

# INTERNATIONAL SWEETENER COLLOQUIUM



FEBRUARY 23-26, 2020

LA QUINTA WALDORF ASTORIA RESORT  
THE GREATER PALM SPRINGS AREA

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# SCHEDULE-AT-A-GLANCE

## SUNDAY, FEBRUARY 23

9:30 – 11:00 AM	Sweetener Users Association Board Meeting ( <i>invitation only</i> )
Noon	Golf Tournament
6:00 – 7:30 PM	Welcome Reception
9:00 – 11:00 PM	After-Hours Party

## MONDAY, FEBRUARY 24

8:00 – 9:00 AM	<b>Session I</b> – Breakfast and Keynote Address
9:15 – 10:30 AM	<b>Session II</b> – International Sugar Market Outlook
10:30 – 10:50 AM	Networking Break
10:50 AM – Noon	<b>Session III</b> – North American Sweetener Market Outlook
4:00 – 5:30 PM	Sugar Industry Sustainability Meeting
6:00 – 7:00 PM	Networking Reception

## TUESDAY, FEBRUARY 25

8:45 – 9:15 AM	Continental Breakfast
9:15 – 10:15 AM	<b>Session IV</b> – Trade in an Election Year
10:15 – 10:45 AM	Networking Break
10:45 – 11:45 AM	<b>Session V</b> – Companies, Consumers and Food: The Marketplace in the Next Decade
Noon – 1:15 PM	<b>Session VI</b> – Luncheon: Current Political Outlook
1:30 – 2:30 PM	<b>Session VII</b> – Life After Subsidies
2:30 – 2:50 PM	Networking Break
2:50 – 4:00 PM	<b>Session VIII</b> – Ingredients Outlook

## WEDNESDAY, FEBRUARY 26

7:30 – 8:00 AM	Continental Breakfast
8:00 – 9:00 AM	<b>Session IX</b> – 2020 Economic Forecast and Financial Market Update
9:00 – 10:15 AM	<b>Session X</b> – The Status and Impact of the U.S. Sugar Policy
10:15 AM	Adjournment

# SCHEDULE OF EVENTS

## SUNDAY, FEBRUARY 23

**9:30 – 11:00 AM** **SWEETENER USERS ASSOCIATION BOARD MEETING**  
Fiesta Ballroom 13-14

**NOON** **GOLF TOURNAMENT\***  
La Quinta Resort Mountain Course  
\*Separate fee required  
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**6:00 – 7:30 PM** **WELCOME RECEPTION**  
Hotel Waterfall  
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**9:00 – 11:00 PM** **AFTER-HOURS PARTY**  
Fiesta Ballroom 7-8  
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## MONDAY, FEBRUARY 24

**8:00 – 9:00 AM** **SESSION I – BREAKFAST AND KEYNOTE: THE PRACTICAL FUTURIST**  
Flores Ballroom 1-4

Michael Rogers is a different kind of futurist: One who combines real business experience with a deep technology background. Rogers will deliver an entertaining and common-sense vision of change that taps into technology, economics, demographics, culture and human nature. This presentation will help attendees understand central trends, their impact on the rapidly shifting landscape, and how to capitalize on these trends in order to improve long-term profitability.

**Speaker:** **Michael Rogers**, Columnist, MSNBC's *The Practical Futurist* & *Futurist-in-Residence of The New York Times*

**9:15 – 10:30 AM** **SESSION II – INTERNATIONAL SUGAR MARKET OUTLOOK**  
Flores Ballroom 5-8

The global sugar market continues to evolve, transitioning from a year of surplus supply in 2018 to a deficit in 2019, and several countries are setting the pace. India is now the dominant factor affecting world raw sugar supply and prices, while Brazil maintains its focus on ethanol. Exports from Mexico

# SCHEDULE OF EVENTS (Continued)

continue to climb, but the EU is struggling. What will the market look like in the coming year? Our panel of experts will examine the global sugar market and outline the factors that could influence supplies and prices in 2020.

