

USDA Invites You to Attend

**Agricultural
Outlook
Forum
2001**



**February 22-23, 2001
Crystal Gateway Marriott Hotel
Arlington, Virginia**

Farm and Policy Prospects

***Program Preview, see p. 3
Festival Exhibits, see p. 10***

C O N F E R E N C E P R O G R A M

General Information

Welcome to the Forum

The U.S. Department of Agriculture welcomes you to Agricultural Outlook Forum 2001. We hope you enjoy the Forum and your visit to the Nation's Capital. If you need assistance, ask a volunteer wearing a staff ribbon.

Facilities

The Crystal Gateway Marriott Hotel is a Three Diamond Hotel, with several restaurants, and indoor pool, and fitness facility. The Hotel is located on the Blue and Yellow lines at the Crystal City Station of the Metro subway system. It is convenient to underground shops and to the Fashion Center Mall at Pentagon City. Check your portfolio for guides to the Metro system and the Fashion Center.

Parking

Parking will be discounted to \$7.00 per day for hotel guests and \$9.00 for other Forum attendees. Inform the parking attendant that you are attending the Outlook Forum when you exit the garage.

Registration

The Forum registration desk will be located in Salon II of the Arlington Ballroom on Thursday from 7:00 a.m. to 11:00 a.m. For the rest of Thursday and on Friday starting at 7:00 a.m., the registration desk will be located at the counter in the Arlington Foyer.

If you did not pay the advance registration fee, you will be asked to pay an on-site registration fee of \$250 for full registration, or \$175 for partial registration. The registration fee covers conference materials including speech texts, a portfolio, a copy of new long-term baseline projections, and refreshment breaks.

Calls to the Conference

Telephone calls to the Forum should be directed to the Crystal Gateway Marriott Hotel at (703) 920-3230; ask the operator for the Outlook Forum registration desk.

Cell Phones

As a courtesy to other guests, please turn cell phones off during sessions and refrain from placing calls outside of meeting rooms. The Grand Ballroom foyer in front of the Exhibit Hall, by the windows, has good cell phone reception.

Dinners and Luncheons

Prepaid tickets are necessary for the Thursday networking luncheon and dinner, and the luncheons on Friday. If you preregistered and ordered meals, your tickets will be with your name badge. A limited number of unreserved tickets may be available for purchase on Thursday and Friday – check at the conference registration desk.

Speech Texts and Proceedings

Copies of advance texts provided by speakers will be placed on tables outside of the Arlington Ballroom. Speeches will be available on the day they are given. Copies of any late speeches received will be placed on the tables as they become available. After the Forum, speeches will be posted on the Internet. See page 11 for instructions.

All speeches submitted by speakers will be published after the Forum in an electronic Proceedings. See page 11 for more information.

Exhibits and Café

Take a break at the Exhibit Hall and Café, Located in Salons F and G of the Grand Ballroom.

A dozen agencies are displaying information about their programs and demonstrating Internet resources. See page 9. Network or visit over complimentary refreshments. The Exhibit Hall is open Thursday afternoon, Thursday evening for the pre-dinner reception and Friday.



Press Room

An equipped and staffed press room for journalists covering the Forum is located in the McLean Room, one floor above the Ballroom.

We appreciate your candid assessment of the Outlook Forum. An evaluation form is in your portfolio; please complete it and place in the silver bowls provided or return to any staff member. *Thank you!*



Program Preview



WEDNESDAY, FEBRUARY 21, 2001

5:00 p.m.-8:30 p.m. Registration
Arlington Ballroom Foyer



THURSDAY, FEBRUARY 22

7:00-11:00 a.m. Registration
Preregistered guests: Arlington Ballroom, Salon II
Onsite registration: Arlington Ballroom
Registration Desk

11:00 a.m.-5:30 p.m. Arlington Ballroom Registration Desk

7:15-8:15 a.m. Continental Breakfast
Arlington Ballroom Foyer

8:15 a.m. Welcome
Arlington Ballroom

8:20-9:45 a.m. Counterpoint on the Next Farm Bill
Arlington Ballroom

9:45-10:15 a.m. Keynote Address by the Secretary of Agriculture
Secretary of Agriculture Ann M. Veneman
Arlington Ballroom

