

# 2012 International Sweetener Colloquium

February 12-15  
Waldorf Astoria  
Orlando, Florida

BIOFUELS  
Ingredients



sweeteners

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## SCHEDULE AT A GLANCE

### Sunday, February 12

8:30 a.m. - 7:30 p.m.	Registration
9:30 - 11:00 a.m.	SUA Board Meeting
Noon	Golf Tournament
6:00 - 7:30 p.m.	Opening Reception

### Monday, February 13

7:00 a.m. - 12:30 p.m.	Registration
7:30 - 8:30 a.m.	Breakfast and Keynote Address
8:35 - 9:45 a.m.	Session II — The World Sugar Market Rollercoaster – with Brazil as the Driver
9:45 - 10:15 a.m.	Break
10:15 - 11:25 a.m.	Session III — The North American Sugar Outlook
11:30 a.m. - 12:30 p.m.	Session IV — The U.S. Energy and Ethanol Outlook
6:00 - 7:00 p.m.	Reception

### Tuesday, February 14

8:30 a.m. - 5:00 p.m.	Registration
9:00 - 10:00 a.m.	Session V — High Intensity Sweeteners and Corn Sweeteners
10:00 - 10:30 a.m.	Break
10:30 - 11:30 a.m.	Session VI — Mexico-U.S. Sweetener Policies and Interaction with the U.S. Market
11:45 a.m. - 12:45 p.m.	Golf Awards Luncheon
1:00 - 2:15 p.m.	Session VII — Ingredients in a Dynamic Global Economy
2:20 - 3:30 p.m.	Session VIII — 2012 Farm Bill
3:30 - 4:00 p.m.	Break
4:00 - 5:00 p.m.	Session IX — Implementing Sugar Policy
6:00 - 7:00 p.m.	Reception

### Wednesday, February 15

7:30 - 8:50 a.m.	Session X — Coffee With Stuart Rothenberg
9:00 - 10:00 a.m.	Session XI — Refining Capacity Outlook
10:00 a.m.	Adjournment

# GENERAL INFORMATION

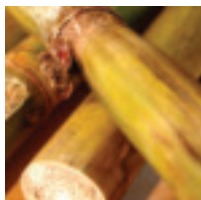
## Registration Hours

### Grand Ballroom Foyer

Sunday, February 12  
8:30 a.m. - 7:30 p.m.

Monday, February 13  
7:00 a.m. - 12:30 p.m.

Tuesday, February 14  
8:30 a.m. - 5:00 p.m.



## Reception Locations

### Opening Reception

Sunday, February 12  
6:00 - 7:30 p.m.  
Promenade



### Reception

Monday, February 13  
6:00 - 7:00 p.m.  
Sir Harry's



### Reception

Tuesday, February 14  
6:00 - 7:00 p.m.  
Golf Clubhouse

## Conference Attire

Casual resort attire (ties are not required) is appropriate during the day. Sports jackets are appropriate for most activities during the evening. Ladies will be comfortable in resort casual wear: dresses or slacks for daytime, dresses or dress pants for the evening. Daily temperatures in February can range from 52°-74° Fahrenheit, so be sure to bring a jacket to wear in the evenings.



## Golf Tournament

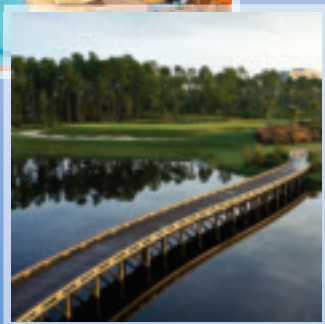
Sunday, February 12

- The Golf Tournament will be held at the Waldorf Astoria Golf Club.
- Noon shotgun start.
- A boxed lunch will be provided.
- Acceptable attire:
  - Men: collared shirts, long pants or Bermuda length shorts
  - Women: sleeveless shirts, shorts or skirts with 4" max above the knee or slacks
- Unacceptable attire: tee shirts, tank tops, athletic shorts, short shorts, cut-offs or denim
- Metal spikes are not allowed
- Meet at the Golf Club beginning at 11:30 a.m.



## Orlando

Orlando has entertainment options for nearly everyone to enjoy. Like fine dining. Exclusive — and budget-minded — shopping. Hot nightlife. Sensuous spas. Endless rounds of golf. Outdoor activities. And of course, world-famous theme parks and attractions.



