

**Tampa Marriott Waterside Hotel & Marina**



**October 28-30, 2009 :: Tampa, FL**

## Welcome

The Fertilizer Institute (TFI) and the Fertilizer Industry Round Table (FIRT) welcome you to Tampa, Fla., for the Fertilizer Outlook and Technology Conference.

During the conference, industry analysts will be presenting the supply and demand factors affecting the markets for agriculture, N, P and K, and sulfur, as well as discussing issues of relevance such as climate change and water issues. The conference will also address technical issues relevant to global food security, renewable fuels and sustainability.

The conference keynote addresses will be provided by the International Plant Nutrition Institute (IPNI) President Terry Roberts, who will discuss the industry's commitment to the promotion of the 4R nutrient stewardship system, as well as nutrient balances in North American soils, and by Ann Tutwiler, senior advisor of international programs for the Office of the Chief Scientist at the U.S. Department of Agriculture, who will discuss global food security.

As always, the Fertilizer Outlook and Technology Conference will provide top notch analysis and help participants identify future trends for successful business. We hope you will enjoy the program we have put together.

## Keynote Speakers



**Ann Tutwiler** is senior advisor of international programs for the Office of the Chief Scientist at the U.S. Department of Agriculture. Previously, she served as advisor on international trade for the Africa Bureau's sustainable development group at the U.S. Agency for International Development, and as managing director for trade and development at the William and Flora Hewlett Foundation, concentrating on issues related to international trade, agriculture and other global economic trends. Furthermore, Tutwiler is the former president and CEO of the International Food and Agriculture Trade Policy Council, an organization that she co-founded in 1987 to advocate policies that support an efficient and open global food system. Tutwiler has published dozens of articles and edited two books on international agriculture policies. She has served on the board of the International Fertilizer Development Council, the Partnership to Cut Hunger and Poverty in Africa, and the Dean Rusk International Studies Program at Davidson College.



**Dr. Terry L. Roberts** was named president of the International Plant Nutrition Institute (IPNI) as it began operations in January 2007. IPNI is a not-for-profit, scientific organization dedicated to the responsible management of plant nutrients. Terry had previously served as president of the Potash and Phosphate Institute.

A native of Alberta, Canada, Terry grew up in a family-owned and operated retail fertilizer business. He received a B.S.A. in Crop Science from the University of Saskatchewan and a Ph.D. in Soil Fertility and Plant Nutrition from the same institution. In 2001, he was recognized as a Fellow of the American Society of Agronomy (ASA).

## Registration Desk Hours

Wednesday, Oct. 28.....8:00 a.m. – 5:30 p.m.

Thursday, Oct. 29 .....8:00 a.m. – 5:40 p.m.

Friday, Oct. 30.....8:00 a.m. – 11:45 a.m.

## Questions?

Stop by the Fertilizer Outlook & Technology Registration Desk

**Tampa Marriott Waterside Hotel & Marina**  
700 South Florida Avenue, Tampa, FL 33602  
Ph: (813) 221-4900



**The Fertilizer Institute**

Nourish, Replenish, Grow

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**Fertilizer Industry Round Table**

Fertilizer Industry Round Table  
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Baltimore, MD 21224  
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**FINAL PROGRAM**



**Tampa Marriott Waterside Hotel & Marina**



**October 28-30, 2009 :: Tampa, FL**

FEATURED BY

**The Fertilizer Institute and  
the Fertilizer Industry Round Table**





## Wednesday, October 28

8:00 a.m. – 5:30 p.m.

**Registration**

GRAND BALLROOM FOYER, SECOND FLOOR

9:00 a.m. – 12:00 p.m.

**TFI Economics Council Meeting** *(by invitation only)*

SALON F, SECOND FLOOR

1:00 p.m. – 5:30 p.m.

■ **THE FERTILIZER INSTITUTE’S FERTILIZER OUTLOOK CONFERENCE COMMENCES**

GRAND SALONS A-E, SECOND FLOOR

Moderator: Joseph Fung, *The Mosaic Company*

1:00 p.m. – 1:05 p.m.

**Opening Remarks**

Harry Vroomen, *The Fertilizer Institute*

1:05 p.m. – 1:45 p.m.

**KEYNOTE ADDRESS**

**Nutrient Balances in North American Soils**

Terry Roberts, *President, International Plant Nutrition Institute*

1:45 p.m. – 3:30 p.m.

**A VIEW FROM THE FIELD/ORCHARD**

1:45 p.m. – 2:05 p.m.

**A View from the Field: Eastern Corn Belt**

Phil Cochran, *Cochran Agronomics, Inc.*

2:05 p.m. – 2:25 p.m.

**A View from the Field: Western Corn Belt**

Kevin Mainord, *MRM Ag Services, Inc.*

2:25 p.m. – 2:45 p.m.

**Vegetables and Field Crops: A View from New York State**

Dale Bartholomew, *GROWMARK FS, LLC*

2:45 p.m. – 3:05 p.m.

**Citrus: A View from Florida’s Orchards**

Jim Snively, *Southern Gardens Citrus*

3:05 p.m. – 3:30 p.m.

**Summary Panel: A View from the Field/Orchard**

Crop Consultant and IPNI Question & Answer Section

3:30 p.m. – 4:00 p.m.

**Refreshment Break**

BALLROOM FOYER, SECOND FLOOR

4:00 p.m. – 5:30 p.m.

**CLIMATE CHANGE AND WATER ISSUES**

4:00 p.m. – 4:45 p.m.

