

2022 DRAFT
ANNUAL MEETING PROGRAM

“Together Again to Shape Our Future”

*The Hyatt Regency Resort and Spa at Gainey Ranch
Scottsdale, AZ
JANUARY 30 – FEBRUARY 2*

SUNDAY, JANUARY 30

7:00-2:00p	GOLF TOURNAMENT	<i>McCormick Ranch Palm Course</i>
1:00-6:00p	REGISTRATION	<i>Arizona Ballroom Foyer</i>
4:30-5:30p	ACH SEEDS RECEPTION	<i>Palm Grove</i>
5:30-6:30p	HILLESOG RECEPTION	Arizona Ballroom

MONDAY, JANUARY 31

Arizona Ballroom

6:45-7:30a **BREAKFAST BUFFET**

WELCOME – *Daniel Younggren, ASGA President, Hallock, MN*

7:30-8:45a **MAKING SENSE OUT OF CHAOS: A WASHINGTON UPDATE**

Jim Wiesemeyer, Vice President, Farm & Trade Policy, Informa Economics, Inc

Two years of the covid pandemic, supply chain disruptions, massive government spending, domestic and global political shifts and volatile commodity markets. What does it mean and how does it impact the future for American agriculture? Jim Wiesemeyer, the dean of Washington agricultural journalists, will sort it all out and provide key insights to what lies ahead for politics, policies and markets.

GENERAL SESSION

9:00-9:15a **INVOCATION** – [John Snyder, ASGA Past President, Wyoming Sugar Growers]

NATIONAL ANTHEM & PLEDGE OF ALLEGIANCE – *[Retiring ASGA Director] Tom Wadsworth, Michigan Sugar*

9:15-9:45a **LIFE IS SWEET. KEEP IT BALANCED.**

Courtney Gaine, Ph.D., R.D, President and CEO, The Sugar Association

From educators to health professionals, policy makers to regulatory agencies and ultimately to consumers, numerous efforts are ongoing to protect sugar’s name and to ensure that public perception and government decisions are based on facts. With a foundation of scientific data and the use of consumer data to figure out what resonates, the industry is trying to thread the needle in communicating real sugar’s story as one that’s part of a balanced diet.

9:45-10:30a WOMEN'S FORUM

Vaquero AB

Please join us for an exciting discussion on current issues related to sugar and nutrition and what it means to you. A panel discussion will be led by Courtney Gaine, Ph.D., R.D, President and CEO of The Sugar Association and the ASGA Sugarbeet Spokeswomen. You will learn about the [Campaign for Sweetener Transparency's](#) grassroots effort ~~around the FDA, sugar substitutes, and children's food.~~ ~~to let FDA know that parents want to know if sugar substitutes are present in children's food.~~ Dr. Gaine will also provide an update on the Real Sugar ~~campaign~~ campaign and recent influencer tours.

9:45-10:15a THE WAR ON SUGARS: A BITTERSWEET SUCCESS STORY.

Nicholas Fereday, Executive Director, Rabobank

Americans have reduced both the quantity and type of sweeteners they consume. Current social trends and dietary factors don't hint at the end of these changes. Given these and other factors, we must explore the implications of declining sweetener consumption and its impact on the domestic sugarbeet industry.

10:15-10:30a REFRESHMENT BREAK

10:30 -11:15 GLOBAL SUGAR SUPPLY CHAINS

Jose Orive, Executive Director, International Sugar Organization, London

The impacts of covid on workers and harsher climate on crops, exposed many supply chain issues throughout domestic and international markets. With the U.S. importing about 30% of its sugar needs, supply chain resiliency is important. What problems occurred in the global sugar trade and how are they being addressed? What are the top supply and demand sugar issues the world is facing as we look to the future and what does it mean for the global sugar market? ~~There will be a big discussion around these big issues-~~

11:15 – 12:00 U.S. SUGAR SUPPLY CHAINS AND OUTLOOK FOR 2022

Rob Johansson, PhD. Director of Economics and Policy Analysis, American Sugar Alliance

Meet our new industry leader who has had a distinguished career as the Chief Economist at USDA and brings tremendous knowledge, experience and talent to our industry. He will discuss the status and success of the domestic sugar supply chain and look at the market conditions in the year ahead.

12:30p-1:15p LUNCHEON - Sponsored by Bayer

1:15p-2:00p PESTICIDE CHALLENGES AND OPPORTUNITIES

Duane Simpson, Head, North America Public Affairs, Science & Sustainability, CropScience at Bayer

A variety of effective pesticides are essential for successful farming. Yet, court challenges, tighter regulations, supply chain challenges and pest resistance threaten these products. New products are in the pipeline but slower approvals delay access. What does the future hold for farmers?

