

PROGRAM

Agricultural
Outlook
Forum
2002



*Program Preview, see page 9
Exhibits, see page 9*

February 21-22, 2002
Crystal Gateway Marriott Hotel
Arlington, Virginia



Securing Global Markets

General Information

Welcome to the Forum

The U.S. Department of Agriculture welcomes you to Agricultural Outlook Forum 2002. 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, an indoor pool, and a fitness facility. The Hotel is convenient to underground shops and to the Fashion Center Mall at Pentagon City. Check your portfolio for shopping guides.

Parking

Parking will be discounted to \$8.00 per day for hotel guests and \$9.00 for other Forum attendees. When you exit the garage, inform the parking attendant that you attended the Outlook Forum.

Registration

The Forum registration desk will be located in the Arlington Ballroom 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.

Dinner and Luncheon Tickets

Prepaid tickets are required 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.

Give Us Your Feedback

We appreciate your candid assessment of the Outlook Forum. Complete the evaluation form in your portfolio and return it on Friday to the registration desk for a thank-you gift.

Cell Phone Users Please Note

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.*

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.

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.

Exhibit Hall

Take a break at the Exhibit Hall, located in Salons F, G and H of the Grand Ballroom. Network or visit over complimentary refreshments, and watch the Beagle Brigade in action.

Seventeen agencies are displaying information about their programs and demonstrating Internet resources. See page 9 for details. The Exhibit Hall is open Thursday afternoon and evening, and Friday.



Press Room

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



Program Preview



WEDNESDAY, FEBRUARY 20, 2002

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



THURSDAY, FEBRUARY 21

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

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

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

8:30 a.m. **Welcome**
Arlington Ballroom

8:40 - 9:45 a.m. **Market and Policy Prospects for 2002**
Arlington Ballroom

9:45 - 10:15 a.m. **Coffee Break**
Arlington Ballroom Foyer

10:15 - 10:45 a.m. **Keynote Address by the Secretary of Agriculture**
Arlington Ballroom

10:45 a.m. - 12:30 p.m. **Acceptance of Agricultural Biotechnology in World Trade**
Arlington Ballroom Foyer

12:30 - 6:30 p.m. **Exhibit Hall Open**
Grand Ballroom, Salons F, G, and H

12:30 - 1:45 p.m. **Networking Luncheon**
Arlington Ballroom, Salons I and II
Grand Ballroom, Salons J and K

1:00 - 1:45 p.m. **Food Price Briefing**
Grand Ballroom, Salon A

1:45 - 3:30 p.m. **Concurrent Sessions**

- **Farm Policy Principles and Proposals**
Arlington Ballroom, Salon III
- **Competing in Global Markets for Processed Products**
Arlington Ballroom, Salon IV
- **U.S. Farm Women: Leaders in Rural Prosperity**
Arlington Ballroom, Salon V
- **Farm Finance Outlook: Changing Farmer-Lender Relationships**
Arlington Ballroom, Salon VI
- **Agriculture's Role in Offsetting Greenhouse Gas Emissions**
Grand Ballroom, Salon A

3:30 - 3:45 p.m. **Refreshment Break**
Arlington Ballroom Foyer and Exhibit Hall

3:45 - 5:30 p.m. **Concurrent Sessions**

- **A New Role for Conservation in U.S. Farm Policy**
Arlington Ballroom, Salon III
- **Economic Growth and New Middle-Class Consumers in Developing Nations**
Arlington Ballroom, Salon IV
- **Feasibility and Cost of Marketing Identity-Preserved Crops**
Arlington Ballroom, Salon V
- **Promoting Value-Added Marketing as a Means to Sustainable Rural Development**
Arlington Ballroom Salon VI
- **Seasonal Climate Forecasts in Agriculture**
Grand Ballroom, Salon A

5:30 p.m. **Reception, Cash Bar**
Arlington Ballroom Foyer

6:30 p.m. **Forum Dinner: The Economic Outlook**
Arlington Ballroom, Salons I, II and III



FRIDAY, FEBRUARY 22

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

7:15 - 2:15 a.m. **Exhibit Hall Open**
Grand Ballroom, Salons F, G, and H

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

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

- **Changing World Dairy Markets**
Arlington Ballroom, Salon I
- **Grains and Oilseeds Outlook**
Arlington Ballroom, Salon III
- **Bio-Security, A National Priority in a New Era**
Arlington Ballroom, Salon IV
- **Issues and Strategies for Rural and Community Prosperity**
Arlington Ballroom, Salon V
- **Streamlining Government for Today's Marketplace: Techniques and Stories from USDA's Commodity Re-engineering Project**
Grand Ballroom, Salon C

