

AGRICULTURE CONFERENCE

Exploring Sustainability: Farm-Level Economics in the Near Term, Resource Efficiency in the Long Run

24 MARCH 2010



Renaissance Philadelphia Hotel Airport • 500 Stevens Drive • Philadelphia, PA

Following the boom in the U.S. agricultural industry in 2007 and 2008, the worst global economic downturn since the Great Depression added to agriculture's challenges in 2009. **The U.S. agricultural industry faces many uncertainties for 2010 and beyond. Moving forward, concerns remain:**

- How will the recovery play out in the U.S. agricultural industry over the next two years, and what are the major risks to a recovery scenario?
- How will the outlook for agriculture change if a significant downside scenario becomes reality?
- How will the agricultural outlook impact the sustainability of your business?

In this full-day conference, IHS Global Insight expert analysts will discuss the most significant issues affecting the agricultural outlook for the United States, offer insights into sustainability, and provide interactive discussions on hot topics within the realm of agricultural sustainability measurement.

Don't miss this opportunity to meet and interact with senior agriculture experts and other key industry players.

We cordially invite you to join us the evening before from 6:00–8:00 P.M. for a Welcome Networking Reception.

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► **AGENDA** 23 MARCH 2010

6:00 P.M. **Welcome Networking Reception**

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8:00 A.M. **REGISTRATION AND BREAKFAST**

8:30 A.M. **Introduction**

John Kruse, Managing Director, Agriculture Service, IHS Global Insight

8:45 A.M. **World Macroeconomic Outlook: Is the Recovery Sustainable? What Are the Risks?**

Sara Johnson, Managing Director, Global Macroeconomics, IHS Global Insight

9:30 A.M. **Biofuels Issues and Outlook: After "Food vs. Fuel," What Next?**

John Kruse, Managing Director, Agriculture Service, IHS Global Insight

10:00 A.M. **BREAK**

10:15 A.M. **International Outlook: Significant Issues and Risks to the Agricultural Forecast around the World**

Ryland Maltsbarger, Economist, Agriculture Service, IHS Global Insight

Jereme Shryock, Economist, Agriculture Service, IHS Global Insight

Walaiporn Intarapapong, Economist, Agriculture Service, IHS Global Insight

11:15 A.M. **U.S. Agriculture Outlook through 2011: Which Sectors Will Rebound the Quickest?**

Tom Jackson, Principal, Agriculture Service, IHS Global Insight

12:15 P.M. **LUNCH**

1:30 P.M. **New Research: Preview of our Studies on International Fruit and Vegetables and Global Production Costs for Major Crops**

We will introduce the afternoon sessions by sharing the coverage details of our recently completed studies.

Ryland Maltsbarger, Economist, Agriculture Service, IHS Global Insight

1:45 P.M. **Alternative Forecast Scenario: Downside Potential for the U.S. Agriculture Sector**

How will the U.S. agricultural economic picture change if multiple events add momentum to the downside?

Our analysts will share our "perfect storm" scenario.

John Kruse, Managing Director, Agriculture Service, IHS Global Insight

2:30 P.M. **BREAK**

2:45 P.M. **Agricultural Sustainability Measurement and Challenges: Focus on the Keystone Field-to-Market Initiative**

Stewart Ramsey, Principal, Agriculture Services, IHS Global Insight

3:30 P.M. **Hot Topics in Agriculture: A Discussion**

Our analysts will give their views on two important topics in today's agriculture industry and will invite audience discussion.

Water Quality and Availability: Is the Status Quo Sustainable?

Walaiporn Intarapapong, Economist, Agriculture Service, IHS Global Insight

Crop and Livestock Traceability: What Are the Implications?

Tom Jackson, Principal, Agriculture Service, IHS Global Insight

4:30 P.M. **Closing Remarks**

John Kruse, Managing Director, Agriculture Service, IHS Global Insight