

"Beyond the Farm Bill: Agriculture's New Challenges"

Key Topics

- *The Administration's Ag Policy*
- *A Detailed Look at the US Farm Economy*
- *Renewable Fuels Policy Trends and Outlook*
- *The Renewed Focus on Anti-Trust Issues:
Implications for the Sector*
- *Agricultural Trade and Trade Policy Overview*
- *Agricultural Productivity -- Can We Meet the
Challenge of Feeding a Growing World?*
- *Food Regulation Roundup*
- *Outlook for the Mid-Term Elections*
- *Crop and Livestock Market Outlooks*

And More....

*Washington DC's premier conference
devoted to agriculture policy...*

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April 22-23, 2010
Crystal Gateway Marriott
1700 Jefferson Davis Highway
Arlington, Virginia 22202

Conference Speakers

Senator Mike Johanns
*Republican U.S. Senator
Nebraska*

Dr. Joseph Glauber
*Chief Economist
U.S. Department of Agriculture*

Rep. Charlie Stenholm
*Former U.S. Congressman
(D-TX)*

Dr. Isi Siddiqui
*Chief Agricultural Trade
Negotiator, USTR*

Ms. Samantha Slater
*Vice President of Government
Affairs
Renewable Fuels Association*

Mr. Manning Feraci
*Vice President, Federal Affairs
National Biodiesel Board*

Dr. Mike Bushell
*Chief Scientific Advisor
Syngenta*

Mr. Jeff Harrison
Combest, Sell and Associates

Mr. Dennis Nuxoll
*Director of Federal Policy and
Government Relations
American Farmland Trust*

Dr. Gale Buchanan
*Former USDA Undersecretary
University of Georgia*

Mr. Dan Morgan
Washington Post

Dr. Bob Brackett
*Chief Scientific and
Regulatory Affairs Officer
Grocery Manufacturers
Association*

Informa Experts, including
Dr. Richard A. Andersen
Dr. Jim Sullivan and
Mr. Jim Wiesemeyer

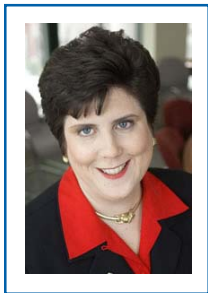
Special Guest Speaker:
Jennifer Duffy
*Senior Editor of the Cook
Political Report*

US agriculture policy faces unique challenges and difficult policy decisions in the months ahead. Our conference will offer a range of expert opinions on the outlook for farm policy and the many factors that will play a role in the debate. Featured speakers include:



Senator Mike Johanns (R-NE) was sworn in as a U.S. Senator for Nebraska on January 6, 2009, continuing a career in public service that has spanned more than 25 years and that has always had a heavy focus on agriculture and rural America. He formerly served as the 28th Secretary of Agriculture, where he worked to expand foreign market access for U.S. producers, promote the growth of the renewable fuels industry and improve conservation programs. He also played an instrumental role in the development of the 2008 Farm Bill, guiding USDA’s in-depth farm proposal that became the foundation for many of the improvements and reforms that were adopted. Senator Johanns serves on five committees: Agriculture, Nutrition, and Forestry; Banking, Housing, and Urban Affairs; Commerce and Transportation; Veterans’ Affairs; and Indian Affairs. He is the Ranking Member on the Agriculture Committee’s Domestic and Foreign Marketing, Inspection, and Plant & Animal Health Subcommittee.

Former US Congressman Charles W. Stenholm (D-TX): Stenholm was elected to the House in 1978, representing the Abilene-based 17th District. He was one of the most active Democrats in the House, belonged to the Blue Dog Coalition and was a leader of the Boll Weevils during the 1980s. For six years, he was ranking Democrat on the House Agriculture Committee. He worked very closely with the committee’s chairman, Republican Larry Combest, to shepherd the 2002 Farm Bill through Congress.



Political Analyst, Jennifer Duffy: Jennifer Duffy is a Senior Editor for *The Cook Political Report*, where she is responsible for U.S. Senate and Governors races. Founded in 1984, *The Cook Political Report* provides analyses of Presidential, U.S. Senate, House and gubernatorial races. *The New York Times* has called *The Cook Political Report*, “a newsletter that both parties regard as authoritative.” Ms. Duffy has served as an off-air analyst for NBC News on Election Nights from 1996 through 2006, and makes frequent appearances on ABC, NBC, CBS, CNN, PBS’ “The News Hour with Jim Lehrer,” and C-SPAN’s “Washington Journal.”

