

International Sweetener Colloquium



February 11-14, 2018

The Ritz-Carlton Grande Lakes
Orlando, Florida

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SCHEDULE-AT-A-GLANCE

Sunday, February 11

9:00 a.m. – 6:00 p.m.	Registration
9:30 – 11:00 a.m.	Sweetener Users Association Board Meeting
Noon	Golf Tournament
6:00 – 7:30 p.m.	Welcome Reception
9:00 – 11:30 p.m.	After-Hours Party

Monday, February 12

7:30 a.m. – Noon	Registration
8:00 – 9:00 a.m.	Session I – Breakfast and Keynote Address
9:15 – 10:30 a.m.	Session II – A Path Forward to Achieve a Sustainable Sugar Sector
10:30 – 11:00 a.m.	Networking Break
11:00 a.m. – Noon	Session III – Domestic Sugar Market Outlook
4:00 – 5:30 p.m.	End User Sugar Sustainability Meeting
6:00 – 7:00 p.m.	Networking Reception

Tuesday, February 13

8:00 a.m. – 5:00 p.m.	Registration
8:30 – 9:00 a.m.	Continental Breakfast
9:00 – 10:15 a.m.	Session IV – The State of Play in the Trade Arena
10:15 – 10:45 a.m.	Networking Break
10:45 – 11:45 a.m.	Session V – International Sweetener Outlook
Noon – 1:15 p.m.	Session VI – Luncheon: Political Update 2018 and Beyond
1:30 – 2:30 p.m.	Session VII – Sweet Retail, Shopper and Consumer Trends
2:30 – 3:45 p.m.	Session VIII – Sugar Program Administration in a U.S.-Mexico Sugar Suspension Agreement Environment
3:50 – 4:50 p.m.	Session IX – Concurrent Sessions on Ingredients Session 1: Grains, Oilseeds and Peanuts Session 2: Cocoa and Dairy

Wednesday, February 14

7:30 – 8:00 a.m.	Continental Breakfast
8:00 – 9:15 a.m.	Session X – U.S. Sugar Policy & the Farm Bill
9:15 – 10:30 a.m.	Session XI – Nutrition and Labeling Regulation in the Trump Era
10:30 a.m.	Adjournment

TO DOWNLOAD THE CONFERENCE APP, VISIT THE APP STORE AND SEARCH “DAIRY IDFA.”

SCHEDULE OF EVENTS

Sunday, February 11

9:00 A.M. – 6:00 P.M. REGISTRATION

9:30 – 11:00 A.M. SWEETENER USERS ASSOCIATION BOARD MEETING
Genoa II

NOON GOLF TOURNAMENT*
The Ritz-Carlton Golf Club
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*Separate fee required

6:00 – 7:30 P.M. WELCOME RECEPTION
Da Vinci Lawn
Sponsored by



9:00 – 11:30 P.M. AFTER-HOURS PARTY
Siena I-II
Sponsored by



Monday, February 12

7:30 A.M. – NOON REGISTRATION

8:00 – 9:00 A.M. SESSION I – BREAKFAST AND KEYNOTE ADDRESS
The Ritz-Carlton Ballroom I-III

Jason Hafemeister is the Trade Counsel at the U.S. Department of Agriculture where he advises Agriculture Secretary Sonny Perdue and Under Secretary for Trade and Foreign Agricultural Affairs Ted McKinney on agricultural trade policy. One of the country’s most informed and respected agricultural and trade policy experts, Hafemeister previously served as lead U.S. agriculture negotiator for the World Trade Organization’s Doha Round of negotiations, which aimed to lower trade barriers and increase global trade. He has held several policy leadership roles at both the Office of the U.S. Trade Representative and USDA prior to his current position. Hafemeister has acquired a keen understanding of the issues facing the U.S. sweetener sector and is uniquely qualified to provide the latest insights on the U.S. government’s trade agenda for agriculture.

Speaker: Jason Hafemeister, Trade Counsel to the Secretary, U.S. Department of Agriculture

SCHEDULE OF EVENTS

(Continued)

9:15 – 10:30 A.M.