10:15-10:30 a.m. Coffee Break
Arlington Ballroom Foyer

10:30 a.m.-12:00 noon Agriculture's Stake in WTO Trade Negotiations
Arlington Ballroom

12:00 Noon Exhibit Hall Opens
Grand Ballroom, Salons F and G

12:00 Noon-1:15 p.m. Networking lunch or lunch on your own
Arlington Ballroom, Salons I and II
Grand Ballroom, Salons J and K

- 1:15-3:15 p.m. Concurrent Sessions**
- **Farm, Tax and Economic Policy and the Farmer's Bottom Line**
Arlington Ballroom
Salon III
 - **New Directions for a Market Access Strategy: Bilateral, Regional, or Global?**
Arlington Ballroom
Salon IV
 - **Putting the Risk Protection Act of 2000 To Work**
Arlington Ballroom
Salon V
 - **Achieving Sustainable Rural Development**
Arlington Ballroom
Salon VI
 - **Food Price Briefing (1:15-2:00 p.m.)**
Alexandria Room, Second Floor

3:15-3:30 p.m. Refreshment Break
Arlington Ballroom Foyer and Exhibit Hall

- 3:30-5:30 Concurrent Sessions**
- **Electronic Marketplaces for Inputs and Commodities**
Arlington Ballroom
Salon III
 - **Reducing the Risk of Foodborne Illness**
Arlington Ballroom
Salon IV
 - **Small Farm Survival: Implications for the 2002 Farm Bill**
Arlington Ballroom
Salon V
 - **New Value-Added Livestock and Poultry Initiatives**
Arlington Ballroom
Salon VI

5:30 p.m. Reception, Cash Bar
Arlington Ballroom Foyer and Exhibit Hall

6:30 p.m. Forum Dinner
Arlington Ballroom
The Economic Outlook – Are the Good Times Over?
Lawrence Chimerine



FRIDAY, FEBRUARY 23

7:00 a.m.-4:00 p.m. Registration
Arlington Ballroom Registration Desk

7:15-8:15 a.m. Continental Breakfast
Arlington Ballroom Foyer and Exhibit Hall

8:15-10:00 a.m. Concurrent Sessions

- **Cotton: U.S. Outlook and Foreign Production and Use Trends**
Arlington Ballroom
Salon I

- **Grains and Oilseeds Outlook**
Arlington Ballroom
Salon III

- **Outlook for Milk and Dairy Products**
Arlington Ballroom
Salon V

- **Emerging Water Quality Issues: New Technology, Policies, Approaches**
Grand Ballroom
Salons J and K

10:00-10:30 a.m. Refreshment Break
Arlington Ballroom Foyer and Exhibit Hall

- 10:30 a.m.-12:15 p.m. Concurrent Sessions**
- **Sugar and Sweeteners: Future Sugar Policy Needs for the Domestic Industry**
Arlington Ballroom
Salon I
 - **Livestock and Poultry: Future Directions in the U.S. Meat Sector**
Arlington Ballroom
Salon III
 - **The Sanitary/Phytosanitary Agreement and Related Trade Issues**
Arlington Ballroom
Salon V
 - **Agriculture Comes To Grips with Air Quality Standards**
Grand Ballroom
Salons J and K

12:15-12:45 p.m. Reception, Cash Bar
Arlington Ballroom Foyer and Exhibit Hall

- 12:45-2:00 p.m. Concurrent Commodity Luncheons**
- **Grains and Oilseeds Luncheon**
Arlington Ballroom
Salons I and II
 - **Livestock and Poultry Luncheon**
Arlington Ballroom
Salon IV
 - **Sugar and Sweeteners Luncheon**
Arlington Ballroom
Salon V
 - **Cotton Luncheon**
Arlington Ballroom
Salon VI
 - **Fruit and Vegetables Luncheon**
Grand Ballroom, Salons J and K

- 2:15-4:00 p.m. Concurrent Sessions**
- **Tapping New Bioproduct and Environmental Markets: How Soon and How Successful?**
Arlington Ballroom
Salon III
 - **Emerging Market and Trade Practices for Fruit and Vegetables**
Arlington Ballroom
Salon IV
 - **Tobacco Adapts to Dropping Consumption and New Marketing Strategies**
Arlington Ballroom
Salon V
 - **How Will Rural America, Agribusiness, and Government Adapt to Structural Change?**
Grand Ballroom
Salons J and K