The Editorial Staff of Food Chemical News: Food Chemical News, based in Arlington, VA, is the leading news service on US and global food law and food policy, with more than 50 years of experience monitoring and reporting on FDA, USDA and other federal and state agencies. Senior writers from this venerable organization will be joined by Grocery Manufacturers Association Chief Scientific and Regulatory Affairs Officer, **Dr. Bob Brackett**, for a panel discussion on the intense efforts to “upgrade food safety laws for the 21st century.”

**Food Chemical
News**



Informa Economics appreciates the generous support of the following sponsors:



Please join us for our 18th Annual Washington Policy Conference April 22nd and 23rd at the Crystal Gateway Marriott. Lunch will be provided on the 22nd as well as a cocktail reception following the panel discussion. Once again, we have been fortunate in attracting speakers who are “in a position to know” and willing to share insights on emerging developments.

The game-changing issues that agriculture faces today go far beyond the traditional debate over the details of the farm safety net. The financial collapse and the deep global recession that followed have led to an historic rise in government spending while also challenging long-held public perceptions about the role of deregulation, trade policy and private enterprise. The policy developments that follow from these issues as well as others such as climate change, energy policy, healthcare and the national debt will influence agriculture markets for years to come, and lay the groundwork for the upcoming debate over the next farm bill. Our conference is designed to help stakeholders better understand the most pressing policy issues facing the sector. Consider the context of agricultural policy developments today:

There is a renewed focus on industry consolidation, including critical reviews of agribusiness mergers, acquisitions, and marketing practices. For the first time ever, USDA and the Department of Justice are holding a series of “listening sessions” across the country to explore competition issues in agricultural markets. The policy implications are still unclear, but Senior Principal Attorney **Philip C. Olsson** of the Washington, DC law firm Olsson, Frank and Weeda, PC will provide an overview of where he sees these efforts heading.

Although it might seem that the ink is barely dry on the 2008 Farm Bill, farm groups and public officials are already discussing their objectives for the 2012 Farm Bill. Former Congressman **Charlie Stenholm (D-TX)**, architect of the 2002 Bill, will offer his perspective on what to expect as this debate unfolds.

Agricultural trade remains critical to our industry, but efforts to open markets have stalled in recent months as lawmakers focused on domestic stimulus, financial bailouts and other efforts to revive the economy. And, protectionist rhetoric has grown, clouding the outlook for future trade progress. To report on the outlook for trade policy in these challenging times, we’ve invited **Ambassador Isi Siddiqui**, USTR Chief Agriculture Negotiator.

A growing world population, constraints on land, water and other resources, and the increasing demands on agriculture to provide abundant supplies of food and energy highlight the need for coherent policies to support agricultural productivity. **Dr. Gale Buchanan** of the University of Georgia and former USDA Undersecretary of Research, Education and Economics will report on this critical issue based on his long experience and recent research conducted through the **Council for Agricultural Science and Technology (CAST)**. He will be joined by **Dr. Mike Bushell**,

Principal Scientific Advisor at Syngenta, to provide an industry perspective on the tools and technologies being developed to address these resource challenges.

The renewable fuels industry—both biodiesel and ethanol—is struggling under volatile markets and an unusual level of policy uncertainty. **Samantha Slater** of the Renewable Fuels Association and **Manning Feraci** of the National Biodiesel Board will each share their perspectives on the policy and market challenges facing their respective industries.

Food safety regulation is almost always under review, but the focus today is more intense than at any time in recent decades. Recent high-profile food safety incidents involving bagged spinach, peppers from Mexico (despite initially targeting tomatoes), processed peanut products, ground beef, black pepper, pet food and many others have brought intense scrutiny to the entire food supply chain. President Obama has called the food safety system “a hazard to public health.” Legislation now making its way through congress includes major initiatives to implement traceability systems, facilitate mandatory recalls and quarantines, and places intense scrutiny on imports. Senior writers from **Food Chemical News** will be joined by **Dr. Bob Brackett**, Chief Scientific and Regulatory Affairs Officer for the Grocery Manufacturers Association, to help us sort through the motivation, politics and implications of these new regulatory efforts.

We will end the first day of meetings with a lively panel discussion on the *politics and public impressions* of the administration’s farm policies and proposals, moderated by Informa’s own **Jim Weisemeyer**. He will be joined by the influential Washington policy observers **Dan Morgan** of the Washington Post; **Jeff Harrison** of Combest, Sell and Associates; **Dennis Nuxoll**, Director of Federal Policy and Government Relations for the American Farmland Trust; and agriculture journalist and former USDA official **Jim Webster**.

