



**November 13-15, 2012 • Philadelphia, Pa. • Philadelphia Marriott Downtown**

## You are Invited...

The Fertilizer Institute (TFI) and the Fertilizer Industry Round Table (FIRT) invite you to Philadelphia, Pa., for the 2012 Fertilizer Outlook and Technology Conference. Industry analysts will cover topics including the supply and demand factors affecting the markets for agriculture, nitrogen, phosphorous, potash, sulphur, and natural gas. TFI's portion of the conference will provide discussions covering outside factors affecting fertilizer supply and demand and global trends of fertilizer. Additionally, FIRT's portion of the conference will focus on the theme "Adapting to Disruptive Forces in Crop Nutrition," and will include a panel of industry experts and discussions surrounding security, environmental impacts, and technologies in fertilizer.

As always, the Fertilizer Outlook and Technology Conference will offer participants a detailed overview of the industry dynamics and future trends that will be in play throughout the coming year. TFI and FIRT look forward to seeing you in Philadelphia.

### Why Attend?

#### Gain insight on:

- Outlook for agriculture and major fertilizer materials and inputs from industry experts
- Supply and demand factors affecting markets for agriculture, nitrogen, phosphate, potash, sulphur and natural gas
- Technologies and issues that impact plant nutrition

#### Join the discussion on:

- Fertilizer security
- Environmental perspectives
- How we move forward as an industry

### Who Attends?

- Industry Members
- Retailers
- Agronomists
- Engineers
- Financial Analysts
- Business Consultants
- Trade Press Representatives
- Government Analysts
- Technical and Manufacturing Company Representatives
- Industry Public Affairs Representatives
- New Industry Employees



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## Schedule

### Tuesday, November 13

8:00 a.m. – 5:50 p.m.

#### Registration

9:30 a.m. – 12:30 a.m.

#### TFI Economics Council Meeting and Lunch *(by invitation only)*

1:00 p.m. – 6:00 p.m.

#### TFI's FERTILIZER OUTLOOK CONFERENCE COMMENCES

Moderator: Jason Newton, *Head of Market Research*, Agrium Inc.

1:00 p.m. – 1:05 p.m.

#### Opening Comments

Ford B. West, *President*, The Fertilizer Institute

1:05 p.m. – 1:45 p.m.

#### Strategic Impacts to Fertilizer: Threatening & Favorable Weather Predictions

Dr. Simon Atkins, MBA, Ph.D., DSc (AM), *Chief Executive Officer, Climate Economist, Planetary Risk Specialist*, Advanced Forecasting Corporation

1:45 p.m. – 2:25 p.m.

#### 7 Wonders of Corn

Dr. Fred Below, *Professor of Plant Physiology*, University of Illinois

2:25 p.m. – 2:50 p.m.

#### Refreshment Break

2:50 p.m. – 3:30 p.m.

#### FOOD 2040: The Prospects for U.S. Food and Grain Exports – the China Impact

Thomas Dorr

3:30 p.m. – 4:10 p.m.

#### India's Fertilizer Market

Dr. MP Sukumaran Nair, *Director*, Center for Green Technology and Management

4:10 p.m. – 4:30 p.m.

#### Refreshment Break



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## **Tuesday, November 13**

4:30 p.m. – 5:10 p.m.

### **An Overview of Industrial Urea Markets: Applications and Opportunities**

Monica Baker, *Research Manager*, Integer Research

5:10 p.m. – 6:00 p.m.

### **Grower Risk Management Panel**

- Gregory Lumsden, *Personal Marketing Manager*, Cargill AgHorizon Marketing Services
- Ron O'Hanlon, *President*, Crop Quest, Inc.
- Alexey Paliy, *Director of Fertilizer Derivatives*, Freight Investor Services

6:30 p.m. – 8:00 p.m.

### **TFI/FIRT Welcome Reception**

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## **Wednesday, November 14**

8:00 a.m. – 5:30 p.m.

### **Registration**

8:00 a.m. – 12:00 p.m.

### **TFI's FERTILIZER OUTLOOK CONFERENCE CONTINUES**

Moderator: Ken Taylor, *Director of Finance*, Intrepid Potash, Inc.

