



*"The rural communities I know are holding on to their values, but they're also embracing the future."*

Agriculture Secretary Mike Johanns

# Prospering in Rural America



**2006**  
**Agricultural Outlook  
Forum Program**

**Arlington, Virginia • February 16-17, 2006**

# Welcome to the 2006 Outlook Forum

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Gerald A. Bange

When USDA began laying the groundwork for an Outlook Forum in 1913, the number of farms in America would soon reach its zenith of 6 ½ million. The release of monthly forecast material, which became titled, “The Agricultural Outlook,” stood to benefit a great number of people. But it wasn’t until 1922, when the Bureau of Agricultural Economics was created, that its chief, Dr. H.C. Taylor, conceived the idea of an organized outlook program. He saw its purpose as releasing crop information that would be more useful to farmers and others if it were interpreted in the light of general economic conditions during the coming year.

The first USDA Agricultural Outlook Forum was hosted in 1923. The expressed goals were to help establish an “intelligent balance of production, marketing, and consumption of farm products for the greatest good of the entire Nation.” Taking part in the first Forum were the Nation’s eminent leaders in agriculture, a tradition that is still strongly in force today. Among the renowned speakers this year are farmers, ranchers, economists, professors, statisticians, consultants, industry leaders, and government policymakers.

The Forum continues to put the spotlight on the agricultural outlook for the coming year but its focus has broadened to include the latest scientific research, new products, the changing dynamics of rural America, global aspects of trade, health issues, and the economy.

In 2006, the Forum’s **Prospering in Rural America** theme points to a common goal — to ensure the future prosperity for rural America. How we do this affects all Americans, not simply the 2 ½ million farmers and 60 million Americans who live in the “rural” countryside. The Forum gives us all the opportunity to broaden our perspectives on the current issues that are important to the future of agriculture.

I welcome you to a stimulating 2 days of sessions and colleague exchanges, and wish to extend a sincere thanks to all of our speakers and moderators who have accepted our invitation to share their knowledge and expertise at this year’s Forum.

Thank you,

A handwritten signature in black ink that reads "Gerald A. Bange". The signature is written in a cursive, flowing style.

Gerald A. Bange  
*Chairperson*  
*Outlook Forum Steering Committee*

# Introducing Our Plenary Speakers

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## Forum and Plenary Welcome



Charles Conner  
*Deputy Secretary of Agriculture, USDA*

## Keynote Address



Mike Johanns  
*Secretary of Agriculture, USDA*

## 2006 Agricultural Economic Outlook



Keith Collins  
*Chief Economist, USDA*

## U.S. Trade and Agricultural Policy



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

## Building on the Hong Kong Ministerial: A Crucial Year for the Doha Development Round



Ambassador Robert Portman  
*U.S. Trade Representative*

## Plenary Panel: Rural America's New Economic Frontier—Entrepreneurship, Innovation, and Collaboration



Panel Moderator:  
Orion Samuelson  
*WGN Radio*

## Taking Ownership of Grain Belt Agriculture and Rural Economic Development



Gerald Tumbleson  
*President, National Corn Growers Association*

## Providing Leadership for Rural America



Robert W. Lane, Chairman  
*CEO, Deere and Company*

## Building on Rural America's Competitiveness in a Global Marketplace



Thomas Dorr  
*Under Secretary for Rural Development, USDA*

# Introducing Our Dinner Speaker

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## Building Domestic and Foreign Markets for Rural Prosperity



Cal Dooley  
*President and Chief Executive Officer of Food Products Association*

# USDA's Forum Program Committee invites you to join your colleagues at the following: \_\_\_\_\_

<b>Continental Breakfast</b>	Served from 7:15-8:15 a.m. on February 16 and 17, 2006, <i>Arlington Ballroom Foyer</i> . <i>Prepaid tickets are required for luncheons and dinner. Please check at the registration desk to purchase tickets (on a space-available basis). If you pre-registered and ordered meals, your tickets will be with your name badge.</i>
<b>Networking Luncheons</b>	Served from 12:30 p.m.-1:45 p.m. on February 16, 2006
<b>Cash Bar Reception</b>	Served from 5:30 p.m.-6:30 p.m. on February 16, 2006, <i>Arlington Ballroom Foyer</i> and <i>Exhibit Hall</i>
<b>Forum Dinner</b>	Served at 6:30 p.m. on February 16, 2006, followed by our dinner speaker, Calvin Dooley, President of Food Products Association, <i>Arlington Ballroom, Salons I, II, and III</i>
<b>Commodity Luncheons</b>	Served from 12:15 p.m.-1:30 p.m. on February 17, 2006



<b>Plenary Sessions and Speeches</b>	Plenary sessions will be Webcast at <a href="http://www.usda.gov/oce/forum">www.usda.gov/oce/forum</a> at 3:30 p.m. on February 16, 2006. Speeches that have been received from our guest speakers will be posted on this Web site in late February.
<b>Speech Summary Handbooks</b>	Two <i>Speech Summary Handbooks</i> will be available at the Forum (with brief summaries of the day's presentations). In mid March registrants will receive a "Prospering in Rural America" CD-ROM that contains complete speeches and PowerPoints given during the Forum. <b>Note:</b> <i>Summaries of the commodity outlook sessions will be available at 7 a.m. February 17, 2006.</i>
<b>Exhibit Hall</b>	USDA agencies and partner organizations are hosting exhibits Thursday beginning at 10:15 a.m. - 6:30 p.m. and Friday 7:30 a.m. - 4:00 p.m. Please take time to visit and learn more about USDA and our partners.
<b>Cell Phone Use</b>	As a courtesy to others, please turn off cell phones during sessions, and refrain from use directly outside meeting rooms.