SESSION II – A PATH FORWARD TO ACHIEVE A SUSTAINABLE SUGAR SECTOR

The Ritz-Carlton Ballroom IV-VI

After a number of industry-wide discussions over the past year on pre-competitive cooperation on sugar sustainability issues, this panel of speakers will help you assess how sustainable sugar efforts stack up against sustainability progress for other commodities, and outline the existing platforms already in place in the European Union for sugar beets, which may be used as baseline experiences to determine the best way to advance a sustainable sugar sector in the Americas. This session is sure to be an eye-opener to anyone who is aware of the supply chain sustainability challenges to end-users, refiners, mills and growers.

Moderator: **Alissa Marturano**, *Sustainability Sourcing Insights Manager, Mars Wrigley Confectionery*

Panelists: **Jamie Barsimantov**, *Chief Operating Officer, SupplyShift Inc.*

Nick Betts, *Program Manager, Sustainable Agriculture Initiative Platform*

Rod Snyder, *President, Field to Market*

10:30 – 11:00 A.M.

NETWORKING BREAK

Sponsored by



11:00 A.M. – NOON

SESSION III – DOMESTIC SUGAR MARKET OUTLOOK

The Ritz-Carlton Ballroom IV-VI

Who will hold the strongest hand in the 2018 U.S. sugar poker game? The suspension agreements may seem to have stacked the deck, but there are a lot of players at the table. And there are a few wild cards – GMO concerns, labeling rules, NAFTA negotiations, and the farm bill. Our speakers know the odds, and who might be bluffing.

Moderator: **Thomas Earley**, *Vice President, Agralytica*

Panelists: **Frank Jenkins**, *President, JSG Commodities*

Craig Ruffolo, *Vice President and Commodity Expert, McKeany-Flavell Company*

4:00 – 5:30 P.M.

END USER SUGAR SUSTAINABILITY MEETING

Genoa II

6:00 – 7:00 P.M.

NETWORKING RECEPTION

Citrus Garden

Tuesday, February 13

8:00 A.M. – 5:00 P.M.

REGISTRATION

8:30 – 9:00 A.M.

CONTINENTAL BREAKFAST

9:00 – 10:15 A.M.

SESSION IV – THE STATE OF PLAY IN THE TRADE ARENA

The Ritz-Carlton Ballroom IV-VI

Will the Administration blow up NAFTA? Will Congress reel it back in? The implications for the sugar sector are enormous. World agricultural trade protectionism has not typically been built around national antidumping and countervailing duty laws, but recent U.S. actions regarding Mexican sugar imports may be a small ray of hope. Hear what the insiders have to say about what we can expect.

Moderator: **Randy Green**, *Principal, Watson Green LLC*

Panelists: **Pat Henneberry**, *Senior Vice President, Imperial Sugar Company*

Sandra Marsden, *President, Canadian Sugar Institute*

Bill Reinsch, *Senior Adviser and Scholl Chair, Center for Strategic and International Studies (CSIS)*

10:15 – 10:45 A.M.

NETWORKING BREAK

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10:45 – 11:45 A.M.

SESSION V – INTERNATIONAL SWEETENER OUTLOOK

The Ritz-Carlton Ballroom IV-VI

If “what goes up must come down” is true, then the opposite must also be true. But what will it take to reverse current low world sugar prices? Developments may hinge on world oil and ethanol market developments, or on the EU’s future sugar and starch sweetener evolution. One of the world’s most skilled market analysts will lead us in an eye opening discussion of world sweetener market developments.

Moderator: **Thomas Earley**, *Vice President, Agralytica*

Speaker: **Tom McNeill**, *Managing Director, Green Pool Commodity Specialists*

SCHEDULE OF EVENTS

(Continued)

NOON – 1:15 P.M.

SESSION VI – LUNCHEON: POLITICAL UPDATE 2018 AND BEYOND

The Ritz-Carlton Ballroom I-III

For more than two decades, Charlie Cook has been a trusted and accurate voice on all things political. Cook, publisher of The Cook Political Report and a political analyst for the National Journal Group, brings us an up close and personal look at the 2018 political environment and shares his insights into which issues will have the strongest impact on the mid-term elections.

