

Livestock, Meat, Poultry and Dairy Spring Conference and Industry Overview

“Livestock Markets in a Regulatory Whirlwind”

- **The U.S. and global macroeconomy:**
Will Europe derail America’s recovery?
- **Election year priorities:**
What is the likely outcome for agriculture?
- **Tight grain markets:** Is there relief in sight?
- **The changing regulatory landscape:**
Dodd-Frank, animal welfare, environmental and food safety regulation. What is the likely outcome?
- **Cattle and beef outlook:**
How does the US supply the world with fed beef on declining animal numbers?
- **Dairy situation and outlook:**
Can global demand support continued price strength moving forward?
- **Poultry situation and outlook:**
Is chicken losing its mojo with consumers?
- **Hog and pork situation and outlook:**
Expansion seems overdue. Why are producers so hesitant?

May 3 - 4, 2012

Renaissance Nashville Hotel

611 Commerce Street ~ Nashville, Tennessee 37203 USA

informa economics

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Informa Economics, Inc.
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This year's conference is being held in an exciting new location in Nashville, Tennessee. Explore all that the Music City has to offer from a convenient downtown location. The Renaissance Nashville is this year's host hotel. Located in the heart of downtown, the recently-renovated hotel is within walking distance of the Entertainment District, Music Row, the Ryman Auditorium, the Country Music Hall of Fame and Tennessee's state capitol building. If you haven't been to Nashville lately, you will be pleasantly surprised at all there is to do in the downtown area. The Renaissance is an upscale facility with 24 floors of guest rooms and marvelous views of the downtown area. A number of excellent restaurants are all within walking distance of the hotel. Informa has negotiated a room rate for conference attendees of \$159/night with Internet access included. There is no better time than spring to visit the Music City.

And, while the location is different from years past, you can expect the same fast-paced and informative market outlook information that you have come to expect from Informa Economics. There is so much to talk about this year! The US economy appears to be slowly mending after the Great Recession, but faces new risks from across the Atlantic. Come hear Informa's CEO and in-house macroeconomist, Dr. Bruce Scherr, detail his thoughts on how this will play out in the months ahead. At the same time, the country is in the midst of an election cycle that has the Republican party searching for a candidate and strategy to unseat President Obama. Informa's own Washington insider, Jim Wiesemeyer, will provide his insights on where things will shake out in November and what it might mean for the agricultural community. The current administration has turned up the regulatory heat on both markets and the agricultural enterprises. **This year's conference theme is "Markets in a Regulatory Whirlwind"**. Guest speakers will help you to understand the ramifications of regulations resulting from the Dodd-Frank Financial Reform law and address concerns in the areas of food safety, animal welfare and the environment that are primed for new regulation and extension of existing regulations. Moves made by regulators in the next year will have a dramatic impact on the operation of markets that are vital to agricultural interests.



As always, Informa's commodity analysts will be on hand to provide their outlook for the livestock and grain markets in the coming year. Shifting global demand and the rise of the middle class in developing countries is having a dramatic impact on all livestock-derived product markets and this will reverberate through our domestic markets. Come find out what to expect so that you can plan ahead and help position your firm to take advantage of the new global landscape. This year, all conference outlook presentations will be provided to each attendee for their convenience on a flash drive at no additional cost. We guarantee that you will refer back to these materials many times in the months following the conference as you navigate in these uncertain markets.

The conference will span a day and a half, beginning on Thursday morning and concluding around noon on Friday. Lunch on Thursday and breakfast on Friday are provided, as are all conference breaks. Come join us on Thursday night in the Ryman Room from 5:30 to 7:00 pm. for a meet-and-greet cocktail social. This is an opportunity to meet the presenters and for valuable industry networking. Afterwards, head out to explore the nightlife in downtown Nashville. We fully anticipate that this year's Spring Livestock Conference will be one of the best attended and enjoyable conferences we've hosted in a long time. Come see your old friends at Informa and make some new ones along the way. See you in Nashville!



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 3, 2012

- 8:00 a.m. - 5:00 p.m. **Registration**
- 9:15 a.m. - 9:30 a.m. **Welcome**
Dr. Rob Murphy, Senior Vice President
 Informa's Livestock Group
- 9:30 a.m. - 10:30 a.m. **Feed Grain and Protein Meal Outlook**
Rob Westmoreland
 Executive Vice President, Informa
- 10:30 a.m. - 11:45 a.m. **Washington Update**
Jim Wiesemeyer, Policy Analyst and
 Senior Vice President, Informa
- 12:00 p.m. - 1:00 p.m. **Lunch provided**
- 1:00 p.m. - 2:00 p.m. **Global and U.S. Economic Outlook**
Dr. Bruce A. Scherr
 Chairman and CEO, Informa
- 2:00 p.m. - 3:00 p.m. **The Impact of Dodd-Frank and Other
 Regulatory Issues Affecting Futures
 Markets**
David Lehman
 Managing Director, Commodity
 Research & Product Development
 CME Group
- 3:00 p.m. - 3:30 p.m. **Beverage Break**
- 3:30 p.m. - 5:30 p.m. **Regulatory Issues Facing Animal
 Agriculture -- Panel Discussion**
Food Safety:
Dr. Mohammad Koohmaraie, CEO
 IEH Labs & Consulting Group
Environmental Regulations:
Michael Formica
 Chief Environmental Counsel
 National Pork Producers Council
Animal Welfare:
Dr. Mike Siemens
 Leader, Animal Welfare & Husbandry
 Cargill
- 5:30 p.m. - 7:00 p.m. **Cocktail Social**