# Prospering in Rural America: 2006 Program at a Glance

Wednesday, February 15

5:00 p.m.	<b>Registration: Arlington Ballroom (until 8:30 p.m.): Arlington Ballroom</b>
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Thursday, February 16

7:00 a.m.	<b>Registration &amp; Continental Breakfast (7:15 a.m.): Arlington Ballroom Foyer</b>				
8:30 a.m.	<b>Opening Plenary Welcome:</b> Deputy Secretary of Agriculture Charles Conner <i>Arlington Ballroom</i>				
8:40 a.m.	<b>2006 Agricultural Economic and Trade Outlook:</b> Chief Economist Keith Collins and Under Secretary for Farm and Foreign Agricultural Services J.B. Penn				
9:15 a.m.	<b>Keynote Address:</b> Agriculture Secretary Mike Johanns				
9:45 a.m.	<b>Distinguished Guest Speaker:</b> Ambassador Robert Portman				
10:15 a.m.	<b>Coffee Break &amp; Exhibit Hall Opens:</b> <i>Grand Ballroom, Salons F, G, H</i>				
10:45 a.m.	<b>Plenary Panel:</b> Rural America's New Economic Frontier				
12:30 p.m.	<b>Networking Luncheon:</b> <i>Arlington Ballroom, Salons I, II; Grand Ballroom, Salons J, K</i>				
1:15 p.m.	<b>Food Price Outlook:</b> <i>Grand Ballroom, Salon A</i>				
1:45 p.m.	<b>Concurrent Session Tracks</b>				
	<b>Rural America</b>	<b>Globalization</b>	<b>Conservation</b>	<b>Science</b>	<b>Markets</b>
(105 min.)	Bio-fuel Energy Forms in Rural Areas <i>Arlington Ballroom, Salon IV</i>	World Trade Organization: U.S. Trade Agenda <i>Arlington Ballroom, Salon V</i>	Putting Conservation on Ground: Using Incentives <i>Arlington Ballroom, Salon VI</i>	Critical Research Needs to Combat an Avian Flu Pandemic <i>Arlington Ballroom, Salon III</i>	Mandatory Price Reporting. What do reports tell us? What else would help? <i>Grand Ballroom, Salon A</i>
3:30 p.m.	<b>Refreshment Break</b>				
3:45 p.m. (105 min.)	Regional Innovation in Rural Economic Development <i>Salon IV</i>	Shifting Trade Patterns for U.S. & World: Anticipating & Managing Change <i>Salon V</i>	USDA's Conservation Role in Bio-fuel Production <i>Salon VI</i>	New, Emerging Products <i>Grand Ballroom, Salons J, K</i>	African Growth & Opportunity Act and Agriculture: Trade Works <i>Grand Ballroom, Salon A</i>
5:30 p.m.	<b>Cash Bar Reception</b> <i>Arlington Ballroom Foyer and Exhibit Hall Foyer</i>				
6:30 p.m.	<b>Forum Dinner:</b> Cal Dooley, President, CEO, Food Products Association <i>Arlington Ballroom</i>				

Friday, February 17

7:00 a.m.	<b>Registration &amp; Continental Breakfast (7:15 a.m.) Arlington Ballroom Foyer</b>				
7:30 a.m.	<b>Exhibit Hall Opens</b>				
	<b>Concurrent Session Tracks</b>				
	<b>Rural America</b>	<b>Globalization</b>	<b>Conservation</b>	<b>Science</b>	<b>Markets</b>
8:15 a.m. (90 min.)	Collaboration in Support of Rural Communities <i>Grand Ballroom, Salons J &amp; K</i>	Chinese Agriculture: Impediments to Growth <i>Arlington Ballroom, Salon III</i>	Future of Conservation Markets <i>Arlington Ballroom, Salon V</i>	*Cotton & Fibers Outlook <i>Grand Ballroom, Salon VI</i>	Grains & Oilseeds Outlook <i>Grand Ballroom, Salon IV</i>
9:45 a.m.	<b>Refreshment Break</b>				
10:15 a.m. (90 min.)	Can Rural America Meet the Demand for Skilled Workers? <i>Arlington Ballroom, Salon IV</i>	Global Macroeconomic Shocks on U.S. Agriculture <i>Grand Ballroom, Salon VI</i>	2007 Farm Bill: Consv. Possibilities & Probabilities <i>Arlington Ballroom, Salon V</i>	Poultry & Livestock Outlook <i>Arlington Ballroom, Salon III</i>	Horticulture: Growing Importance of China <i>Salons J &amp; K</i>
	<b>Visit Exhibit Hall</b>				
12:15 p.m.	<b>Commodity Luncheons</b>				
Luncheons (75 min.)	<b>Grains &amp; Oilseeds</b> Where Will the New Ethanol Plants Be? <i>Arlington Ballroom, Salon III</i>	<b>Horticulture</b> Food Pyramid: How Industries Can Utilize it for Promoting/Marketing <i>Salons J &amp; K</i>	<b>Sugar &amp; Sweeteners</b> Future of Corn Sweeteners in International Trade/Mexico <i>Arlington Ballroom, Salon V</i>	<b>Cotton &amp; Fibers</b> Perverse Effects & Unintended Consequences in Textile Trade & Policy <i>Salon VI</i>	<b>Poultry &amp; Livestock</b> What Will We Do to Get the Beef Market Back? <i>Arlington Ballroom, Salons I &amp; II</i>
	<b>Concurrent Session Tracks</b>				
	<b>Rural America</b>	<b>Globalization</b>	<b>Weather/Risk</b>	<b>Science</b>	<b>Markets</b>
1:30 p.m. (90 min.)	E-commerce & E-rural Economic Development <i>Arlington Ballroom, Salons V &amp; VI</i>	What Does the Future Market for Sugar Look Like? <i>Grand Ballroom, Salons D &amp; E</i>	Weather: Risks & Benefits <i>Grand Ballroom, Salon A</i>	Drought Tolerance/ Superior Corn & Soybean Varieties <i>Salons J &amp; K</i>	Dairy Outlook, <i>Arlington Ballroom, Salon IV</i>
3:00 p.m.	<b>Break</b>				
3:15 p.m. (90 min.)	Next Generation of Farmers <i>Arlington Ballroom, Salon IV</i>	Overview of USDA Homeland Security Efforts <i>Arlington Ballroom, Salons J &amp; K</i>	An Evaluation of the Agricultural Risk Protection Act <i>Arlington Ballroom, Salons V &amp; VI</i>	Novel Applications Ag. Biotechnology: Science & Acceptance <i>Grand Ballroom, Salon A</i>	Contract Procurement in Livestock, Poultry Indust. <i>Salons D &amp; E</i>
4:45 p.m.	<b>Adjourn</b>				

