

Energizing Rural America in the Global Marketplace



Agricultural Outlook Forum 2008

Crystal Gateway Marriott Hotel
Arlington, Virginia
February 21-22, 2008



www.usda.gov/oce/forum

Welcome to the 2008 Agricultural Outlook Forum



Gerald Bange

USDA's annual Outlook Forum is the culmination of a year-long planning effort that is designed to provide an opportunity for experts in economics, industry, policy, science, and government to explore the future of agriculture. The first USDA Outlook Forum was held 85 years ago with the goal of sharing information to promote an "intelligent balance of production, marketing, and consumption of farm products for the greatest good of the entire Nation." Our goal remains the same.

This morning Deputy Secretary of Agriculture Chuck Conner will welcome you and introduce four top USDA officials. The agricultural economic outlook will be presented by Chief Economist Joseph Glauber; the outlook for foreign trade will be discussed by Farm and Foreign Agricultural Services Under Secretary Mark Keenum; and Rural Development Under Secretary Thomas Dorr will speak on new growth opportunities for rural America.

Secretary of Agriculture Ed Schafer will follow with the Forum's keynote address and next will be our distinguished guest speaker, Stephen Johnson, Administrator of the Environmental Protection Agency.

The morning session will close with a panel of industry experts who will address: "Getting It Right: Responding to Market Forces." The panelists include C. Larry Pope, President and CEO of Smithfield Foods; Paul Schickler, President, Pioneer Hi-Bred, and Vice President, DuPont; Tom Stenzel, President and CEO, United Fresh Produce Association; and Robert Dinneen, President and CEO, Renewable Fuels Association. Jean-Mari Peltier, President and CEO of National Council of Farmer Cooperatives, serves as moderator.

Building on last year's theme, energy remains at the forefront of the Forum's breakout sessions over the next 1 ½ days. Speakers will discuss renewables — ethanol, biodiesel, and biomass — as well as recent innovations in the solar and wind industries. Other Forum sessions will focus on such important topics as food safety and security, conservation, farm policy, international trade, financing in rural America, and farm demographics. Commodity economics, farm income, and food prices — traditional topics at the Forum — take on a heightened significance in 2008.

On behalf of the Forum Program Committee, "Thank You" to the 138 moderators and speakers for bringing to life the 2008 Forum, and "Thank You" for supporting and participating in this annual event. This is your conference!

USDA Outlook Forum Student Diversity Program Sponsorship Acknowledgement:

Thank you CHS Foundation, Tyson Foods, Inc., Deere & Company, and Farm Credit Bank of Texas; and USDA's Cooperative State Research, Education, and Extension Service; Economic Research Service; and Natural Resources Conservation Service for sponsorship and for making it possible for 17 university students to attend the 2008 Forum. Also, thanks to Dr. Ahmad Jilani from the University of Maryland — Eastern Shore for helping administer the Diversity Program.

Sincerely,

A handwritten signature in black ink that reads "Gerald A. Bange".

Gerald Bange
Chairman, Forum Program Committee

Plenary Speakers



Ed Schafer
*Secretary of Agriculture
USDA*
Keynote Address



Chuck Conner
*Deputy Secretary of Agriculture
USDA*
Welcome



Stephen Johnson
*Administrator, Environmental Protection
Agency*
Distinguished Guest Speaker



Joseph Glauber
Chief Economist, USDA



Mark Keenum
*Under Secretary for Farm and
Foreign Agricultural Services, USDA*



Thomas Dorr
*Under Secretary for Rural
Development, USDA*

Distinguished Panel

Getting It Right: Responding to Market Forces



Jean-Mari Peltier, Panel Moderator
*President & CEO, National Council of
Farmer Cooperatives*



C. Larry Pope
*President & CEO
Smithfield Foods*



Paul Schickler
*Vice President, DuPont
President, Pioneer Hi-Bred*



Tom Stenzel
*President & CEO
United Fresh Produce Association*



Robert Dinneen
*President & CEO
Renewable Fuels Association*

Dinner Speaker

To Be Announced

USDA Invites You To Attend:

Continental Breakfast	<i>Grand Ballroom Foyer Served from 7:15 a.m. to 8 a.m., February 21-22</i>
Networking Luncheons	<i>Salons A, B, C, D, E</i>
Cash Bar Reception	<i>Exhibit Hall Served from 5:30 p.m. to 6:30 p.m., February 21</i>
Forum Dinner	<i>Salons III & IV Served from 6:30 p.m. – followed by dinner speaker</i>
Commodity Luncheons	<i>Please refer to specific luncheon for location.</i>
Exhibit Hall	<i>Salons G, F, & H USDA and partner agencies host exhibits February 21 from 9:45 a.m. to 6:30 p.m. and February 22 from 8:00 a.m. to 3:00 p.m.</i>
eXtension Exhibit	<i>Salons J & K Ribbon Cutting at 3:15 p.m. for eXtension, the new national Internet resource.</i>
Drawing for Vintage USDA Photographs	<i>Exhibit Hall, 11:45 a.m., February 22. Place entry form (found in Forum badge) in Exhibit Hall area.</i>

www.usda.gov/oce/forum

*Plenary Session speeches are Webcast after 3:30 p.m., February 21.
Available speeches and PowerPoint presentations
are posted after 5 p.m. each day of the conference.*



**2007 CENSUS OF
AGRICULTURE**

www.agcensus.usda.gov

Energizing Rural America in the Global Marketplace

2008 Program at a Glance

5:00 p.m. February 20 – Onsite Registration Begins Opposite Arlington Ballroom (until 8:30 p.m.)

