office for the Under Secretary for Farm and Foreign Agricultural Services, USDA Washington, DC

**Farming Opportunities**

In 2006, when Colin Archipley, a Marine veteran, returned from a third tour in Iraq, he and his wife, Karen, created the Veterans Sustainable Agriculture Training program. *They work with active duty and returning veterans and families and created an agribusiness focused on veterans.*

**Sergeant Colin and Karen Archipley,** Founders of Veterans Sustainable Agriculture Training San Diego, California

**Funding Opportunities**

A veteran with a goal of farming needed some assistance, and with help from the local USDA Farm Service Agency office, she received a beginning farmer micro-loan.

**Vonita Murray,** Poultry Farmer Elverta, California

**Entrepreneurial Opportunities**

Speaker will discuss how his organization helps returning veterans convert their unique skills to farming and agribusiness opportunities.

**Michael O’Gorman,** Executive Director, Farmer Veteran Coalition Davis, California

Continued on next page

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For coverage of the Ag Outlook Forum, follow @ USDA and #AgOutlook
10:00 – 11:30 a.m.

USDA Employees: Supporting Provincial & Reconstruction Efforts
Margaret Rhodes, who served as a USDA employee in Afghanistan, will discuss the role agriculture played in Afghanistan.
Margaret Rhodes, Chief of Staff to the Deputy Under Secretary for Natural Resources and Environment, USDA
Riverdale, Maryland

TRACK: AGRoFoResTRy, Forestry & CiTRus

Protecting Our Forests
Rosslyn Room
Non-native invasive pests continue to threaten our forests, agriculture, and way of life. There are many pathways for these organisms, exacerbated by global trade and travel. This session will provide an overview of the pests, their pathways, phytosanitary measures, and describe how cooperation efforts have been applied.
Moderator: Butch Blazer, Deputy Under Secretary for Natural Resources and Environment, USDA
Washington, DC

Pests and Their Pathways: Phytosanitary Measures Are So Important!
This big picture presentation will highlight key forest pests, their pathways, and how non-government and industrial partnerships help government develop and implement effective and efficient phytosanitary measures.
Bill Toomey, Director, Forest Health Programs, The Nature Conservancy
Arlington, Virginia

Horticultural Industry Partnerships Help Protect Agriculture and Natural Resources – Challenges and Success Stories
Speaker focuses how phytosanitary measures for horticultural plants are key to protecting U.S. agricultural and forestry interests and the implementation of International Standards for Phytosanitary Measures (ISPM)-36.
Craig Regelbrugge, Senior Vice President, Industry Advocacy and Research, AmericanHort
Washington, DC

Speaker will discuss industry’s role in ensuring that measures developed are practical and can be implemented with minimum impact on trade. He will also look to the future, envisioning participation in developing an international standard for wood products.
John McDaniel, President, American Lumber Standard Committee, Incorporated
Germantown, Maryland

10:00 – 11:30 a.m.

TRACK: NUTRITION & FOOD SAFETY/LOCAL FOODS

FOOD DIALOGUES ®

Salons A & B – Attendance is on a first-come basis. Due to live-streaming of the session, late arrivals cannot be accommodated.

Nutrition: Who’s Shaping America’s Eating Habits?
The U.S. Farmers & Ranchers Alliance® (USFRA®) is hosting an in-person and live-streamed Food Dialogues® event at USDA’s Agricultural Outlook Forum. Join a group of farmers and ranchers, nutritionists and food pundits for a discussion on food production, nutrition, and making healthy food choices.
Organic, conventional, locally grown and natural – these are all terms consumers hear every day, but do they really understand their meaning? Are consumers making informed purchasing decisions or are they simply making food decisions based on what they hear in popular culture and media?
Moderator: Carolyn O’neil, MS, rD, the author of “Slim Down South Cookbook” and a nutrition advisor to BestFoodFacts.org, will moderate a panel that includes:
Jim Call – Farmer, Call Farms, Madison, Minnesota
Dr. Roger Clemens – Chief Scientific Officer, Horn and Adjunct Professor of Pharmacology and Pharmaceutical Sciences, USC School of Pharmacy, Los Angeles, California
Dennis Derryck – President and Founder, Corbin Hill Farms, New York, New York
Dr. Craig Rowles – Partner and General Manager, Elite Pork Partnership, LLP, Carroll, Iowa
Barbara Ruhs, MS, RD, LDN – Supermarket Health & Nutrition Expert, Phoenix, Arizona

TRACK: MARKETS & WEATHER

Livestock & Poultry Outlook
Salons III & IV
Moderator: James Hodges, Interim President and CEO, American Meat Institute
Washington, DC

USDA Livestock & Poultry Outlook for 2014
Shayle Shagam, Livestock & Poultry Analyst and Interagency Commodity Estimates Committee Chair, Office of the Chief Economist, USDA
Washington, DC

Size Matters! The Economics of Carcass Weights
John S. Nalivka, President and Owner, Sterling Marketing, Inc.
Vale, Oregon

Impact of Porcine Epidemic Diarrhea Virus (PEDV) on the U.S. Pork Industry
Liz Wagstrom, Chief Veterinarian, National Pork Producers Council
Washington, DC
10:00 – 11:30 a.m.