\*Special technical session follows immediately in Salon C: The Challenges of Estimating China's Cotton Consumption.

# 2006 Agricultural Outlook Forum Prospering in Rural America



## Wednesday, February 15, 2006

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

## Thursday, February 16, 2006

7:00 a.m. – **Registration:** Arlington Ballroom  
5:30 p.m.

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

8:30 a.m. – **Opening Plenary:** Arlington Ballroom  
10:15 a.m.

8:30 a.m. **Welcome**  
*Charles Conner, Deputy Secretary of Agriculture, USDA*

8:40 a.m. **2006 Agricultural Economic Outlook and U.S. Trade and Agricultural Policy Prospects**  
*Keith Collins, Chief Economist, USDA; and J.B. Penn, Under Secretary for Farm and Foreign Agricultural Services, USDA*

**Keynote Address**  
*Agriculture Secretary Mike Johanns, USDA*

**Building on the Hong Kong Ministerial: A Critical Year for the Doha Development Round**  
*Ambassador Robert Portman*

10:15 a.m. **Refreshment Break:** Arlington Ballroom Foyer  
**Exhibit Hall Opens:** Grand Ballroom, Salons F, G, and H

10:45 a.m. **Plenary Panel: Rural America's New Economic Frontier—Entrepreneurship, Innovation, and Collaboration**

**Moderator:** *Orion Samuelson, WGN Radio*

**Taking Ownership of Grain Belt Agriculture and Rural Economic Development**  
*Gerald Tumbleson, President, National Corn Growers Association*

**Providing Leadership for Rural America**  
*Robert W. Lane, Chairman, CEO, Deere and Company*

**Building on Rural America's Competitiveness in a Global Marketplace**

*Thomas Dorr, Under Secretary for Rural Development, USDA*

The plenary sessions will be Webcast at 3:30 p.m. on February 16 at: [www.usda.gov/oce/forum](http://www.usda.gov/oce/forum)

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

1:15 p.m. **2006 Retail Food Price Outlook:** Grand Ballroom, Salon A  
*Ephraim Leibtag, Economist, Economic Research Service, USDA*

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

**Rural America: Bio-fuel Production and New Energy Forms in Rural Areas**

*Arlington Ballroom, Salon IV*

**Moderator:** *Sara Wyant, Agri-Pulse Communications*

**Trends on Locally Owned and Financed Bio-diesel Plants**

*Warren Bush, Bush Law Offices*

**The Future of Wind Energy Development**

*Mark Willers, CEO, MinWind Energy, LLC*

**Manure to Electricity: A Success Story**

*John M. McWilliams, Resource Planner, Dairyland Power Cooperative*

**Bio-based Products: An Example of U.S. Air Force Integration**

*Brian Joyner, Chief, Pollution Prevention, U.S. Air Force*

**Globalization: World Trade Organization—U.S. Agricultural Trade Agenda**

*Arlington Ballroom, Salon V*

**Moderator:** *Ellen Terpstra, Administrator, Foreign Agricultural Service, USDA*

**To Be Announced**

*To Be Announced*

### Big Picture Policy Viewpoint

Andy Stoler, Executive Director, Institute for International Business, Economics and Law, the University of Adelaide

### Media Viewpoint

Elizabeth Becker, Former New York Times' International Trade Correspondent, Journalist

## Conservation: Putting Conservation on the Ground—Using Incentives to Increase Conservation Activities

Arlington Ballroom, Salon VI

**Moderator:** Merlin Carlson, Deputy Under Secretary for Natural Resources and the Environment, USDA

### Participant Views of the Conservation Security Program

James O. Andrew, President & General Manager, Andrew Farms, Inc.