8:00 a.m. – 8:45 a.m.

### **Agricultural Outlook**

Rich Pottorff, *Chief Economist*, Doane Advisory Services

8:45 a.m. – 9:15 a.m.

### **Potash Outlook**

Jason Newton, *Head of Market Research*, Agrium Inc.

9:15 a.m. – 9:45 a.m.

### **Refreshment Break**

9:45 a.m. – 10:15 a.m.

### **Sulphur Outlook**

Fiona Boyd, *Editor*, North American Sulfur, Argus FMB



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### **Wednesday, November 14**

10:15 a.m. – 10:45 a.m.

#### **Phosphate Outlook**

Juan von Gernet, *Senior Consultant*, CRU Group

10:45 a.m. – 11:00 a.m.

#### **Refreshment Break**

11:00 a.m. – 11:30 a.m.

#### **Natural Gas Outlook**

Suzanne Minter, *Account Executive*, BENTEK Energy

11:30 a.m. – 12:00 p.m.

#### **Nitrogen Outlook**

Arvin Pirness, MSc, *Manager, Market Research*, PotashCorp

12:00 p.m.

#### **Adjournment – Lunch on your own**

1:30 p.m. – 5:30 p.m.

#### **FIRT'S FERTILIZER TECHNOLOGY SESSION COMMENCES**

Opening Comments: William P. O'Neill, Jr., *President*, International Raw Materials LTD (IRM) and *Chairman*, The Fertilizer Industry Round Table

#### **Adapting to Disruptive Forces in Crop Nutrition Panel**

Panel Moderator: Dave Downey, Executive Director, Center for Food and Agricultural Business, Professor Emeritus, Purdue University

- Jim Prokopanko, *President and Chief Executive Officer*, The Mosaic Company
- Renso Zwiers, *Chief Operating Officer, Fertilizer Group*, Orascom Construction Industries
- Ken Cassman, Ph.D., *Heuermann Professor of Agronomy Chair*, University of Nebraska

6:30 p.m. – 8:30 p.m.

#### **TFI/FIRT Reception**

The Barnes Foundation





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## **Thursday, November 15**

8:00 a.m. – 11:45 a.m.

### **Registration**

8:00 a.m. – 12:10 p.m.

### **FIRT'S FERTILIZER TECHNOLOGY SESSION CONTINUES**

Moderator: Luc Maene, *Director General*, International Fertilizer Industry Association

8:00 a.m. – 8:40 a.m.

### **Nitrogen Fertilizer Security**

Lt. General Michael D. Barbero, JIEDDO, Department of Defense

8:40 a.m. – 9:20 a.m.

### **Water Management Technologies**

Jim Chambers, *Manager, Global Technology Solutions*, John Deere Water

9:20 a.m. – 10:00 a.m.

### **Environmental Perspective – Chesapeake Bay**

Amy Jacobs, *Watershed Restoration Director*, The Nature Conservancy

10:00 a.m. – 10:30 a.m.

### **Refreshment Break**

10:30 a.m. – 11:10 a.m.

### **21st Century Challenges in Fertilizer Coatings**

Mark Ogzewalla, *ArrMaz Custom Chemicals*

11:10 a.m. – 11:50 a.m.

### **Enhanced Efficiency Fertilizer Technology**

John Hassell, *Research Manager, Asian Markets*, Koch Agronomic Services

11:50 a.m. – 12:10 p.m.

### **Concluding Remarks**

William P. O'Neill, Jr., *President, International Raw Materials LTD (IRM) and Chairman*,  
The Fertilizer Industry Round Table

12:10 p.m.

### **Adjournment**

12:15 p.m.

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



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## Registration

### REGISTRATION FEES

**\$500 per delegate**

**\$300 Table top display**

**\$50 Guest at reception**

### 3 WAYS TO REGISTER:

**ONLINE:** Go to [www.fotconference.org](http://www.fotconference.org) to register online using a credit card.

**FACSIMILE:** Complete the registration form, (available at [www.fotconference.org](http://www.fotconference.org)) include credit card information and return via facsimile to: (202) 962-0577.