In addition to our lineup of farm policy experts, the program will kickoff with a pre-conference warm up session featuring experts from Informa Economics to provide their latest **Crop and Livestock Commodity Outlook for the coming season**.

REGISTRATION BEGINS AT 9:00AM

Thursday, April 22, 2010	
10:00 am	Pre Conference Warm-Up Livestock Outlook, Dr. Rick Andersen, Executive Vice President, Informa Economics, Inc.* Commodity Market Outlook, Dr. Jim Sullivan, Senior Vice President, Informa Economics, Inc.*
11:30 am	BUFFET LUNCH
1:00 pm	Welcome & Introductions , Dr. Mark Jekanowski, Senior Vice President, Informa Economics, Inc.
1:15 pm	Keynote Address: Agriculture, A View from the Senate U.S. Senator Mike Johanns (R-NE)*
1:45 pm	The 2012 Farm Bill and Beyond , Mr. Charlie Stenholm, Former US Representative (D-TX) *
2:30 pm	Economic Outlook for U.S. Agriculture , Dr. Joseph Glauber, Chief Economist, USDA*
3:15 pm	COFFEE BREAK
3:30 pm	Renewable Fuels Policy and Market Outlook (2 speakers) Ms. Samantha Slater, Vice President of Government Affairs, Renewable Fuels Association* Mr. Manning Feraci, Vice President of Federal Affairs, National Biodiesel Board*
4:30 pm	Competition and Anti-Trust: A Growing Focus on Agriculture (2 speakers) Attorney Phillip C. Olsson, Senior Principal Attorney, Olsson, Frank and Weeda, PC* Mr. Charles F. Conner, President and CEO, National Council of Farmer Cooperatives*
5:30 pm	Agriculture Policy: The Administration's First Year, and a Look Ahead (Panel Discussion)* <u>Moderator:</u> Mr. Jim Wiesemeyer, Senior Vice President, Informa Economics Inc. <u>Panelists:</u> Mr. Dan Morgan, Washington Post Reporter; Mr. Jeff Harrison, Combest, Sell & Associates; Mr. Jim Webster, Agriculture Journalist and Carter Administration USDA official; Mr. Dennis Nuxoll, American Farmland Trust
6:30-8:00 pm	COCKTAIL RECEPTION SPONSORED BY JOHN DEERE AND SYNGENTA
Friday, April 23, 2010	
7:30 am	CONTINENTAL BREAKFAST
8:30 am	Agriculture Trade Policy Outlook Dr. Isi Siddiqui, USTR Chief Agricultural Negotiator*
9:15 am	Agricultural Productivity: Meeting the Challenges of Feeding the World (2 speakers) Dr. Gale Buchanan, Univ. of Georgia and the Council for Agricultural Science and Technology (CAST)* Dr. Mike Bushell, Chief Scientific Advisor, Syngenta*
10:15 am	COFFEE BREAK
10:30 am	Food Regulation Roundup: New Policy Pressures on the Food Supply Chain (Panel Discussion) Editorial staff of Food Chemical News* and Dr. Bob Brackett, Chief Scientific and Regulatory Affairs Officer, Grocery Manufacturers Association
11:45 am	Handicapping The Midterm Elections (Special Guest Speaker) Sponsored by Monsanto Ms. Jennifer Duffy, Senior Editor, Cook Political Report*
12:45 pm	Wrap Up and Adjournment , Dr. Mark Jekanowski, Senior Vice President, Informa Economics, Inc.

* Confirmed

(Please note that the program and speakers may be subject to change)



Registration Form

If you have questions or wish to reserve your place at the conference, you may return the form below to:

Theresa Stephens
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Your registration fee, payable to Informa Economics, Inc., should be submitted and **paid by April 19, 2010**. Please submit a separate, completed registration form for each attendee.

You may also **register securely ONLINE** at www.informaecon.com/Washington_Conference.asp.

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

HOTEL RESERVATIONS: Make lodging reservations at the **Crystal Gateway Marriott**, 1700 Jefferson Davis Highway, Arlington, Virginia 22202; Telephone 703.920.3230. Web site for Crystal Gateway Marriott is <http://marriott.com/property/propertypage/WASGW>. (Preferred room rates available under the name "Informa Economics," but space is limited, and reservation is required by March 26, 2010.)

LOCAL TRANSPORTATION: Hotel shuttle available from the airport as well as Metro Station that stops under the hotel.

--Conference refunds are available upon request before April 6, 2010--