**Moderator:** **Ronald Lord**, *Director, Import Policies and Export Reporting Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture*

**Panelists:** **James Liddiard**, *Senior Vice President, Agrilion Commodity Advisers LLC*  
**Tom McNeill**, *Managing Director, Green Pool Commodity Specialists*  
**Vincent O'Rourke**, *Trade and Market Analyst, C. Czarnikow Sugar, Inc.*

**10:30 – 10:50 AM NETWORKING BREAK**  
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**NATIONAL SUGAR MARKETING**

**10:50 AM – NOON SESSION III – NORTH AMERICAN SWEETENER MARKET OUTLOOK**  
Flores Ballroom 5-8

U.S. sugar supplies tightened during the past year, while demand for corn sweeteners continued to decline, and these trends are likely to remain the same in the coming year. The sugar suspension agreements between the United States and Mexico continue to dictate sweetener trade, shifting more sugar from Mexico onto the world market. What will all these changes mean for U.S. beet and cane sugar supplies, especially under the federal sugar program? How are other actions, such as reformulation, added-sugar labeling and sugar-related taxes, affecting domestic sweetener consumption? Our panelists will provide valuable insight and share their expectations for the North American sweetener market in 2020.

**Moderator:** **Ron Sterk**, *Senior Editor, Markets, Sosland Publishing*

**Panelists:** **Humberto Jasso**, *Executive President, Mexican Sugar Chamber*  
**Frank Jenkins**, *President, JSG Commodities*  
**Sandra Marsden, MHS, RD**, *President, Canadian Sugar Institute*

**4:00 – 5:30 PM SUGAR INDUSTRY SUSTAINABILITY MEETING**  
Fiesta Ballroom 6

**6:00 – 7:00 PM NETWORKING RECEPTION**  
Fiesta Veranda  
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# TUESDAY, FEBRUARY 25

**8:45 – 9:15 AM CONTINENTAL BREAKFAST**

**9:15 – 10:15 AM SESSION IV – TRADE IN AN ELECTION YEAR**  
Flores Ballroom 5-8

To say that international trade has become increasingly challenging is a vast understatement, especially for countries seeking to energize their economies through traditional measures that previously provided market advantages. Trade disputes and tariff wars are the new norm, but the Trump administration likely will need tangible results for American farmers and many other sectors as campaigns ramp up for the U.S. elections in November. Our panel of trade policy experts will explore the current trade environment and offer well-honed insight into what we can expect during the coming months.

**Moderator:** **Rick Pasco**, *President, Sweetener Users Association*

**Panelists:** **Michael Anderson**, *Vice President, Trade and Industry Affairs, Corn Refiners Association*  
**Brian Grunfelder**, *Trade Advisor, American Sugar Alliance*  
**Bill Reinsch**, *Senior Advisor and Scholl Chair in International Business, Center for Strategic and International Studies*

**10:15 – 10:45 AM NETWORKING BREAK**  
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**10:45 – 11:45 AM SESSION V – COMPANIES, CONSUMERS AND FOOD: THE MARKETPLACE IN THE NEXT DECADE**  
Flores Ballroom 5-8

Several influential health and nutrition groups have drawn a bulls-eye on sweeteners, especially sugar, but are their efforts affecting product formulation and consumer demand? We hear consumers say they're cutting back on sugar, but do their actions match their words? The NPD Group's top analyst on food consumption trends will share the firm's latest research findings and answer these important questions for our industry.

**Speaker:** **Darren Seifer**, *Executive Director, Industry Analyst – Food Consumption, The NPD Group*

**NOON – 1:15 PM SESSION VI – LUNCHEON: CURRENT POLITICAL OUTLOOK**  
Flores Ballroom 1-4

Award-winning commentator and columnist A.B. Stoddard began a recent post, saying, "Today, President Trump doesn't have enough voters to win a second term." Her next column opened with this headline: "Democrats Making a Big Mistake by Rushing Impeachment." Clearly Stoddard doesn't take sides or pull punches when offering her non-partisan perspective of the

# SCHEDULE OF EVENTS (Continued)

political landscape and the upcoming U.S. elections. Stoddard has covered people and politics in Washington, D.C., since 1994. She appears regularly on the “Special Report with Bret Baier,” as well as other shows on FOX and CNN. In this session, she’ll tackle the headlines and hype with unbiased analysis, wit and wisdom.