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

10:30 a.m. - 12:15 p.m. **Concurrent Sessions**

- **Cotton and Fibers Outlook**
Arlington Ballroom, Salon I
- **Tracking Food Products for Quality, Safety, and Efficiency**
Arlington Ballroom, Salon III
- **Meat Sector Outlook at a Time of Uncertainty**
Arlington Ballroom, Salon IV
- **Future Effects of the U.S. Sugar Program**
Arlington Ballroom, Salon V
- **Producer Initiatives To Deal with Production Contracts**
Grand Ballroom, Salon C

12:15 - 12:45 p.m. **Break**

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, Salons IV
- **Sugar and Sweeteners Luncheon**
Arlington Ballroom, Salons V
- **Cotton and Fibers Luncheon**
Arlington Ballroom, Salon VI
- **Fruit and Vegetables Luncheon**
Grand Ballroom, Salons J and K

2:15 - 4:00 p.m. **Concurrent Sessions**

- **The Economic Outlook for Bio-fuels**
Arlington Ballroom, Salon III
- **Protecting U.S. Consumers, Herds, and Crops from Imported Diseases and Pests**
Arlington Ballroom, Salon IV
- **The U.S. Horticulture Sector's Future in an Era of Globalization**
Arlington Ballroom, Salon V
- **Outlook for Tobacco**
Grand Ballroom, Salon C

4:00 p.m. **Adjourn**

Forum Program

Wednesday, February 20-
Thursday, February 21



**WEDNESDAY,
FEBRUARY 20, 2002**

■ 5:00 - 8:30 p.m.

REGISTRATION
Arlington Ballroom Foyer



**THURSDAY,
FEBRUARY 21, 2002**

■ 7:00 - 11:00 a.m.

REGISTRATION
Preregistered guests: Arlington Ballroom,
Salon II
Onsite registration: Arlington Foyer
Registration Desk

■ 11:00 a.m. - 5:30 p.m.

REGISTRATION
Arlington Foyer Registration Desk

■ 7:15 - 8:15 a.m.

CONTINENTAL BREAKFAST
Arlington Ballroom Foyer

■ 8:30 a.m.

WELCOME
Arlington Ballroom
Deputy Secretary of Agriculture Jim
Moseley

■ 8:40 - 9:45 a.m.

**MARKET AND POLICY PROSPECTS
FOR 2002**
Arlington Ballroom

Moderator

Deputy Secretary of Agriculture Jim
Moseley

2002 Agricultural Prospects

Keith Collins, Chief Economist, USDA

U.S. Trade and Agricultural Policy

J. B. Penn, Under Secretary for Farm and
Foreign Agricultural Services, USDA

■ 9:45 - 10:15 a.m.

COFFEE BREAK
Arlington Ballroom Foyer

■ 10:15 - 10:45 a.m.

KEYNOTE ADDRESS
Arlington Ballroom

Moderator

■ Deputy Secretary of Agriculture Jim
Moseley

KEYNOTE ADDRESS

Arlington Ballroom

■ Secretary of Agriculture Ann M.
Veneman

■ 10:45 a.m. - 12:30 p.m.

**ACCEPTANCE OF AGRICULTURAL
BIOTECHNOLOGY IN WORLD
TRADE**
Arlington Ballroom Foyer

Moderator

Julian Morris, Co-Director, International
Policy Network, and Research Fellow at
the Institute of Economic Affairs,
London, England

A South American Perspective

■ Cristina de Albuquerque Possas,
Executive Secretary, National Commis-
sion on Biosafety, Ministry of Science
and Technology, Brazilia, Brazil

An African Perspective

Florence Wambugu, Executive Director,
A Harvest Biotech Foundation Inter-
national, Nairobi, Kenya

A European Perspective

Helena von Troil, Secretary, Nordic
Committee on Bioethics and Consultant
on Biotechnology Communication,
Helsinki, Finland

**U.S. Diplomacy and Worldwide
Biotechnology Issues**

■ Alan P. Larson, Under Secretary of State
for Economic, Business, and Agricultural
Affairs, U.S. Department of State

■ 12:30 - 1:45 p.m.

NETWORKING LUNCHEON
Arlington Ballroom, Salons I and II
Grand Ballroom, Salons J and K

■ 12:30 - 6:30 p.m.

EXHIBIT HALL OPEN
Grand Ballroom, Salons F, G and H

■ 1:00 - 1:45 p.m.

FOOD PRICE BRIEFING
Grand Ballroom, Salon A

**The Outlook for Retail Food Prices in
2002**

Annette Clauson, Agricultural Econo-
mist, Economic Research Service, USDA

■ 1:45 - 3:30 p.m.