Thursday, February 21

7:00 a.m.	Registration Packets & Continental Breakfast				
8:00 a.m.	Welcome				
8:10 a.m.	2008 Agricultural Economic Outlook				
8:25 a.m.	2008 Foreign Trade Outlook				
8:40 a.m.	Promoting a Rural Renaissance				
8:55 a.m.	Keynote Address				
9:20 a.m.	Distinguished Guest Speaker				
9:45 a.m.	Coffee Break & Exhibit Hall Opens				
10:15 a.m.	Plenary Panel: Getting It Right: Responding to Market Forces				
12:30 p.m.	Networking Luncheon				
1:15 p.m.	Food Price Outlook <i>Salon II</i>				
	Concurrent Session Tracks				
1:45 p.m.	Rural America	Energy & Technology	Policy & Trade	Food Risk & Security	Conservation
90 min. Ends: 3:15	Defining the Rural in Rural America <i>Salons V-VI</i>	New Sources for Biofuels: What Are They? <i>Salon III</i>	Farm Policy <i>Salon IV</i>	Public & Private Approaches to Food Safety in America <i>Salon II</i>	Environmental Quality and Agriculture <i>Salon I</i>
3:15 p.m.	Ribbon Cutting for eXtension, a new online learning environment <i>Salons J & K</i>				
3:45 p.m. 90 min. Ends: 5:15	Changing Demography of Rural America <i>Salons V-VI</i>	Ethanol: Is It a Sustainable Alternative? <i>Salon III</i>	Agricultural Trade Policy: Life After DOHA <i>Salon IV</i>	Protecting the Food Supply Through Food Safety and Defense <i>Salon II</i>	Emerging Environmental Markets: What's the Payoff? <i>Salon I</i>
5:30 p.m.	Cash Bar Reception (Exhibit Area)				
6:30 p.m.	Forum Dinner Speaker <i>Salons III & IV</i>				

Friday, February 22

7:00 a.m.	Registration & Continental Breakfast				
7:30 a.m.	Exhibit Hall Opens				
	Concurrent Session Tracks				
8:00 a.m.	Rural America	Energy & Technology	Policy & Trade	Food Risk & Security	Commodities
90 min. Ends: 9:30	Innovative Business Models for Rural America <i>Salons V-VI</i>	Solar and Wind Technologies' Coming of Age <i>Salon II</i>	Trade Opportunities With Latin America <i>Salon IV</i>	Income Outlook for Farms and Farm Households <i>Salon I</i>	Grains & Oilseeds Outlook <i>Salon III</i>
9:30 a.m.	Coffee Break				
10:00 a.m. 90 min. Ends: 11:30	Innovative Financing for Rural America <i>Salons V-VI</i>	Biomass for Energy: Markets or a Mirage? <i>Salon IV</i>	Cotton Outlook <i>Salon II</i>	Regulating Effectively in a Globalized World <i>Salon I</i>	Livestock & Poultry Outlook <i>Salon III</i>
	Visit Exhibit Hall				
12:15 p.m.	Commodity Luncheons				
Luncheon 75 min. Ends: 1:30	Horticulture <i>Salons V-VI</i>	Sugar & Sweeteners <i>Salon C</i>	Cotton <i>Salon B</i>	Grains & Oilseeds <i>Salons I, II, III</i>	Livestock & Poultry <i>Salon IV</i>
1:30 p.m.	15-min Break				
	Concurrent Session Tracks				
1:45 p.m.	Rural America	Energy & Technology	Policy & Trade	Food Risk & Security	Commodities
90 min. Ends: 3:15	Change Agents Impacting Rural America <i>Salons V-VI</i>	Conservation Tradeoffs for Bioenergy Production <i>Salon B</i>	What Lies Ahead for the Sugar Market? <i>Salon III</i>	U.S. Drought Monitor & Disaster Declarations <i>Salon C</i>	Dairy Outlook <i>Salon IV</i>
3:15 p.m.	Adjourn				

Energizing Rural America in the Global Marketplace

Wednesday, February 20, 2008

5:00 -
8:30 p.m.

Registration: *Opposite Arlington Ballroom*

Thursday, February 21, 2008

7:00 a.m.

Registration *Grand Ballroom Foyer (pre-registered)*

7:15 a.m.

Continental Breakfast *Grand Ballroom Foyer*

8:00 a.m.

Plenary Welcome *Arlington Ballroom*
Deputy Secretary of Agriculture
Chuck Conner

8:10 a.m.

2008 Agricultural Economic Outlook
Chief Economist Joseph Glauber

8:25 a.m.

2008 Foreign Trade Outlook
Under Secretary for Farm and Foreign Agricultural Services
Mark Keenum

8:40 a.m.

Promoting a Rural Renaissance
Under Secretary for Rural Development
Thomas Dorr

8:55 a.m.

Keynote Address
Secretary of Agriculture
Ed Schafer

9:20 a.m.

Agriculture Producing Environmental Solutions
Stephen Johnson
Administrator, Environmental Protection Agency

9:45 a.m.

Refreshment Break & Exhibit Hall Opens

10:15 a.m.

Distinguished Plenary Panel
Getting It Right: Responding to Market Forces
Arlington Ballroom

Moderator: *Jean-Mari Peltier, President & CEO, National Council of Farmer Cooperatives*

Livestock Market Issues: From Producer to Consumer
C. Larry Pope, President and CEO, Smithfield Foods

Trade Issues: Focusing on Specialty Crops
Tom Stenzel, President & CEO, United Fresh Produce Association

Biotech Advances in Supply Technology
Paul Schickler, DuPont Vice President and General Manager
President, Pioneer Hi-Bred

Renewable Fuels

Robert Dinneen
President & CEO, Renewable Fuels Association

12:00 a.m.