### National Implementation of the Conservation Security Program

Craig Derickson, Conservation Security Program Manager, USDA

### Conservation Security Program Participant Views from the Northwest

David Brewer, General Manager, Emerson Dell Farms

## Science: Critical Research Needs in Veterinary Medicine and Coordinated Global Efforts to Combat an Avian Influenza Pandemic

Arlington Ballroom, Salon III

**Moderator:** Ron DeHaven, Administrator, Animal and Plant Health Inspection Service, USDA

### Animal Health at the Crossroads

Sharon K. Hietala, Professor, Clinical Diagnostic Immunology, UC Davis

### Worldwide Response and Coordination Efforts

Juan Lubroth, Senior Officer, Infectious Diseases, Animal Production and Health Division, Food and Agricultural Organization

### Activities and Coordination to Address Highest Priority Gaps

Daniel Perez, Program Director, Prevention and Control of Avian Influenza in the United States, University of Maryland, Assistant Professor, Department of Veterinary Medicine

## The Current State of Science on Avian Influenza

David L. Suarez, Southeast Poultry Research Laboratory, Exotic, and Emerging Avian Viral Diseases Research, Research Leader, USDA

## Markets: Livestock Markets and Mandatory Price Reporting: What Do the Reports Tell Us? What Else Would We Like to Know?

Grand Ballroom, Salon A

**Moderator:** Warren Preston, Agricultural Marketing Service, USDA

### What Information is Useful for Cattle Feeders? What Does MPR Do for Us?

Jim Gill, Market Director, Texas Cattle Feeders Association

### Does Mandatory Reporting Provide Improved Information in Cattle Markets?

Jim Mintert, Professor and Livestock Extension Specialist, Kansas State University

### What Market Information is Needed in Hog Marketing?

Ron Plain, Professor and Extension Economist, University of Missouri

### How Private Market Analysts Use Market News in Livestock and Meat Reports

Rob Murphy, Vice President, Informa Economics, Inc.

3:45 p.m. – 5:30 p.m.

## Concurrent Sessions

## Rural America: Regional Innovation in Rural Economic Development

Arlington Ballroom, Salon IV

**Moderator:** Allan Johnson, Deputy Under Secretary, Rural Development, USDA

### Rural Innovation Beyond the Academy

Karl Stauber, President & CEO, Northwest Area Foundation

### New Tools for the Engaged 21st Century Land Grant University

Victor Lechtenberg, Vice Provost for Engagement, Purdue University

### Strategies for Engaging Rural Economic Development: The Alcorn State University Commiversity Model

Clinton Bristow, President, Alcorn State University

## Globalization: Shifting Trade Patterns for the U.S. and World: Anticipating and Managing Change

Arlington Ballroom, Salon V

**Moderator:** *Walter Armbruster, President, Farm Foundation*

### How Is Global Food Trade Shifting? What's Behind It All?

*Mark Gehlhar, Senior Economist, Market and Trade Division, Economic Research Service, USDA*

### Rapid Development of Brazil's Processing and Supply Chain System: Implications for Brazilian Processed Food Trade

*Mauro de Rezende Lopes, Research Project Manager and Studies Coordinator, Center for Agricultural Economics Studies, Brazilian Institute of Economics, The Getulio Vargas Foundation*

### Targeting Opportunities and Managing Change: A Perspective from Blue Diamond Growers

*Dale Darling, Manager of International Sales, Blue Diamond Growers*

### Targeting Opportunities and Managing Change: A Perspective from General Mills

*Shay Wyley, Director, Strategic Initiatives, International Division, General Mills*

## Conservation: USDA's Conservation Role in Bio-fuel Production

Arlington Ballroom, Salon VI

**Moderator:** *Bryce Stokes, Forest Service Research and Development, Vegetation Management and Protection Research, USDA*

### Crop Residues as a Bio-energy Feedstock: Effects on Soils

*Susan S. Andrews, Soil Quality National Technology Development Team Leader, Natural Resources Conservation Service, USDA*

### Impacts of Bio-fuels Expansion on Land Use and Conservation

*Josh Roe, Research Associate, Department of Agricultural Economics, Kansas State University*

### Aerobic Digesters—Another Source of Renewable Energy

*Dennis Haubenschild, Haubenschild Farms*

### Perennial Crops for Bio-fuels and Conservation

*Gregory Ruark, Director, Forest Service, USDA*

## Science: New, Emerging Products

Grand Ballroom, Salons J, K

**Moderator:** *Carmela A. Bailey, National Program Leader, Agricultural Materials, Cooperative State Research, Education and Extension Service, USDA*

### The Commercialization of Guayle

*Katrina Cornish, Senior Vice President, Research & Development, Yulex Corporation*

### Improving Biodegradable Cafeteria Ware

*Vincent J. Truant, President, CEO, EarthShell Corporation*

### Topic To Be Announced.

*Julius Schaaf, Iowa Corn Promotion Board*

### New Uses for Animal Bi-products

*Justin Barone, Environmental Quality Research Chemist, Agricultural Research Service, USDA*

## Markets: African Growth & Opportunity Act and Agriculture: Trade Works

Grand Ballroom, Salon A

**Moderator:** *Mike Williams, Senior Associate, Carmen Group*

### Impact of AGOA on U.S. – Agricultural Trade

*Karan Bhatia, Deputy U.S. Trade Representative*

### Trade Enhancing Goals for Reducing Sanitary and Phytosanitary Barriers

*Nick Guitierrez, Associate Administrator, Animal and Plant Health Inspection Service, USDA*

### Challenges to U.S. – Africa Trade

*Richard Olson, President, GANTEC, Inc.*

### Challenges to U.S. – Africa Trade

*Kasasira Mwine, President & Founder, Commerce Africa*

5:30 p.m.

**Cash Bar Reception**

6:30 p.m.

