

# 75<sup>th</sup> Agricultural Outlook Forum

**February 22 - 23, 1999**  
**Arlington, VA**  
**(near Washington, DC)**

## Monday, February 22

### MORNING GENERAL SESSIONS

#### Opening Address

*Dan Glickman, Secretary of Agriculture*

#### Keynote Speaker (to be announced)

10:00-10:45 a.m.

#### **Agricultural and Trade Prospects**

*Keith Collins, Chief Economist, USDA*

*August Schumacher, Under Secretary*

*for Farm and Foreign Agricultural Services, USDA*

11:00 am-12:30 p.m.

#### **Marketing Strategies in the New Millennium**

Moderator: *Ken Root, Host AgriTalk Radio*

### AFTERNOON BREAKOUT SESSIONS

2:00-3:30 p.m.—concurrent

#### **Farm Income and Finance Outlook**

Business practices to improve bottom lines; farm credit conditions; the dynamics of income, debt management, and financial performance

#### **Price Discovery—2000 and Beyond**

Determining fair prices in an environment of vertical integration, new production arrangements, and genetically tailored crops.

#### **New Approaches to Direct Marketing by Farmers**

The farmer as producer/marketer; direct marketing to communities, restaurants; monitoring the changing preferences of consumers

#### **Implications of Dietary Guidelines**

Factors in consumer demand for food; how the guidelines affect food production, processing, and marketing

3:45-5:15 p.m.—concurrent

#### **The Future of Agricultural Risk Management Tools**

What's ahead in agricultural commodity futures, options, and derivatives; agricultural insurance products for the next century; bundling risk management products

#### **USDA Statistics—The Census and Beyond**

Enhancements to the 1997 Census of Agriculture and the results; planning the statistics program of the future

#### **The Role of New-Generation Cooperatives**

Adding value to crops through cooperatively-owned farms, and a look at the strategies of two cooperatives

#### **Emerging Markets in 21<sup>st</sup> Century Nutrition Programs**

New outlets for farm products in nutrition programs; creative use of USDA's bonus commodities; expanding WIC farmers' markets

### FORUM DINNER—6:00 p.m.

*With featured speaker*

## Tuesday, February 23

### MORNING OUTLOOK AND BREAKOUT SESSIONS

8:00-9:30 a.m.—concurrent

#### **Outlook: Grains and Oilseeds**

**Cotton** (including an official from China)

#### **Fruits and Vegetables: New Business Strategies**

How growers and processors are adapting to slower export growth and supply pressures in a competitive market

#### **Risk Management and Environmental Improvement**

Using markets and risk management tools to increase adoption of conservation practices; the role of crop insurance

10:00-11:30 a.m.—concurrent

#### **Setting the Stage for New Trade Negotiations**

Agricultural issues for trade talks ahead—FTAA, APEC, and the WTO mini-round; perspectives of industry and U.S. and foreign officials

#### **Outlook for Emerging Technologies in the Sugar Industry**

Advances in breeding and genetic engineering of sugar beets; cutting-edge changes in processing

#### **Competition from Latin America**

Latin America as a market, its infrastructure improvements, evolution of agricultural production, and adoption of biotechnology

#### **Farmland Protection—Building on Past Successes**

Overview of national trends and policies by the American Farmland Trust President; making farmland protection work at the local level

#### **Livestock and Poultry Outlook for North America**

#### **Briefing on the Retail Food Price Outlook**

### NOON LUNCHEONS

#### **Livestock; Cotton; Sweeteners; Grains and Oilseeds**

Featured speaker at each luncheon

### AFTERNOON OUTLOOK AND BREAKOUT SESSIONS

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

#### **Outlook: Dairy**

**Tobacco** (including recent settlement developments)

#### **Prospects for China: Importer or Competitor?**

The future of Chinese agriculture, and viewpoints of China's Ministry of Agriculture and State Statistical Bureau

#### **Food, Agriculture, and the Biotechnology Revolution**

An overview of agricultural biotechnology, an industry perspective, and the public policy issues in biotechnology advances

#### **Precision Agriculture in the 21<sup>st</sup> Century**

Environmental implications of precision agriculture, and farmer and industry perspectives

**For details on attending the Forum or getting speeches afterward, contact:**

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