**TRACK: MARKETS**

**Cotton Outlook**
Salons C, D & E

*Moderator:* Jim Langley, Senior Analyst, Congressional Budget Office
Washington, DC

**USDA’s Cotton Outlook for 2014/15**
James Johnson, Agricultural Economist, Foreign Agricultural Service, USDA
Washington, DC

**USDA’s Perspective on Policy Changes in China**
Stephen MacDonald, Senior Economist, Economic Research Service, USDA
Washington, DC

**Prospects for U.S. Cotton Production in a Shifting Price Environment**
John R. C. Robinson, Professor and Extension Economist, Texas A&M University; AgriLife Extension Service, Department of Agricultural Economics College Station, Texas

**Risks and Rewards of Sourcing Cotton for Today’s Retail Market**
A. Mark Neuman, Global Trade Advisor, L Brands & MGF Sourcing Washington, DC

**Sugar Outlook**
Salons I & II

*Moderator:* Paul Trupu, Branch Chief, Sugar & Dairy Imports, Foreign Agricultural Service, USDA
Washington, DC

**Government Support Policies and the World Sugar Market**
Don Phillips, Trade Adviser, American Sugar Alliance
St. Leonard, Maryland

**From Deficit to Surplus: Managing the Shift in the North American Free Trade Agreement (NAFTA) Sugar Balance**
John Cropley, Senior Analyst, ED&F Man
New Orleans, Louisiana

**Implications of an Integrated U.S.-Mexican Sugar Sector**
Steve Haley and Getachew Nigatu, Economic Research Service, USDA; and Lynn Kennedy, Louisiana State University, contributed to the research and writing of this presentation.
Steven Zahniser, Agricultural Economist, Economic Research Service, USDA
Washington, DC

12:15 – 1:30 p.m.

**12:15 – 1:30 p.m.**

**2014: The Opportunities and Challenges Facing Small Meat Processors**
Chris Young, Outreach Specialist, American Association of Meat Processors
Elizabethtown, Pennsylvania

**Grains & Oilseeds Luncheon**
Salons III & IV

*Moderator:* Robert Johansson, Deputy Chief Economist, USDA
Washington, DC

**Insights Into Current Policies Affecting Grains & Oilseeds**
Sara Wyant, President, Agri-Pulse Communications, Inc
Washington, DC and Camdenton, Missouri

**Sugar & Sweeteners Luncheon**
Salons I & II

*Moderator:* Barbara Fecso, Sugar Program Manager, Dairy and Sweeteners Analysis Group, Farm Service Agency, USDA
Washington, DC

**Mexican Sugar Outlook and Government Actions to Address Oversupply**
Carlos Rello Lara, Director General, Fondo de Empresas Expropiadas del Sector Azucarero
Mexico City, Mexico

**Cotton & Fibers Luncheon**
Salons C, D & E

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

**2:00 – 3:30 p.m.**

**TRACK: RURAL DEVELOPMENT**

**U.S. Farm Land: Uses, Values & Policies**
Salons I & II

This session will examine the changes in agricultural land use, rates of conversion to production, where they are located, as well as the values of land itself. Other topics may include: the possibility of a land asset bubble, trends in rents, and Farm Bill policy.

*Moderator:* Damona Doye, Professor of Agricultural Economics, Oklahoma State University
Stillwater, Oklahoma

**U.S. Land Outlook**
Jason Henderson, Associate Dean, Director of Purdue Extension, and Professor, Purdue University, College of Agriculture Administration, Agricultural Economics
West Lafayette, Indiana

Continued on next page
Land Use
Speaker will explore implications of the supply of agricultural land from land conversion, changes in land rents, and Farm Bill policies. 
Lori Lynch, Professor of Agricultural and Resource Economics, University of Maryland
College Park, Maryland

Farmland Markets and Business Finances
Jennifer Ifft, Agricultural Economist, Economic Research Service, USDA
Washington, DC

Launching Cooperative Extension’s Next Century
On May 8, 1914, Cooperative Extension was launched with the signing of the Smith-Lever Act. Learn how Extension has been translating agricultural research for practical application for 100 years.
Moderator: Krysta Harden, Deputy Secretary of Agriculture, USDA
Washington, DC

Celebrating the Legacy of Cooperative Extension
For 100 years, the Smith-Lever Act has stimulated innovative research and vital educational programs for youth and adults through progressive information delivery systems that improved lives and shaped a Nation. Speaker will give a legacy overview of Cooperative Extension.
Douglas L. Steele, Director, Texas A&M AgriLife Extension Service
College Station, Texas

Cooperative Extension Today
Cooperative Extension “extends knowledge, changes lives.” This will be a fast-paced summary of program priorities, and impacts showing how current educational strategies help people, farm and ranch businesses and communities solve problems, develop skills and build a better future.
Frances Gould, Professor & Director, Agricultural Center
Baton Rouge, Louisiana