**Forum Dinner**

*Cal Dooley, President, CEO, Food Products Association*

**Your Feedback Is Important:** Please submit Forum evaluation forms (in your green binder) at the Forum registrar's desk or give to a staff member on Friday to collect an appreciation gift. Thank you!





## Friday, February 17, 2006

7:00 a.m. - 2:00 p.m. **Registration:** Arlington Ballroom Foyer

7:30 a.m. - 4:00 p.m. **Exhibit Hall Open:** Grand Ballroom, Salons F, G, and H

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

8:15 a.m. - 9:45 a.m. **Concurrent Sessions**

### Rural America: Stakeholder Collaboration in Support of Agriculture and Rural Communities

Grand Ballroom, Salons J, K

**Moderator:** Chuck Fluharty, Rural Policy Research Institute, University of Missouri

### The Role of Rural Health Systems in Regional Innovation

Wayne Myers, Past President, National Rural Health Association

### The Role of Counties in Building a Rural Regional Innovation System

Colleen Landkamer, Commissioner, Blue Earth County, Minnesota

### Why Cities Care About the Future of Rural Governance

Jim Hunt, First Vice President, National League of Cities

### Rural Innovation Through Regional Approaches

Matt Chase, Executive Director, National Association of Development Organizations

## Globalization: Chinese Agriculture: Impediments to Growth

Arlington Ballroom, Salon III

**Moderator:** Francis Tuan, Economist, Economic Research Service, USDA

### Natural Resource Issues in China: Wind and Water Erosion

Mark Majerus, Plant Materials Center, Natural Resources Conservation Service, USDA

### China's GMO and Adoption of New Technology

Scott Rozelle, Professor of Agricultural Economics, U.C. Davis

### China's Livestock Industry Developments

Frank Fuller, Center for Agricultural and Rural Development, Iowa State University

### Trends in Chinese Food Demand and Trade Patterns

Fred Gale, Senior Economist, Economic Research Service, USDA

## Conservation: Future of Conservation Markets

Arlington Ballroom, Salon V

**Moderator:** Mark Rey, Under Secretary for Natural Resources and the Environment, USDA

### Regulatory Drivers of Environmental Markets

G. Tracy Mehan, Principal, The Cadmus Group, Inc.

### Accounting Systems for Environmental Credit Trading

Bill Hohenstein, Director, Office of Global Climate Change, USDA

### Deforestation and Reforestation

Carlos Manuel Rodriguez Echandi, Minister, Department of Environment and Energy, Costa Rica

### Building Coalitions to Develop Markets

Carolyn Brickey, Executive Director, Protected Harvest

**\*Science: Cotton & Fibers Outlook**

*Grand Ballroom, Salon VI*

**Moderator:** *Jim Martin, Director of Risk Management, Parkdale Mills*

**The USDA Cotton Outlook**

*Carol Skelly, Fibers Analyst, World Board, USDA*

**The WTO Agriculture Negotiations: Potential Implications for Cotton**

*Carol Goodloe, Senior Economist, Office of the Chief Economist, USDA*

**Cause and Effect in the Growth of U.S. Cotton Yields**

*Seth D. Meyer, Cotton Analyst, Food and Agriculture Policy Research Institute, University of Missouri*

**New Developments in Cotton Trade with China**

*William Dwyer, Trader - Far East Markets, ECOM USA Inc.*

**\*Special technical session follows immediately in Salon C: The Challenges of Estimating China's Cotton Consumption**

*Ms. Ying Yuan, Assistant Manager, China Textile Information Center*

**Markets: Grains & Oilseeds Outlook**

*Grand Ballroom, Salon IV*

**Moderator:** *Bob Riemenschneider, Director, Grain and Feed Division, Foreign Agricultural Service, USDA*

**Grains & Oilseeds Outlook**

*Ed Allen, International Grains Analyst, Economic Research Service, USDA*

**Bio-energy and Bio-fuels**

*John Baize, President, John C. Baize and Associates*

**Asian Feed Demand**

*Paul Aho, Poultry Industry Consultant, Poultry Perspective*

**10:15 a.m. - 11:45 a.m. Concurrent Sessions**

**Rural America: Can Rural America Meet the Demand for Skilled Workers?**

*Arlington Ballroom, Salon IV*

**Moderator:** *Carol Whiteside, President, Great Valley Center*

**Growing a Rural Economy with an Entrepreneurial Community College**

*B. Carlyle Ramsey, President, Danville Community College*

**Talent Development Leading to Economic Growth in Rural Communities**

*Joe Sertich, President, Rural Community College Alliance*

**A Statewide Approach to Developing a Skilled Workforce**

*Douglas Ridge, Director of Employer Initiatives, Texas Workforce Commission*

**Globalization: The Implications of Global Macroeconomic Shocks on U.S. Agriculture**

*Grand Ballroom, Salon VI*

**Moderator:** *David Stallings, Senior Analyst, Office of Chief Economist, World Board, USDA*

**The Macroeconomic Linkages to U.S. Agriculture**

*G. Edward Schuh, Regents Professor, Director of the Orville and Jane Freeman Center for International Economics, University of Minnesota*

**Exchange Rates and U.S. Agriculture**

*Terry Roe, Professor of Applied Economics, Co-Director of the Economic Development Center, Director of the Center for Political Economy, University of Minnesota*

**The Oil Shock of 2005—What it Means for U.S. Agriculture**

*Mathew Shane, Senior Economist for Macroeconomics, Economic Research Service, USDA*