## Dining

### *Restaurants*

- **Bull & Bear** - The 159-seat Bull & Bear exudes a club-like warmth, compliments of its handsome furnishings and impeccable service. Chandeliers, a coffered ceiling and beveled glass windows lend an air of stateliness. The menu offers hearty portions of classic fare, much like the trend-setting original, which was the first restaurant on the Eastern Seaboard to serve USDA-Certified Angus Beef Prime®, the highest quality grade available in the United States.
- **Oscar's** - Much like its stylish namesake brasserie, Oscar's tantalizes the palate with contemporary cuisine in an elegantly casual setting. The menu includes some of the best comforting, contemporary American dishes and re-interpretations of dishes such as Eggs Benedict — a hallmark of the original Waldorf Astoria in New York. Delicious appetizers, wines by the glass and specialty entrees are available.
- **Aquamarine** - Garden-style salads and bountiful sandwiches share the bill of fare in Aquamarine, a wonderfully casual poolside grille. Aquamarine takes its name from the color of the pool's brilliant blue water, a grand sight as guests dine in an al fresco environment.
- **The Clubhouse Grille** - The Clubhouse Grille serves as the 19th hole at the Waldorf Astoria Golf Club and offers a relaxing environment with traditional fare for a post-game meal overlooking the course. Relax after a challenging game with the signature Reuben, Angus burger or enjoy something lighter, such as the composed trio salad.

### *Lounges*

- **Peacock Alley** - Peacock Alley is centrally located in the heart of the main lobby, overlooking its magnificent hand-crafted clock. With a nod to the stunning landmark restaurant of the same name in New York, Peacock Alley features an irresistible menu of small-plate inspired cuisine.
- **Sir Harry's Lounge** - Imbued with the distinctive ambiance of a private club, Sir Harry's Lounge is an excellent place to meet. Furnished with rich, luxurious seating, the lounge encourages lively conversation and offers generous beverages. Enjoy a Manhattan originally invented at the Waldorf Astoria in New York.

# SCHEDULE OF EVENTS

## SUNDAY, FEBRUARY 12

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8:30 a.m.-7:30 p.m.

**Registration**

(Grand Ballroom Foyer)

9:30-11:00 a.m.

**SUA Board Meeting** (*invitation only*)

(Madison)

Noon

**Golf Tournament\***

(*Noon Shotgun Start*)

Play will take place at the Waldorf Astoria Golf Club

*Sponsored by:*



6:00-7:30 p.m.

**Opening Reception**

(Promenade)

*Sponsored by:*



*\*additional fee required*

## MONDAY, FEBRUARY 13

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7:00 a.m.-12:30 p.m.

### **Registration**

(Grand Ballroom Foyer)

7:30- 8:30 a.m.

### **Breakfast and Keynote Address: Acting Under Secretary Michael Scuse**

(Floridian Salons J & K)

With farm programs and agricultural trade policy within his portfolio at USDA, Acting Under Secretary Michael Scuse is at the crossroads for most of the federal policies impacting the sweetener sector. How will the federal sugar program operate going forward in a Farm Bill year? What impact will trade policy have on the sector? We are honored to have Acting Under Secretary Scuse tackle these critical issues and present our keynote address at the 2012 International Sweetener Colloquium.

*Keynote:*

**The Honorable Michael Scuse**, Acting Under Secretary, Farm and Foreign Agricultural Services, USDA

8:35 -9:45 a.m.

### **Session II—The World Sugar Market Rollercoaster – with Brazil as the Driver**

(Grand Ballroom)

Tight world sugar supplies have been one of the major factors behind the escalation in U.S. prices the last couple of years. And conditions in Brazil's sugar/ethanol complex are the main determinant of what happens in the world market. Will 2012 put us on what buyers would consider a welcome downward ride, or are there new peaks ahead? Two of the foremost world authorities on that question will give us a glance into their crystal ball.

*Moderator:*

**Thomas Earley**, Vice President, Agralytica

*Panelists:*

**Michael Liddiard**, Partner, Agrilion Commodity Advisers

**Leticia Philips**, Representative for North America, UNICA

## SCHEDULE OF EVENTS *(continued)*

9:45-10:15 a.m.

**Break**

(Grand Ballroom Foyer)

10:15-11:25 a.m.

**Session III—The North American Sugar Outlook**

(Grand Ballroom)

Coming off a year of record high U.S. sugar prices, buyers and sellers in early 2012 will be focusing intently on U.S. and Mexican production forecasts, evolving consumption patterns, and the size of the overall sugar import deficit as the April TRQ decision looms. Canada could also play a role through sugar-containing product trade and as a source of refined sugar imports. The panel will sketch out the shape of the 2012 North American sugar market.

*Moderator:*

**Thomas Earley**, Vice President, Agralytica

*Panelists:*

**Frank Jenkins**, President, Jenkins Sugar Group

**Sandra Marsden**, President, Canadian Sugar Institute

11:30 a.m.-12:30 p.m.