Speaker: **Charlie Cook**, *Editor and Publisher of Cook Political Report and Political Analyst for National Journal*

1:30 – 2:30 P.M.

SESSION VII – SWEET RETAIL, SHOPPER AND CONSUMER TRENDS

The Ritz-Carlton Ballroom IV-VI

Representatives from IRI will review some of the most recent trends at retail and among consumers regarding channel preferences, shifts in shopper behavior as well as an examination of sweetener use trends in key categories throughout the store.

Speakers: **John Crawford**, *Vice President, Client Insights-Diary, IRI*
Chris von der Linden, *Senior Vice President, Consumer and Shopper Marketing, IRI*

2:30 – 3:45 P.M.

SESSION VIII – SUGAR PROGRAM ADMINISTRATION IN A U.S.-MEXICO SUGAR SUSPENSION AGREEMENT ENVIRONMENT

The Ritz-Carlton Ballroom IV-VI

With suspension agreements adding even more limitations on sugar imports from Mexico, the U.S. Department of Agriculture is playing an even greater role in determining how to adequately supply sugar to the U.S. market. This session will dive deep into the intersection of market dynamics and government action.

Moderator: **Rick Pasco**, *President, Sweetener Users Association*

Panelists: **Barb Fecso**, *Director, Dairy and Sweetener Analysis Group, Farm Service Agency, U.S. Department of Agriculture*
Mike Gorrell, *President and CEO, Imperial Sugar Company*
Paul Steed, *Senior Global Price Risk Lead, Sugar, Mars Wrigley Confectionery*

3:50 – 4:50 P.M.

SESSION IX – CONCURRENT SESSIONS ON INGREDIENTS

Moderate prices for key ingredients like wheat flour, vegetable oil, corn products, peanuts, and dairy products have been a boon for food companies in recent years. But nothing lasts forever. Learn what 2018 holds for other major food ingredients at one of the following sessions.

SESSION 1: GRAINS, OILSEEDS AND PEANUTS

The Ritz-Carlton Ballroom I-III

Moderator: **Thomas Earley**, *Vice President, Agralytica*

Panelists: **Steve Freed**, *Vice President, Grain Research, ADM Investor Services*
George Lovatt, *President, Lovatt & Rushing*

SESSION 2: DAIRY AND COCOA

The Ritz-Carlton Ballroom IV-VI

Moderator: **Greg Breunig**, *Executive Vice President Operations, Clasen Quality Chocolate*

Panelists: **Sara Dorland**, *Managing Partner, Ceres Dairy Risk Management*
Steve Wateridge, *Managing Partner, Tropical Research Services*

Wednesday, February 14

7:30 – 8:00 A.M.

CONTINENTAL BREAKFAST

8:00 – 9:15 A.M.

SESSION X – U.S. SUGAR POLICY & THE FARM BILL

The Ritz-Carlton Ballroom IV-VI

The last Farm Bill was completed in 2014 and renewal is just around the corner. Congress has been focused on fixes to the current cotton and dairy programs, but 2018 is shaping up to be a busy year for sugar policy as well. The consequences of the modified sugar suspension agreements with Mexico are still becoming clear, while renegotiation (or not) of NAFTA is well underway with possible consequences for Canada, Mexico and the U.S. Our panelists have so much fodder for conversation; you will not want to miss a minute.

Moderator: **Rick Pasco**, *President, Sweetener Users Association*

Panelists: **Paul Farmer**, *President, CSC Sugar LLC*
Bill O'Conner, *Agriculture Policy Expert, Watkinson Miller PLLC*
Jack Roney, *Director of Economics and Policy Analysis, American Sugar Alliance*

SCHEDULE OF EVENTS

(Continued)

9:15 – 10:30 A.M.