**The Revalued Renminbi**

*Owen Humpage, Research Department, Federal Reserve Bank of Cleveland*

**Conservation: Conservation Title of 2007 Farm Bill—Possibilities & Probabilities**

*Arlington Ballroom, Salon V*

**Moderator:** *Bruce I. Knight, Administrator, Natural Resources Conservation Service, USDA*

**Maximizing Conservation Effects in the Next Farm Bill**

*Ferd Hoefner, Sustainable Agriculture Coalition*

**External Forces Affecting Conservation**

*Don R. Parrish, Senior Director, Regulatory Relations, American Farm Bureau Federation*

**Balancing Farm Bill Titles**

*Anne Simmons, House Agriculture Committee, U.S. House of Representatives*

## Science: Poultry & Livestock Outlook

Arlington Ballroom, Salon III

**Moderator:** Chuck Lambert, Deputy Under Secretary for Marketing and Regulatory Programs, USDA

### Outlook for U.S. Livestock and Poultry

Joel Greene, Livestock, Poultry & Dairy Analyst, World Board, USDA

### U.S. Broiler Industry and the Avian Influenza Challenge

John Smith, Director of Health Services, Fieldale Farms Corporation

### A New Look for the Canadian Pork and Beef Sectors

Kevin Grier, Senior Market Analyst, George Morris Centre

## Markets: Horticulture—The Growing Importance of China

Grand Ballroom, Salons J, K

**Moderator:** Linda Calvin, Senior Agricultural Economist, Specialty Crops Branch, Economic Research Service, USDA

### Horticulture in China: The Big Picture

Maurice House, Minister Counselor, Foreign Agricultural Service, USDA, Beijing

### Horticulture in China: The Farm-Level Picture

John Chapple, General Manager, SinoAnalytica

### Chinese Citrus Imports

Mike Wootton Sunkist, Vice President for Corporate Relations, Sunkist

### Chinese Frozen Strawberry Exports

Dave Yvanovich, Vice President and General Manager, Frozsun Foods

12:15 - 1:30 Luncheons

## Grains and Oilseeds Luncheon

Arlington Ballroom, Salon III

**Moderator:** Bill Tierney, Grains Analyst, World Board, USDA

### Where Will the New Ethanol Plants Be?

Bill Holbrook, Holbrook Consulting Services, LLC

## Horticulture Luncheon

Grand Ballroom, Salons J, K

**Moderator:** Lloyd C. Day, Administrator, Agricultural Marketing Service, USDA

### USDA's New Food Pyramid: How Industries Can Utilize the Guide for Promoting and Marketing Campaigns

Elizabeth Pivonka, President, Produce for Better Health Foundation

## Sugar and Sweeteners Luncheon

Arlington Ballroom, Salon V

**Moderator:** Jennifer Ehn, Special Assistant to the Under Secretary for Farm and Foreign Agricultural Services, USDA

### The Future of Corn Sweeteners in International Trade and Mexico

Audrae Erickson, President, The Corn Refiners Association

## Cotton and Fibers Luncheon

Arlington Ballroom, Salon VI

**Moderator:** Stephen MacDonald, Senior Economist, Economic Research Service, USDA

### Perverse Effects and Unintended Consequences of U.S. Textile Trade Policy—The WTO, CAFTA, and Chinese Socks

Pietra Rivoli, Associate Professor McDonough School of Business, Georgetown University, and author: *The Travels of a T-Shirt in the Global Economy*

## Poultry & Livestock Luncheon

Arlington Ballroom, Salons I, II

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

### What Will We Do to Get the Beef Market Back?

Phil Seng, CEO and President, U.S. Meat Export Federation



1:30 p.m. -  
3:00 p.m.

### Concurrent Sessions

#### Rural America: E-commerce & E-rural Economic Development

*Arlington Ballroom, Salons V & VI*

**Moderator:** *Kip Pendleton, President, AgriStar Global Networks*

#### Broadband Use by Rural Small Businesses

*Steve Pociask, Teleonomic Research, Small Business Administration*

#### Competing Globally from Kansas

*Stan Thibault, President, Osborne Industries*

#### Creating E-Based Jobs in Rural North Dakota

*Jim Belquist, Executive Director, Rural Economic Area Partnership for North Dakota*

#### Connecting the Entire Community

*Jesse M. Deware IV, Jeffersonian Institute, Jefferson, Texas*

#### Globalization: Sugar – What Does the Future Market for Sugar Look Like?

*Grand Ballroom, Salons D, E*

**Moderator:** *Ron Lord, Deputy Director, Import Policies and Program Division, Foreign Agricultural Service, USDA*

#### EU Sugar Policy Reform

*Jean-Louis Barjol, Secretary-General of CEFS, European Federation of Sugar*

#### What do Changes on the Trade Policy Horizon Mean for the U.S. Sugar Industry?

*Margaret, Blamberg, Executive Director, American Cane Sugar Refiners' Association*

#### The Brazil Perspective

*Eduardo Pereira de Carvalho, President, Sao Paulo Sugarcane Agroindustry Union*

#### Policy Prospects in a Turbulent Market

*Randy Green, President, Sweetener Users Association*

## Weather: Risks and Benefits

Grand Ballroom, Salon A

**Moderator:** *Teresa C. Lasseter, Administrator, Farm Service Agency, USDA*

### The Science Behind the Atlantic Hurricanes and Seasonal Predictions

*Gerald Bell, Meteorologist, National Centers for Environmental Prediction, NOAA, National Weather Service*