**Session IV—The U.S. Energy and Ethanol Outlook**

(Floridian Salons J & K)

Energy has been a key driver of booming commodity markets since 2008 and in one form or another is a key input for U.S. food and beverage manufacturing and distribution. After Congress allowed ethanol's three decade-old tax credit and import tariff to expire on January 1, what are the implications for energy supplies? This session will focus on the outlook for the U.S. petroleum, electricity, natural gas and ethanol markets, and whether there is any relief in store from energy cost pressures.

*Moderator:*

**Rick Pasco**, Counsel, Sweetener Users Association

*Panelist:*

**James Stewart**, Vice President, Beeson & Associates, Inc.

**Doug Newman**, International Trade Analyst, U.S. International Trade Commission

6:00-7:00 p.m.

**Reception**

(Sir Harry's)

Sponsored by:



## TUESDAY, FEBRUARY 14

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8:30 a.m.-5:00 p.m.

**Registration**

(Grand Ballroom Foyer)

9:00-10:00 a.m.

**Session V—High Intensity Sweeteners and Corn Sweeteners**

(Floridian Salons J & K)

What are the big trends in sweetener use by food and beverage manufacturers? Are reformulations from HFCS to sugar a long-term trend in place, or a flash in the pan? Whether you're a marketer, a buyer or a manager, these and related questions will affect your business in the years ahead. We look at social, health, regulatory and other factors that are affecting the sweetener markets.

*Moderator:*

**Randy Green**, President, Sweetener Users Association

*Panelists:*

**Lisa Watson**, Partner, Watson/Mulhern LLC

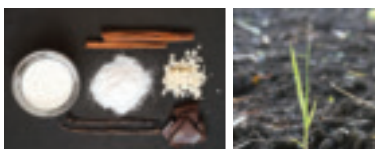
**Owen Wagner**, Senior Economist – North America, LMC International

**David Rosenthal**, Senior Vice President, Corn Refiners Association

10:00-10:30 a.m.

**Break**

(Grand Ballroom Foyer)



## SCHEDULE OF EVENTS *(continued)*

10:30-11:30 a.m.

### **Session VI—Mexico-U.S. Sweetener Policies and Interaction with the U.S. Market**

(Grand Ballroom)

The U.S. sugar market has become increasingly dependent on sugar imports from Mexico. How do the sweetener policies in our two countries impact the flow of sugar into the United States? To find out the most current assessment of Mexican production and available supplies as they interface with government policy in both the U.S. and Mexico, we encourage you to attend this session of informed panelists.

*Moderator:*

**Audrae Erickson**, President, Corn Refiners Association

*Panelists:*

**Pat Henneberry**, Executive Vice President of Commodity Operations, Imperial Sugar Company

**Froylan Gracia**, Counselor for Agricultural Affairs, Embassy of Mexico, SAGARPA

11:45 a.m.-12:45 p.m.

### **Golf Awards Luncheon**

(Floridian Salons J & K)

1:00 -2:15 p.m.

### **Session VII—Ingredients in a Dynamic Global Economy**

(Grand Ballroom I)

Many ingredients need to be sourced to manufacture the full complement of today's food and beverage products. The markets for these ingredients are quickly affected by changes in weather, in energy prices, in the geopolitical environment or a host of other factors. Come and hear the latest expert opinions on the outlook for a variety of important commodities in today's complex global economic environment.

*Moderator:*

**Clay Hough**, Senior Group Vice President and General Counsel, International Dairy Foods Association

*Panelists:*

**Mary Ledman**, Principal, Keough Ledman Associates, Inc

**Steve Freed**, Vice President of Research, ADM

**Ken Lorenze**, Vice President, Jenkins Sugar Group

**George Lovatt**, President, Lovatt and Rushing

**2:20-3:30 p.m.**

**Session VIII—The 2012 Farm Bill**

(Floridian Salons J & K)

For the first time in more than a decade, Congress will write a new farm bill with less money rather than more. Our expert panel will look at what's different – and what's not – in the current farm bill debate. They'll cover everything from how farm politics changes in an era of austerity, to how a big class of House freshmen look on agricultural policy, including sugar.

*Moderator:*

**William E O'Conner, Jr.**, Senior Agriculture Policy Advisor, McLeod, Watkinson and Miller

*Panelists:*

**Ruth Saunders**, Vice President, Policy & Legislative Affairs, International Dairy Foods Association

**Bruce Knight**, Principal & Founder, Strategic Conservation Solutions, LLC

**3:30-4:00 p.m.**

(Grand Ballroom Foyer)

**Break**

**4:00-5:00 p.m.**

**Session IX—Implementing Sugar Policy**

(Grand Ballroom I)

Government decisions affect U.S. sugar markets dramatically, to an extent seen in virtually no other commodity markets. Our panelists will talk about how USDA and other federal agencies have implemented the 2008 farm bill's sugar provisions, what the short- and long-term market implications are, and what may lie ahead.