4:00 p.m. Adjourn

 **WEDNESDAY,
FEBRUARY 21, 2001**

■ **5:00-8:30 p.m.**
REGISTRATION
Arlington Ballroom Foyer

 **THURSDAY,
FEBRUARY 22, 2001**

■ **7:00-11:00 a.m.**
REGISTRATION
Arlington Ballroom, Salon II

■ **7:15-8:15 a.m.**
CONTINENTAL BREAKFAST
Arlington Ballroom Foyer

■ **8:15 a.m.**
WELCOME
Arlington Ballroom

■ **8:20-9:45 a.m.**
**COUNTERPOINT ON THE NEXT
FARM BILL**
Arlington Ballroom

Moderator

- Keith Collins, Chief Economist, USDA

**How Has the 1996 Farm Bill
Worked?**

- J.B. Penn, Senior Vice President, Sparks Companies, Inc.

**What Does Farm Structure Imply
for Future Farm Policy?**

- Susan Offutt, Administrator, Economic Research Service, USDA

**Should There Be a Federal Farm
Income Safety Net?**

- David Orden, Professor of Agricultural and Applied Economics, Virginia Tech

**What Should Be the Role of
Resource Stewardship in Future
Farm Policy?**

- Craig Cox, Executive Vice President, Soil and Water Conservation Society

■ **9:45-10:15 a.m.**
KEYNOTE ADDRESS
Arlington Ballroom

Moderator

- Keith Collins, Chief Economist, USDA

Keynote Address

- Ann M. Veneman, Secretary of Agriculture

■ **10:15-10:30 a.m.**
COFFEE BREAK
Arlington Ballroom Foyer

■ **10:30 a.m.-12:00 noon**
**AGRICULTURE'S STAKE IN WTO
TRADE NEGOTIATIONS**
Arlington Ballroom

Moderator

- Daniel Altman, Economics Correspondent, The Economist Newspaper, Ltd.

**Final Country Proposals and the
Road Ahead**

- Mike Moore, Director-General, World Trade Organization

**What Will U.S. Farmers and
Exporters Get or Give Up from
Negotiations?**

- Ambassador Rita Derrick Hayes, Deputy U.S. Trade Representative, U.S. Permanent Representative to the World Trade Organization

**U.S. Outlook on the Framework
Proposals**

- Philip M. Seng, President and CEO, U. S. Meat Export Federation

■ **12:00 noon-1:15 p.m.**
**NETWORKING LUNCH OR
LUNCH ON YOUR OWN**
*Arlington Ballroom, Salons I and II
Grand Ballroom, Salons J and K*

■ **12:00 noon**
EXHIBIT HALL OPENS
Grand Ballroom, Salons F and G

■ **1:15-3:15 p.m.**
CONCURRENT SESSIONS

**FARM, TAX, AND ECONOMIC
POLICY AND THE FARMER'S
BOTTOM LINE**
Arlington Ballroom, Salon III

Moderator

- Mike Reyna, Chairman and CEO, Farm Credit Administration Board

**Farm Income and Finance: The
Importance of Government
Programs**

- Mitchell Morehart, Agricultural Economist, Economic Research Service, USDA

**Federal Tax Policy and the Farm
Sector**

- Ron Durst and Jim Monke, Agricultural Economists, Economic Research Service, USDA

**Trade and Macroeconomic Policy:
What Does It Mean for Farmers and
Lenders?**

- Glenn D. Pederson, Professor, Department of Applied Economics, University of Minnesota

**NEW DIRECTIONS FOR A MARKET
ACCESS STRATEGY: BILATERAL,
REGIONAL, OR GLOBAL?**
Arlington Ballroom, Salon IV

Moderator

- John J. Reddington, President, American International Agribusiness Alliance, L.L.C.

U.S. Initiatives for Market Access

- Greg Frazier, former Special Trade Negotiator for Agriculture, Office of the U.S. Trade Representative

**A South American Perspective on
Bilateral and Regional Market
Access Agreements**

- Gustavo Rojas, General Manager and Technical Manager, Sociedad Nacional de Agricultura, a Chilean farmers organization

What are the Economic Consequences of Global, Multilateral Agreements?

