

► Keynote Speakers

TUESDAY, NOVEMBER 16



Max Armstrong is one of the most widely recognized and highly regarded agriculture journalists in America. His broadcasts have been seen and heard by millions of farmers, ranchers and consumers for more than three decades.

As director of broadcasting for Farm Progress Companies, the largest agricultural media company in America, Max is responsible for the daily radio programming and the television specials produced by Farm Progress. He is also co-host of This Week In AgriBusiness, one of the popular shows on the RFD-TV rural programming channel, and Max continues co-hosting on Saturdays a weekly hour-long agriculture program on Chicago broadcast powerhouse WGN Radio, where he has been heard every week for over 30 years.

WEDNESDAY, NOVEMBER 17



Mark Alley has conducted research, teaching and extension work in the areas of soil fertility and crop management with emphasis on winter wheat and corn production in no-tillage. His work and the work of his graduate students are published in numerous journals and extension publications. Mark has taught "Soil Fertility and Fertilizers" to undergraduate and graduate students, as well as "Soil Plant Relationships" to graduate students, and has lectured in various countries outside North America. He has also worked extensively with the fertilizer industry to improve fertilizer use efficiency and the level of employee training, and co-authored the IFA published book, "The Role of Fertilizers in Integrated Plant Nutrient Management." Mark is a Fellow of the Soil Science Society of America and the American Society of Agronomy, and is completing service as President of the American Society of Agronomy.



Pete Valesares is president of Yara North America. In 1990, Pete began his fertilizer career within CF Industries. In order to gain international trade experience, Pete took on a trading position within Transammonia. Yara approached Pete with an opportunity to utilize a balanced global production and trade portfolio from which to market. Now in his 16th year with Yara, Pete has ascended to the position of President of Yara North America.

Pete's thorough understandings of the industry and his company's leading position in the nitrogen sector have led to unprecedented growth for Yara in North America.

General Information

Hyatt Regency Savannah
2 W. Bay Street, Savannah, Georgia, USA 31401
Telephone: (912) 238-1234

Registration Desk Hours

Tuesday, Nov. 168:00 a.m. – 5:50 p.m.

Wednesday, Nov. 178:00 a.m. – 5:30 p.m.

Thursday, Nov. 188:00 a.m. – 11:45 a.m.

Questions?

Stop by the Fertilizer Outlook & Technology Registration Desk



The Fertilizer Institute

Nourish, Replenish, Grow

The Fertilizer Institute
425 Third Street, S.W., Suite 950
Washington, D.C. 20024
Ph: (202) 962-0490 / F: (202) 962-0577
E-mail: vsutton@tfi.org



Fertilizer Industry
Round Table

Fertilizer Industry Round Table
1701 South Highland Avenue
Baltimore, MD 21224
Ph: (410)276-4466 / F: (410)276-0241
E-mail Peggy Long at peggyl@ajsackett.com

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FINAL PROGRAM

November 16-18, 2010 • Hyatt Regency Savannah • Savannah, GA



Fertilizer Outlook and Technology Conference

WITH A FOCUS ON MARKET OUTLOOK AND SUSTAINABILITY

FEATURED BY

The Fertilizer Institute and
the Fertilizer Industry Round Table

SCHEDULE

2010 Fertilizer Outlook and Technology Conference



■ Tuesday, November 16

8:00 a.m. – 5:50 p.m. **Registration**
PREFUNCTION AREA, 2ND FLOOR

9:00 a.m. – 11:30 a.m. **TFI Economics Council Meeting**
(by invitation only)

1:00 p.m. – 5:50 p.m. **THE FERTILIZER INSTITUTE'S
FERTILIZER OUTLOOK CONFERENCE COMMENCES**

GRAND BALLROOM, 2ND FLOOR

Moderator: Joseph Fung, *Senior Market Analyst*, The Mosaic Company

1:00 p.m. – 1:05 p.m. **Opening Comments**
Ford B. West, *President*, The Fertilizer Institute (TFI)

1:05 p.m. – 1:45 p.m. **KEYNOTE**
The Headlines Keeping Farmers Awake at Night
Max Armstrong, WGN Radio and Farm Progress

1:45 p.m. – 2:25 p.m. **Farm Economics**
Allen Lash, Family Farms Group

2:25 p.m. – 2:50 p.m. **Refreshment Break**

2:50 p.m. – 3:30 p.m. **Biofuels**
Alex Gorrell, Intrepid Potash, Inc.

