

## **SENATOR JOHANNNS TO KEYNOTE INFORMA ECONOMICS' 2010 POLICY CONFERENCE**

Informa Economics announced today that Senator Mike Johanns (R., Neb.) will provide the keynote address at its 18<sup>th</sup> Annual Food and Agriculture Policy Conference, to be held April 22-23 at the Crystal Gateway Marriott in Arlington, Va. In addition to Informa, the event is sponsored by Deere & Co., Monsanto and Syngenta. "We believe we have an outstanding conference planned for the agricultural community again this year, and we are delighted to add Senator Johanns and Ambassador Isi Siddiqui, who is the chief agricultural negotiator at the US Trade Representative's office, to our line-up of public officials, industry experts, journalists and others who are joining us to make this effort possible," said Informa Economics Chairman of the Board and Chief Executive Officer 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 discuss 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](http://www.informaecon.com) or by calling Mark Jekanowski at 703-891-6305 (e-mail: [mark.jekanowski@informaecon.com](mailto:mark.jekanowski@informaecon.com)).

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