- Loek Boonekamp, Head of the Agricultural Trade and Markets Division, Directorate for Agriculture, Food and Fisheries, Organization for Economic Cooperation and Development

Regional Integration Offers Opportunity and Competition

- Mattie Sharpless, Acting Administrator, Foreign Agricultural Service, USDA

PUTTING THE RISK PROTECTION ACT OF 2000 TO WORK

Arlington Ballroom, Salon V

Moderator

- Ronald Hobson, Senior Economist, Commodity Futures Trading Commission

The Agricultural Risk Protection Act of 2000

- Ken Ackerman, Administrator, Risk Management Agency, USDA

The Public/Private Risk Management Partnership

- Dallas R. Smith, Former Deputy Under Secretary of Agriculture, Dallas R. Smith & Associates

Applied Marketing Strategies

- Scott Irwin, Professor, University of Illinois

Applied Crop Insurance Strategies

- Michael Connealy, President and CEO, Rural Community Insurance Services

ACHIEVING SUSTAINABLE RURAL DEVELOPMENT

Arlington Ballroom, Salon VI

Moderator

- Roberta Jeanquart, Executive Director, National Association of Resource Conservation and Development Councils

Organizing Small Farmers for Marketing Opportunities

- Johnny L. Flowers, Chairman, ALA-TOM Resource Conservation and Development Council
- Norman L. Burton, RC&D Coordinator, ALA-TOM Resource Conservation and Development Council

Sustainable Grazing Systems - ATTRA Grazing Management Project

- Ron Morrow, Technical Services Manager, National Center for Appropriate Technology Transfer for Rural Areas

A Regional Approach to Sustainable Development

- Rebecca Anderson, Executive Director, Handmade In America

Downstream Impacts of Industrial Uses and Renewability

- Jim Lambert, President and CEO, Agro Management Group

FOOD PRICE BRIEFING

Alexandria Room, Second Floor
1:15-2:00 p.m.

The Outlook for Retail Food Prices in 2001

- Annette Clauson, Agricultural Economist, Economic Research Service, USDA

■ 3:15-3:30 p.m.

REFRESHMENT BREAK

Arlington Ballroom Foyer and Exhibit Hall Cafe

■ 3:30-5:30 p.m.

CONCURRENT SESSIONS

ELECTRONIC MARKETPLACES FOR INPUTS AND COMMODITIES

Arlington Ballroom, Salon III

Moderator

- Shannon Reid Hamm, Special Assistant to the Under Secretary for Marketing and Regulatory Programs, USDA

Federal and State Perspectives on Electronic Marketplaces for Ag Commodities

- Susan DeSanti, Director, Policy Planning, Federal Trade Commission
- Eric Tabor, Chief of Staff, Iowa Attorney General's Office

Who Wins and Loses, and How Will E-Markets Affect Rural America?

- Lee Ann E. Moss, Assistant Professor of Agribusiness Management, Department of Agricultural, Environmental, and Development Economics, Ohio State University
- Victoria Salin, Assistant Professor, Department of Agricultural Economics, Texas A&M University

How Will Agricultural E-Markets Evolve?

- Royce Nicolaisen, AgEx.com
- Tanna Moore, Vice President of Marketing, Rooster.com

REDUCING THE RISK OF FOODBORNE ILLNESS

Arlington Ballroom, Salon IV

Moderator

- Catherine Woteki, Former Under Secretary for Food Safety, USDA

Risk Assessment

- Ian Gardner, Professor of Epidemiology, Department of Medicine and Epidemiology, School of Veterinary Medicine, University of California - Davis

Risk Management

- Thomas J. Billy, Administrator, Food Safety and Inspection Service, USDA

Risk Communication

- Scott Ratzan, MD

A State Perspective

- R. Douglas Saunders, Program Manager, Office of Dairy and Foods, Virginia Department of Agriculture and Consumer Services

SMALL FARM SURVIVAL: IMPLICATIONS FOR THE 2002 FARM BILL

Arlington Ballroom, Salon V

Moderator

- Ralph A. Otto, Deputy Administrator for Natural Resources and Environment, Cooperative State Research, Education, and Extension Service, USDA

