

Agricultural Trade: From Farm, to Port, to the Global Marketplace

Join us for a conference to explore the challenges and opportunities for expanded exports of local, regional and national agricultural goods.



March 3 and 4, 2010
Sheraton Norfolk Waterside Hotel
Norfolk, Virginia

Organized by:
The Virginia Farm Bureau Federation
Virginia Tech's Department of Agricultural and Applied Economics
The Virginia Department of Agriculture and Consumer Services
The Virginia Port Authority

Registration Packet

Also available @ www.vafarmbureau.org/trade/welcome.htm

December 11, 2009

To: Virginia Agriculture and Food Industry Leaders and Other Interested Stakeholders

From: Wayne Pryor, President, Virginia Farm Bureau Federation
Richard T. Crowder, Professor, Department of Agricultural and Applied Economics, Virginia Tech
Todd Haymore, Commissioner, VA Department of Agriculture and Consumer Services
Greg Edwards, Director External Affairs, Virginia Port Authority

We are writing to invite you to our second international trade workshop for producers, policy makers and business leaders. The theme of the 2010 workshop is ***“Agricultural Trade: From Farm, to Port, to the Global Marketplace.”***

We will meet on March 3rd and 4th, 2010 at the Sheraton Norfolk Waterside Hotel in downtown Norfolk. Along with the informative and interactive workshop events, we will have a boat tour of Norfolk Harbor.

The success of the inaugural 2009 workshop in Richmond created significant demand for a 2010 workshop. Considering the dramatic and ongoing changes in the world economy, the timeliness of this workshop is unquestioned. Increasing exports are needed to support farm income and maintain Virginia’s employment base. The push for completion of the DOHA Round will be underway as will efforts to improve market access for US agricultural exports in China, the EU, Japan and other countries.

The goal of this workshop will be to develop opportunities to increase farm and industry income and jobs through larger exports of U.S. agricultural products. A focus will be placed on issues important to improving Virginia’s role in the global market place. The workshop will provide a forum for all participants to discuss the challenges and opportunities for expanded exports of local, regional and national agricultural goods.

Attendees at the March 2009 workshop expressed a desire to hear from some of our key trading partners. We are very fortunate that it is the intent of Mr. Wei Chuanzhong, Vice Minister of AQSIQ (food safety) in China, to lead a delegation to the workshop and speak. Vice Minister Wei has been a leader in the negotiations between the U.S. and China on many important agricultural trade issues.

In addition, representatives from Brazil, Canada and the EU will participate in a panel discussion to offer their unique perspectives on agricultural trade with the U.S. Confirmed speakers also include Larry Pope, CEO of Smithfield Foods; Joe Glauber, USDA Chief Economist; and Jerry Bridges, Executive Director, Virginia Port Authority.

Other invitees include Virginia Governor-elect Bob McDonnell; the new Chief Agriculture Negotiator for the Obama Administration; Jim Miller, USDA Under Secretary for Farm and Foreign Agricultural Services; Virginia’s Commissioner of Agriculture and our new Virginia Secretary of Agriculture & Forestry.

Space is limited and we encourage you to make your reservations early. Based on our decision to host the workshop at a leading hotel, there will be a modest registration fee of \$55.00 per person.

Included with this letter are an agenda and registration details. Should you need further assistance, please call Brenda Fleming at 804.290.1155 or Spencer Neale at 804.290.1153. We look forward to seeing you in Norfolk on March 3 and 4, 2010.



Some comments for 2009 workshop Attendees...

Great work! The speakers were informative and each has a passion for their work that was obvious during their presentations.

It was an outstanding conference.

The speakers were excellent!!

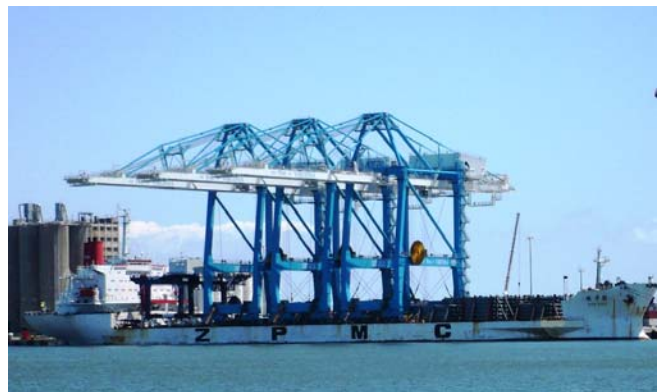
I look forward to attending this program in 2010. ... this program should be opened up to the farm community because it would give VA producers a world wide perspective on how international trade impacts crop and livestock prices.