CONCURRENT SESSIONS

**FARM POLICY PRINCIPLES AND
PROPOSALS**

Arlington Ballroom, Salon III

Moderator

■ Thomas Hunt Shipman, USDA, Deputy
Under Secretary for Farm and Foreign
Agricultural Services

**Commodity Program Principles and
Proposals, a Farm View**

G. Chandler Keys III, Vice President,
Public Policy, National Cattlemen's Beef
Association

**Commodity Program Principles and
Proposals, a View from Congress**

■ Craig Jagger, Chief Economist, Majority
Staff, House Committee on Agriculture

**Trade Program Principles and Pro-
posals**

■ Charles O'Mara, President, O'Mara
Associates

**Rural Development Principles and
Proposals**

■ Michael E. Neruda, Deputy Under
Secretary for Rural Development, USDA

**COMPETING IN GLOBAL MARKETS
FOR PROCESSED PRODUCTS**

Arlington Ballroom, Salon IV

Moderator

Sarah A. Fogarty, Director, International
Trade, Grocery Manufacturers of
America

**When Are Barriers Too High and
Opportunities Too Great for U.S.
Companies To Export and Invest
Instead in Overseas Processing?**

Leslie Sarasin, President and CEO,
American Frozen Food Institute

**Comment on Procurement, Process-
ing, and Exports**

Scott Miller, Director, National Govern-
ment Relations, The Procter & Gamble
Co.

**Value-added Agriculture and U.S.
Competitiveness: A Western U.S.
Viewpoint**

Bruce Prenguber, Executive Director,
Western United States Agricultural
Trade Association

**Can Small U.S. Agricultural Process-
ing Firms Compete Globally?**

Don Nugent, President and CEO,
Graceland Fruit Cooperative, Inc.

**Can U.S. Value-added Products
Compete Globally?**

Dan Duran, International Sales Man-
ager, Wells Dairy

**U.S. FARM WOMEN: LEADERS IN
RURAL PROSPERITY**

Arlington Ballroom, Salon V

Moderator

Carolyn E. Sachs, Professor of Rural
Sociology and Director of Women's
Studies, The Pennsylvania State
University

National Survey of Women on Farms

Jill L. Findeis, Professor of Agricultural Economics, The Pennsylvania State University

Farm Women Network of West Central Minnesota: Dealing with the Challenges of Agriculture

- Jeanne Kreuger and Jeena Hughes, Farm Women Network of West Central Minnesota
- Sara Croymans, Extension Educator, University of Minnesota Extension Service
- Dorothy Rosemeier, Executive Director, West Central Regional Sustainable Development Partnership

Value-added Agriculture and Entrepreneurship

- Kim Knorr-Tait, Owner/Operator, Tait Farm and Tait Farm Foods

FARM FINANCE OUTLOOK: CHANGING FARMER-LENDER RELATIONSHIPS

Arlington Ballroom, Salon VI

Moderator

John M. Blanchfield, Director, Center for Agricultural and Rural Banking, American Bankers Association

Farm Income, Finance, and Credit Outlook for 2002

Mitch Morehart, Senior Economist, Economic Research Service, USDA

Future Prospects for Farm Financial Conditions

Steven Blank, Cooperative Extension Specialist, Department of Agricultural & Resource Economics, University of California at Davis

Changing Farm Lending Scene

Randy Rock, Field Office Supervisor, Federal Deposit Insurance Corporation, Sioux City, Iowa

What's Holding Up Land Values

Porter Martin, President, Martin, Goodrich & Associates, Inc.

AGRICULTURE'S ROLE IN OFFSETTING GAS EMISSIONS

Grand Ballroom, Salon A

Moderator

William Hohenstein, Director, Global Change Program Office, Office of the Chief Economist, USDA

Agriculture and CHC Mitigation:

Who, How, What, Where and When
Keith Paustian, Senior Research Scientist, Natural Resource Ecology Laboratory, Colorado State University

Achieving Sustainable Restoration in the Lower Mississippi Valley

- Sam Hamilton, Director, Southeast Region, U.S. Fish and Wildlife Service

The Electric Utility Industry's Perspective on Carbon Sequestration

- Dale Heydlauff, Senior Vice President, Environmental Affairs, American Electric Power

Partnerships in Accessing the Economic and Environmental Potential of Carbon Credits

- Randy Williams, President, Fields to Forests
- James Cummins, Executive Director, Mississippi Fish and Wildlife Foundation

3:30 - 3:45 p.m.

REFRESHMENT BREAK

Arlington Ballroom Foyer and Exhibit Hall

3:45 - 5:30 p.m.