Perspectives, Expectations for the 2002 Farm Bill - Western Region

- Dave Carter, President, Rocky Mountain Farmers Union

Perspectives, Expectations for the 2002 Farm Bill - Northeast Region

- Karen Watt, President, North American Farmers Direct Marketing Association

Perspectives, Expectations for the 2002 Farm Bill - Southern Region

- Carl Loop, President, Florida Farm Bureau and AFBF National Board Member

Perspectives, Expectations for the 2002 Farm Bill - North Central Region

- Margaret Krome, Michael Fields Agricultural Institute

NEW VALUE-ADDED LIVESTOCK AND POULTRY INITIATIVES

Arlington Ballroom, Salon VI

Moderator

- Randall Torgerson, Deputy Administrator, Rural Business-Cooperative Service, USDA

Needs Leading to the Creation of the Mountain States Lamb Cooperative

- Pat O'Toole, Chairman, Mountain States Lamb Cooperative

The Pork America Initiative

- James Lewis, Vice Chairman, Pork America

USPB: Selling Meat and Meals Instead of Cattle

- Steven D. Hunt, Chief Executive Officer, U.S. Premium Beef

The Iowa Turkey Cooperative Experience

- Kenneth Rutledge, President and CEO, Iowa Turkey Growers Cooperative

■ 5:30 p.m.

RECEPTION and CASH BAR

Arlington Ballroom Foyer and Exhibit Hall

■ 6:30 p.m.

FORUM DINNER

Arlington Ballroom

Moderator

- Keith Collins, Chief Economist, USDA

The Economic Outlook - Are the Good Times Over?

- Lawrence Chimerine, President, Radnor International Consulting, Inc.



FRIDAY, FEBRUARY 23, 2001

■ 7:00 a.m.-4:00 p.m.

REGISTRATION

Arlington Foyer Registration Desk

■ 7:15-8:15 a.m.

CONTINENTAL BREAKFAST

Arlington Ballroom Foyer and Exhibit Hall

■ 8:15-10:00 a.m.

CONCURRENT SESSIONS

COTTON: U.S. OUTLOOK AND FOREIGN PRODUCTION AND USE TRENDS

Arlington Ballroom, Salon I

Moderator

- Eric Shawn Wade, Director of Communications, Plains Cotton Growers, Inc.

USDA Perspective on the Outlook for Cotton

- Leslie Meyer, Agricultural Economist, Economic Research Service, USDA
- Stephen MacDonald, Agricultural Economist, Economic Research Service, USDA
- James Johnson, Agricultural Economist, Economic Research Service, USDA
- Carol Skelly, Agricultural Economist, World Agricultural Outlook Board, USDA

New Developments in Foreign Cotton Production and Consumption

- Terry Townsend, Executive Director, International Cotton Advisory Committee

Trends in U.S. Textile Trade

- Cass Johnson, Assistant Director of International Trade, American Textile Manufacturers Institute

Reading Fundamentals from the Cotton Futures Market

- Peter Egli, President, Volcot America, Inc.

GRAINS AND OILSEEDS OUTLOOK

Arlington Ballroom, Salon III

Moderator

- Richard D. Smetana, Director of Research, Ag Resource Company

USDA Outlook for Grains and Oilseeds

- Philip W. Sronce, Agricultural Economist, Farm Service Agency, USDA

Industry Perspective on the USDA Grain Outlook

- Richard Feltes, Vice President and Director of Research, Refco, Inc.

Industry Perspective on International Oilseeds Outlook

- Larry Greenhall, Senior Vice President, Louis Dreyfus Corporation

OUTLOOK FOR MILK AND DAIRY PRODUCTS

Arlington Ballroom, Salon V

Moderator

- Peter Vitaliano, Vice President, Economic Policy and Market Research, National Milk Producers Federation

New Developments in Dairy for 2001

- Mr. Vitaliano

U.S. Outlook for Dairy Products

- Jim Miller, Agricultural Economist, Economic Research Service, USDA

Alternative View of the Dairy Outlook and Industry Issues

- Bill Brooks, Dairy Economist, eDairy, Inc.

EMERGING WATER QUALITY ISSUES: NEW TECHNOLOGY, POLICIES, APPROACHES

Grand Ballroom, Salons J & K

Moderator

- Larry Clark, Deputy Chief for Science and Technology, Natural Resources Conservation Service, USDA

Animal Waste: Emerging Technology and Prospects

- Charles M. Williams, Director, Animal and Poultry Waste Management Center, North Carolina State University

Comprehensive Nutrient Management Plans: Policy and Prospects

- Thomas Christensen, Director, Animal Husbandry and Clean Water Programs, Natural Resources Conservation Service, USDA

Water Quality Issues Facing Agriculture

- Tony A. Prato, Co-director and Chair, Department of Agricultural Economics, University of Missouri-Columbia

Addressing Water Quality in Agriculture: Institutional Aspects

- Lawrence W. Libby, C. William Swank Professor of Rural-Urban Policy, Department of Agricultural, Environmental and Development Economics, The Ohio State University

■ 10:00-10:30 a.m.

