

Agricultural Outlook Forum 2002



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

PROGRAM

Thursday, February 21

7:30 a.m. **Continental Breakfast and Registration**

8:30 a.m. **Market and Policy Prospects for 2002**

Moderator: Deputy Secretary of Agriculture **James 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

10:15 a.m. **Keynote Address**

Secretary of Agriculture **Ann M. Veneman**

10:45 a.m. **Panel: Future of Agricultural Biotechnology in World Trade**

European, South American, and African perspectives; U.S.
diplomacy and worldwide biotechnology issues; future
prospects for agricultural biotechnology

12:30 **Lunch and Opening of Exhibit Hall**

1:00 p.m. **Food Price Briefing**

The Outlook for Retail Food Prices in 2002

1:45 p.m. Concurrent Sessions

Farm Finance Outlook: Changing Farmer-Lender Relationships

Moderator: John M. Blanchfield, Associate Director, American
Bankers Association

Topics: Farm income, finance, and credit outlook for 2002;
prospects for farm financial conditions; the changing farm
lending scene; the market for farmland

U.S. Farm Women: Leaders in Rural Prosperity

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

Topics: National Survey of Women on Farms; Farm Women's
Network of West Central Minnesota—dealing with the
challenges of agriculture; value-added agriculture and
entrepreneurship

Farm Policy Principles and Proposals

Topics: Trade programs, rural development policy, and a view
of commodity program principles and proposals from produc-
ers and from Capitol Hill

Competing in Global Markets for Processed Products

Moderator: Sarah Fogarty, Director, International Trade, Gro-
cery Manufacturers of America

Questions: Why would U.S. companies choose to invest in
overseas processing rather than export their products? Can
small U.S. agricultural processing firms and U.S. value-added
products compete globally? *Plus* an industry's comments on
procurement, processing, and exports

Agriculture's Role in Offsetting Greenhouse Gas Emissions

Topics: An overview of agriculture's role in addressing climate
change; potential policy options for addressing greenhouse gas
missions and carbon sequestration; technical opportunities
and experience in offsetting greenhouse gases

3:45 p.m. Concurrent Sessions

Feasibility and Cost of Marketing Identity-Preserved Crops

Moderator: Joan Rothenberg, Senior Program Associate, Pew
Initiative on Food and Biotechnology

Topics: Producer opportunities and specialized grain markets;
challenges to changing the infrastructure; support for quality
assurance (GIPSA); implications of product differentiation for
price discovery

Promoting Value-Added Marketing for Sustainable Rural Development

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

Topics: New center for value-added agriculture, Iowa State;
value-added marketing in domestic and international markets;
new-generation cooperatives and niche opportunities; direct
marketing to chefs in upscale restaurants

A New Role for Conservation in U.S. Farm Policy

Moderator: Deputy Secretary of Agriculture James Moseley

Topics: Policy choices and directions: what Congress has
requested; realistic expectations from the next farm bill; con-
servation operations and USDA's challenge to make them
work; a farmer's view of conservation on the landscape

Middle-Class Consumers in Developing Nations

Topics: Emerging markets' economic growth; prospects for
continued economic growth in China; economic future and
market barriers of India; Mexico's new leadership and growth
potential

Seasonal Climate Forecasts in Agriculture

Moderator: James Jones, Professor, University of Florida

Topics: Mission of the International Research Institute for Cli-
mate Prediction; a primer on seasonal climate fluctuations; use
of climate forecasts in agriculture in the Americas; climate
forecasts, global agriculture, and food security; implications
for agricultural practice, policy, and development

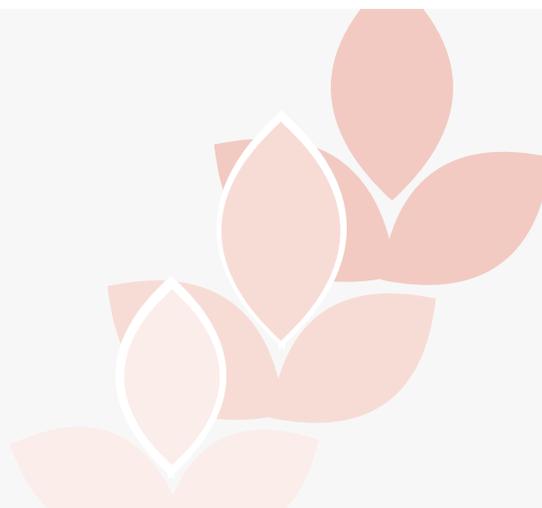
6:30 p.m. **Forum Dinner**

Address: The Economic Outlook; **Lawrence Chimerine**,
President, Radnor International Consulting, Inc.