ADJOURN / AFTERNOON ON YOUR OWN

2:30-4:00p SIBC MEETING – COMMITTEE MEMBERS ONLY

Dunes AB

5:00-8:00p BETASEED RECEPTION

Lawn Court

| Join us for an evening of fun, entertainment, and all things sugarbeets for a Special Mardi Gras celebration, Betaseed style.

6:45-7:30a BREAKFAST BUFFET

7:25-7:30a OPENING COMMENTS/ANNOUNCEMENTS

Daniel Younggren, [ASGA](#) President, ~~American Sugarbeet Growers Association~~

7:30-8:00a FUTURE OF SUGARBEET RESEARCH: OVERCOMING CHALLENGES AHEAD
Anna Murphy, Executive Vice President of the Beet Sugar Development Foundation

Meet Anna Murphy, the new Executive Vice President of the Beet Sugar Development Foundation in Denver, Colorado, and review the priorities for the BSDF and sugarbeet research in the years ahead that are critically important for growers as well as owners of cooperatives. Making beets healthier and stronger to resist pests, be more productive and store better is essential to meet growers needs. Look into the future and see what opportunities lie ahead to produce record sugar production per acre.

8:00-8:30 BREAK

GENERAL SESSION

8:30-9:00a USDA 2021 MANAGEMENT OF THE US SUGAR PROGRAM

Barbara Fecso, Ph.D., Branch Chief, Commodity Analysis Division, USDA

The USDA sugar program is designed to balance U.S. sugar production, imports, and market demand in a changing domestic market brought on by existing trends and new pandemic-related factors. Dr. Fecso will explain the process USDA has undertaken to ensure adequate supply of sugar and its results in the market.

9:00-9:30a USDA Climate Policy Initiatives (via Zoom)

Gloria Montaño Greene, Deputy Under Secretary, Farm Production and Conservation, USDA

Farmers across the country, including sugarbeet growers, have suffered from volatile weather. USDA has been engaging with stakeholders on ways to confront the growing threats, and Deputy Under Secretary Montaño Greene will explain USDA's current thinking on climate policies.

9:30-10:15a STRAINS IN THE SUPPLY CHAIN

Robert Fox, CoBank

Shelby Myers, Economist, American Farm Bureau

Farmers across the country face supply chain disruptions for fertilizers, pesticides, parts, and other inputs. Hear from two experts on the causes of these disruptions and when farmers could see relief.

10:15–10:45a STRATEGIC COMMUNICATION: FROM ON-FARM SOCIAL MEDIA TO CONGRESSIONAL MESSAGING

Brianna Griff, Owner, BMG Marketing

Elizabeth Fusick, Communications Consultant, Northbridge Communications

Most Americans no longer have agriculture connections. In Washington most House districts are also geographically disconnected from agriculture. This means farm policy is influenced by staff without any practical farming background. A visual understanding of agriculture helps unfamiliar member's and their staff understand farm policies. Spend time with understanding how to better tell you story to your local communities as well as how your stories reach into the halls of congress.

10:45-11:00a REFRESHMENT BREAK

~~11:00-12:030a Washington Update — CLIMATE DEBATE, PESTICIDES & CROP INSURANCE~~

~~*Scott Herndon, Vice President and General Counsel*~~

~~*Luther Markwart, Executive Vice President*~~

~~*Zack Clark, Director of Government Affairs*~~

~~The past year as ushered in significant changes. The coming year has even more in store for our industry. Climate change, pesticides, and biotech have become front page news. Crop insurance changes have brought additional benefits directly back to growers and more is in store. Farm Bill deliberations are already underway, despite tremendous congressional turnover. Fighting to protect domestic sugar policy remains a fulltime job. Hear from Luther and Zack about all that has gone on, what to expect next, and how it impacts your farm.~~

What do all the recent international and domestic activities on climate issues mean for American farmers? Learn how the ASGA is fighting to keep government sustainability and climate initiatives voluntary and incentive-based. In addition, we have been educating the Hill on the climate benefits of pesticides and their necessity in food production and defending them from legal and regulatory challenges. Also, get an update on potential changes to crop insurance for 2023.

~~11:30-12:00p SUGAR POLICY IN THE 2023 FARM BILL~~

~~*Luther Markwart, Executive Vice President*~~

~~*Zack Clark, Director of Government Affairs*~~

~~We will take a close look at both the challenges and opportunities that may present themselves in the next farm bill for sugar. What are the key elements of our policy and why are they important to defend and promote? What are our messages and our stories to educate the Congress? These are the issues to know and watch throughout the year as we prepare for the farm bill.~~

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

Memorials

Sugar Producer of the Year

Retiring Board Members

Introducing New Officers and Board Members

President Younggren Reflections on 2021 – Recognition of Service

Incoming Presidents Address

2023 ASGA Farm Bill Annual Meeting –J.W. Marriott, Washington, DC

2:30p

MEETING ADJOURNS