Pre-lunch Break

12:30 p.m.

Networking Luncheons: *Salons A, B, C, D, E*

1:15 p.m.-

1:45 p.m.

(30 minutes)

Food Price Outlook *Salon II*
Ephraim Leibtag, Economist, Economic Research Service, USDA
Washington, DC

1:45 p.m.-

3:15 p.m.

(90 minutes)

CONCURRENT SESSIONS

RURAL DEVELOPMENT TRACK

Defining the "Rural" in Rural America
Salons V-VI

Moderator: *Thomas Dorr, Under Secretary for Rural Development, USDA*
Washington, DC

Historical Evaluation of Defining Rural America – Past, Present, and Future Trends

Calvin Beale, Senior Demographer, Economic Research Service, USDA
Washington, DC

Update on Legislative Efforts To Define Rural Areas – Will the Farm Bill Be That Catalyst?

Tadlock Cowan, Analyst, Natural Resources & Rural Development, Congressional Research Service
Washington, DC

Defining Rural for Public Policy

Mark Drabenstott, Director, Rural Policy Research Institute
Columbia, Missouri

ENERGY & TECHNOLOGY TRACK

New Sources for Biofuels: What Are They?
Salon III

Moderator: *Shana Y. Love, Special Assistant, Office of the Assistant Secretary for Administration, USDA*
Washington, DC

A Firm's Perspective on Biodiesel

Paul T. Prentice, Vice President, Agriculture Blue Sun Biodiesel, LLC
Westminster, Colorado

Continued on next page

1:45 p.m. -
3:15 p.m.

Renewable Diesel Production From Animal Processing Feedstocks

*Louis Burke, Manager, Biofuels, ConocoPhillips
Houston, Texas*

Producing Biocrude From Plant Material

*Richard E. Zalesky, Vice President, Biofuels and
Hydrogen Business
Houston, Texas*

Biodiesel Industry Response to New Production Strategies

*Larry Schafer, National Biodiesel Board
Washington, DC*

POLICY & TRADE TRACK

Farm Policy: Implications of the 2008 Farm Bill for Farm Risk Management

Salon IV

Moderator: *Eldon Gould, Administrator, Risk Management Agency, USDA
Washington, DC*

Overview of the 2008 Farm Bill: Comparisons and Contrasts

*Randy Schnepf, Specialist in Agricultural Policy, Agriculture and Food Section, Resources, Science & Industry Division, Congressional Research Service
Washington, DC*

2008 Farm Bill: Implications for Risk Management

*Stephen Frerichs, AgVantage LLC
Alexandria, Virginia*

2008 Farm Bill: The Farm Service Agency and Risk Management Agency Approaches to Risk Management

*Brad Karmen, Senior Analyst, Office of the Chief Economist, USDA
Washington, DC*

2008 Farm Bill: Conservation Issues

*Ralph Grossi, President, American Farmland Trust
Washington, DC*

FOOD RISK & SECURITY TRACK

Public & Private Approaches to Food Safety in America

Salon II

Moderator: *Barbara Masters, DVM, Senior Policy Advisor, Olsson Frank Weeda Terman Bode Matz PC
Washington, DC*

Food Safety Update: Accomplishments and Challenges

*Richard Raymond, Under Secretary, Food Safety and Inspection Service, USDA
Washington, DC*

1:45 p.m. -
3:15 p.m.

Anatomy of a Recall, A Retailer's Perspective

*Kathleen O'Donnell, Chief Food Scientist, Wegmans Supermarkets
Rochester, New York*

Public Health Partnerships

*Robert W. Hicks, Director, Office of Environmental Health Services,
Virginia Department of Health
Richmond, Virginia*

CONSERVATION TRACK

Environmental Quality and Agriculture

Salon I

Moderator: *Jon Scholl, Agricultural Liaison, Environmental Protection Agency
Washington, DC*

Partnering for Environmental Policy in the 21st Century

*Gary Mast, Deputy Under Secretary for Conservation, Natural Resources Conservation Service, USDA
Washington, DC*

Conservation Partnerships

*H. Dale Hall, Director, U.S. Fish and Wildlife Service
Washington, DC*

Improving Water Quality Across the Landscape

*Tom Casadevall, Director, Central Region, United States Geological Survey
Denver, Colorado*

Ribbon Cutting at 3:15 p.m. for eXtension, the new national Internet resource of the Cooperative Extension Service in partnership with USDA's Cooperative State Research, Education, and Extension Service (CSREES).
Salon J

3:45 p.m. -
5:15 p.m.
(90 minutes)

CONCURRENT SESSIONS

RURAL AMERICA TRACK

The Changing Demography of Rural America

Salons V-VI

Moderator: *Calvin Beale, Senior Demographer, Resource and Rural Economics Division, Economic Research Service, USDA
Washington, DC*

The Changing Face of Rural America: Growing Ethnic Diversity

*William Kandel, Economic Research Service, USDA
Washington, DC*

Continued on next page

3:45 p.m.-
5:15 p.m.

Aging in Rural America: Looming Healthcare Challenges

*Nina Glasgow, Senior Research Associate, Cornell University
Ithaca, New York*

Return Migration to Rural and Small Town America

*John Cromartie, Geographer, Economic Research Service, USDA
Washington, DC*

Reaching Out to Measure Rural America

*Virginia Harris, Agricultural Statistician, National Agricultural Statistics Service, USDA
Washington, DC*

ENERGY & TECHNOLOGY TRACK

Ethanol: Is It a Sustainable Alternative?