SESSION XI – NUTRITION AND LABELING REGULATION IN THE TRUMP ERA

The Ritz-Carlton Ballroom IV-VI

The Administration has challenged federal agencies that want a new regulation to first eliminate two existing regulations. What does that mean for GMO disclosure, Nutrition Facts labeling, and the Dietary Guidelines? What are the implications for how the public perceives “added sugars”? And what new developments may lie ahead? Our expert panelists will share their insights and analysis on nutrition and labeling policy decisions.

Moderator: **Jerry Hagstrom**, *Founder and Executive Editor, The Hagstrom Report*

Panelists: **Randy Green**, *Principal, Watson Green LLC*
Ron Sterk, *Senior Editor, Sosland Publishing Co.*
Andrew Walmsley, *Director, Congressional Relations, American Farm Bureau Federation*

10:30 A.M.

ADJOURNMENT

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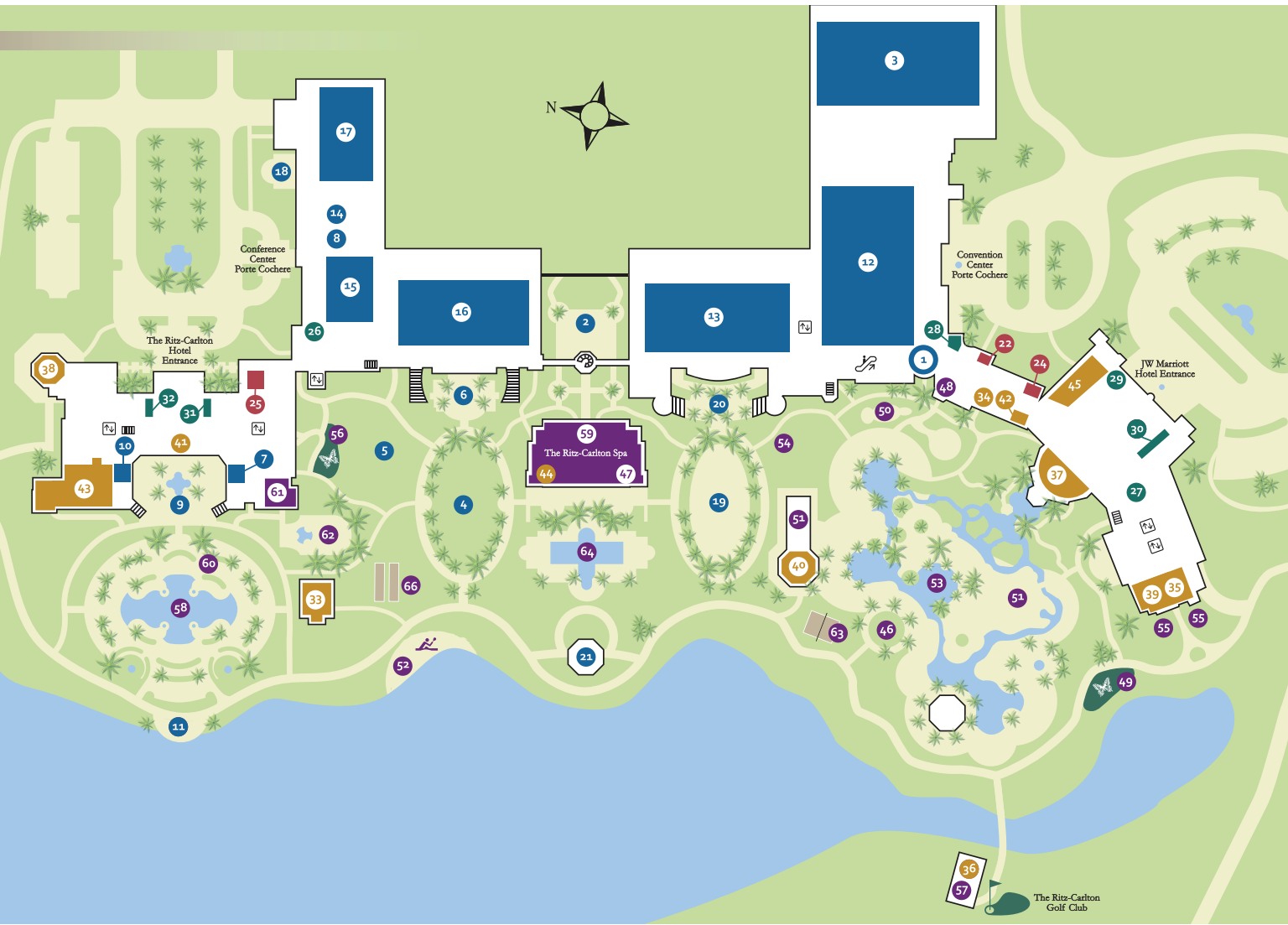
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SUGARJOURNAL.COM