REFRESHMENT BREAK

Arlington Ballroom Foyer and Exhibit Hall



■ 10:30 a.m.-12:15 p.m.

CONCURRENT SESSIONS

SUGAR AND SWEETENERS: FUTURE SUGAR POLICY NEEDS FOR THE DOMESTIC INDUSTRY

Arlington Ballroom, Salon I

Moderator

- John Love, Agricultural Economist, World Agricultural Outlook Board, USDA

Sugar Policy Needs of Florida Cane Growers and Processors

- Luis J. Fernandez, Chief Financial Officer, Florida Crystals Corp.

Sugar Policy Needs of Louisiana Cane Growers and Processors

- Dean A. Gravois, President, Dean A. Gravois Farms, Inc.

Sugar Policy Needs of Beet Growers and Processors

- Richard McKamey, Chairman, Legislative Committee, American Sugarbeet Growers Association

Policy Concerns of Sugar Marketing Firms

- Thomas M. McKenna, President, United Sugars Corporation

LIVESTOCK AND POULTRY: FUTURE DIRECTIONS IN THE U.S. MEAT SECTOR

Arlington Ballroom, Salon III

Moderator

- Chuck Lambert, Chief Economist, National Cattlemen Beef Association

The Outlook for Livestock and Poultry

- Joel L. Greene, Agricultural Economist, World Agricultural Outlook Board, USDA

New Products and Relationships in the Meat Sector

- John W. Allen, Professor, Food Industry Management Program, Michigan State University
- Tom DeMott, Vice President, Meat and Seafood, Agribuys

THE SANITARY/PHYTOSANITARY AGREEMENT AND RELATED TRADE ISSUES

Arlington Ballroom, Salon V

Moderator

- Kevin Brosch, DTB Associates

The Sanitary/Phytosanitary Agreement and Related Trade Issues

- David G. Victor, Robert W. Johnson, Jr., Senior Fellow in Science and Technology, Council on Foreign Relations

Agreement, Intent, and Economic Realities

- Kevin Brosch, DTB Associates

What's at Stake for U.S. Livestock Producers

- Beth Lautner, Washington Representative, National Pork Producers Council

The Role of the Precautionary Principal

- Robert Paarlberg, Professor of Political Science, Wellesley University, and Associate, Weatherford Center for International Affairs, Harvard University

AGRICULTURE COMES TO GRIPS WITH AIR QUALITY STANDARDS

Grand Ballroom, Salons J and K

Moderator

- George C. Bluhm, National Meteorologist, National Resources Conservation Service, USDA, and Land, Air, and Water Resources Department, University of California

Animal Production and Air Quality Protection

- John M. Sweeten, Jr., Professor and Resident Director, Texas Agricultural Experiment Station, Texas A&M University System

Sugar Cane Burning: Impacts on Air Quality

- Annette Sharp, Environmental Scientist, Office of Environmental Assessment, Louisiana Department of Environmental Quality

The Opportunity for Agriculture to Mitigate Green House Gases: A Grass Roots Approach

- Keith Paustian, Senior Research Scientist, Natural Resource Ecology Laboratory, Colorado State University

Air Quality Environmental Costs and Rural America

- Clinton B. Reeder, Public Policy Consultant

■ 12:15 p.m.

RECEPTION and CASH BAR

Arlington Ballroom Foyer and Exhibit Hall

■ 12:45 p.m.

CONCURRENT COMMODITY LUNCHEONS

GRAINS AND OILSEEDS LUNCHEON

Arlington Ballroom Salons I and II

Moderator

- Robert A. Riemenschneider, Director, Grain and Feed Division, Foreign Agricultural Service, USDA

Grains and Oilseeds: A European Perspective

- Klaus D. Schumacher, Head, Economics Department, Alfred C. Toepfer International G.m.b.H.

