

2017 ANNUAL MEETING PROGRAM

Navigating a Turbulent Environment

THE HILTON DOWNTOWN MIAMI

JANUARY 29-31

SUNDAY, JANUARY 29

7:00a-3:00p **GOLF TOURNAMENT** - Melreese Golf Course

1:00-5:30p **REGISTRATION**

5:30-6:30p **NETWORKING RECEPTION**
Sponsored by Bayer Crop Science

MONDAY, JANUARY 30

7:00-7:30a **BREAKFAST**
Sponsored by SES VandeHave and Holly Seed

7:30 **WELCOME**
Galen Lee, ASGA President, New Plymouth, Idaho

7:30-9:00 **LOOKING AHEAD TO THE 2018 FOOD SECURITY ACT**
Panel of Commodity Leaders
Moderated by Charles Conner, President, National Council of Farmer Cooperatives, Washington DC

Wesley Spurlock, President, National Corn Growers Association, Stratford, TX
Richard Wilkins, President, American Soybean Association, Greenwood, DE
Gordon Stoner, President, National Assn. of Wheat Growers, Outlook, MT
Ronnie Lee, Chairman, National Cotton Council, Bronwood, GA
Jim Mulhern, President and CEO, National Milk Producers Federation, Washington DC
Christy Seyfert, Zurich/RCIS Government and Industry Affairs, Assistant Vice President, Director of Crop Insurance, Rural Community Insurance Services, Washington DC

U.S. farm incomes have fallen; currency manipulation, foreign competition and increasing subsidization put American farmers at a greater disadvantage; there is growing opposition at home to farm and trade policy; misinformation by farm policy opponents is stoking opposition for a new Farm Bill. The leaders of the major commodity groups will share their thoughts on how the current Farm Bill is working for their members, and will discuss the changes that they would like to see in the next one. Unity and strong voices within American agriculture is absolutely essential to pass a new bill.

9:00-9:15 **BREAK**

GENERAL SESSION

9:15-10:15

PLEDGE OF ALLEGIANCE

INVOCATION – John Snyder

SESSION OVERVIEW - Galen Lee

THE LEGISLATIVE OUTLOOK FOR AGRICULTURE IN THE 115TH CONGRESS: A REPORT FROM KEY CONGRESSIONAL STAFF

Senate Committee on Agriculture, Nutrition and Forestry: Joel Leftwich and Joe Shultz (invited)

House Committee on Agriculture: Scott Graves and Ann Simmons (invited)

Preparation for the 2018 Farm Bill begins this year. What is the agenda, process and timing for work that must be done in the House and Senate? What are the funding challenges, and what must agriculture do to fight off opposition to farm programs and crop insurance? The Staff Directors of the Senate and House Agriculture Committees will give you a sense of the issues and challenges facing American Agriculture through this process, and what you can do about them.

9:00-11:00

BECOMING EMPOWERED TO TALK ABOUT BIOTECH: A Seminar for Wives

Featuring the Biotech Spokeswomen of the Sugarbeet Industry

Farm women must have the knowledge and confidence to speak about biotechnology in sugar and agriculture in order to effectively address consumers' concerns about safety and transparency in the food they eat. Learn how to talk about this technology to family, friends, and strangers from farm women like you who do it every day. What do you say, and how and when do you say it? What are the social media opportunities to reach the public? Sign up to attend this special session!

10:15-10:30

BREAK

Sponsored by Amity Technology

10:30-11:00

CUBA ON THE SUGAR MARKET HORIZON

John Gilliland, Consultant, Akin Gump Strauss Hauer & Feld, Washington, DC

With the normalization of diplomatic ties with Cuba in 2015, there is both great interest and effort to increase agricultural trade with the marketplace of 11 million people. What export opportunities does it provide for U.S. agriculture, and what threats does it pose for U.S. sugar producers?