THE RITZ-CARLTON RESORT MAP



FUNCTION SPACE

1 Ballroom Rotunda	LBY
2 Citrus Garden	
3 Coquina Ballroom	LBY
4 Da Vinci Lawn	
5 Da Vinci Lawn North	
6 Da Vinci Terrace	
7 Egret	LBY
8 Florence	LBY
9 Fountain Courtyard	
10 Heron	LBY
11 Lakeside Terrace	
12 Mediterranean Ballroom	LBY
13 Palazzo Ballroom	LBY
14 Pisa	LBY
15 Plaza Ballroom	LBY
16 The Ritz-Carlton Ballroom	LBY
17 Tuscany Ballroom	LBY
18 Tuscany Terrace	LBY

19 Valencia
20 Valencia Terrace
21 Wedding Gazebo

RETAIL STORES

22 John Craig Menswear	LBY
24 Montage, a JW Shop	LBY
25 The Ritz-Carlton Signature Shop	LBY

GUEST SERVICES

26 Business Center (Self-service)	LWR
27 Attractions Ticket Desk	LBY
28 FedEx/Kinkos	LBY
29 JW Marriott Bell Stand	LBY
27 JW Marriott Concierge	LBY
30 JW Marriott Registration	LBY
31 The Ritz-Carlton Bell Stand	LBY
31 The Ritz-Carlton Concierge	LBY
32 The Ritz-Carlton Registration	LBY

RESTAURANTS & LOUNGES

33 Bleu Poolside Bar & Grill	
34 Café Bodega	LBY
35 Citron Brasserie	LWR
36 Fairways Pub	
37 JW Lobby Lounge & Sushi Bar	LBY
38 NORMAN'S	LBY
39 PRIMO, by Melissa Kelly	LBY
40 Quench Poolside Bar & Grill	
41 The Ritz-Carlton Lobby Lounge & Bar	LBY
42 Starbucks®	LBY
43 Highball & Harvest	LWR
44 Vitale, Spa Café	LWR
45 Whisper Creek Farm: The Kitchen	LBY

RECREATION & AMENITIES

46 Bonfire Pit	
47 Fitness Center	LWR
48 Gameroom/Activities	LWR

49 JW Marriott Butterfly Garden	
50 JW Marriott Kids Playground	
51 JW Marriott Towel Hut and Sundries	
52 Kayak Beach	
53 Lazy River Pool	
54 JW Marriott Activities Lawn	
55 Primo Organic Gardens	
56 The Ritz-Carlton Butterfly Garden	
57 The Ritz-Carlton Golf Clubhouse	
57 Eco-Tours and Fishing	
58 The Ritz-Carlton Pool	
59 The Ritz-Carlton Spa	
60 The Ritz-Carlton Towel Hut	
61 Ritz Kids Club	LWR
62 Ritz Kids Playground	
63 Sand Volleyball Court	
64 Spa Pool	
65 Tennis Courts	
66 Bocce Ball Courts	

LBY - Lobby Level LWR - Lower Level

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International Sweetener Colloquium



February 24-27, 2019

Turnberry Isle Miami | Aventura, Florida

INTERNATIONAL
SWEETENER
COLLOQUIUM

The International Sweetener Colloquium is jointly organized by the International Dairy Foods Association and the Sweetener Users Association



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