



**informa economics**  
an AGRA informa company

2010  
Spring  
Conference

informa economics

# Register Early!

## Livestock, Meat, Poultry and Dairy

Spring Conference and Industry Overview

### *“International Trade: Uncertainty Reigns”*

- The U.S. and global economic outlook -  
Economic recovery: how fast and how far?
- Governmental issues:  
Deficit concerns to clip agricultural programs?
- International trade issues affecting beef, pork and poultry:  
Will the rise in global protectionism cripple US exports?
- Credit issues in the new era:  
How does agriculture fare in the lending rebound?
- Cattle and beef outlook:  
The beginnings of a new cattle cycle?
- Dairy situation, outlook and financial impacts:  
Price recovery in the cards for 2010?
- Broiler and turkey situation and outlook:  
Has America's appetite for chicken peaked?
- Hog and pork situation and outlook:  
Is the industry correctly sized now?



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**May 13-14, 2010**

**Hilton Hotel**

939 Ridge Lake Boulevard  
Memphis, Tennessee 38120 USA

**I**t's time to make plans to attend the premier event for meat, poultry, dairy, livestock and related industry participants: Informa Economics' **Annual Livestock Meat, Poultry and Dairy Spring Conference and Industry Overview**.

Come to Memphis in May for a **thorough review of factors and issues** which will dominate livestock, meat, poultry and dairy pricing over the next twelve months. Beef markets continue to be hindered by restrictions put in place during the post-BSE era in the Asian Markets. Russia and China, both big potential markets for US meat and poultry, seem to be moving toward protectionist policies that will hamper US access in the future. Come hear what the experts are saying about the current and future impacts of international trade issues. **Of critical importance to all sectors of the value chain is the speed at which the economy and consumer spending recovers.** Economic and market outlooks will be presented by Informa Economics personnel along with guest speakers who will provide insights into ag credit constraints and global trade issues. We have organized this year's program to provide **adequate time to discuss key issues** facing each industry and the **impacts these issues might have on the price outlook for each sector.**



**Once again, Informa will be hosting our evening BBQ social.** Plan on attending this get-together to discuss the day's events, meet new industry associates and enjoy good food and good times. You might also want to check out the web site, [www.memphisinmay.org](http://www.memphisinmay.org) for more information on things to do in Memphis during this eventful time of the year!

**Livestock and Meat Analysis Workshop Offered Pre-Conference  
May 12, 2010**

**Join us the day before the conference for a Livestock and Meat Analysis Workshop, May 12.** This special event is designed to provide participants with the skill set necessary to perform solid fundamental commodity price analysis in the livestock and meat sector. Commodity market volatility in recent years underscores the necessity of a solid understanding of how markets function and how to analyze them. This course will feature breakout sessions for beef, pork and poultry conducted by Informa analysts. Here you will gain a deeper understanding of the specific factors that impact the cattle and beef, hog and pork, and poultry markets. Visit our web site at <http://www.informaecon.com> to learn more...

**Livestock  
and Meat  
Analysis  
Workshop**



*You don't want to miss what we can assure you will be very informative, highly educational and entertaining presentations.*

# A G E N D A

## DAY ONE: Thursday, May 13, 2010

- 8:00 a.m. - 5:00 p.m. **Registration**
- 9:15 a.m. - 9:30 a.m. **Welcome**  
Bruce A. Scherr, Ph.D.  
Chairman and CEO, Informa
- 9:30 p.m. - 10:30 p.m. **Feed Grain and Protein Meal Outlook**  
Rob Westmoreland  
Executive Vice President, Informa
- 10:30 a.m. - 11:45 a.m. **Washington Update: The Obama Administration's Approach to Agriculture**  
Jim Wiesemeyer  
Policy Analyst and  
Senior Vice President, Informa
- 12:00 p.m. - 1:00 p.m. **Buffet Lunch**
- 1:00 p.m. - 2:15 p.m. **Global and U.S. Economic Outlook**  
Dr. Bruce A. Scherr
- 2:15 p.m. - 3:15 p.m. **Credit Issues in Agriculture**  
Ross Anderson, Senior Vice President  
and Chief Credit Officer, Agribank
- 3:15 p.m. - 3:45 p.m. **Beverage Break**
- 3:45 p.m. - 5:30 p.m.  
**International Meat Trade Issues: A Panel Discussion**  
Gregg Doud, Chief Economist,  
National Cattlemen's Beef Association  
Laurie Hueneke, Director, International Trade Policy,  
Sanitary & Technical Issues,  
National Pork Producers Council  
Dr. Renan Zhuang, Director of Economic Analysis,  
USA Poultry and Egg Export Council
- 5:30 p.m. - 8:00 p.m. **BBQ and Social**  
**Informa Offices**

## DAY TWO: Friday, May 14, 2010

- 7:30 a.m. - 8:00 a.m. **Registration and Continental Breakfast**
- 8:00 a.m. - 9:00 a.m. **Cattle and Beef Situation and Outlook**  
Mike Sands, Ph.D.  
Vice President, Informa
- 9:00 a.m. - 10:00 a.m. **Dairy Situation and Outlook**  
Nate Donnay  
Senior Dairy Analyst, Informa
- 10:00 a.m. - 10:30 a.m. **Beverage Break**
- 10:30 a.m. - 11:30 a.m. **Hogs and Pork Situation and Outlook**  
Rick Andersen, Ph.D.  
Executive Vice President, Informa
- 11:30 a.m. - 12:30 p.m. **Poultry Situation and Outlook**  
Mark Jordan  
Senior Analyst, Informa
- Post Conference **Open House at Informa Offices**



## Guest Speaker Biographies

### **Gregg Doud, Chief Economist, National Cattlemen's Beef Association**

**A**s the Chief Economist for the National Cattlemen's Beef Association (NCBA), Gregg Doud manages top-level economic and international trade policy issues in Washington, D.C., for cattlemen. Located in NCBA's Government Affairs office, Doud works closely with legislative and regulatory staff, media representatives, industry groups, and cattle producers to explain and influence the outcome of beef industry economics, trade and marketing issues to benefit U.S. cattlemen. Doud is a member of U.S. Department of Agriculture's Agriculture Trade Advisory Committee (ATAC), providing input during trade agreement and WTO negotiations. He staffs NCBA's Live Cattle Marketing Committee, co-staffs the policy division of the NCBA International Markets Committee and serves as an industry spokesperson on economic and international trade issues for local, national and international media outlets.

