

2019: Understanding the Issues That Impact Our Future
ANNUAL MEETING PROGRAM *(Preliminary Dec. 04)*
The JW MARRIOTT CAMELBACK
Scottsdale, AZ

FEBRUARY 3 - 5

SUNDAY, FEBRUARY 3

- 7:00-2:00p** **GOLF TOURNAMENT** *Padre Course*
- 1:00-6:00p** **REGISTRATION** *Paradise Ballroom Foyer*
Sponsored by Vive Corp
- 2:30-3:30p** **ACH SEEDS NATIONAL SUGAR BOUNTY RECEPTION** *Ballroom Foyer*
Sponsored by ACH Seeds
- 3:30-7:30p** **SUPER BOWL** *Salons 3-4*
First half co-sponsored by AgCountry Farm Credit, Alloway Standard, Art's Way Manufacturing, CoBank, Northwest Farm Credit, Premium Ag Solutions and SipCam Agro

Second half sponsored by DLF Seeds/Hillehog

MONDAY, FEBRUARY 4

Salons 3-4

- 6:45-7:30a** **BREAKFAST BUFFET**
Sponsored by SESVanderHave
- 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

9:00-9:15a **INVOCATION** – *John Snyder, Wyoming Sugar Company*
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 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

2:30-4:00p	SIBC MEETING COMMITTEE MEMBERS ONLY	Salon 5-6
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5:00-8:00p **RECEPTION**
Sponsored by BETASEED

Salon 3-4

TUESDAY, FEBRUARY 5

Salon 3-4

6:45-7:30a BREAKFAST BUFFET

Sponsored 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
Chris Galen, Senior Vice President, National Milk Producers Federation, Virginia
Elizabeth Bingham, Snake River Sugar Cooperative, Idaho*

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

8:45-9:00a OPENING COMMENTS/ANNOUNCEMENTS

Richard Gerstenberger, President, American Sugarbeet Growers Association

9:00-9:30a PESTICIDES IN THE ORGANIC FOOD INDUSTRY (Spouses encouraged to attend)

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.

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

*Doug Rushing, Bayer
Truels Damsgaard, CEO, DLF Seeds*

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
Zachary Clark, Director of Government Affairs

11:45-12:30a BREAK

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

Co-sponsored by Michigan Sugar Company, Red River Valley Sugarbeet Growers Association, Western Sugar Cooperative, Sugarbeet Grower Magazine and the Sugar Producer Magazine

Memorials

Sugar Producer of the Year

Retiring Board members/Introducing new Board members

President's Reflections on 2018 – ASGA President Richard Gerstenberger

Recognition of Service - Ruthann Geib, Former ASGA Vice President

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

2:30p MEETING ADJOURNS