11:00-11:45

PUBLIC POLICY ATTACKS ON CALORIC SWEETENERS, AND INDUSTRY RESPONSE

Dr. Courtney Gaine, President, The Sugar Association, Washington, DC

Dr. Sylvia Rowe, President, SR Strategy LLC, Washington, DC

Caloric sweeteners have been under attack through various policy efforts in the U.S. and around the world. Who is driving these attacks, and what impact are they having on consumption? What are the Sugar Association and other food producers doing to respond to it?

11:45-12:15

BREAK

12:15-2:30p LUNCH
Sponsored by Monsanto

THE 2017 AG POLICY AGENDA: A New Administration and the 115th Congress; Trade, Regulatory and Legislative Priorities

*Jim Wiesemeyer, Vice President, Farm & Trade Policy, Informa Economics, Inc.
Washington, DC*

What will a new President, new Administration, and a new Congress mean for agriculture and the country in 2017? What are the challenges and opportunities that farmers face in the year ahead? One of the country's foremost ag and political analysts will share his thoughts on what might lie ahead.

ADJOURN / AFTERNOON ON YOUR OWN

2:45-4:00p	SIBC MEETING COMMITTEE MEMBERS ONLY
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5:00-7:00p RECEPTION/ENTERTAINMENT
Sponsored by BETASEED

TUESDAY, JANUARY 31

7:00-7:30a BREAKFAST
Sponsored by Seedex, Inc., and Germains Seed Technology

7:30-8:30a TURBULENCE IN THE NORTH AMERICAN SUGAR MARKET
Craig Ruffolo, McKeaney Flavell, Oakland, CA (invited)

The three main drivers that impacted the U.S. sugar market in 2016 are: 1) Imports from Mexico, 2) uncertainties in the GMO labeling/disclosure debate, and 3) attacks from health activists and policy makers. How are these issues being viewed by sugar buyers and consumers, and what does it mean for sugar demand in 2017 and beyond?

8:30a-8:45 BREAK

GENERAL SESSION

8:45-9:00 OPENING COMMENTS/ANNOUNCEMENTS
Galen Lee, President, American Sugarbeet Growers Association

9:00-9:45 AN INDUSTRY RESPONSE TO MISINFORMATION ABOUT BIOTECHNOLOGY

*John McCreedy, President and CEO, The Amalgamated Sugar Company
Pam Jenkins, President, Powell-Tate, Washington DC*

For years, anti-biotech activists have used false information to mislead consumer attitudes about biotechnology. Is there a way to effectively educate the consumer to accept and embrace the technology? Will consumers take a "Fresh Look" at the truth about the technology?

9:45-10:15 BIOTECH DISCLOSURE AND THE RULEMAKING PROCESS

Brian Baenig, President, U.S. Beet Sugar Association, Washington DC

Congressional debate and passage of a biotech disclosure bill was a huge victory. The next major step, however, is to develop the regulations to implement the law. How will beet sugar be treated under the regulations, and what is being done to assure that your voices are heard?

10:15-10:30 BREAK

Sponsored by ROPA North America

10:30-11:30 2016 CLEAVINGER INTERN REPORT

Jack Brainard, Red River Valley

ISSUES WRAP-UP/Election Implications for Sugar Policy and the Industry

Luther Markwart and Ruthann Geib

11:30-NOON BREAK

NOON-2:00p PRESIDENT'S LUNCH

Sponsored by the Nyssa-Nampa Sugarbeet Growers, the Western Sugar Cooperative, the Sugar Producer Magazine, and the Sugarbeet Grower Magazine

*Retiring Board members/comments
Memorials
Introduction of 2017 Officers
Sugar Producer of the Year
"State of the Association" – Galen Lee*

ADJOURN / AFTERNOON ON YOUR OWN

6:00-7:00p RECEPTION

Sponsored by ACH Seed and Crystal Beet Seed

7:00-10:00p DINNER/ENTERTAINMENT

Sponsored in part by Syngenta