

**2019: Understanding the Issues That Impact Our Future**  
**ANNUAL MEETING PROGRAM** *(Preliminary Nov. 1)*  
**The JW MARRIOTT CAMELBACK**  
**Scottsdale, AZ**

**FEBRUARY 3 - 5**

**SUNDAY, FEBRUARY 3**

- 8:00-2:00p**    **GOLF TOURNAMENT**    *Padre Course*
- 1:00-6:00p**    **REGISTRATION**    *Paradise Ballroom Foyer*
- 2:30-3:30p**    **ACH SEEDS NATIONAL SUGAR BOUNTY RECEPTION**    *Ballroom Foyer*  
*Sponsored by ACH Seeds*
- 3:30-7:30p**    **SUPER BOWL**    *Salons 3 and 4*  
*Second half sponsored by DLF Seeds/Hilleshog*

**MONDAY, FEBRUARY 4**    **Salons 3 and 4, Paradise Ballroom**

- 6:45-7:30a**    **BREAKFAST BUFFET**  
*Sponsored in part by SES VanderHave*
- WELCOME** – *Richard Gerstenberger, ASGA President, Snover, Michigan*
- 7:30-8:45a**    **2019 OUTLOOK: THE NEW CONGRESS AND THE AG ENVIRONMENT**  
*Jim Wiesemeyer, Vice President, Farm & Trade Policy, Informa Economics, Inc.*
- Deemed one of the most politically astute observers in Washington, Jim Wiesemeyer is a highly esteemed agricultural policy analyst and reporter. He will provide his keen insight into the climate that will shape agricultural and trade policy in 2019, which brings a new Congress, a new political environment, trade disruptions and negotiations, higher interest rates....all impacting the farmer's bottom line. What should we be watching for in these turbulent times, as growers make short- and long-term business decisions? This session will put it all into perspective.*
- 8:45-9:00a**    **BREAK**

## **GENERAL SESSION**

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**9:00-9:15a**    **INVOCATION – TBD**  
**PLEDGE OF ALLEGIANCE** – *Charlie Bauer, Michigan Sugar*

**9:15-9:45a**    **ADMINISTERING U.S. SUGAR POLICY**  
*Jack Roney, Director of Economics and Policy Analysis, American Sugar Alliance*

*Passing a farm bill is only part of the solution to the problems facing America's sugar farmers. How that policy is administered is the other key part. This session will help everyone understand the many elements that make the policy work, and the industry's role in achieving successful results.*

**9:45-10:30a**    **KEY ELEMENTS OF A CHANGING NORTH AMERICAN SUGAR MARKET**  
*Craig Ruffolo, McKeany-Flavell*

*Consumers are viewing foods differently for various reasons, and food manufacturers are trying to keep up with their whims for healthier foods, cutting calories, and labels like local, sustainable, kosher, vegan, organic, non-GMO, etc. Do consumer opinions really match their purchases (taste and price)? How can beet sugar have a better consumer image, and what does this mean for future demand?*

**10:30-10:45a**    **REFRESHMENT BREAK**  
*Sponsored in part by Amity Technology*

**10:45-NOON**    **BIOTECHNOLOGY ISSUES** – *Moderated by Scott Herndon*

**LABELING REGULATIONS:** *Disclosure of refined products from biotech crops is a major issue for the beet sugar industry. What do the new regulations mean for our industry? Will customers want to voluntarily disclose ingredients derived from BE crops? What must we navigate in 2019? - Scott Herndon*

**BRAZILIAN Bt CANE:** *The biggest sugar producer and exporter in the world is moving to biotech cane. What does this mean for global acceptance of the technology in the cane industry? – Silvia Yokoyama, CTC (Developer of Bt cane)*

**JAPANESE INTEREST IN RRSB:** *Japanese sugarbeet growers need Roundup Ready sugarbeets and have looked to the U.S. for advice. Hear about the trip to Japan to educate Japanese farmers about our success. – Duane Grant*

**UPDATE ON NEXT GENERATION (TRIPLE STACK) HERBICIDE TOLERANT SUGARBEET:** *Learn about the future availability of new sugarbeet seeds with resistance to glyphosate, glufosinate, and dicamba. – Margaret Rekoske, Director of Breeding and Product Development for Betaseed, Inc.*