Salon III

Moderator: *Roger K. Conway, Director, Office of Energy Policy and New Uses, USDA
Washington, DC*

Addressing the Issues of a Growing Industry

*Douglas Durante, Executive Director, Clean Fuels Development Coalition
Bethesda, Maryland*

New Advances in Ethanol Processing Efficiency

*Mark Stowers, Vice President for Research and Development, POET Research
Sioux Falls, South Dakota*

Managing the Food/Feed/Finance Intersection

*Vincent Andrews, Vice President, Morgan Stanley
New York, New York*

Results of Recent Biofuels Studies

*Rick Tolman, Chief Executive Officer, National Corn Growers Association
Chesterfield, Missouri*

POLICY & TRADE TRACK

Life After DOHA

Salon IV

Moderator: *Michael W. Yost, Administrator, Foreign Agricultural Service, USDA
Washington, DC*

Agricultural Trade Policy in the United States — the Big Picture

Ambassador Allen F. Johnson, President, Allen F. Johnson & Associates, Former Chief U.S. Agricultural Negotiator, World Trade Organization, DOHA Agenda

3:45 p.m.-
5:15 p.m.

Multilateral and Regional Trade Negotiations: A View from Uruguay

*Minister Hugo Cayrus Maurin
Washington, DC*

The Geneva Mix: Multilateral and Regional Trade Liberalization

*John M. Weekes, Senior Policy Advisor, Sidley Austin LLP
Geneva, Switzerland*

FOOD RISK & SECURITY TRACK
Protecting the Food Supply Through Food Safety and Defense

Salon II

Moderator: *Karlease Kelly, Executive Associate, Food Safety and Inspection Service, USDA
Washington, DC*

Preventing E. coli Contamination of Food

*Robert Mandrell, Produce Safety and Microbiology Research, Research Leader
Western Regional Research Center, Agricultural Research Service, USDA
Albany, California*

E. coli Contamination of Meat and Poultry: A Regulatory Perspective

*Daniel Engeljohn, Deputy Assistant Administrator for Office of Policy, Program and Employee Development, Food Safety and Inspection Service, USDA
Washington, DC*

Hazard Analysis and Critical Control Points (HACCP) in Small Plant Operations

*Mark Schad, Schad Meat, Inc.
Cincinnati, Ohio*

Agroterrorism: Protecting America's Food Supply

*Peter De La Cuesta, Supervisory Special Agent, Infrastructure Counterterrorism Team, WMD Directorate, Federal Bureau of Investigation
Washington, DC*

Imports and Global Collaboration on Food Defense

*Kim R. Green, Senior Scientist, Office of Food Defense and Emergency Response, Food Safety and Inspection Service, USDA
Washington, DC*

3:45 p.m.-
5:15 p.m.

CONSERVATION TRACK
**Emerging Environmental Markets:
What's the Payoff?**

Salon I

Moderator: *Melissa Simpson, Deputy Under Secretary for Natural Resources and Environment, USDA Washington, DC*

Agricultural Carbon and Greenhouse Gases: Moving to Markets

James L. Cummins, Executive Vice President, The Carbon Fund Stoneville, Missouri

Enhancing Wildlife Populations Across the Landscape

Tom Franklin, Senior Vice President, Teddy Roosevelt Conservation Partnership Washington, DC

Surveying the Nation's Water Assets

Craig E. Hooks, Director, Office of Wetlands, Oceans and Watersheds; U.S. Environmental Protection Agency Washington, DC

6:30 p.m.

Dinner Speaker
Salons III & IV,

Speaker to be Announced



Friday, February 22, 2008

8:00 a.m.-
9:30 a.m.
(90 minutes)

CONCURRENT SESSIONS:

RURAL AMERICA TRACK
Innovative Business Models for Rural America

Salons V-VI

Moderator: *Jack Gleason, Special Assistant to the Under Secretary, Rural Development, USDA Washington, DC*

Linking Distributive Electricity Production From Alternative Energy Sources to the Traditional Generation and Transmission Systems

Scott Thigpen, Senior Associate, Booz Allen Hamilton McLean, Virginia

Review of Current Business Models and Their Ability To Support Rural Economic Development

Scott Richman, Senior Vice President, Commercial Consulting Lead, Informa Economics, Inc. Memphis, Tennessee

The Critical Need for Rural Broadband and How Co-ops Can Help Meet It

C. David Hudgins, Director of Economic Development, Old Dominion Electric Cooperative Glen Allen, Virginia

ENERGY & TECHNOLOGY TRACK
Solar & Wind Technologies' Coming of Age

Salon II

Moderator: *James M. Andrew, Administrator, Rural Development Utilities Program, USDA Washington, DC*

Solar Power's Coming of Age With New Technology

Gregory Rosen, Senior Manager, Power Light Corporation Berkeley, California

Wind Power Goes Mainstream

Ron Rebenitsch, Manager, Alternative Technologies, Basin Electric Power Cooperative Bismarck, North Dakota

A Regulator's Perspective on Renewable Power: Is It Ready for Prime Time?

Phyllis Reha, Vice Chairman, Minnesota Public Utilities Commission Saint Paul, Minnesota

Continued on next page

8:00 a.m.-
9:30 a.m.