Innovations for the Next Century
As Cooperative Extension launches its next 100 years, some keys to success will involve partnerships, entrepreneurship, engagement, high-tech/high-touch approaches, and urban/rural integration. Learn how Extension is changing to meet the demands of a new demographic, economic, and social era.
Jimmy Henning, Director, Associate Dean/Director, Kentucky Cooperative Extension Service, University of Kentucky
Lexington, Kentucky

TRACK: Agroforestry, Forests & Citrus

Citrus Greening & the Future of the Citrus Industry
Salons V & VI
Moderator: Chavonda Jacobs-Young, Associate Administrator for National Programs, Agricultural Research Service, USDA
Beltsville, Maryland

Industry Perspective: The Challenge of Huanglongbing (Citrus Greening) Disease
What is Citrus Greening? What is its present and potential impact?

Why is control a challenge? Why are partnerships so critical to this disease?
Marylou Polek, Vice President, Science and Technology, Citrus Research Board
Visalia, California

Research: Challenges, Successes & the Future
What is the present state of research? What do we know? What do we need to know?
Ed Stover, Subtropical Insects and Horticultural Research, Agricultural Research Service, USDA
Ft. Pierce, Florida

Quarantine and Control
Early detection, monitoring, diagnostics, and the outlook for Citrus Greening.
Prakash Hebbar, Citrus Health Response Program, Pest Management, Animal and Plant Health Inspection Service, USDA
Riverdale, Maryland

TRACK: Nutrition & Food Safety/Local Foods

Local Food Businesses at the Rural/Urban Interface
Salons C, D & E
Urban markets represent a great opportunity for rural producers located near population centers. Branding and marketing local or regionally produced food is one way that rural producers can reach urban consumers. Food hubs, cooperatives, and alternative distribution channels are building new connections.
Moderator: Doug O’Brien, Deputy Under Secretary for Rural Development, USDA
Washington, DC

From Wholesale to Consumer-Direct & Everything in Between
Speaker will discuss the evolution of Eastern Market in Detroit, a 100-year-old market that has evolved into a wholesale market, farmers market, and food hub and works with producers from Michigan and neighboring States. Eastern Market has utilized several USDA programs.
Dan Carmondy, Executive Director, Eastern Market Corporation
Detroit, Michigan

Food as Leverage: Building Sustainable Markets & Improving Quality of Life
Hunger Mountain Cooperative has grown from a small storefront with a handful of employees to a bustling centerpiece in Montpelier, employing over 160 people and working with more than 400 Vermont producers.
Kari Bradley, Hunger Mountain Co-op
Montpelier, Vermont

The Tech Fix: Bridging Rural Producers, Distributors & Urban Schools
FarmLogix uses technology to address the challenges facing distributors and school districts interested in purchasing from local producers. FarmLogix secured a contract with the Chicago City School District and is connecting rural food producers to new urban markets.
Linda Mallers, CEO, FarmLogix, LLC.
Chicago, Illinois
Save the Date!

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Congratulations to USDA’s Agricultural Outlook Forum Student Diversity Program Winners

**Undergraduate Students Chosen Based on Winning Essays, “Agriculture as a Career”:**
- Tyler Blocker, Tuskegee University
- Brytann Busick, Oregon State University
- Kenneth Callier, Delaware State University
- Skylar Christensen, Utah State University
- Ralph Evans, University of Arizona, Yuma
- Meredith Frisius, California Polytechnic State University
- Y-Tarius Goldsberry, Alcorn State University
- Chelsea Grainger, University of Maryland Eastern Shore
- Bryan Gutierrez, Miami Dade College
- Simone Hairston, North Carolina A&T State University
- Daijonna Hall, Prairie View A&M University
- Randy Juste, Florida International University
- Jimeca Lawrence, Fort Valley State University
- Pinzhang Li, University of Maryland, College Park
- Ruben Sanchez, California State University, Bakersfield
- Kaitlyn Sanson, Oklahoma State University
- Harry Schonberger, Virginia Polytechnic Institute & State University
- Dustin Smith, University of Minnesota, Crookston
- Kerry Snyder, University of Delaware
- Meghan Vaill, Cornell University

**Graduate Students Chosen Based on Winning Essays, “The Greatest Challenge Facing Agriculture Over the Next 5 Years”:**
- Sherry Blackmon, Mississippi State University
- Moonyoung Choi, Virginia Polytechnic Institute & State University
- Luis Colon-Otero, Universidad Metropolitana
- Adebola (Kemi) Daramola, University of Maryland Eastern Shore
- Jessica Gilbert, University of Florida
- Christian Gonzales, Florida International University
- Hector Hernandez, New Mexico State University
- Megan Holmes, Texas State University – San Marcos
- Jose Luis Perez, Texas A&M University, College Station
- Keiko Tuttle, Washington State University

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either online or via next week’s e-mail.