### Wind and Its Potential for Energy

*David E. Stooksbury, Assistant Professor, Biological Agricultural Engineering, University of Georgia*

## Science: Bio-tech Development & Drought Tolerance/ Superior Corn & Soybean Varieties for Industrial Production

Arlington Ballroom, Salons J & K

**Moderator:** *Kay Walker Simmons, National Program Leader, Grain Crops, Agricultural Research Service, USDA*

### USDA Drought Tolerance Research Overview

*Melvin J. Oliver, Plant Genetics Research Leader, Agricultural Research Service, USDA*

### Superior Breeds for Drought Tolerance

*Wenwei Xu, Associate Professor of Corn Breeding & Genetics, Agricultural Research & Extension Center, Texas A&M University*

### Strategies in the Application of Biotech to Drought Tolerance

*Marc Albertsen, Research Director, Pioneer Hi-Bred International Incorporated*

## Markets: Dairy Outlook

Arlington Ballroom, Salon IV

**Moderator:** *John Mengel, Chief Economist, Dairy Programs, Agricultural Marketing Service, USDA*

### Outlook for U.S. Dairy Markets

*Shayle Shagam, Livestock, Poultry & Dairy Analyst, World Board, USDA*

### Behind the Trends: Long-run Shapers of the Dairy Industry

*James Miller, Dairy Analyst, Animal Products Branch, Economic Research Service, USDA*

### Challenges Facing the Organic Milk Industry

*Caragh McLaughlin, White Wave Foods*

3:15 p.m. -

4:45 p.m.

## Concurrent Sessions

### Rural America: Next Generation of Farmers

Arlington Ballroom, Salon IV

**Moderator:** *Marcia Taylor, Editor, Top Producer Magazine, Farm Journal Media*

### BIO Farming and Its Impact on Rural America

*Bill Horan, Horan Brothers Agriculture Enterprises*

### Benefits of Animal Agriculture to Rural America

*Julie Maschhoff, Maschhoff's Pork Farm*

### Bringing Venture Capital to Rural South Dakota

*Christine Hamilton, Hamilton Farms*

### Taking Advantage of Niche Markets in Arkansas

*Harvey Williams, Williams Farms*

### Successful Jump Start for Beginning Minority Farmers

*Juan Marinez, Assistant to the Director, Michigan State University Extension*

## Globalization: Overview of USDA Homeland Security Efforts – Current and Future Initiatives to Protect the Agriculture and Food Sectors

Arlington Ballroom, Salons J & K

**Moderator:** *Sheryl Maddux, Acting Director, Homeland Security Office, USDA*

### Overview of USDA Homeland Security Efforts – Current and Future Initiatives to Protect the Agriculture and Food Sectors

*(Five USDA speakers will address single topic)*

*Larry Granger, Associate Deputy Administrator for Emergency Management, Animal and Plant Health Inspection Service, USDA*

*David Kaplan, Assistant Deputy Administrator, Animal and Plant Health Inspection Service, USDA*

*Ralph Otto, Deputy Administrator, Cooperative State Research, Education and Extension Service, Plant and Animal Systems, USDA*

*Carol Maczka, Assistant Administrator, Food Safety and Inspection Service, Office of Food Defense and Emergency Preparedness, USDA*

*Joseph Spence, Deputy Administrator, National Program Staff, Nutrition, Food Safety and Quality, Agricultural Research Service, USDA*

**Risk: The Five Year Check-Up  
– An Evaluation of the Agricultural Risk  
Protection Act**

*Arlington Ballroom, Salons V & VI*

**Moderator:** *Beverly Paul, American Soybean Association*

**Five-year Review**

*Joe Glauber, Deputy Chief Economist, USDA*

**New Horizons for Revenue Insurance**

*Russell Redding, Deputy Executive Secretary, Pennsylvania Department of Agriculture*

**Science: Novel Applications of  
Agricultural Biotechnology—State of  
the Science and Societal Acceptance to  
Transgenic Animals and Regulatory Issues**

*Grand Ballroom, Salon A*

**Moderator:** *Steven Kappes, Deputy Administrator, Animal Production and Protection, USDA*

**By Way of Example: Biotechnological Defense  
Against Mastitis Disease**

*Bob Wall, Research Physiologist, USDA*

**Genetically Engineered Animals and FDA Regulation**

*John Matheson, Senior Regulatory Review Scientist, Office of Surveillance and Compliance, Food and Drug Administration, Center for Veterinary Medicine*

**Animal Biotechnology: Public Policy and Perception**

*Michael Fernandez, Director of Science, Pew Initiative on Food and Biotechnology*

**Markets: Contract Procurement in the  
Livestock and Poultry Industries**

*Grand Ballroom, Salons D, E*

**Moderator:** *Amanda Taylor, Confidential Assistance to Grain Inspection, Packers and Stockyards Administration Administrator, USDA*

**Alternative Marketing Arrangements in the Livestock  
and Meat Industries**

*Mary K. Muth, Program Director, Food and Agricultural Policy Research, RTI International*

**New Developments in Contract Relationships in the  
Swine Industry**

*Denis DiPietre, Consultant for Swine Industry, Knowledge Venture, LLC*

**A Lender's Perspective on Contract Poultry  
Production**

*Kenny Bounds, Vice President, Chief Development Officer, MidAtlantic Farm Credit*

**Forward Contracting and Captive Supplies—Why So  
Many Cattle Producers Are Willing To Do It**

*Jim Gill, Market Director, Texas Cattle Feeders Association*

4:45 p.m.