Moderator: **Keith Collins**, Chief Economist, USDA

Preceded by cash bar at 5:30 p.m.

**For details on program or registration:
www.usda.gov/oce**



Friday, February 22

7:15 a.m. **Registration and Continental Breakfast**

8:15 a.m. Concurrent Sessions

Outlook Sessions

Grains and Oilseeds Outlook
Consolidation and Competition in Dairy Markets

Issues and Strategies for Rural and Community Prosperity

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

Topics: What workers and entrepreneurs need to succeed in today's markets; advancing knowledge for community-led development; the explosive competition between farmland, open land, and population growth; translating new agricultural and forestry products and uses into rural economic viability

Globalization of Food Safety

Topics: Safety challenges in industrialized countries; safety challenges in developing countries; emerging issues

Streamlining Government for Today's Marketplace: Techniques and Stories from USDA's Commodity Re-Engineering Project

Moderator: Les Johnson, Director, Food Distribution Division, Food and Nutrition Service, USDA *Stories from the front line:* From USDA's Agricultural Marketing Service poultry programs; Food Safety and Inspection Service district enforcement operations; Farm Service Agency procurement and donation division; and the American School Food Service Association

10:30 a.m. Concurrent Sessions

Producer Initiatives to Deal with Production Contracts

Moderator: Dan Looker, Business Editor, *Successful Farming Magazine*

Topics: Negotiating contracts in the specialty crop industry; experience in negotiating poultry production contracts; organizing for sale of identity-preserved crops; new negotiation efforts in the fed-beef industry

Meat Sector Outlook in a Time of Uncertainty

The Outlook for livestock and poultry; industry reaction to USDA's outlook; and the impact of uncertain times on U.S. meat demand

Future Effects of the U.S. Sugar Program

Moderator: Craig Ruffalo, Manager of Information Sales, McKeany-Flavel Company, Inc.
Discussion by representatives of the Rocky Mountain Sugar Growers Cooperative, the American Sugar Alliance, the Blommer Chocolate Company, and the Consumer Federation of America

Tracking Food Products for Quality, Safety, and Efficiency

Moderator: Susan Offutt, Administrator, Economic Research Service, USDA

Topics: Monitoring for safer food production and distribution; food industry and retailer perspectives; certifiable quality management systems for the U.S. grain and livestock industry

Cotton and Fibers Outlook

Topics: U.S. and world cotton outlook; China's cotton trade under the WTO; risk management in U.S. cotton production

12:45 p.m. Concurrent Commodity Luncheons

Grains and Oilseeds
Livestock and Poultry
Sugar and Sweeteners
Cotton and Fibers
Fruit and Vegetables
With featured speakers

2:15 p.m. Concurrent Sessions

The Economic Outlook for Bio-Fuels

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

Topics: The economics of ethanol and biodiesel production; generating electricity from animal waste; the role of public policy and regulation in supporting demand; availability of equity and debt capital to build plants

Protection Against Imported Disease and Pests

Topics: Options for stronger protective measures against livestock diseases and invasive plant pests; potential impacts and costs of taking added measures

The Horticulture Sector's Future in an Era of Globalization

Moderator: Tom Karst, Executive Markets Editor, *The Packer*, Vance Publishing Corporation

Topics: Strategic U.S.-foreign partnering from a producer perspective (Sunkist); industry-retail alliances spanning borders; challenges in horticultural trade; a foreign horticultural industry perspective

Outlook for Tobacco

Moderator: Tom Capehart, Economic Research Service, USDA

Topics: Tobacco situation and outlook; the international outlook for U.S. tobacco; impact of contracting on the tobacco industry; Capitol Hill perspective on the future of the U.S. tobacco program and quota buyout proposals