LIVESTOCK AND POULTRY LUNCHEON

Arlington Ballroom, Salon IV

Moderator

- Ronald Gustafson, Senior Livestock Economist, Economic Research Service, USDA

Challenges Facing the Livestock Industry and the Government's Role

- James R. Baker, Former Administrator, Grain Inspection, Packers and Stockyards Administration, USDA

SUGAR AND SWEETENERS LUNCHEON

Arlington Ballroom, Salon V

Moderator

- James R. Little, Acting Administrator, Farm Service Agency, USDA

Sugar Policy Needs: A View from the Trade

- Frank W. Jenkins, President, Jenkins Sugar Group, Inc.

COTTON LUNCHEON

Arlington Ballroom, Salon VI

Moderator

- John Maguire, Vice President, Washington Operations, National Cotton Council

The Cotton Farm Policy Horizon

- Bruce Brumfield, 21st Century Commission on Production Agriculture

FRUIT AND VEGETABLES LUNCHEON

Grand Ballroom, Salons J and K

Moderator

- Kenneth Clayton, Acting Administrator, Agricultural Marketing Service, USDA

The Outlook for Nutraceuticals and Functional Foods

- Karen Lapsley, Director of Scientific Affairs, Almond Board of California

■ 2:15~4:00 p.m. CONCURRENT SESSIONS

TAPPING NEW BIOPRODUCT AND ENVIRONMENTAL MARKETS: HOW SOON AND HOW SUCCESSFUL?

Arlington Ballroom, Salon III

Moderator

- Roger Conway, Director, Office of Energy Policy and New Uses, USDA

Opportunities for Co-Firing Electric Power Generation with Wood or Grassy Plants

- Patricia Hus, Program Leader, Climate Change and Renewables, NiSource

Tapping New Bioproduct and Environmental Markets

- Lou Honary, Director, UNI-ABIL Research Program, University of Northern Iowa

Opportunities for Biobased Plastic Products

- Barbara Miller, Technical Director, The Dow Chemical Company

The Market for Carbon Sequestration: How Real, How Soon, How Valuable to Farmers?

- Bruce A. Babcock, Director, Center for Agricultural and Rural Development, Iowa State University

EMERGING MARKET AND TRADE PRACTICES FOR FRUIT AND VEGETABLES

Arlington Ballroom, Salon IV

Moderator

- Susan Offutt, Administrator, Economic Research Service, USDA

Emerging Trade Practices and Trends in Fruit and Vegetable Markets

- Roberta Cook-Canela, Professor, University of California

A Retail Industry Perspective

- Tim Hammonds, President, Food Marketing Institute

A Shipping Industry Perspective

- Thomas Stenzel, President and CEO, United Fresh Fruit and Vegetable Association

TOBACCO ADAPTS TO DROPPING CONSUMPTION AND NEW MARKETING STRATEGIES

Arlington Ballroom, Salon V

Moderator

- Darryl Jayson, Vice President, Tobacco Merchants Association

Tobacco Situation and Outlook

- Tom Capelhart, Senior Economist, Economic Research Service, USDA

Burley Belt Issues

- Kelly Tiller, Assistant Professor, Agricultural Policy Analysis Center, University of Tennessee

The Tobacco Program

- Dan Stevens, Agricultural Economist, Farm Service Agency, USDA

The International Outlook for U.S. Tobacco

- Peter Burr, Agricultural Economist, Foreign Agricultural Service, USDA

HOW WILL RURAL AMERICA, AGRIBUSINESS, AND GOVERNMENT ADAPT TO STRUCTURAL CHANGE?

Grand Ballroom, Salons J and K

Moderator

- Walter J. Armbruster, President, Farm Foundation

Pressures for Change Relating to Government Functions

- Marc Johnson, Dean, College of Agriculture, and Director, K-State Research and Extension, Kansas State University

Pressures for Change Relating to Agribusiness

- Speaker to be announced

Implications of Structural Change for Farms and Rural Economics

- Stanley R. Johnson, Vice Provost for Extension and Charles F. Curtiss, Distinguished Professor, Department of Economics, Iowa State University

■ 4:00
ADJOURN

Forum 2001 Exhibit Hall and Café

Take a break in the Exhibit Hall and Café, located in Salons F and G of the Grand Ballroom, where you can network or visit over complimentary refreshments. The Exhibit Hall is open Thursday afternoon, Thursday evening for the pre-dinner reception, and Friday.

