

THE FUTURE OF
MIDSOUTH AGRICULTURE
JULY 18-19, 2000



Dr. Michael D. Quart
Mississippi State University Extension Service
Box 9601
Mississippi State, MS 39762



Announcing...

THE FUTURE OF MIDSOUTH AGRICULTURE

**A Major Conference –
Managing Risks to
Strengthen the Staying
Power of Family Agriculture
in the Midsouth**

Adam's Mark Memphis Hotel
Memphis, Tennessee

July 18-19, 2000

FUTURE OF MIDSOUTH AGRICULTURE CONFERENCE • JULY 18-19, 2000

Managing Risks to Strengthen the Staying Power of Family Agriculture in the Midsouth

If You Are:

- ▶ A producer trying to understand where agriculture is going and how to survive in an era of unprecedented challenges and risks...
- ▶ A supplier, dealer, lender, processor, or a buyer of farm commodities trying to figure out how to serve your producer customers and survive yourself...
- ▶ A farm organization leader concerned about members who face increasing risks...
- ▶ An extension educator seeking to better understand and serve the needs of producers and those who do business with them...

This conference is for you!

Low commodity prices, rising production costs, uncertain farm policies, and exposure to global competition have sensitized producers to the risks they face in financing, producing, and marketing their products. Many now find themselves vulnerable to these risks. Those who sell to producers and buy from producers are themselves exposed to, or are affected by, those same risks.

This conference will help you understand and cope with the realities of Midsouth agriculture in the early 21st century.

About the Program

On the first day, leading economists and policy officials will examine market prospects for Midsouth commodities, the likely direction of farm policies, the implications of emerging technologies, and prospects for Federal risk management programs. The intended outcome is an expanded understanding of the near-term market, technology and policy environment within which producers will have to make decisions. That environment, and producers' response to it, will set the stage for those who do business with producers and whose risks are intertwined with those of producers.

On the second day, speakers will focus on strategies for dealing with the challenges and risks examined on the previous day. The session will feature a panel of producers, suppliers, and lenders providing their perspectives on what they have heard and on what extension should be doing to be most helpful.

Immediately following the conference, extension educators will meet to discuss strategies for developing follow-up educational programs that build on knowledge from the conference.

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Tentative Schedule

TUESDAY, JULY 18

The Agricultural Situation

Moderator: John Lee, Mississippi

12:30 P.M. Registration

1:30 Introductions

1:45 *Market Outlook*, Bruce Scherr, Sparks Companies, Memphis

2:45 Break

3:00 *Public Policies and Implications for Midsouth Producers* (including next Farm Bill), Keith Collins, Chief Economist, USDA

4:00 *The Technology "Explosion" and Implications for Midsouth Producers*, Mike Boehlje, Purdue University

5:00 Open Dialogue

Dinner - Moderator: Ray Humberd, Tennessee

6:30 *Public and Private Roles in Risk Management*, Kenneth Ackerman, Administrator, Risk Management Agency, USDA

WEDNESDAY, JULY 19

Management Strategies to Deal With Future

Moderator: Tony Windham, Arkansas

8:00 A.M. *Farm Business Planning for the New Millennium*, Gerald Giesler, Louisiana State University

9:00 Break

9:20 *Marketing/Risk Management*, Keith Coble and Barry Barnett, Mississippi State University

10:30 Panel of Producers, Lenders, and Suppliers

11:45 *What We've Learned* (summary of meeting), Al Ortego, Louisiana State University

General Session Adjourned

1:30 P.M. *Multi-State Programming*
Extension Administrators, specialists, agents, and program participants will meet to discuss this topic.

Sponsors

University of Arkansas Cooperative
Extension Service
Louisiana Cooperative Extension Service
Mississippi State University Extension
Service
University of Tennessee Agricultural
Extension Service
USDA Risk Management Agency

Farm Foundation
Arkansas Farm Bureau Federation
Louisiana Farm Bureau Federation
Mississippi Farm Bureau Federation
Tennessee Farm Bureau Federation
Farm Credit Services of Central Arkansas
Farm Credit Services of Eastern Arkansas

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Registration Form

Mail registration form and payment to: **Dr. Michael Quart, Mississippi State University (MSU) Extension Service, Agriculture and Natural Resources, Box 9601, Mississippi State, MS 39762**
Further Information: Contact Dr. Michael Quart at (662) 325-8737
Registration Fee: **\$10.00 per participant**
Payment of registration fee is required. Space is limited. Register today.

Conference Attendee Information - PLEASE PRINT

- Yes, I will attend the July 18-19 *Future of Midsouth Agriculture* conference.
 Yes, I will attend the conference and will bring a spouse/family member.

Check one: Producer Supplier Lender Other: _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

\$ _____ Registration fee(s) enclosed. (Make check payable to MSU-ES, *Future of Midsouth Agriculture*.)

If your spouse or other family member is a partner in your farm operation and plans to attend the conference, please indicate on registration form and pay fees as appropriate.

Conference Location (see enclosed map for directions)

The address is Adam's Mark Memphis Hotel, 939 Ridge Lake Boulevard, Memphis, TN 38120. A block of rooms has been reserved in the name *Future of Midsouth Agriculture*, rate: \$79 single/double until **June 18, 2000**. After this date, rooms will be confirmed on an "as available basis" and at prevailing rates. Call the Adam's Mark Memphis Hotel directly at (901) 684-6664 to make room reservations.

Registration

There is a registration fee of \$10.00 that includes the costs of the dinner and breaks. Participants should register no later than June 30 by sending name, address, telephone number, e-mail address, and registration fee to Dr. Michael Quart, MSU-ES, Agriculture and Natural Resources, Box 9601, Mississippi State, MS 39762. (See registration form.) Checks should be made out to *MSU-ES, Future of Midsouth Agriculture*. Registration refunds will be made for cancellations received no later than July 15. If you have questions or need additional information, contact Dr. Michael Quart at (662) 325-8737.