**NOON-12:30p BREAK**

**12:30p-1:15p LUNCHEON**

*Sponsored by Bayer*

**1:15p-2:00p SUSTAINABILITY IN THE SUPPLY CHAIN – A CUSTOMER’S PERSPECTIVE**

*Moderated by Scott Herndon*

*Jay Watson, Sustainability Engagement Manager, General Mills*

*Alissa Marturano, Sustainable Sourcing Insights Manager, Mars Wrigley*

*Major food manufacturers and consumers are significantly focused on the sustainability of our food supply chains. What can sugar producers do to show food manufacturers and end consumers that our production methods are the most sustainable in the world? How do we forge stronger relationships with our customers to meet these objectives?*

**ADJOURN / AFTERNOON ON YOUR OWN**

<b>2:30-4:00p</b>	<b>SIBC MEETING</b> COMMITTEE MEMBERS ONLY	Salon 5-6
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<b>5:00-8:00p</b>	<b>RECEPTION</b> <i>Sponsored by BETASEED</i>	Salon 3-4
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**TUESDAY, FEBRUARY 5**

**6:45-7:30a**    **BREAKFAST BUFFET**    Salon 3-4  
*Sponsored in part by Seedex and Germain's Seed*

**7:30-8:30a**    **THE FUTURE OF FOOD: BRINGING THE FARMER'S VOICE TO THE DEBATE**  
*Dr. Shawna Lemke, Director, Food Strategy and Stakeholder Management, Bayer Crop Science*  
*Second Speaker (TBD)*  
*Third Speaker (TBD)*

*Consumers are increasingly bombarded with conflicting messages about the health, safety and sustainability of their food choices. As the discussion around food continues to heat up, it is more challenging than ever for even the most informed voices to break through the noise and address consumer questions and concerns. The future of food depends in part on effectively bringing the farmer's voice to this debate.*

**8:30-8:45a**    **BREAK**

**GENERAL SESSION** \_\_\_\_\_ Salon 3-4

**8:45-9:00a**    **OPENING COMMENTS/ANNOUNCEMENTS**  
*Richard Gerstenberger, President, American Sugarbeet Growers Association*

**9:00-9:30a**    **PESTICIDES IN THE ORGANIC FOOD INDUSTRY**  
*Dr. Jennifer Ryder Fox, former Dean of Ag Department at California State University, Chico*

*Many consumers are confused by or lack knowledge of organic farming practices. In a food market that is rapidly expanding to organically-produced crops, it is important to understand that organic crops, like conventionally grown crops may rely on the use of pesticides for protection against a myriad of pests including weeds, insects and diseases. It is important to understand what products are used in both cropping strategies in order to have an informed public dialogue about the different types of farming. Farm leaders need to be prepared for that discussion.*

**We strongly encourage spouses to attend this session.**

**9:30-10:15a TRANSITIONS IN THE CROP PROTECTION AND BEET SEED INDUSTRIES**

*Doug Rushing, Bayer  
TBD, DLF*

*The big six crop protection companies are now three. The consolidation of Monsanto and Bayer directly impacts U.S. sugarbeet growers. What does this mean in the years ahead?*

*DLF Seeds acquired the Syngenta beet seed business. Learn more about who they are and what they see ahead for the U.S. beet seed business.*

**9:30-10:30a WOMEN'S FORUM**

*Salon 2*

**SUGAR POLICY 101** *Jack Roney, Director of Economics and Policy Analysis, American Sugar Alliance*

*What is USDA's sugar policy and why is it important to you? Mr. Roney will explain why a strong sugar policy is needed to protect our industry from unfair foreign trade practices.*

**NEW BREEDING TECHNOLOGY** *Rebecca Larson, PhD, Vice President/Chief Scientist and Governmental Affairs, Western Sugar Cooperative*

*Want to learn more about gene editing and what it could mean for sugarbeets? Come listen to Dr. Larson as she explains the importance of new breeding technologies to plant breeders.*

**10:15-10:30a REFRESHMENT BREAK**

*Sponsored by ROPA North America*

**10:30-11:45 ASGA WRAP UP – Farm Bill Reflections, Trade Negotiations, Research, Crop Insurance and Other Issues for 2019**

*Luther Markwart, Executive Vice President  
Scott Herndon, General Counsel  
[New Person]*

**11:45-12:30a BREAK**

**12:30-2:30p PRESIDENT'S LUNCHEON**

*Memorials  
Sugar Producer of the Year  
Retiring Board members/Introducing new Board members  
President's Reflections on 2018 – ASGA President Richard Gerstenberger  
Recognition of 36 Years of Service - Ruthann Geib, ASGA Vice President*

*2020 ASGA Annual Meeting – Caribe Royale, Orlando, FL – February 5-7*

**2:30p MEETING ADJOURNS**