The discussion of long tedious process that takes place in the negotiation of trade agreements was eye opening.

The workshop was highly productive. It was well planned and executed.

This year's event promises to be even better...

The 2009 workshop was held in Richmond, Virginia. The 2010 event moves to where seaborne trade actually happens, the Port of Virginia. With over \$58 billion in total cargo value in 2008, the Port of Virginia is indeed a national leader when it comes to the exporting and importing of goods out of and into the United States.



Hear from an impressive array of trade experts representing both the private and public sector and get a first hand view of the port with a cruise on the Carrie B (included with your registration). If you have any interest in global trade issues, this is a can't miss opportunity for learning and networking. Space for this event is limited so register early.

International Trade Workshop Agenda
Agricultural Trade: from Farm, to Port, to Global Marketplace
March 3 and 4, 2010, Norfolk, VA

Day 1 - Wednesday, March 3, 2010

- 7:00 a.m. Registration Opens
- 8:00 a.m. Welcome – Kevin Boyle, Department Head, Agricultural and Applied Economics, Virginia Tech
- Introduction, Logistics and Recognition of Guests and Sponsors
Dick Crowder, Professor Virginia Tech and former Chief Agriculture Negotiator
- 8:20 a.m. Farm Bureau Perspective – One Year Later
Wayne Pryor, President, Virginia Farm Bureau Federation
David Salmonsens, Sr. Director, Congressional Relations International Policy, American Farm Bureau Federation
- 9:00 a.m. Agriculture Trade and Farm Income Outlook for 2010
Joe Glauber, Chief Economist USDA
- 9:45 a.m. Break
- 10:00 a.m. The Administration’s Trade Priorities
Everett Eissenstat, Assistant United States Trade Representative, Americas
- 10:45 a.m. Domestic and Trade Policy Linkages
Michael Scuse, Deputy Under Secretary for Farm and Foreign Agricultural Services, USDA
- 11:45 a.m. Morning Wrap-up and Discussion
Dick Crowder
- 12:00 p.m. Luncheon
Governor’s Agriculture and Trade Priorities
The Honorable Bob McDonnell, Governor of Virginia
Introduction by Todd Haymore, Virginia Secretary of Agriculture and Forestry
- 1:30 p.m. Trade – The Perspective of a CEO
Larry Pope, CEO Smithfield Foods
- 2:15 p.m. Break
- 2:45 p.m. Role of Virginia Port Authority in Agricultural Exports
Jerry Bridges, Director, Virginia Port Authority
- 4:00 p.m. Tour of Port of Norfolk
- 6 p.m. Return to hotel – Dinner on your own

Day 2- Thursday, March 4

- 7:00 a.m. Breakfast
Dean's Welcome and Perspectives
Dr. Alan Grant, Dean, College of Agriculture and Life Sciences, Virginia Tech
- 8:15 a.m. Country Customer and Competitor Perspectives
Marcelo Soares, Agriculture Attaché, Embassy of Brazil
Dan Rotenberg Counselor - Agricultural Affairs EU
Chris Leggett, Counselor Agriculture, Embassy of Canada
- 10:00 a.m. Break
- 10:30 a.m. "Making it Happen"
Bryan Taliaferro, Jr., Vice President Montague Farms
Shana Lawlor, President/CEO Alaiinn Exporting
Randy Day, Senior Vice President, Business Development, Perdue AgriBusiness
- 12:00 p.m. Wrap Up
Wayne Pryor, President Virginia Farm Bureau Federation
- 12:15 p.m. Adjournment
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*Wrap up day one and enjoy a close-up and relaxing tour of the Port of Virginia on the climate controlled Carrie B, included in your registration courtesy of **Norfolk Southern** and the **Virginia Port Authority**. We will board the Carrie B directly from the front of our hotel.*



Agricultural Trade: From Farm, to Port, to the Global Marketplace

REGISTRATION FORM

March 3-4, 2010 – Norfolk, VA

***Registration numbers are limited, please register early to guarantee a space.**

Name: _____

Company/Affiliation: _____

Address: _____

Phone Number: _____ **Email:** _____

Additional Registrants: _____
(include email)