DAY TWO: Friday, May 4, 2012

- 6:45 a.m. - 7:30 a.m. **Breakfast Provided**
- 7:30 a.m. - 8:15 a.m. **Dairy Situation and Outlook**
Nate Donnay
 Senior Dairy Analyst, Informa
- 8:15 a.m. - 9:00 a.m. **New Zealand Dairy in the Global
 Arena**
Mark Piper, Vice President of Sourcing
 Fonterra Co-operative Group, Ltd.
- 9:00 a.m. - 10:00 a.m. **Cattle/Beef Situation and Outlook**
Dr. Mike Sands
 Vice President, 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**
Dr. Rick Andersen
 Executive Vice President, Informa
- 11:30 a.m. - 12:30 a.m. **Poultry/Egg Situation and Outlook**
Mark Jordan
 Senior Analyst, Informa



**David Lehman, Managing Director,
Commodity Research and Product Development, CME Group**

David Lehman was appointed Managing Director, Commodity Research and Product Development of CME Group in February 2010. He is responsible for leading efforts to identify and develop new CME Group product and services opportunities related to both exchange-traded and over-the-counter (OTC) markets, maintaining viability of current product offerings and providing strategic insight into new markets, business development and research within the commodity space. Before assuming his current role, he most recently served as Director, Commodity Research and Product Development, since July 2007. Previously, Lehman also served as Managing Director and Chief Economist of the Chicago Board of Trade (CBOT). Prior to his appointment as Chief Economist, Lehman started at the CBOT in 1989 as a staff economist and held various research and marketing positions during his tenure there as well as working closely with regulatory staff at the exchange and at CFTC. Before joining CBOT, Lehman held the position of Industry Economist, Commodity Futures Trading Commission, from 1986-1989. In this role, he was responsible for commodity market surveillance and statistical analysis. He earned both a bachelor's and master's degree in agricultural and resource economics from the University of Maryland.



Mike Siemens, Leader, Animal Welfare & Husbandry, Cargill

Dr. Siemens was raised on a diversified farming operation in northern Indiana. Dr. Siemens obtained his B.S. from Purdue University and his M.S. in Reproductive Physiology and his Ph.D. in Ruminant Nutrition from the University of Missouri. Following his time at the University of Missouri he was a Nutrition Consultant with DeKalb Feeds located in the Midwest. In 1991 Dr. Siemens took a faculty position with the University of Wisconsin as their State Beef Cattle Specialist with tenure. Following his 10 years at the UW he then took a position with Smithfield Foods, Inc. as their Director of Cattle Development and subsequently moved into the position of Director of Integrated Meat Technology. In 2006 Dr. Siemens and his family moved to Wichita, KS where he took a position with Cargill as their Beef Program Development Director. In 2008 Dr. Siemens took the position as Leader - Animal Welfare and Husbandry for Cargill where he oversees animal welfare efforts for the global meat businesses. Dr. Siemens is currently a member of the Animal Welfare Committees for the National Cattlemen's Beef Association, National Pork Board, National Pork Producers Council, National Turkey Federation and the American Meat Institute where he was the committee chairman from 2004-2006. Dr. Siemens is a foundation instructor for the Professional Animal Auditor Certification Organization and is also a member of the Cross Border Livestock Health Conference task force to evaluate North American livestock transportation programs. In addition, Dr. Siemens is a member of the NFACC Beef Codes of Practice Development Committee in Canada. Dr. Siemens is also a co-founder of the North American Food Animal Welfare Network and currently holds an Adjunct Faculty appointment in the Department of Clinical Sciences at Kansas State University. Dr. Siemens is married to his wife Dr. Angie Siemens, Cargill Vice President – Technical Services. They have one son Nicholas (age 10) who pretty much takes care of whatever free time there may be.



