

The logo features the year '2009' in a large, bold, black font. The '2' and '9' are each enclosed in a light green circle. A horizontal dotted line with arrowheads at both ends passes through the middle of the '0's. To the right of the year, the word 'FERTILIZER' is in a bold, black, sans-serif font. Below it, the word 'OUTLOOK' is in a white, bold, sans-serif font, set against a dark red rectangular background. Below 'OUTLOOK', the words '& TECHNOLOGY' are in a bold, black, sans-serif font, and 'CONFERENCE' is in a smaller, black, sans-serif font.

2009 **FERTILIZER**
OUTLOOK
& TECHNOLOGY
CONFERENCE



The Fertilizer Institute

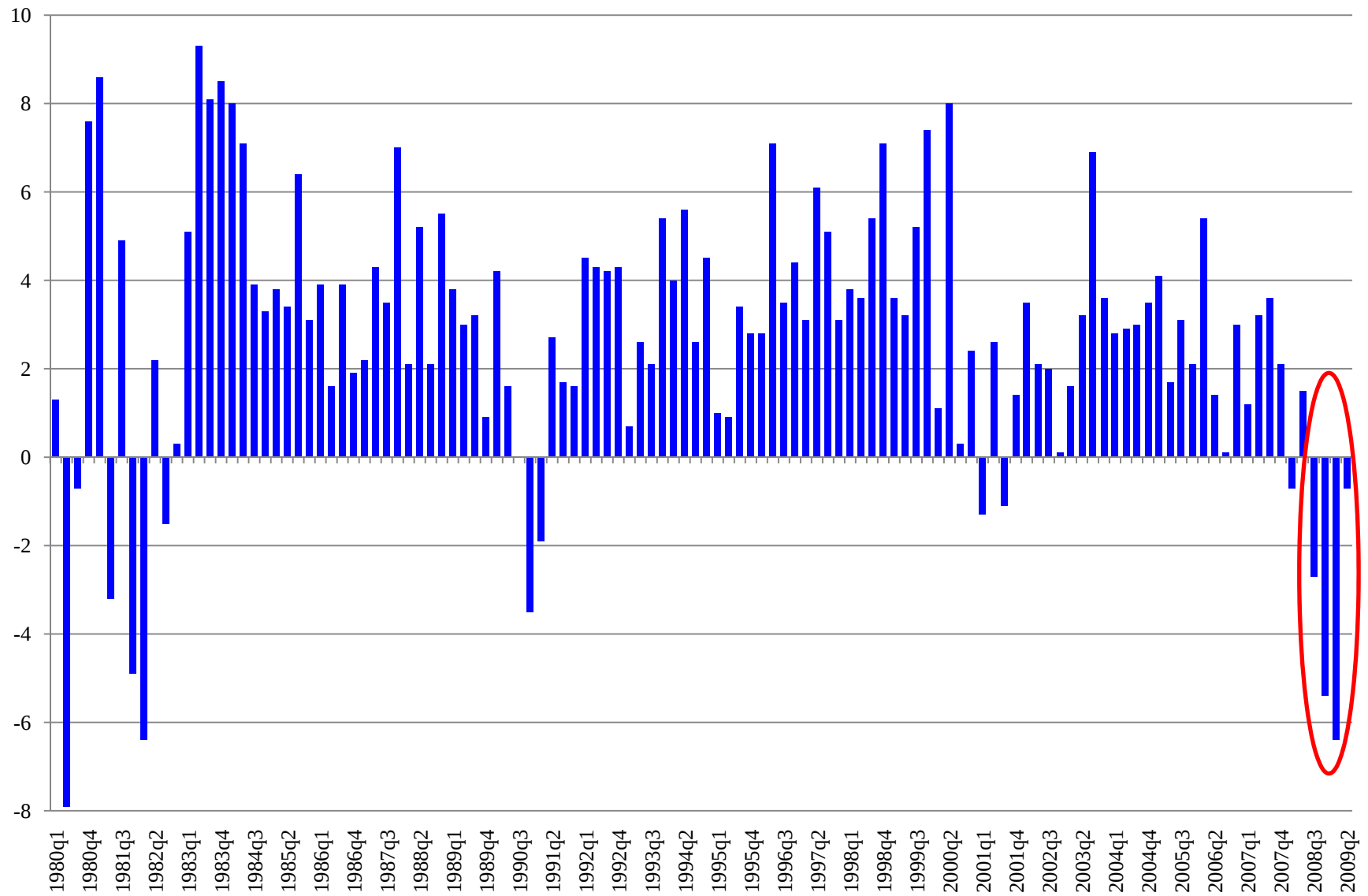
Nourish, Replenish, Grow



Fertilizer Industry
Round Table

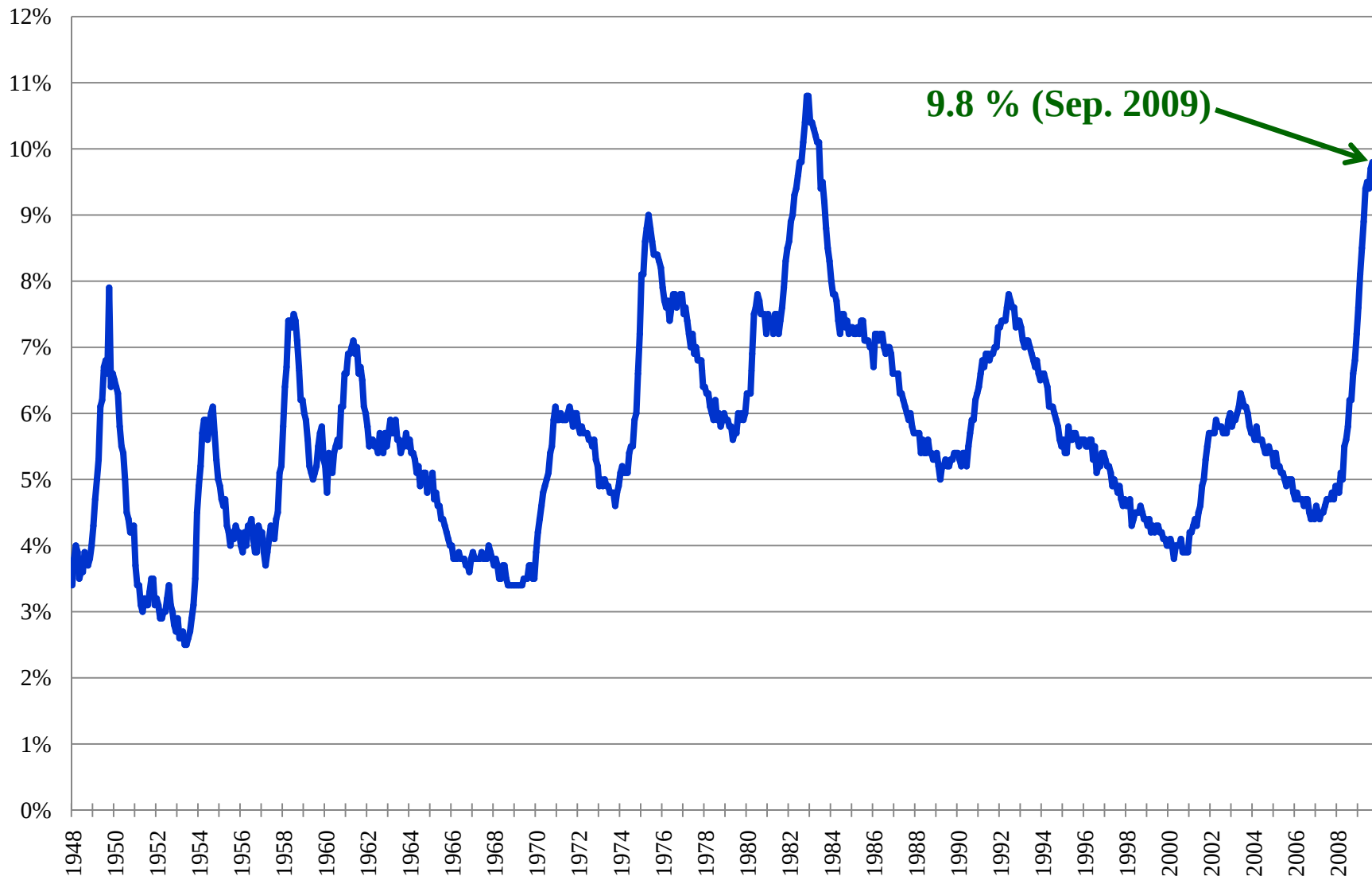


Percent Change in U.S. GDP



Bureau of Economic Analysis, U.S. Department of Commerce.