Adjourn



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## Speaker's Lounge

A speaker's lounge, located on the second floor in the McLean Room, will be available for the convenience of speakers and moderators during the conference.

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## Press Room

A press room for journalists covering the Forum is located in the Alexandria Room, one floor above the Ballroom level.

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## Parking

Parking is \$16 per day (subject to change) for hotel guests and Forum attendees.

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## Calls to the Conference

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

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## The Outlook Forum is organized by the Office of the Chief Economist and 13 USDA agencies, including:

- Agricultural Marketing Service
- Animal Plant Health and Inspection Service
- Agricultural Research Service
- Cooperative State Research, Education and Extension Service
- Economic Research Service
- Farm Service Agency
- Foreign Agricultural Service
- Food Safety and Inspection Service
- Grain Inspection, Packers and Stockyards Administration
- National Agricultural Statistics Service
- Natural Resources Conservation Service
- Risk Management Agency
- Rural Development

*A special thank you to everyone who participated in creating the 2006 Outlook Forum.*



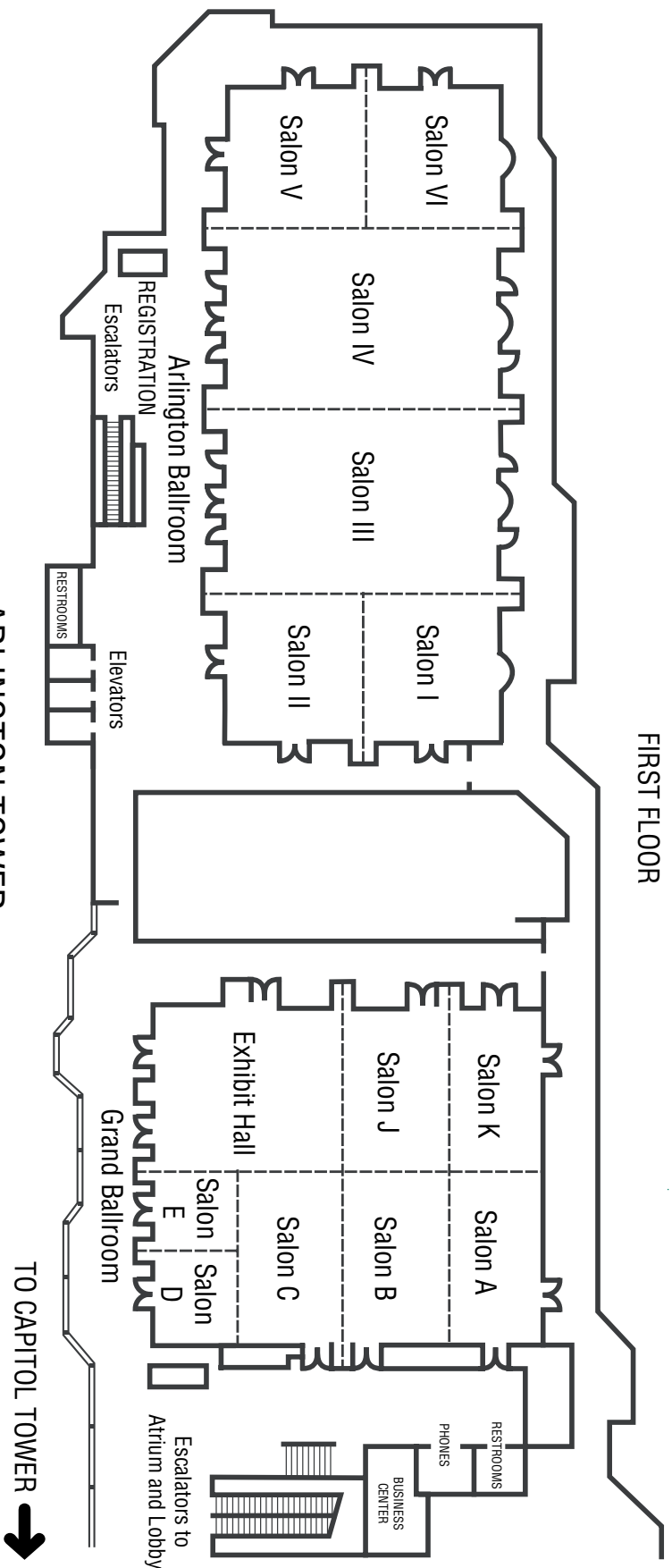
### **Save the date!**

March 1-2, 2007  
2007 Agricultural Outlook Forum  
Crystal Gateway Marriott Hotel  
Arlington, Virginia

Please send your Forum session ideas, comments to: [agforum@oce.usda.gov](mailto:agforum@oce.usda.gov)

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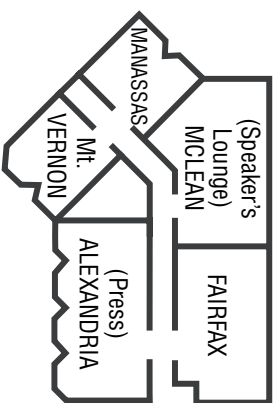
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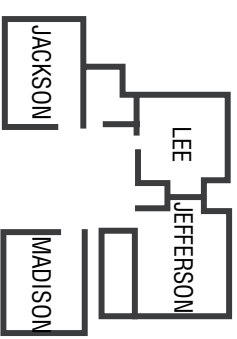
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The Outlook Forum takes place in the Arlington Ballroom and the Grand Ballroom.