POLICY & TRADE TRACK
Trade Opportunities With Latin America
Salon IV

Moderator: Mark E. Keenum, Under Secretary for Farm and Foreign Agricultural Services, USDA
Washington, DC

Opportunities for Agricultural Trade with Colombia
Andres Felipe Arias Leiva, Minister of Agriculture and Rural Development
Bogotá, Colombia

Trade With Mexico: Deeper Integration Under NAFTA
Jeffrey Jones, Under Secretary of Agribusiness, Ministry of Agriculture, Mexican Agricultural Secretariat
Juarez, Mexico

Agricultural Trade With Brazil and Areas of Competition
Edilson Guimaraes, Secretary of Agricultural Policy
Ministry of Agriculture
Brasilia, Brazil

FOOD RISK & SECURITY
Income Outlook for Farms and Farm Households
Salon I

Moderator: George Smith, Chief, Current Industry Analysis Division, Bureau of Economic Analysis, U.S. Department of Commerce
Washington, DC

Farm Finance: The Outlook for Farms and the U.S. Farm Sector in 2008
James Johnson, Chief, Farm and Rural Business Branch, Resource & Rural Economics Division, Economic Research Service
Washington, DC

Co-Author: Mitchell Morehart, Senior Economist, Farm and Rural Business Branch, Resource & Rural Economics Division, Economic Research Service, USDA
Washington, DC

Household Finance: The Outlook for Farm Household Income, Wealth, and Well-Being
Mary Ahearn, Senior Economist, Farm and Rural Household Well-Being Branch, Resource & Rural Economics Division, Economic Research Service, USDA
Washington, DC

Farm Finance: A "Pulse" From the Prairie
Cole Gustafson, Department of Agribusiness and Applied Economics
North Dakota State University
Fargo, North Dakota

8:00 a.m.-
9:30 a.m.

COMMODITIES TRACK
Grains & Oilseeds Outlook
Salon III

Moderator: Rich Feltes, Director of Research, Man Financial Inc.
Chicago, Illinois

Grains & Oilseeds Outlook
Mark Ash, Agricultural Economist, Economic Research Service, USDA
Washington, DC

Growing Influence of Managed Money on Agricultural Commodities
Lonn Taffel, Cadent Financial Services LLC
Chicago, Illinois

Challenges to Ethanol Blending in the Southeast
Daniel H. Moenter, Manager, State Government Affairs
Marathon Petroleum Company LLC
Norcross, Georgia

10:00 a.m.-
11:30 a.m.
(90 minutes)

CONCURRENT SESSIONS:

RURAL AMERICA TRACK
Innovative Financing for Rural America
Salons V-VI

Moderator: Mary K. Waters, Vice President, Corporate Relations, Farmer Mac
Washington, DC

Tapping Rural Equity: Are We Ready?
Paul DeBriyn, CEO, AgStar Financial Services, ACA
Mankato, Minnesota

Project Versus Balance Sheet Financing: Can Securities Match Risk?
Richard S. Monson, President, Southwest Georgia Farm Credit
Bainbridge, Georgia

Tapping Private Sector Capital To Finance Rural Economic Development
David Kruse, Grupo Iowa, Brazil Iowa Farms, LLC
Royal, Iowa

Factoring Community Assets Into Financing for Long-Term Sustainability
Joe Black, Senior Vice President, Southern Financial Partners
Helena, Arkansas

10:00 a.m.-
11:30 a.m.

ENERGY & TECHNOLOGY TRACK

Biomass for Energy: Markets or a Mirage?

Salon IV

Moderator: Joy Harwood, Director, Economic and Policy Analysis Staff, Farm Service Agency, USDA
Washington, DC

Examining the Markets: Which Technologies Are Likely To Succeed?

Peter Riley, Economic and Policy Analysis Staff, Farm Service Agency, USDA

Locating the Resources: Where and How Will the Biomass Be Grown?

Marie Walsh, Head, M&E Biomass
Oak Ridge, Tennessee

The Logistical Challenges From Large-scale Biomass

J. Richard Hess, Bioenergy Program Technology Manager, Renewable Energy & Power Department, Idaho National Laboratory
Idaho Falls, Idaho

Overcoming Challenges With Emerging Biomass Technologies: What Is Possible? When?

Caird Rexroad, Associate Administrator, Agricultural Research Service, USDA
Washington, DC

POLICY & TRADE TRACK

Cotton Outlook

Salon II

Moderator: Hibbie Barrier, Director, Avondale Futures Group
Nashville, Tennessee

USDA Cotton Outlook

Leslie Meyer, Agricultural Economist, Economic Research Service, USDA
Washington, DC

A Cotton Producer Grows Grain: Reflections on 2007 and Plans for 2008

L. Dow Brantley, III, Brantley Farming Company
England, Arkansas

Recent Developments in Cotton Futures Trading

Thomas Farley, President and CEO, ICE Futures U.S., Inc.
New York, New York

Cotton Production Prospects in Selected Foreign Countries

Alejandro Plastina, Economist, International Cotton Advisory Committee
Washington, DC

10:00 a.m.-
11:30 a.m.

FOOD RISK & SECURITY

Regulating Effectively in a Globalized World

Salon I

Moderator: Cindy J. Smith, Administrator, Animal and Plant Health Inspection Service, USDA
Washington, DC

Legal and Analytical Constraints on the Regulators

Jeffrey S. Lubbers, Fellow in Law and Government, Washington College of Law, American University
Washington, DC

Regulatory Reality Versus Academic Science: How Do We Balance the Constraints?

Roger Pielke, University of Colorado, author of *The Honest Broker*
Center for Science and Technology Policy Research
Boulder, Colorado

The Challenge of Increasing Global Trade: How Do We Address Linkages and Barriers?