CONCURRENT SESSIONS

A NEW ROLE FOR CONSERVATION IN U.S. FARM POLICY

Arlington Ballroom, Salon III

Moderator

Deputy Secretary of Agriculture Jim Moseley

Policy Choices and Directions for Conservation

Jeffrey A. Zinn, Senior Analyst in Natural Resource Policy, Congressional Research Service, Library of Congress

Conservation Policy: Realistic Expectations from the Next Farm Bill

- Thomas L. Dobbs, Professor of Agricultural Economics, Department of Economics, South Dakota State University

Conservation Operations: USDA's Challenge To Make It Work

Mack Gray, Deputy Under Secretary for Natural Resources and Environment, USDA

Conservation on the Landscape: A Farmer's View

Danita Rodibaugh, Rensselaer, Indiana, producer and member, Indiana TMDL Stakeholder Policy Group

ECONOMIC GROWTH AND NEW MIDDLE-CLASS CONSUMERS IN DEVELOPING NATIONS

Arlington Ballroom, Salon IV

Moderator

- Mary T. Chambliss, Acting Administrator, Foreign Agricultural Service, USDA

Emerging Markets' Economic Growth Has Created New Middle Income Consumers

Nariman Behraves, Chief Economist, DRI-WEFA

Can China's Economic Growth Continue?

Kevin G. Nealer, Principal, The Scrowcroft Group

The Economic Future and Market Barriers of India

Isi Siddiqui, Vice President for Biotechnology and Trade, CropLife America

Argentina's Economic Crisis and Agriculture

Phil Shull, Agricultural Counselor, U.S. Embassy, Buenos Aires, Argentina

FEASIBILITY AND COST OF MARKETING IDENTITY-PRESERVED CROPS

Arlington Ballroom, Salon V

Moderator

Joan R. Rothenberg, Associate Director for Food Safety, International Food Information Council

Producer Opportunities in Niche Markets—"Dear Client, What Would You Like?"

Lynn Clarkson, President, Clarkson Grain Company, Inc.

IP Challenges to the Grain-handling Infrastructure

Dave Krejci, Executive Vice President, Grain Elevator and Processing Society

Support for Quality Assurance: What We Know

David Shipman, Acting Administrator, Grain, Inspection, Packers, and Stockyards Administration, USDA

PROMOTING VALUE-ADDED MARKETING AS A MEANS TO SUSTAINABLE RURAL DEVELOPMENT

Arlington Ballroom, Salon VI

Moderator

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

New National Center for Value-Added Agriculture

Professor Bruce Babcock and Mary Holz-Clause, Agricultural Marketing Resource Center, Iowa State University



Forum Program

Thursday, February 21-
Friday, February 22

New-Generation Cooperatives: Preparation Meets Opportunity

- Rodney Christianson, CEO, South Dakota Soybean Processors

Direct Marketing to Chefs in Upscale Restaurants

- Doyle Freeman, Farmer and Manager, Penn's Corner Farm Alliance

SEASONAL CLIMATE FORECASTS IN AGRICULTURE

Grand Ballroom, Salon A

Moderator

James Jones, Professor, Crop Systems Modeling Lab, University of Florida

Climate Predictions and Their Application: The IRI and its Mission

- Antonio Divino Moura, Director General, International Research Institute for Climate Prediction, Columbia University

Primer on Seasonal Climate Fluctuations

Steve Zebiak, Director, Modeling and Prediction Research, International Research Institute for Climate Prediction, Columbia University

The Use of Climate Forecasts in Agriculture: Experience in the Americas

James Hansen, Associate Research Scientist, International Research Institute for Climate Prediction, Columbia University

Conclusions for Agricultural Practice, Policy and Development

Reid Basher, Director, Applications, International Research Institute for Climate Prediction, Columbia University

- 5:30 p.m.
RECEPTION and CASH BAR
Arlington Ballroom Foyer

- 6:30 p.m.
FORUM DINNER
Arlington Ballroom, Salons I, II and III

Moderator

Keith Collins, Chief Economist, USDA

The Economic Outlook

Lawrence Chimerine, President, Radnor International Consulting, Inc.



FRIDAY, FEBRUARY 22, 2002

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

- 7:15 - 8:00 a.m.
CONTINENTAL BREAKFAST
Arlington Ballroom Foyer and Exhibit Hall

- 7:15 - 2:15 p.m.
EXHIBIT HALL OPEN
Grand Ballroom, Salons E, G and H

- 8:15 - 10:00 a.m.
CONCURRENT SESSIONS

CHANGING WORLD DAIRY MARKETS

Arlington Ballroom, Salon I

Moderator

John R. Mengel, Chief Economist, Dairy Programs, Agricultural Marketing Service, USDA

Outlook for Milk and Dairy Products

James Miller, Agricultural Economist, Economic Research Service, USDA

The Outlook for World Milk Powder and Protein Trade

Robert Pettit, Manager, Americas & Caribbean International Trade Development Group, Australian Dairy Corporation