**Speaker:** **A.B. Stoddard**, Associate Editor and Columnist, *RealClearPolitics*

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## 1:30 – 2:30 PM **SESSION VII – LIFE AFTER SUBSIDIES**

Flores Ballroom 5-8

The European Union reformed its sugar policy and ended quotas in 2017, and some industry observers say the result has been competitive chaos and economic ruin. Australia also ended sugar subsidies years ago, but its sugar producers claim to have gotten along just fine without them. Our panelists will share their perspectives on how the rollback of subsidies affected these two major sugar-producing countries so differently. They’ll also consider the implications for other sugar-producing countries with extensive supports and quotas — like the United States.

**Moderator:** **Randy Green**, Principal, *Watson Green LLC*

**Panelists:** **Mike McConnell**, Agricultural Economist, Economic Research Service, U.S. Department of Agriculture  
**David Pietsch**, Chief Executive Officer, Australian Sugar Milling Council

## 2:30 – 2:50 PM **NETWORKING BREAK**

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## 2:50 – 4:00 PM **SESSION VIII – INGREDIENTS OUTLOOK**

Flores Ballroom 5-8

Trade wars and severe weather set the stage for the volatility in ingredient markets this year. Those factors and the sharp political rhetoric during the U.S. presidential election campaign likely will be primary influencers in 2020, in addition to regular fluctuations of supply and demand. Our panel of analysts will examine the existing and emerging factors that are affecting ingredient prices and your bottom line, including abundant domestic and world supplies of wheat, corn and soybean; a large cocoa bean crop with a new pricing mechanism in West Africa; and increasing global influences on dairy.

**Moderator:** **Ron Sterk**, Senior Editor, *Markets, Sosland Publishing*

**Panelists:** **Lucas Fuess**, Director, Dairy Market Intelligence, *HighGround Dairy*  
**Stephen Nicholson**, Senior Analyst, *Rabo AgriFinance*  
**Hugo van der Goes**, Vice-President, Cocoa, North America, *Barry Callebaut*

# WEDNESDAY, FEBRUARY 26

## 7:30 – 8:00 AM **CONTINENTAL BREAKFAST**

## 8:00 – 9:00 AM **SESSION IX – 2020 ECONOMIC FORECAST AND FINANCIAL MARKET UPDATE**

Flores Ballroom 5-8

The expansion of the U.S. economy is weakening, and growth in other major economies remains sluggish or flat, with some even hitting negative numbers. The growth in U.S. manufacturing also has paused, following the spurt of activity fueled in part by tax cuts. Yet Americans are still spending, the job market is tight, and the Fed has cut interest rates. What is the U.S. economic outlook as we head into an election year with unresolved trade issues and market uncertainty? Join us for an update from the chief economist for The Commerce Trust Company to learn what we can expect in the year ahead.

**Speaker:** **Scott Colbert**, Executive Vice President, Chief Economist and Director of Fixed Income, *The Commerce Trust Company*

## 9:00 – 10:15 AM **SESSION X – THE STATUS AND IMPACT OF THE U.S. SUGAR POLICY**

Flores Ballroom 5-8

U.S. sugar policy has stabilized now that the U.S.-Mexico sugar suspension agreements are operating effectively and without change. The parameters of the U.S. sugar program seem to be set, barring any challenges to the 2018 Farm Bill or the structure of the suspension agreements. What impact will the policy have on major customers in the sweetener user industry? This final session is always a crowd favorite because the panel provides a wide range of opinions and insight that spark lively conversations and debate. You won’t want to miss it.

**Moderator:** **Bill O’Conner**, Agriculture Policy Expert, *Watkinson Miller PLLC*

**Panelists:** **Barb Fecso**, Branch Chief of the Commodity Analysis Branch, Economic and Policy Analysis Division, Farm Production and Conservation Business Center, U.S. Department of Agriculture  
**Craig Ruffolo**, Vice President – Commodity Specialist, *McKeany-Flavell Company*  
**Dan Shorts**, Director, Government Affairs, *National Confectioners Association*

## 10:15 AM **ADJOURNMENT**

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