3:30 p.m. – 4:10 p.m. **Legislative Update**
Ford B. West, The Fertilizer Institute

4:10 p.m. – 4:30 p.m. **Refreshment Break**

4:30 p.m. – 5:10 p.m. **World Phosphate Rock Reserves**
Steve Van Kauwenbergh, International Fertilizer Development Center (IFDC)

5:10 p.m. – 5:50 p.m. **The Fertilizer Market – A View
from Wall Street**
Fai Lee, RBC Capital Markets

6:00 p.m. – 8:00 p.m. **TFI/FIRT Welcome Reception**
WINDOWS RESTAURANT, LOBBY LEVEL

■ Wednesday, November 17

8:00 a.m. – 5:30 p.m. **Registration**
PREFUNCTION AREA, 2ND FLOOR

8:00 a.m. – 5:30 p.m. **JOINT TFI/FIRT OUTLOOK
CONFERENCE COMMENCES**

GRAND BALLROOM, 2ND FLOOR

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

■ Wednesday, November 17

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**
Mike Rahm, The Mosaic Company

9:15 a.m. – 9:45 a.m. **Refreshment Break**

9:45 a.m. – 10:15 a.m. **Sulphur Outlook**
Jerry d'Aquin, Con-Sul, Inc.

10:15 a.m. – 10:45 a.m. **Phosphate Outlook**
Kelly Davey, PotashCorp

10:45 a.m. – 11:00 a.m. **Refreshment Break**

11:00 a.m. – 11:30 a.m. **Natural Gas Outlook**
John Harpole, Mercator Energy, Inc.

11:30 a.m. – 12:00 p.m. **Nitrogen Outlook**
Tom Blue, Blue, Johnson and Associates

12:00 p.m. **Adjournment - Lunch on your own**

1:30 p.m. – 5:30 p.m. **FIRT'S FERTILIZER AND
TECHNOLOGY CONFERENCE COMMENCES**

GRAND BALLROOM, 2ND FLOOR

Moderator: Don Messick, *Staff Vice President, Agricultural Programs*, The Sulphur Institute (TSI)

1:45 p.m. – 2:30 p.m. **KEYNOTE**
Sustainability from a Scientist's Viewpoint
Mark Alley, W.G. Wysor Chair, *Professor Emeritus*, Virginia Tech

2:30 p.m. – 3:15 p.m. **Sustainability, Agricultural Productivity
and Fertilizer, Future Developments: The Industry Viewpoint**
Pete Valesares, *President*, Yara North America

3:15 p.m. – 3:30 p.m. **Refreshment Break**

3:30 p.m. – 5:30 p.m. **Sustainability Panel**
Moderator: Dave Downey, *Center for Food and Agricultural Business, Professor Emeritus*, Purdue University
Large Multi-National Corporation-Tim Carey, PepsiCo
Major Agricultural Cooperative-Dave Coppess, Heartland Co-op
Grower-Mac Carraway, SMR Farms, LLC

6:00 p.m. – 8:00 p.m. **FIRT Reception**
TELFAIR ACADEMY: 121 BARNARD STREET (*Telfair Academy is a short walk from the hotel. Transportation will also be provided.*)
Sponsors: Gavilon Fertilizer, LLC and Agrium Inc.

■ Thursday, November 18

8:00 a.m. – 11:45 a.m. **Registration**
PREFUNCTION AREA, 2ND FLOOR

8:00 a.m. – 12:00 p.m. **FIRT'S FERTILIZER AND
TECHNOLOGY CONFERENCE CONTINUES**

GRAND BALLROOM, 2ND FLOOR

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

8:00 a.m. – 8:30 a.m. **Impact of Biotechnology on Nutrient
Uptake and Consequences for the Fertilizer Industry**
Rob Rennie, Spur Ventures

8:30 a.m. – 9:00 a.m. **Managing Plant Nutrition to Sustain
Human Health**
Tom Bruulsema, International Plant Nutrition Institute (IPNI)

9:00 a.m. – 9:30 a.m. **Biofuels and Fertilizers –
Considerations for Europe and North America**
John Urbanchuk, Cardno Entrix

9:30 a.m. – 9:45 a.m. **Refreshment Break**

9:45 a.m. – 10:15 a.m. **Current Practices, Challenges and
Opportunities Relating to Sustainability**
Upendra Singh, International Fertilizer Development Center (IFDC)

10:15 a.m. – 10:45 a.m. **Overview of Methodologies to Improve
Sustainability through Nutrient Use Efficiency**
Greg Schwab, University of Kentucky

10:45 a.m. – 11:15 a.m. **Changing Fertilizer and Crop
Management Practices to Maximize Impact of Fertilizer Additives
and Coatings on Enhancing Nitrogen Use Efficiency**
Rob Heiniger, North Carolina State University

11:15 a.m. – 11:45 a.m. **Implementation of Sustainability
Initiatives from a Retailer and Grower Perspective**
Bill Grillo, Crop Production Services (CPS)

11:45 a.m. **Adjournment**

12:00 p.m. **FIRT Lunch and Board Meeting**
(by invitation only)
SAVANNAH ROOM, LOBBY LEVEL