

INFORMA ECONOMICS' 2010 POLICY CONFERENCE TO HIGHLIGHT KEY BUSINESS, ENERGY, ANTI-TRUST, TRADE ISSUES

Informa Economics announced today that three prominent agribusinesses are joining it as sponsors of its 18th Annual Food and Agriculture Policy Conference, to be held April 22-23 at the Crystal Gateway Marriott. The sponsors include Deere & Co., Monsanto and Syngenta. "We believe we have an outstanding conference planned for the agricultural community again this year, and we certainly are grateful for the help our sponsors provide in making this effort possible," said Informa Economics CEO and Chairman of the Board Bruce Scherr.

Informa's two-day April conference, entitled "*Beyond the Farm Bill: Agriculture's New Challenges*," will focus on the most important factors driving today's policy debate. In addition to policy concerns and issues, the conference will focus on economic prospects for the sector: renewable fuels policies and outlook; and the administration's new anti-trust efforts. The first day will conclude with a panel discussion of farm politics, the Administration's first year and a look ahead.

Day two will focus on several themes unique to the 2010 debate, including the outlook for agricultural trade, a discussion of future productivity growth, expectations for new food safety legislation, and concluding with a special guest speaker sponsored by Monsanto, Jennifer Duffy, editor of the *Cook Political Report*, who will handicap the fall elections. Pre-conference warm up speakers include Informa Economics Executive Vice President Rick Andersen and Informa Senior Vice President Jim Sullivan who will present the company's latest livestock and grain/oilseed market outlooks.

More information and an on-line registration form are available at www.informaecon.com or by calling Mark Jekanowski at 703-891-6305 (e-mail: mark.jekanowski@informaecon.com).

03-31-10

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; and Winnipeg, Canada. 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 www.informaecon.com.