David Orden, Virginia Polytechnic Institute and State University, Director, Global Issues Initiative, Institute for Society, Culture and Environment
Alexandria, Virginia

Perspectives of USDA's Regulatory Policy Officer

Marc L. Kesselman, General Counsel, USDA
Washington, DC

COMMODITIES TRACK

Livestock & Poultry Outlook

Salon III

Moderator: S. Brett, Director, Policy and Litigation Division, Packers and Stockyards Program (P&SP), USDA
Washington, DC

Livestock & Poultry Outlook

Joel Greene, Livestock & Poultry Analyst, World Agricultural Outlook Board, USDA
Washington, DC

What's Happening With Hog Capacity and Its Implications for the Pork Industry?

Ron Plain, D. Howard Doane Professor of Agricultural Economics, University of Missouri
Columbia, Missouri

Situation and Outlook of the Canadian Livestock Sector

Tyler Fulton, Director of Risk Management, Manitoba Pork Marketing Co-op
Manitoba, Canada

12:15 p.m. –
1:30 p.m.
(75 minutes)

CONCURRENT: Commodity Luncheons

Luncheon: Horticulture

Salons V-VI

Moderator: Kenneth C. Clayton, Associate Administrator, Agricultural Marketing Service, USDA
Washington, DC

Fruit & Vegetable Market News: Agricultural Marketing Service's New Web Portal

Terry Long, Chief, Fruit and Vegetable Market News, Agricultural Marketing Service, USDA
Washington, DC

Luncheon: Sugar & Sweeteners

Salon C

The Organic Sugar Market

Nigel Willerton, CEO, Wholesome Sweeteners, Inc.
Sugar Land, Texas

Paul Ryberg, Ryberg and Smith, LLP
Washington, DC

Luncheon: Cotton

Salon B

Moderator: Mike Yost, Administrator, Foreign Agricultural Service, USDA
Washington, DC

Cotton – A Shifting World

William B. Dunavant, III, President and CEO, Dunavant Enterprises, Inc.
Memphis, Tennessee

Promoting Cotton Production in East Africa

Rickard Laurin, President, Dunavant, S.A.
Geneva, Switzerland

Luncheon: Grains & Oilseeds

Salons I, II, III

Moderator: Keith Menzie, Agricultural Economist, Oilseeds, World Agricultural Outlook Board, USDA
Washington, DC

The Impact of Higher Commodity Prices on Food Price Inflation

William Lapp, Advanced Economic Solutions
Omaha, Nebraska

Luncheon: Livestock & Poultry

Salon IV

Moderator: Timothy Rocke, Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC

1:45 p.m. –
3:15 p.m.
(90 minutes)

Reopening Markets to U.S. Meat

John Reddington, Vice President, International Trade, American Meat Institute
Washington, DC

CONCURRENT SESSIONS:

RURAL AMERICA

Change Agents Impacting Rural America

Salons V-VI

Moderator: Hon. Charles W. Stenholm, Senior Policy Advisor, Olsson Frank Weeda Terman Bode Matz PC
Washington, DC

Technology: Bringing Global Opportunities to Rural America

Chuck Comeau, Chief Executive Officer, DessinFournir Companies
Plainville, Kansas

Community-Driven Health Care

Martin Guthmiller, President and CEO, Orange City Area Health System
Orange City, Iowa

Communities Coming Together for Economic Development

Willie E. Spencer, Hardeman County Mayor
Bolivar, Tennessee

Erasing the Barriers of Distance: How Telemedicine Is Changing Rural Health Care

John Gardner, Administrator, Yuma District Hospital
Yuma, Colorado

CONSERVATION TRACK

Conservation Tradeoffs for Bioenergy Production

Salon B

Moderator: Craig A. Cox, Executive Director, Soil and Water Conservation Society
Ankeny, Iowa

Conserving Carbon in Feed Stock Production

Donald C. Reicoski, Research Soil Scientist, Agricultural Research Service, USDA
Morris, Minnesota

Protecting Water Resources in Feed Stock Production

Rick Cruse, Professor, Department of Agronomy Director, Iowa Water Center, Iowa State University
Ames, Iowa

Continued on next page

1:45 p.m.-
3:15 p.m.

Farming Systems for Sustainable Feed Stock Production

Wally Wilhelm, *Researcher, Lead Scientist, Agricultural Research Service, USDA*
Agroecosystem Management Research Unit, University of Nebraska
Lincoln, Nebraska

Identifying Environmental Consequences of Conversion Plants: Options for Managing Tradeoffs

Annette Sharp, *Executive Director, Central States Air Resources Agencies (CenSARA)*
Oklahoma City, Oklahoma

Economics, Incentives, and Public Policy

Glen Keppy, *Associate Administrator for Programs, Farm Service Agency, USDA*
Washington, DC

POLICY & TRADE TRACK

What Lies Ahead for the Sugar Market?

Salon III

Moderator: Barbara Fecso, *Economist, Dairy and Sweeteners Analysis Group*
Farm Service Agency, USDA
Washington, DC

Prospects for Sweetener Demand in the United States and Mexico

Kevin Combs, *Vice President, McKeany-Flavell Company, Inc.*
Oakland, California

How Do the U.S. and Mexican Re-export and IMMEX Programs Fit in With an Integrated Sweetener Market?

- **The Benefits of the Programs and the Reasons To Maintain Them**
Patrick Henneberry, Sr., *Vice President, Imperial Sugar Sugar Land, Texas*
- **The Problems With the Programs and the Reasons To Consider Change**
Jack Roney, *Director of Economics and Policy Analysis, American Sugar Alliance*
Arlington, Virginia

Will Changes to the Immigration Law Thwart the NAFTA Free-trade Objective?

Andrea Rodriguez, *Immigration Attorney, Law Office of Andrea L. Rodriguez, PLC*
Arlington, Virginia

1:45 p.m.-
3:15 p.m.