Structural Change in the U.S. Dairy Cooperative Sector

Carolyn Liebrand, Agricultural Economist, Rural Business Cooperative Service, USDA

GRAINS AND OILSEEDS OUTLOOK

Arlington Ballroom, Salon III

Moderator

Keith Menzie, Oilseeds Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

International Grains and Oilseeds Outlook for 2002

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

Impact of China's WTO Accession on Grain and Oilseeds Trade

Neal Conklin, Director, Marketing and Trade Economics Division, Economic Research Service, USDA

Industry Perspective on the USDA Grain Outlook

Nancy Devore, Vice President, Bellingham Commodity Trade Analysis, Inc.

Grain Markets: A South American Perspective

Andre Pessoa, Director, Agroconsult

BIO-SECURITY, A NATIONAL PRIORITY IN A NEW ERA

Arlington Ballroom, Salon IV

Moderator

Bobby R. Acord, Administrator, Animal and Plant Health Inspection Service, USDA

A Food Safety and Inspection Service Perspective on Bio-security and Safe Food

Karen Hulebak, Senior Advisor for Scientific Affairs, Food Safety and Inspection Service, USDA

Federal, State and Local Collaboration and Cooperation

R.D. Dan Sowards, Chief of Food and Drug Safety and Bio-security, Texas Department of Public Health

An Industry Perspective on Bio-security

Rhona S. Applebaum, Executive Vice President for Scientific and Regulatory Affairs, National Food Processors Association

The Threat of Exotic Diseases to American Agriculture

Mark Wheelis, Senior Lecturer, Microbiology Section, University of California at Davis

ISSUES AND STRATEGIES FOR RURAL AND COMMUNITY PROSPERITY

Arlington Ballroom, Salon V

Moderator

John C. Allen, Director, Center for Applied Rural Innovation and Professor of Rural Sociology, University of Nebraska-Lincoln

What Workers and Entrepreneurs Need To Succeed in Today's Markets

Lionel J. Beaulieu, Director, Southern Rural Development Center, Mississippi State University

Advancing Knowledge for Community-led Development

J. Norman Reid, Associate Deputy Administrator, Rural Development, USDA
Cornelia Flora, Director, North Central Regional Center for Rural Development



Rural-Urban Interdependence and the Future of Agriculture

Lorna Michael Butler, Henry A. Wallace Endowed Chair for Sustainable Agriculture, Iowa State University

Translating New Agricultural Products and Uses into Rural Economic Viability

Carmela Bailey, National Program Leader, Agricultural Materials, Plant and Animal Systems, Cooperative State Research, Education, and Extension Service, USDA

STREAMLINING GOVERNMENT FOR TODAY'S MARKETPLACE: TECHNIQUES AND STORIES FROM USDA'S COMMODITY RE-ENGINEERING PROJECT

Grand Ballroom, Salon C

Moderator

Les Johnson, Director, Food Distribution Division, Food and Nutrition Service, USDA

Introduction: The Challenge of Change

Stories from the Front Line

Barry Sackin, Staff Vice President for Public Policy, American School Food Service Association

Jesse Majkowski, Special Assistant, District Enforcement; Field Operations; Food Safety and Inspection Service, USDA

Howard M. Magwire, Deputy Administrator, Poultry Programs, Agricultural Marketing Service, USDA

Cathie Johnson, Deputy Director, Procurement and Donations Division, Farm Service Agency, USDA

10:00 - 10:30 a.m.

REFRESHMENT BREAK

Arlington Ballroom Foyer and Exhibit Hall

10:30 a.m. - 12:15 p.m.

CONCURRENT SESSIONS

COTTON AND FIBERS OUTLOOK

Arlington Ballroom, Salon I

Moderator

Roy Baxley, Cotton Producer, Dillon, South Carolina

The U.S. and World Cotton Outlook

Carol Skelly, Fibers Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

Response to the USDA Outlook

Mark Lange, Vice President, Policy Analysis, and Program Coordinator, National Cotton Council

China's Cotton Trade under the WTO

Hunter Colby, Managing Director, Cotton Economics, Globecot, Inc.

Risk Management in U.S. Cotton Production

Keith Coble, Associate Professor, Department of Agricultural Economics, Mississippi State University

TRACKING FOOD PRODUCTS FOR QUALITY, SAFETY, AND EFFICIENCY

Arlington Ballroom, Salon III

Moderator

Susan Offutt, Administrator, Economic Research Service, USDA

A Food Industry Perspective on Tracking Inventory and Ensuring Quality Attributes

Anthony Hepton, Consultant

Certifiable Quality Management Systems for the U.S. Grain and Livestock Industry

Willard "Bill" Grande, Director, IP Consulting, IdentityPreserved.com

Tools for Field Testing and Traceability in the Distribution of Food Ingredients

Lisa Leier-McHugh, Business Development Manager for Agriculture and Food Safety, Strategic Diagnostics, Inc.