Dr. Koohmaraie, CEO, Meat Division, IEH Laboratories & Consulting Group

Dr. Koohmaraie received his Ph.D. degree in Animal Science with minors in Food Science and Food Microbiology from Oregon State University in 1984. From 1984 to 2008 he had various roles at the U.S. Meat Animal Research Center, including Scientist, Department Head and Director. Throughout his career, Dr. Koohmaraie has focused his research efforts on the biological mechanisms regulating meat tenderness. Starting with the outbreak of E.coli O157:H7 in the Northwest, he has been actively involved in leading and conducting research projects to help the meat industry reduce/eliminate E.coli O157:H7 from the red meat supply. He works closely with the members of meat industry to design projects that address food safety. After 24 years as a USDA scientist, Dr. Koohmaraie joined IEH Laboratories and Consulting Group as Chief Executive Officer of the Meat Division. At IEH he continues his long-standing efforts to help the industry produce the safest meat possible. In recognition of his contributions to science and technology, Dr. Koohmaraie has received numerous National Awards including Agricultural Research Service's Scientist of the Year Award in 1992 and 2001; Agricultural Research Service's technology transfer awards in 2004 and 2008, USDA Secretary Award in 1995 and 2001; and Research Awards from the American Meat Science Association and the American Society of Animal Science. In 2005, the National Meat Association selected him for its Professional of the Year Award and he was the recipient of the American Meat Science Association's "Signal Service Award." Dr. Koohmaraie has published over 400 scientific publications and has given over 300 invited talks to U.S. and international organizations.

**Michael C. Formica, Chief Environmental Counsel for the National Pork Producers Council (NPPC)**

Mr. Formica represents the nation's pork industry on issues related to the environmental regulation of livestock farms and the impacts and opportunities for pork producers pre-sented by burgeoning renewable energy markets. An experienced lawyer and lobbyist, Mr. Formica has significant experience representing clients before all three branches of the federal government. Prior to joining NPPC, Mr. Formica was an attorney in private practice representing a diverse array of agricultural clients on air, waste, water, and property rights issues. Mr. Formica received a bachelor's degree in political science from the University of Rhode Island and his law degree from Vermont Law School, where he founded the school's highly respected environmental law journal. He is a member of the bar of the District of Columbia and the Supreme Court of the United States of America.

**Mark Piper, Product Group Manager, Fonterra**

Mark was born and raised in New Zealand and spent a number of years moving around the country as his parents ran various hotels and wineries. At nineteen, Mark joined the New Zealand Dairy Group (which later became part of Fonterra) and, in the 19 years Mark has been with Fonterra, he has worked in the manufacture of casein and cheese, coordinated supply chain activities for sales into Japan and Korea, managed a technical team for Fonterra Japan, been Product Group Manager for Fonterra's global cheese business and now resides in Chicago, focusing on the sourcing of US dairy products for domestic supply and export. Mark has 4 children. His first daughter was born in New Zealand, then a son in Tokyo, followed by another girl back in New Zealand and then another boy born in November in Chicago. Mark also plays ice hockey and inline hockey (like ice hockey but on wheels) and was fortunate enough to represent New Zealand in inline hockey for five years, including playing in two World Championships.



Registration Form

Please reserve your place by returning this form to:

Ann Collins

Informa Economics, Inc.

775 Ridge Lake Blvd., Suite 400

Memphis, Tennessee 38120-9403 USA

Tel. 901-766-4667

Fax 901-766-4483

Your registration fee, payable to Informa Economics, Inc., should be submitted and **paid in full no later than April 18, 2012**. Please submit a separate, completed registration for each attendee or skip this form and [CLICK HERE](#) to register ONLINE.

REGISTER TODAY!

Please return by

FAX 901-766-4483

or mail to Ann Collins

Conference Coordinator

INFORMA ECONOMICS, INC.

775 Ridge Lake Blvd.

Suite 400

Memphis, TN 38120-9403

-or-

[CLICK HERE](#)

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Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

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___ **Clients** (Retainer/Consulting) US\$629 for first attendee; \$509 for each added person from the same company **TOTAL \$** _____

___ **Non-clients** US\$759 for first attendee; \$649 for each additional person from the same company **TOTAL \$** _____

PLEASE INDICATE YOUR PREFERENCES:

I will be attending the Cocktail Social on Thursday, May 3. 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 for May 2 - 3 -- Our block of rooms at the Conference Hotel (Renaissance Nashville Hotel, see below) for Wednesday night, May 2, are sold out. We have arranged for a new, alternate block of rooms just 3 blocks away from the conference site at the Marriott Courtyard. Rooms are offered at a special discounted rate until April 25, 2012 of \$169.00 per night plus tax. Marriott Central Reservations telephone number is 800-321-2211; ask for the Informa Economics block at the Marriott Courtyard Nashville Downtown. Reservations may also be made online at <http://www.marriott.com/hotels/travel/BNADT?groupCode=IESIESB&app=resvlink&fromDate=5/2/12&toDate=5/4/12>.

HOTEL RESERVATIONS for THURSDAY, May 3: A block of rooms has been reserved for your convenience at a special discounted rate of \$159/night (free Internet included) at the Renaissance Nashville Hotel. (Please note that rooms in the block for Wednesday, May 2, have sold out; however, a few are still available for Thursday, May 3.) Reservations at the Renaissance can be made online by clicking the following link https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=8227271 or by calling 877-901-6632. If you call the hotel directly on its general reservation line, you may not get the discounted rate. The special rate is available until April 18, so please call early to make your reservation.

LOCAL TRANSPORTATION: Taxi fare from airport to downtown is approximately \$25. Gray Line also operates a shuttle from the airport to downtown. Call 615-275-1180 for details.