FOOD RISK & SECURITY TRACK

U.S. Drought Monitor & Disaster Declarations

Salon C

Moderator: Douglas LeComte, *Senior Meteorologist and Drought Specialist, National Weather Service's Climate Prediction Center*
Camp Springs, Maryland

U.S. Drought Monitor: From the Meteorologist's Perspective

Brad Rippey, *Agricultural Meteorologist, World Agricultural Outlook Board, USDA*
Washington, DC

New Assessment Tools in Monitoring Drought

David Miskus, *Section Chief, National Oceanic and Atmospheric Administration*
Washington, DC

Implementing USDA Farm Disaster Programs

John Johnson, *Deputy Administrator for Farm Programs, Farm Service Agency, USDA*
Washington, DC

How Will Global Climate Change Affect Agriculture Over the Next 10-30 Years?

Jerry L. Hatfield, *Plant Physiologist, National Soil Tilth Research Laboratory, Agricultural Research Service, USDA*
Ames, Iowa

COMMODITIES TRACK

Dairy Outlook

Salon IV

Moderator: Dr. Robert D. Yonkers, *Chief Economist and Director of Policy Analysis, International Dairy Foods Association*
Washington, DC

Dairy Outlook

Shayle Shagam, *Livestock & Dairy Analyst, World Agricultural Outlook Board, USDA*
Washington, DC

The Outlook for U.S. Dairy Exports in a Changing World Market

Brad Gehrke, *Global Trade Analyst, U.S. Dairy Export Council*
Arlington, Virginia

Key Developments in the Global Dairy Market

Deborah Perkins, *Managing Director, Food & Agribusiness Research, Rabobank*
New York, New York

3:15 p.m.

Forum Adjourns

eXtension Exhibit Briefings

Thursday, February 21 – Afternoon

3:15 p.m. **Ribbon Cutting** for eXtension, a new online, interactive learning environment created in partnership between the Cooperative Extension Service and USDA's Cooperative State Research, Education, and Extension Service (CSREES).

Briefing Schedule

Salons J & K

Briefings presented by leaders from eXtension's Communities of Practice will discuss the Ask-an-Expert system offering valuable information to help consumers. Experts from more than 70 universities provide updated content and respond to questions.

4:15 - 4:35 p.m. **eXtension's Ask an Expert System: Responding Locally and Specifically**
Like all eXtension Communities of Practice, Consumer Horticulture offers basic content and a database of FAQs. Yet, public users can find local answers to gardening questions.

4:45 - 5:05 p.m. **Helping Farm and Ranch Families Make Critical Financial Decisions**
Learn about numerous resources available in eXtension's Personal Finance area that can help farm and ranch families make important financial decisions.

5:15 - 5:35 p.m. **The Site Impact of eXtension's Horse Community**
Learn about the clientele impact and site usage of eXtension's horse community.

Friday, February 22 – Morning

8:00 - 8:20 a.m. **Chatting Up HorseQuest Users Online**
Content experts offer quarterly online chats with content that's seasonally appropriate for this two-way communication with experts.

8:30 - 8:50 a.m. **Taking the Sting Out of Fire Ants Decision Tool**
eXtension helps producers and consumers develop fire ant management plans, customized to fit individual needs.

9:00 - 9:20 a.m. **Why eXtension? Benefits to the People We Serve**
eXtension brings together experts from more than 74 land-grant universities to provide objective, scientific information to the public.

9:30 - 9:50 a.m. **Demographics: Helping Stakeholders Help Family Caregivers**
The Family Caregiver Community of Practice has a database providing critical, State-specific information to community stakeholders and others who serve family caregivers.

10:00 - 10:20 a.m. **Are There Imported Fire Ants in Second Life?**
Avatar-based virtual world education is highly interactive. This session will showcase an "Ant Game" demonstrating the possibilities of virtual-world educational opportunities.

10:30 - 10:50 a.m. **The Voices of the People: Stakeholders Weigh in on Entrepreneurship**
Hear insights from people across America.

11:00 - 11:20 a.m. **Engaging Parents "Just in Time"**
The Just in Time Parenting Community of Practice delivers information to parents specific to a child's age and collects data to generate reports by state and county.

11:30 a.m. - 12:30 p.m. **Stump the Expert**
Come see experts from the new eXtension.org square off against leading media members who try to "stump" the expert panel. *Bring a question to stump the expert!*

Friday, February 22 – Afternoon

1:00 - 1:20 p.m. **Access, Answers, Resources and More for the Dairy Industry**
DAIReXNET offers educational and decision-making tools for dairy producers, partners, employees, and consumers. Twenty-one State or regional newsletters are available.

1:30 - 1:40 p.m. **Building Online Curriculum Using eXtension's Courseware**
Communities of Practice are delivering self-paced lessons and certificate programs. Learn how these modules are being developed and offered using "Moodle" courseware.

2:00 - 2:20 p.m. **Engaging Users Through Frequently Asked Questions**
The Financial Security for All Community of Practice has teams of experts organized to interact with consumers through more 1,000 FAQs regarding personal finance.

2:30 - 2:50 p.m. **Connecting to Users Through Webcasting**
The Livestock and Poultry Learning Center has hosted webcast seminars on animal management issues.

3:00 - 3:20 p.m. **eXtension Collaborative Tools**
Tools that help transform the Cooperative Extension collaborative work include wikis, web conferencing, instant messaging, Jabber Chat, FAQs, special events, and more!

