

**INFORMA ECONOMICS' SPRING CONFERENCE
TO HIGHLIGHT UNCERTAINTY IN
INTERNATIONAL MEAT TRADE**

Renewed economic growth around the globe via synchronous expansion in all major industrial, emerged and emerging economies will provide opportunities for all of the sectors in the livestock, meat, poultry and dairy value chains to seize as we move through 2010 and into 2011. This encouraging business environment and more will be discussed by Informa Economics' top economists and invited speakers and panelists at Informa Economics' Livestock, Meat, Poultry and Dairy Spring Conference and Industry Overview to be held May 13-14 at the Hilton Hotel, Memphis, Tenn.

International meat trade issues will be hammered out by a panel that includes National Cattleman's Beef Association Chief Economist Gregg Doud, National Pork Producers Council Vice President and Counsel Nick Giordano, and USA Poultry and Egg Export Council Director of Economic Analysis Renan Zhuang. Some issues the panel will discuss include the effectiveness of export verification programs in improving access to foreign markets, the potential for relaxation of BSE-related restrictions that have been limiting growth in beef shipments to Asia, phytosanitary and drug residue roadblocks, and the difficulties posed by protectionist actions originating from important growth markets like Russia and China.

In addition, Agribank Senior Vice President and Chief Credit Officer Ross Anderson will discuss the credit issues in agriculture following the financial meltdown in late 2008 and the prospects for the agricultural credit environment in 2010. He will provide insight into what problems persist in extending financing to all segments of the agricultural value chain—from input manufacturers to producers, processors and retail and foodservice companies.

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Informa Economics Chairman of the Board and Chief Executive Officer Bruce Scherr also will provide his outlook of the US and world macroeconomic environment. Informa Economics Senior Vice President Jim Wiesemeyer also will provide perspectives and update the group on the Obama Administration's approach to agriculture. Economic and market outlooks for feed grains and protein meal, cattle and beef, hogs and pork, poultry and dairy also will be presented by Informa's top economists, providing their outlooks and perspectives on key issues and outside factors that impact the pricing environment for each of these sectors in agriculture. Attendees also will be able to network during the company's evening barbecue social.

The registration fee for Informa Economics' Spring Livestock, Meat, Poultry and Dairy Conference and Industry Overview is \$579 for Informa Economics clients; \$779 for others. Additional registrants from the same organization are \$459 for Informa clients; \$659 for others. A brochure and online registration are available at www.informaecon.com.

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Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; St. Paul, Minnesota; Winnipeg, Canada; London, England; Brussels, Belgium; and Sao Paulo, Brazil. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at <http://www.informaecon.com>.