MEAT SECTOR OUTLOOK AT A TIME OF UNCERTAINTY

Arlington Ballroom, Salon IV

Moderator

Howard Wetzel, Director, Dairy, Livestock and Poultry Division, Foreign Agricultural Service, USDA

The Outlook for Livestock and Poultry

Ron Gustafson, Agricultural Economist, Economic Research Service, USDA

Demand for Meat in Uncertain Times

Kevin Bost, Director, Procurement Strategy, Topco Associates, LLC.

The Outlook for U.S. Meat Trade

Richard Fritz, Vice President, Trade Development, U.S. Meat Export Federation

FUTURE EFFECTS OF THE U.S. SUGAR PROGRAM

Arlington Ballroom, Salon V

Moderator

Craig Ruffalo, Manager of Information Sales, McKeaney-Flavel Company, Inc.

Impact on Producer Cooperatives

Rick Dorn, President, Rocky Mountain Sugar Growers Cooperative

Impact on Producers

Jack Roney, Director of Economics and Policy Analysis, American Sugar Alliance

Impact on the User Industry

Lee McConnell, Vice President of Purchasing, Blommer Chocolate Company

Consumers and the Federal Sugar Program

Arthur S. Jaeger, Associate Director, Consumer Federation of America

PRODUCER INITIATIVES TO DEAL WITH PRODUCTION CONTRACTS

Grand Ballroom, Salon C

Moderator

Dan Looker, Business Editor, Successful Farming Magazine

Negotiating Contracts in the Specialty Crop Industry

John Welty, Executive Vice President, California Tomato Growers Association, Inc.

Broiler Growers' Need for Organizations to Represent Them

Mary Clouse, Contract Ag Reform Project Director, RAFI USA

Contract Bargaining for Potatoes and Other Crops

Vernon DeLong, Executive Director, Maine Agricultural Bargaining Council

New Negotiation Efforts in the Fed Beef Industry

Paul Hitch, Past Chairman and Board Member, Consolidated Beef Producers

12:15 p.m.

BREAK

12:45 p.m.

CONCURRENT COMMODITY LUNCHEONS

GRAINS AND OILSEEDS LUNCHEON

Arlington Ballroom, Salons I and II

Moderator

Joseph Glauber, Deputy Chief Economist, Office of the Chief Economist, USDA

2002 Farm Bill—Options and Implications

Abner Womack, Director, Agricultural and Food Policy Center, Texas A&M University; Co-Director, Food and Agricultural Policy Research Institute

LIVESTOCK AND POULTRY LUNCHEON

Arlington Ballroom, Salon IV

Moderator

William T. "Bill" Hawks, Under Secretary for Marketing and Regulatory Services, USDA

Meeting Consumers' Expectations for Quality and Safety of Pork Products

Richard J.M. Poulson, Executive Vice President and General Counsel, Smithfield Foods, Inc.
Terry Coffey, President, Murphy Farms, LLC

SUGAR AND SWEETENERS LUNCHEON

Arlington Ballroom, Salon V

Moderator

James R. Little, Administrator, Farm Services Agency, USDA

Louisiana Cane Growers Change with the Times

Jackie Judice, Northside Planting, New Iberia, Louisiana

COTTON AND FIBERS LUNCHEON

Arlington Ballroom, Salon VI

Moderator

Neal P. Gillen, Executive Vice President and General Counsel, American Cotton Shippers Association

The Good, the Bad, and the Ugly: My 30 Years with the Cotton Farm Program

Charles V. Cunningham, President, Charles V. Cunningham and Associates, Inc.

FRUIT AND VEGETABLES LUNCHEON

Grand Ballroom, Salons J and K

Moderator

■ Tom Karst, National Editor, The Packer, Vance Publications

Competitiveness of U.S. Fruits and Vegetables: A Global Perspective

John Mason, Senior Vice President, Perishables Procurement, Ahold USA

2:15 - 4:00 p.m. CONCURRENT SESSIONS

THE ECONOMIC OUTLOOK FOR BIO-FUELS

Arlington Ballroom, Salon III

Moderator

Roger Conway, Director, Office of Energy Policy and New Uses, Office of the Chief Economist, USDA