U.S. Unemployment Rate



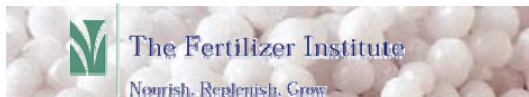
Bureau of Labor Statistics, U.S. Department of Labor.



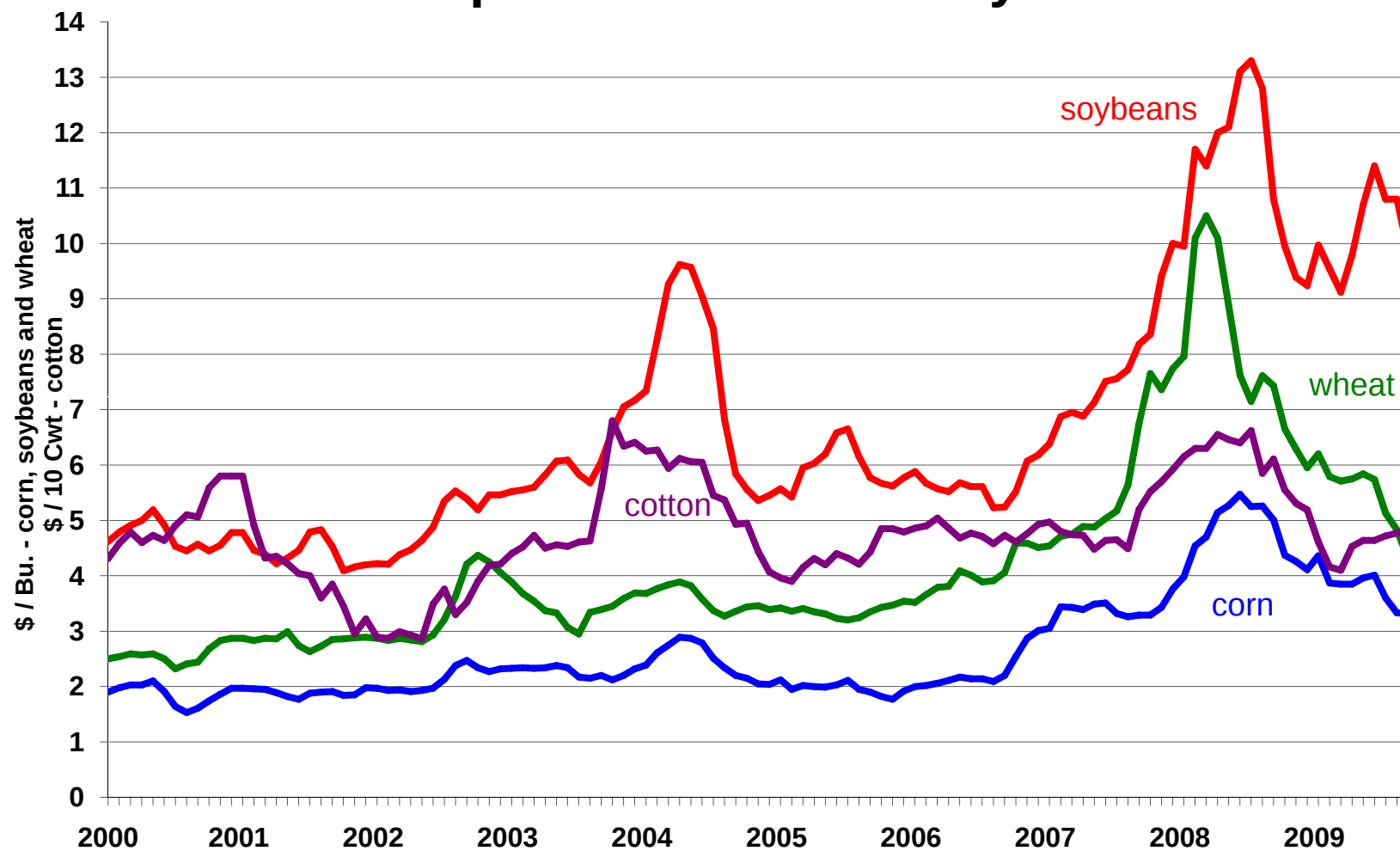






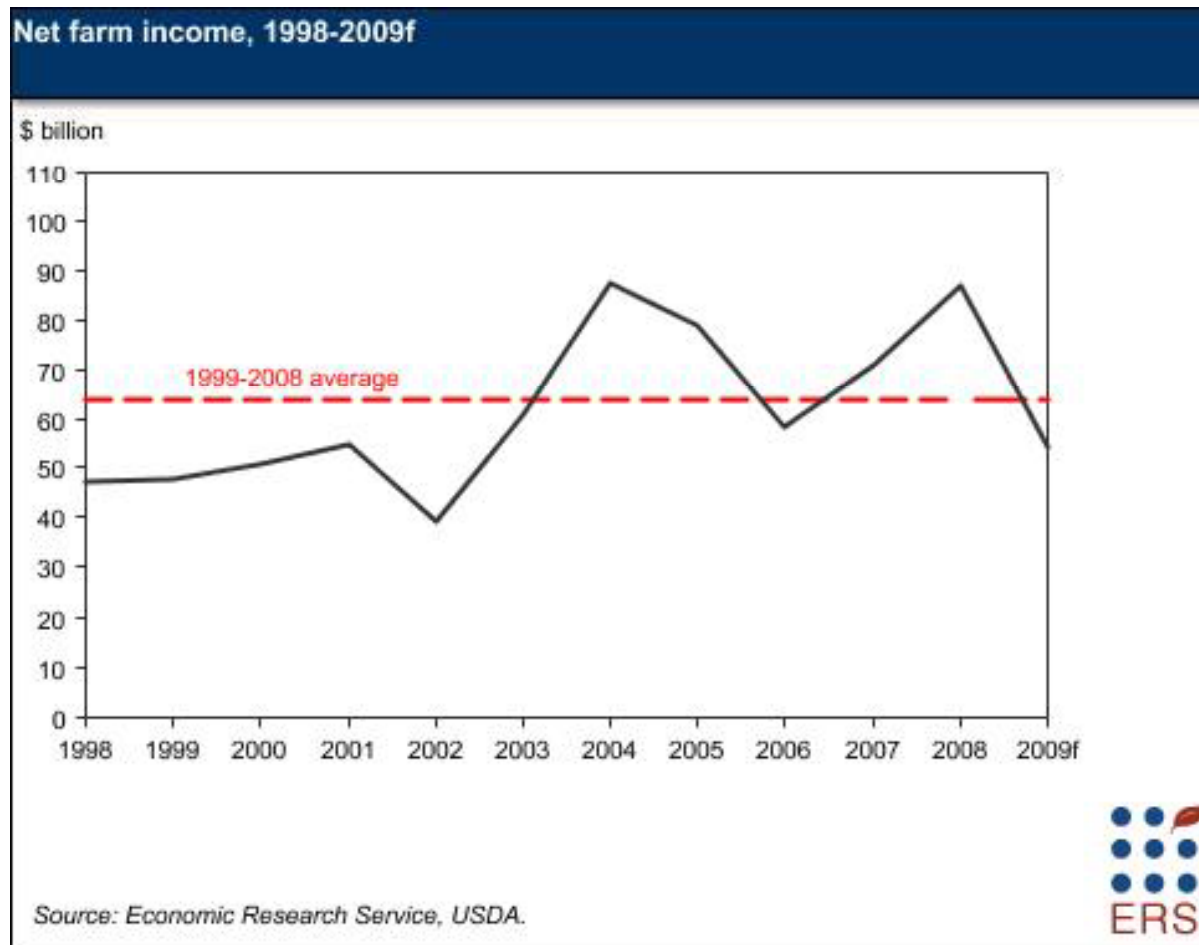


U.S. Crop Prices Received by Farmers



Source: USDA, NASS





Net Farm Income Forecast To Be Down 38 Percent in 2009

[Net farm income](#) is forecast to be \$54.0 billion in 2009, down \$33.1 billion (38 percent) from the preliminary estimate of \$87.1 billion for 2008. The 2009 forecast is \$9.6 billion below the average of \$63.6 billion in net farm income earned in the previous 10 years.



THE WALL STREET JOURNAL

"Keebler drops elf from payroll as cracker and cookie sales decline"





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GENERAL MILLS





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