FOREIGN AGRICULTURAL SERVICE

Interested in how to export to a specific country? Need answers to your export questions about specific commodities? Getting information on U.S. agricultural trade has never been easier! Stop by the FAS exhibit for a demonstration of our new online U.S. Agricultural Trade Database.



FAS's Production Estimates and Crop Assessment Division is responsible for global crop condition assessments and estimates of area, yield, and production for grains, oilseeds, and cotton. Talk with staff members and pick up valuable information about our products.

NATIONAL DROUGHT MITIGATION CENTER

The NDMC, based at the University of Nebraska-Lincoln, stresses preparation and risk management rather than crisis management. The center helps people and institutions develop and implement measures to reduce societal vulnerability to drought. Staff will be available to answer questions and demonstrate use of the NDMC on-line database.

THE DROUGHT MONITOR

Tracking drought blends science and art. No single definition of drought works for all circumstances, so people rely on drought indices to detect and measure droughts. A live Internet demonstration of *The Drought Monitor*, a synthesis of multiple indices, outlooks and news accounts that represents a consensus of federal and academic scientists, will be featured.

CLIMATE PREDICTION CENTER, NATIONAL WEATHER SERVICE

See a demonstration of the Climate Prediction Center's products available on the Internet. These are operational predictions of climate variability, real-time monitoring of climate and the required data bases, and assessments of the origins of major climate anomalies. The products cover time scales from a week to seasons, extending into the future as far as technically feasible.

ECONOMIC RESEARCH SERVICE

The Economic Research Service is the main source of economic information and research from the U.S. Department of Agriculture. ERS research and analysis help public and private decisionmakers conduct business or formulate policy related to agriculture, food, natural resources, and rural economics.

ERS has launched a totally re-engineered website: www.ers.usda.gov to provide customers with easier access to economic information and reports. See a hands-on demonstration of the website and the depth of economic information it provides.

NATIONAL AGRICULTURAL STATISTICS SERVICE

NASS issues Statistical data related to crop production forecasts, livestock inventories and production, prices of farm inputs and products sold. *The Internet Published Estimates*



Database and reports on the Internet will be featured.

The NASS exhibit also will showcase results from the 1997 Census of Agriculture, providing structural information for the farm sector of the economy and extensive county data.

ANIMAL AND PLANT HEALTH INSPECTION SERVICE

APHIS provides leadership in ensuring the health and care of animals and plants, improving agricultural productivity and competitiveness, and contributing to the national economy. Specialists from APHIS will be on hand to discuss their programs and answer your questions.

FOOD SAFETY AND INSPECTION SERVICE

FSIS, USDA's public health agency, ensures that meat, poultry, and egg products are safe, wholesome, and correctly packaged and labeled. Information on FSIS policies and programs, including Food Safety Education, will be available.

RURAL DEVELOPMENT

USDA Rural Development is in the business of "creating opportunity for rural America" through its rural housing, utilities and business/cooperative programs. Literature about these programs will be available at the Rural Development booth, with the emphasis on cooperative development publications.

RISK MANAGEMENT AGENCY

Features the Agency's website and latest publications to assist producers and agribusinesses in managing production, marketing and financial



risks. For more information on crop insurance or risk management education, check out these resources and chat with our staff.

COOPERATIVE STATE RESEARCH, EDUCATION, & EXTENSION SERVICE

Highlights USDA's Sustainable Agriculture Research & Education (SARE) grants program. The program, administered by CSREES, has helped advance farming systems that are profitable, environmentally sound and good for communities. The information SARE has gleaned from more than 1,600 projects is more relevant than ever, as many research findings have suggested ways to counter low agricultural prices by reducing input costs and expanding market opportunities. Other projects have addressed ways to preserve natural resources and enhance the viability of rural communities.

NATIONAL AGRICULTURAL LIBRARY

Library staff will provide hands-on demonstrations of their Internet resources and answer questions regarding all of their products. As the Nation's primary source for agricultural information, NAL's mission is to increase the availability and utilization of agricultural information for researchers, educators, policymakers, consumers of agricultural products, and the public.

TIMELY PUBLICATIONS

Check the literature table for other useful reports, including highlights of USDA's nationwide National Resources Inventory and the final report of the Commission on 21st Century Production Agriculture.

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