USDA's Agricultural Outlook Student Diversity Program

The Diversity Program is an opportunity for college junior and senior students to attend USDA's annual Outlook Forum. Congratulations to the following students for their 2008 winning essays (examples: www.usda.gov/oce/forum/diversity/diversity_program.htm):

Dominique Antoine, Alcorn State University
Laura Sossamon, University of Arkansas
Vicki Brown and Amber Tyler, Kansas State University
Eric Lang, Langston University
Louis Vaughn, Mississippi State University
Travis Jett and Lindsey Price, Oklahoma State University
Johnie L. Jones, III, Prairie View A&M University
Sarah Hoerner and Alanna Kmicikewycz, University of Illinois
Nicol Hucke and Jennie E. Powell, University of Maryland – Eastern Shore
Matthew Brooks and Ronald M. Howell, Jr., Virginia State University
Candi Wilson and Cassi Wyman, Washington State University

If your corporation, association, or agency would like to consider sponsoring a student(s) to attend the 2009 Outlook Forum, please contact Brenda Chapin at 202-720-5447 or bchapin@oce.usda.gov.

Canon USA, Inc., loaned USDA use of the fax and copier machines.

Save the Date!

2009 Agricultural Outlook Forum
February 26-27, 2009
Crystal Gateway Marriott Hotel
Arlington, Virginia



www.usda.gov/oce/forum

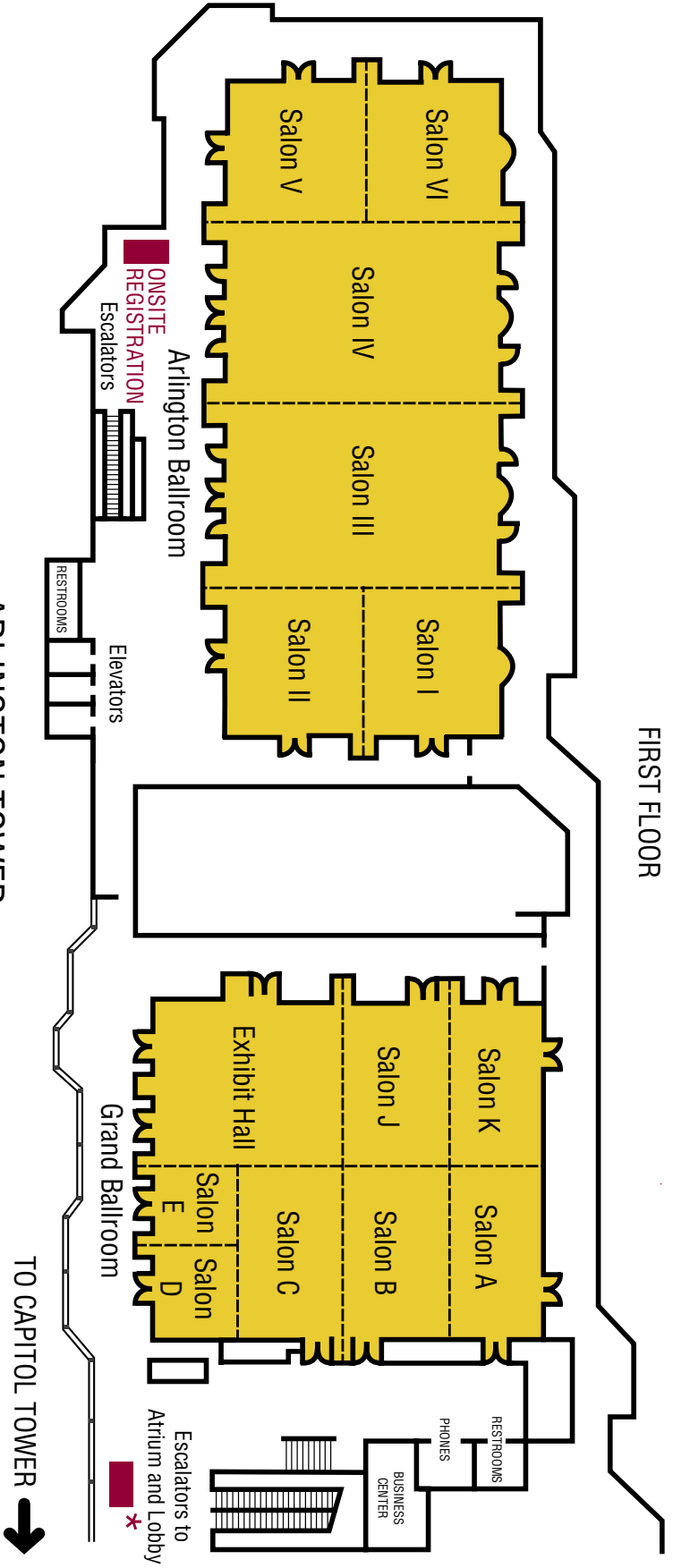
Please send your Forum session ideas and comments to:
agforum@oce.usda.gov

To request special accommodations or meals, please contact the Forum registration desk.

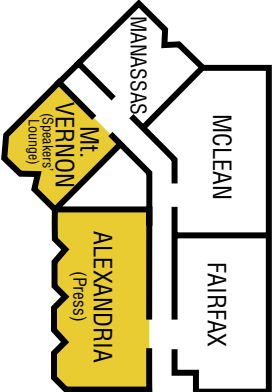
Jefferson Davis Highway (Route 1)

CRYSTAL GATEWAY Marriott

FIRST FLOOR



SECOND FLOOR



ARLINGTON TOWER

TO CAPITOL TOWER →

*Pre-registered Attendees
7:00 a.m.-11:00 a.m Feb. 21
Badge pick-up.

Eads Street