**MAIL:** Complete the registration form, (available at [www.fotconference.org](http://www.fotconference.org)) include payment and mail to:

**The Fertilizer Institute  
425 Third Street, S.W., Suite 950  
Washington, D.C. 20024  
Attn: Conference Department**

### PAYMENT OPTIONS

TFI is not responsible for e-check or wire transaction fees. Attendees are required to pay the fee if the e-check or wire transfer is not initiated at a U.S. bank. A \$25 fee should be added to the total registration amount if the e-check or wire is initiated at a foreign bank. All credit card transactions are processed in U.S. dollars so TFI receives the full registration amount.

#### Credit Cards

We accept Visa, MasterCard and American Express. Please provide your credit card number, expiration date, your signature and credit card billing address.

#### Checks

Make checks payable to The Fertilizer Institute, drawn on a U.S. bank.

#### Wire Transfer

Please contact The Fertilizer Institute at [wiretransfer@tfi.org](mailto:wiretransfer@tfi.org) for wire transfer information.

#### E-Checks

Please have your accounting department notify TFI if you are using an e-check as payment for the registration fee.



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## Registration

### IF YOU MUST CANCEL

You may substitute another person in your place at any time by calling or e-mailing the conference department. If you must cancel, and have no one to replace you, your refund request must be in writing and postmarked no later than Oct. 19 in order to receive a full refund, less a 25 percent administrative charge. Refunds will not be granted after this date. No refunds will be granted for no-shows. Telephone cancellations are not accepted.

### TABLE TOP DISPLAYS

If you are participating in the conference and would like to showcase your organization's products and publications, table top space will be available to rent for registered delegates. The cost per table is \$300. Table top space is limited, so please reserve your table now. ([www.fotconference.org](http://www.fotconference.org))

### RECOMMENDED DRESS

Business casual attire.

### SPECIAL ASSISTANCE

Conference staff will be glad to help you with any special needs. Please contact us at (202) 962-0490 or [vsutton@tfi.org](mailto:vsutton@tfi.org).

### ANTITRUST POLICY

Included in your conference registration packet or at the conference Web site, ([www.fotconference.org](http://www.fotconference.org)) is an Antitrust Policy to assist members with compliance. Please review the document and feel free to contact the association office for any questions.



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## Accommodations

The Philadelphia Marriott Downtown is located in the city's business and historic center. The hotel is connected to shopping, restaurants and night life along Market Street. Historic attractions are within walking distance including the famous Reading Terminal Market.

When making hotel reservations mention your participation in the Fertilizer Outlook and Technology Conference to receive the group rate. Central reservations is also available to assist you with your hotel reservations.

**Philadelphia Marriott Downtown**  
**1201 Market Street, Philadelphia, PA 19107**  
**(215) 625-2900**  
**Toll-free: (800) 320-5744**

**Room Rate: \$194** *(rates are subject to applicable state and local taxes)*

**Cut Off Date: Oct. 19, 2012**

**Check-in ~ 4:00 p.m. // Check-out ~ 12:00 p.m.**

## Transportation

**Philadelphia International Airport – PHL** *(approximately 25 minutes from the hotel)*

### Bus Station

Greyhound Station 0.3 mile(s) NE

### Train Station

30th Street Amtrak Station 1.4 mile(s) NW

### Car Rentals

Hertz Rental *(located at Marriott)*

Phone: 1-215-238-0356

### Other Transportation

Subway service, fee: \$8.00 USD (one way)

Estimated taxi fare: \$26.00 USD (one way)

### Parking

- On-site parking, fee: \$45.60 USD daily
- Valet parking, fee: \$45.60 USD daily
- Valet parking only at \$38.00 USD per night (\$45.60 USD with tax) - oversized at \$45.00 USD per night (\$54.45 USD with tax)



# 2012

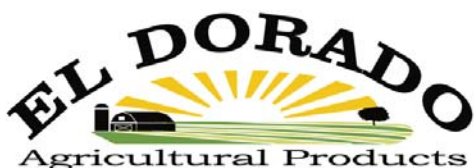
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## Sponsors

Your support of our program demonstrates your commitment to the delivery of accurate and timely information on the fertilizer industry and agricultural markets. Thank you for your support.



Working Together, Growing Together





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## Contact Us

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