### **Laurie Hueneke, Director, International Trade Policy, Sanitary & Technical Issues, National Pork Producers Council**

**L**aurie Hueneke is involved in all aspects of international policy issues as they impact the interests of U.S. pork producers, including the development and implementation of NPPC's international trade policies. Among other things, Hueneke represents U.S. pork producers in the Codex Alimentarius Commission, including several of its technical committees, such as the Codex Committee on Residues of Veterinary Drugs in Foods and the Codex Committee on Food Import & Export Inspection and Certification Systems. She works closely with USTR, USDA and other government agencies to develop science-based strategy for resolving the ever-growing sanitary and technical barriers to trade for U.S. pork.

### **Dr. Renan Zhuang, Director of Economic Analysis, USA Poultry & Egg Export Council (USAPEEC)**

**D**r. Renan Zhuang has been Director of Economic Analysis at USA Poultry & Egg Export Council (USAPEEC) since October 2007. Zhuang's work focuses mainly on economic analysis projects related to U.S. trade in poultry and egg products. Zhuang comes to USAPEEC from North Dakota State University (NDSU) in Fargo, where he worked as a research assistant professor in the university's Department of Agribusiness and Applied Economics. At NDSU, Zhuang conducted various research projects in international agricultural trade and published papers in various journals including Contemporary Economic Policy, China Economic Review, Journal of Agricultural and Applied Economics, and Journal of Economic Development. A native of China, Zhuang has worked at various governmental organizations including the Chinese Ministry of Agriculture in Beijing. In 2005, Zhuang received a doctorate from Purdue University in agricultural economics.

### **Ross B. Anderson, Senior Vice President, AgriBank, FCB**

**R**oss Anderson is Senior Vice President and Chief Credit Officer for AgriBank, FCB. AgriBank serves a 15-state region in the Midwest and has assets of \$70 billion. Ross is currently responsible for all credit functions including Wholesale Lending, Commercial Lending, and Credit Risk Management. Prior to the formation of AgriBank, Ross was Vice President, Credit for the Farm Credit Bank of St. Louis. He joined the Bank in 1987. Before joining the Farm Credit Bank of St. Louis, Ross held several positions with the St. Louis Bank for Coopera-

# Registration Form

Please reserve your place by returning this form to:

**Charlotte Rauchle**  
**Informa Economics, Inc.**  
**775 Ridge Lake Blvd., Suite 400**      **Tel. 901-766-4671**  
**Memphis, Tennessee 38120-9403 USA**      **Fax 901-766-4470**

Your registration fee, payable to Informa Economics, Inc., should be submitted and **paid in full no later than May 3, 2010**. Please submit a separate, completed registration for each attendee or **register ONLINE** at [www.informaecon.com](http://www.informaecon.com).

**REGISTER TODAY!**  
Please return by  
**FAX 901-766-4470**  
or mail to Charlotte Rauchle  
Conference Coordinator  
**INFORMA ECONOMICS, INC.**  
775 Ridge Lake Blvd.  
Suite 400  
Memphis, TN 38120-9403  
-or-  
**REGISTER ONLINE**  
[www.informaecon.com](http://www.informaecon.com)

Name \_\_\_\_\_ Title \_\_\_\_\_

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Telephone \_\_\_\_\_ Fax \_\_\_\_\_

e-Mail address \_\_\_\_\_

\_\_\_ **Clients** (Retainer/Consulting)  
US\$579 for first attendee; \$459 for each added person from the same company **TOTAL \$** \_\_\_\_\_

\_\_\_ **Non-clients** US\$779 for first attendee; \$659 for each additional person from the same company **TOTAL \$** \_\_\_\_\_

**PLEASE INDICATE YOUR PREFERENCES:**

I will be attending the BBQ and Conference Social on Thursday, May 13.     YES     NO

I want to preorder the Conference Powerpoint flash drive for \$59.     YES     NO

Enclosed is my check made payable to **Informa Economics, Inc.**     YES     NO

I prefer to charge my credit card. Please choose:     VISA     MasterCard     American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Name \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

**SPECIAL NOTE:** Business casual attire is suggested for all conference participants.

**HOTEL RESERVATIONS:** A block of rooms has been reserved at a special discounted rate for your convenience at the Hilton Hotel, 939 Ridge Lake Boulevard, Memphis, TN 38120. Please contact the hotel directly at 901-684-6664 or 800-445-8667 and specify **Group Code IN511**, either on the phone or on the Hilton web site. Room rates, until April 13th, are \$139 per night, single or double occupancy, plus applicable taxes. **After April 13th, this special rate will no longer be available, so please call early to make your reservation.**

**LOCAL TRANSPORTATION:** The Hilton Hotel complimentary shuttle and local taxi service are available to/from the airport.

**-REFUNDS ARE AVAILABLE UPON REQUEST BEFORE MAY 3, 2010-**