Registration Fees @ \$55 per person: _____

Two ways to register:

1. Fill out this form and fax to 804-290-1081, **OR**
2. Fill out form and mail to Brenda Fleming, VFBB, P.O. Box 27552, Richmond, VA 23261

Two ways to pay:

1. Send a check made out to VA Farm Bureau to attn. Brenda Fleming, VFBB, P.O. Box 27552, Richmond, VA 23261 (reference Trade Workshop on your check please), **OR**
2. Pay by credit card by calling Aaron Myers at VA Farm Bureau, Accounting Dept. at 804.290.1570 and indicate you wish to register for the Trade Workshop and your payment information will be taken at that time.

To help us better plan please let us know: I/we will be there for the entire event _____

I/we will be there for day one only _____

I/we will be there for day two only _____

I/we will take the boat tour on day one _____

Special dietary needs: _____

Hotel Information



Sheraton Norfolk Waterside Hotel
777 Waterside Drive • Norfolk • Virginia • 23510

This year's meeting will be held at the Sheraton Waterside Norfolk Hotel in Norfolk, VA. The hotel is Norfolk's only waterfront hotel and its 468 guest rooms have recently undergone a total renovation. Featuring state of the art meeting rooms, spectacular views of the waterfront and close proximity to world-class museums, galleries, performing arts, and other attractions that dot the city's downtown waterfront.

Hotel reservations can be made by calling the Sheraton's toll free number at 888.627.8042 or the hotel directly at 757.622.6664. When making your reservation, please reference the *Agricultural Trade Conference* and the meeting dates to you reservations agent.

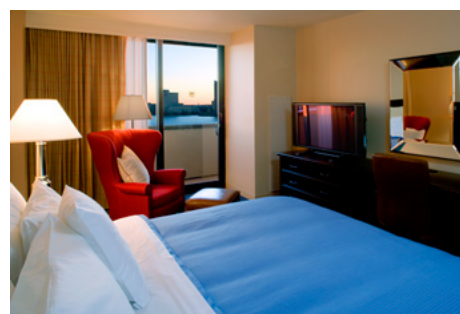
A block of rooms has been reserved at the price of \$95 for standard rooms or \$119 for harbor view, plus applicable sales taxes. Parking is available on-site at a rate of \$12 per day.

Reservations deadline for the above price is February 9, 2010. All reservations after that date will be based on availability and the hotel's standard room prices will apply.

The hotel is located close to **Norfolk International Airport**; shuttle services are available at the airport and the cost ranges from \$20 to \$25 one way or taxis are available with fare ranges from about \$22 to \$25, depending on traffic.



Club Lounge



Guest Room

Meeting Sponsors – thanks to the following for their generous contributions as meeting and event sponsors.



*VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES*

Day One – Morning Break



And



Harbor Tour on The Carrie B

MONSANTO



Day One – Luncheon



Day Two – Break

Smithfield

Day One – Afternoon Break



VirginiaTech
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Meeting Sponsor

General Driving Directions to the Norfolk Sheraton Waterside Hotel

From East

- Take Interstate 64 East toward Richmond.
- Just before reaching Richmond, take I-295 South (toward Norfolk, Virginia Beach).
- Bypass Richmond, then get back onto I-64 East.
- Continue to I-264 West and take Exit 284A (toward Norfolk).
- Follow Exit 9 to Waterside Drive. The hotel will be on your left.

From North

- Take Interstate 95 South toward Richmond.
- Just before Richmond, take Interstate 295 South (toward Norfolk, Virginia Beach).
- Bypass Richmond, then get back onto Interstate 64 East.
- Continue to Interstate 264 West and take Exit 284A (toward Norfolk).
- Follow Exit 9 to Waterside Drive. The hotel will be on your left.

From West

- Take Route 58 East (toward Norfolk).
- Follow 58 East to Interstate 264 East (toward Norfolk).
- Go through the downtown tunnel and over the bridge.
- Take the Waterside Drive Exit and stay on the left. The hotel will be on your left.

From South

- Take Interstate 95 South to Route 58 East (toward Norfolk).
- Follow Route 58 East to I-264 East (toward Norfolk).
- Go through the downtown tunnel and over the bridge.
- Take the Waterside Drive Exit and stay on the left. The hotel will be on your left.