*Moderator:*

**Brian O'Malley**, President and Chief Executive Officer, Domino Foods, Inc

*Panelists:*

**Barbara Fecso**, Agricultural Economist, Farm Service Agency, USDA

**Greg Breunig**, Vice President, Operations, Clasen Quality Coatings, Inc

**Jack Roney**, Director of Economics and Policy Analysis, American Sugar Alliance

## SCHEDULE OF EVENTS *(continued)*

6:00-7:00 p.m.

### Reception

(Golf Clubhouse)

Sponsored by:



## WEDNESDAY, FEBRUARY 15

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7:30-8:50 a.m.

### Session X—Coffee with Stuart Rothenberg: The 2012 Federal Elections

(Grand Ballroom I)

We will sit down with Stuart Rothenberg, one of Washington's most respected political analysts and commentators to hear his unique insight into the 2012 federal elections.

A frequent contributor to prominent political media, Rothenberg is the editor and publisher of the Rothenberg political report, a non-partisan political newsletter that reports on and analyzes U.S., House, Senate, and gubernatorial elections, presidential politics, and current political developments.

*Speaker:*

**Stuart Rothenberg**, Editor and Publisher, *Rothenberg Political Report*, Columnist, *Roll Call*

**9:00-10:00 a.m.**

**Session XI—2012 Refining Capacity Outlook**

(Grand Ballroom I)

With the prospect of new refineries and an increase in cane refining capacity on the horizon in 2012, our expert will examine the outlook and market implications for the New Year.

*Speaker:*

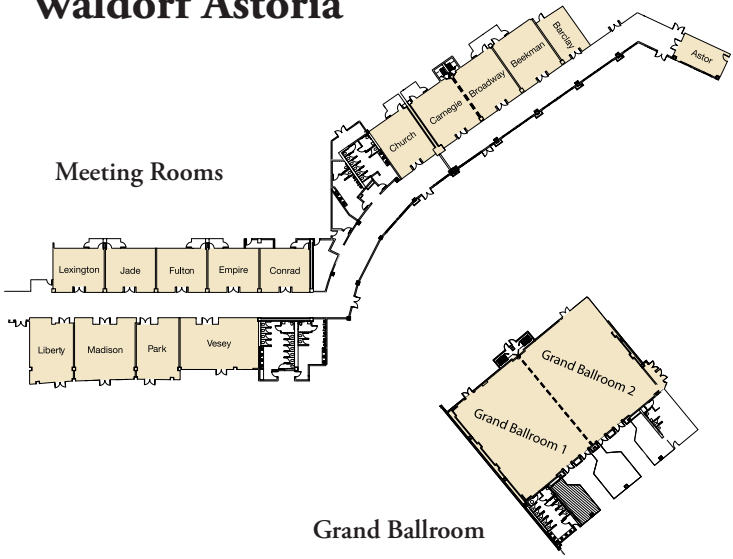
**Craig Ruffolo**, Vice President, McKeaney-Flavell Company

**10:00 a.m.**

**Adjournment**



# Waldorf Astoria



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The International Sweetener Colloquium is sponsored by the International Dairy Foods Association and the Sweetener Users Association.

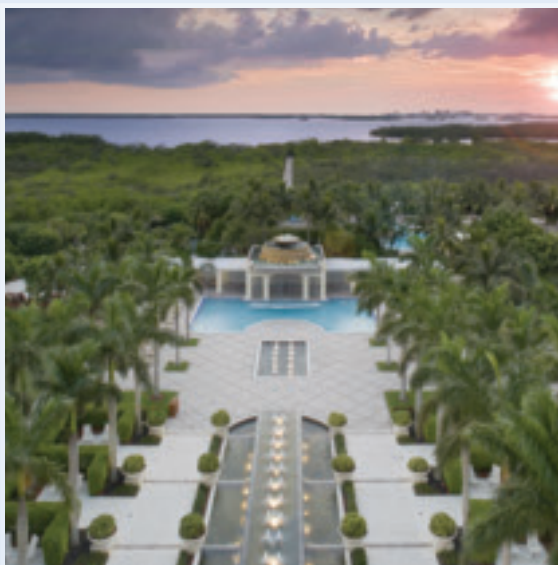
For more information on the Sweetener Users Association, please contact Randy Green at McLeod, Watkinson & Miller, One Massachusetts Avenue, NW, Suite 800, Washington, DC 20001, (202) 842-2345.

For more information on the International Dairy Foods Association, please contact Cindy Cavallo at (202) 737-4332 or [ccavallo@idfa.org](mailto:ccavallo@idfa.org).

Join us next year for the  
**2013 INTERNATIONAL  
SWEETENER COLLOQUIUM**

**February 10-13, 2013**

**Hyatt Regency Coconut Point Resort & Spa  
Bonita Springs, Florida USA**



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