The Economics of Ethanol and Bio-Diesel Production

■ Mike Bryan, President and CEO, BBI International

Generating Electricity from Animal Waste

■ John Gundlach, Manager of Bio-solids Resources, Inland Empire Utilities Agency

The Role of Public Policy and Regulation in Supporting Demand for Bio-Fuels

■ John Conrad, Former Staff Member, Office of Senator Chuck Grassley, Iowa

Getting a Green Light from your Banker

Jeff Kistner, Business Development Officer, Business Development Group, CoBank

PROTECTING U.S. CONSUMERS, HERDS, AND CROPS FROM IMPORTED DISEASES AND PESTS

Arlington Ballroom, Salon IV

Moderator

Tsegay Habtemarian, DVM, Director, Center for Computational Epidemiology, Bioinformatics, and Risk Analysis, College of Veterinary Medicine, Nursing and Allied Sciences, Tuskegee University

Options for Stronger Protective Measures against Livestock Diseases

Joseph Annelli, Director of Emergency Programs, Veterinary Services, Animal and Plant Health Inspection Service, USDA

Options for Stronger Protective Measures against Invasive Plant Pests

Chuck Schwalbe, Assistant Deputy Administrator, Animal and Plant Health Inspection Service, USDA

Protecting U.S. Consumers from BSE

Linda Detwiler, Senior Staff Veterinarian, Emergency Programs, Veterinary Services, Animal and Plant Health Inspection Service, USDA

THE U.S. HORTICULTURE SECTOR'S FUTURE IN AN ERA OF GLOBALIZATION

Arlington Ballroom, Salon V

Moderator

Tom Karst, National Editor, The Packer, Vance Publishing Corporation

Strategic Partnering—Perspective of Producer Organizations

Michael Wootton, Vice President, Corporate Relations, Sunkist Growers

Going Global - One Company's Answer To Meeting the Competitive Challenge

James Pandol, Vice President, Marketing, Pandol Brothers, Inc.

Challenges in Horticultural Trade

■ Michael J. Stuart, President, Florida Fruit & Vegetable Association

Ensuring Long-Term Competitiveness: Differences in Strategies between the United States and the European Union

George Smith, Executive Director, Midsummer Marketing International, United Kingdom

OUTLOOK FOR TOBACCO

Grand Ballroom, Salon C

Moderator

■ Tom Capehart, Agricultural Economist, Economic Research Service, USDA

U.S. Tobacco Situation and Outlook

Dan Stevens, Agricultural Economist, Farm Service Agency, USDA

The International Outlook for U.S. Tobacco

Pete Burr, Agricultural Economist, Foreign Agricultural Service, USDA

Phillip Morris Tobacco Farmer Partnering Program

Michael Farriss, Vice President, Leaf, Phillip Morris U.S.A.

The Future of the U.S. Tobacco Program and Quota Buyout Proposals

Mason Wiggins, Legislative Aid, Office of U.S. Senator Mitch McConnell

4:00 p.m. ADJOURN



Complete the evaluation form in your portfolio and return it on Friday to the registration desk for a thank-you gift. Or, place the form in a silver bowl or give it to anyone wearing a staff ribbon. **THANK YOU!**

Forum 2002 Exhibit Hall

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

Economic Research Service

ERS research and analysis help public and private decisionmakers conduct business or formulate policy related to agriculture, food, natural resources, and rural economics. *See a hands-on demonstration of the ERS website and the depth of economic information it provides. The ERS booth will have a variety of publications available. Most publications can also be downloaded from the ERS website at www.ers.usda.gov.*

National Agricultural Statistics Service



NASS administers USDA's program for collecting and publishing timely national and State agricultural statistics, including the 5-year Census of Agriculture. *This abundant collection of agricultural statistics is available in print, on CD-ROM, and on the Internet at www.usda.gov/nass.*

Farm Service Agency

"Minority Farmers: Enriching the Tapestry of American Agriculture" highlights the mixing of ideas and practices shared by the many racial and ethnic groups that have come together in the United States for more than 400 years. Although only a few examples can be included, they represent the many ways in which the strength of this Nation's food system and rural roots have been shaped by the diversity of its people.

Risk Management Agency

RMA helps farmers manage their business risks. RMA's mission is to strengthen the safety net for agricultural producers through sound risk management programs and education. Working with a multitude of private-sector partners, including insurance companies and their agents, RMA administers the programs of the Federal Crop Insurance Corporation reinsuring nearly 1.3 million policies covering over 211 million acres. RMA also promotes risk management education in concert with private and public education partners.