**The Politics of Climate Change**

Ford B. West, *The Fertilizer Institute*

4:45 p.m. – 5:30 p.m.

**The 2009 California Water Crisis**

Dan Keppen, *Family Farm Alliance*

6:30 p.m. – 8:00 p.m.

**TFI/FIRT Welcome Reception**

PATIO & RIVERWALK, LOBBY LEVEL



## Friday, October 30

8:00 a.m. – 11:45 a.m.

**Registration**

GRAND BALLROOM FOYER, SECOND FLOOR

8:00 a.m. – 11:45 a.m.

**PRODUCTION TECHNOLOGIES SESSION**

GRAND SALONS A-E, SECOND FOOR

**Opening Remarks**

Don Messick, *The Sulphur Institute*

Moderator: Harvey Goertz, *Innovative Hort Solutions, LLC*

8:10 a.m. – 8:40 a.m.

**Controlled Release Technologies**

Thomas Murray, *Southern Environmental Testing*

8:40 a.m. – 9:10 a.m.

**Nitrogen Volatility Control for Forestry**

Robert Campbell, *Weyerhaeuser Company*

9:10 a.m. – 9:40 a.m.

**Bio Release Smart Fertilizers**

Chandrika Varadachari, *Raman Centre for Applied and Interdisciplinary Sciences*

9:40 a.m. – 10:00 a.m.

**Refreshment Break**

GRAND BALLOOM FOYER, SECOND FLOOR

10:00 a.m. – 10:30 a.m.

**Organics - General**

Rick Geise, *Griffin Industries*

10:30 a.m. – 11:00 a.m.

**Reduced Nitrogen Inputs by Budgeting Organic Matter with Fertilizer**

Erik Ervin and John Moriarty, *Virginia Tech and Nutrients Plus LLC*

**ENERGY AND RENEWABLE FUELS**

Moderator: Dave Downey, *Purdue University*

11:00 a.m. – 11:30 a.m.

**North American Biofuels**

Chris deBrey, *The Sulphur Institute*

11:30 a.m. – 11:45 a.m.

**Wrap up**

Dave Downey, *Purdue University*

12:00 p.m. – 2:00 p.m.

**FIRT Lunch and Board Meeting** *(by invitation only)*

JACKSON’S BISTRO

(OFF PROPERTY - 601 S. HARBOUR ISLAND BLVD.)



## Thursday, October 29

8:00 a.m. – 5:40 p.m.

**Registration**

GRAND BALLROOM FOYER, SECOND FLOOR

8:00 a.m. – 12:00 p.m.

■ **JOINT TFI/FIRT OUTLOOK SESSION COMMENCES**

GRAND SALONS A-E, SECOND FLOOR

Moderator: Ken Taylor, *Intrepid Potash, Inc.*

8:00 a.m. – 8:45 a.m.

**Agricultural Outlook**

Rich Pottorff, *Doane Advisory Services*

8:45 a.m. – 9:15 a.m.

**Potash Outlook**

Kevin Stone, *Natural Resources Canada*

9:15 a.m. – 9:45 a.m.

**Refreshment Break**

GRAND BALLROOM FOYER, SECOND FLOOR

9:45 a.m. – 10:15 a.m.

**Sulphur Outlook**

Robert Boyd, *PentaSul, Inc.*

10:15 a.m. – 10:45 a.m.

**Phosphate Outlook**

John Malinowski, *Simplot*

10:45 a.m. – 11:00 a.m.

**Refreshment Break**

GRAND BALLROOM, SECOND FLOOR

11:00 a.m. – 11:30 a.m.

**Natural Gas Outlook**

Ed Kelly, *Wood MacKenzie*

11:30 a.m. – 12:00 p.m.

**Nitrogen Outlook**

Jason Newton, *Agrium Inc.*

12:00 p.m.

**Adjournment**

**Lunch on your own**

1:30 p.m. – 5:40 p.m.

■ **FIRT’s FERTILIZER AND TECHNOLOGY SESSION COMMENCES**

GRAND SALONS A-E, SECOND FLOOR

1:30 p.m. – 1:45 p.m.

**Opening Remarks**

Don Messick, *The Sulphur Institute*

1:45 p.m. – 2:30 p.m.

**KEYNOTE ADDRESS**

**Global Food Security**

Ann Tutwiler, *Senior Advisor, International Programs USDA*

**GLOBAL INITIATIVES SESSION**

Moderator: Don Messick, *The Sulphur Institute*

2:30 p.m. – 3:10 p.m.

**Fertilizers, Climate Change and Enhancing Productivity Sustainability**

Luc Maene, *International Fertilizer Industry Association*

3:10 p.m. – 3:40 p.m.

**Micronutrients Overview**

Julian Smith, *Brandt Consolidated, Inc.*

3:40 p.m. – 4:10 p.m.

**Zinc**

Andrew Green, *International Zinc Association*

4:10 p.m. – 4:25 p.m.

**Refreshment Break**

GRAND BALLROOM, SECOND FLOOR

**DISTRIBUTION/LOGISTICS SESSION**

Moderator: Shawn McGreevy, *Koch Fertilizer, LLC*

4:25 p.m. – 4:55 p.m.

**IT and Grower Decisions**

Dean Fairchild, *The Mosaic Company*

4:55 p.m. – 5:40 p.m.

**Ag Retailers and Changing Conditions**

Dave Downey, *Purdue University*

6:00 p.m. – 8:00 p.m.

**FIRT Reception**

Florida Aquarium

701 Channelside Drive