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.*



Natural Resources Conservation Service

"Conservation on Private Land Benefits All Americans" will be featured at this year's exhibit. More than 70 percent of land in the continental U.S. is privately owned. The Nation's farmers and ranchers, in partnership with NRCS, conserve natural resources on private land. Publications about conservation of our natural resources will be available at the exhibit. *The Science and Technology Consortium will showcase various natural resource materials from publications to interactive computer demonstrations of natural resource planning software and automated data bases.*

Marketing and Regulatory Programs

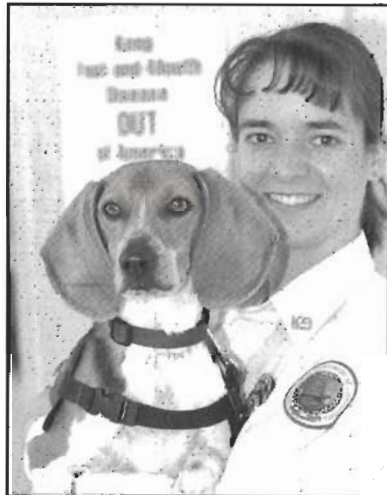
The Marketing and Regulatory Programs agencies (Agricultural Marketing Service, Animal and Plant Health Inspection Service, and Grain Inspection, Packer's and Stockyards Administration) will be featured. These programs facilitate the domestic and international marketing of U.S. agricultural products and ensure the health and care of animals and plants while improving competitiveness and the economy.

Forum 2002 Exhibit Hall (continued)

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. APHIS is the first line of defense against exotic animal and plant pests and diseases that could damage agricultural and natural resources in the United States.

Beagle Brigade – One line of defense encountered by international travelers is USDA's Beagle Brigade. Members of this unit have great noses, sunny dispositions, green jackets, and lots of hair. Beagle Brigade dogs work in teams with PPQ officers in a partnership to protect American agriculture. *The Beagle Brigade will be demonstrating their detection skills at the Exhibit Hall.*



Food Safety and Inspection Service

As USDA's public health agency, FSIS 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.*

Food, Nutrition, and Consumer Services

Food, Nutrition, and Consumer Services ensures access to nutritious, healthful diets for all Americans. Through food assistance and nutrition education for consumers, FNCS encourages consumers to make healthful food choices. Today, rather than simply providing food, FNCS works to empower consumers with knowledge of the link between diet and health, providing dietary guidance based on research. *Brochures discussing nutrition and the various food assistance programs will be available.*

Rural Development

A wide variety of publications about cooperatives will be available on topics ranging from "How to Start a Cooperative" to "The Impact of New-Generation Cooperatives on Their Communities." The latest issue of USDA's "Rural Cooperatives" magazine and brochures on the Business & Industry Guaranteed Loan Program and other USDA rural development programs will also be available.

Cooperative State Research, Education, and Extension Service

The Regional Rural Development Centers (RRDCs) play a unique role in USDA's service to rural America. They link the research and educational outreach capacity of the Nation's public universities with communities, local decision makers, entrepreneurs, families, and farmers and ranchers to help address a

wide range of development issues. The RRDCs collaborate on national issues that span regions — like E-Commerce, the changing interface between rural, suburban, and urban places, workforce quality, and jobs creation. Each tailors programs to address particular needs in its region.

National Agricultural Library

As the Nation's primary source for information about agriculture, the National Agricultural Library increases the availability and use of agricultural information for researchers, educators, policymakers, consumers, and the public. The Library is one of the world's largest and most accessible agricultural research libraries and plays a vital role in supporting research, education, and applied agriculture. Library staff will provide hands-on demonstrations of their Internet resources and answer questions regarding all of their products.

Agricultural Research Service

The ARS exhibit highlights research to develop solutions to a wide range of problems related to food and agriculture. Such problems require long-term commitment of resources and are unlikely to have solutions with a quick commercial payoff. Problems range from protecting crops and livestock from costly pests and diseases to improving quality and safety of agricultural products, determining the best nutrition for humans, and sustaining natural resources.

Climate Prediction Center

The Climate Prediction Center of the National Weather Service maintains a constant watch on the condition of earth's climate system. CPC informs users of the current and future status of the climate and its impact on climate and weather in the United States, through a suite of operational products. *Our exhibit will describe these products and afford an opportunity to discuss the implications of the products for your requirements. CPC's web site will also be demonstrated.*

National Drought Mitigation Center

Located at the University of Nebraska-Lincoln, the NDMC stresses a risk-based management approach to drought that emphasizes preparedness. The center helps people and institutions develop and implement measures to reduce societal vulnerability to drought. *Staff will be available to answer questions regarding drought monitoring, mitigation, and planning techniques and to demonstrate the center's web site, including the weekly national "drought monitor" map.*

International Research Institute for Climate Prediction

IRI seeks to enhance society's capability to understand, anticipate and manage the impacts of seasonal climate fluctuations, especially in developing countries, through strategic and applied research, education and capacity building, and forecast and information products. *The display highlights key issues related to seasonal climate forecasting and its use in agricultural decisionmaking.*

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■ USDA's Latest Long-Term Projections

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