



# FY 2011 USAEDC Annual Workshop

November 16 – 17, 2010

Meeting Materials

Hyatt Regency on the Inner Harbor  
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## US Agricultural Export Development Council

**TO: USAEDC FY2011 November Annual Workshop Participants**  
**FROM: Annie Durbin, Executive Director**  
**DATE: November 16, 2010**

Welcome to the U.S. Agricultural Export Development Council's FY2011 Annual Workshop. A special welcome and thank you is extended to *Euromonitor International* for their Platinum sponsorship, to *IMEX Management, Inc.* and *Bryant Christie Inc.* for their Silver Sponsorships and to *World Perspectives, Inc.* for their Bronze sponsorship of this meeting. Please stop by and visit with Matt Tripodi and Jeff Kurt of Euromonitor International, Kelly Wheatley and Eric Halsten of IMEX Management, Inc. and Wendy Dang, Lisa Pang and Mike Rucier of Bryant Christie Inc. at their display tables in the foyer. We also want to extend a special thank you to the *Alaska Seafood Marketing Institute* for their donation to today's luncheon menu and to the *National Confectioners Association* for the candy assortment you will be enjoying.

The new Administration has been in office nearly two years now and is moving ahead with its agenda. The Department of Agriculture has been given a broader mandate to include programs that encompass food security, increased trade and job creation. Our keynote speaker today will be Under Secretary James W. Miller who will give us the Department's perspective on these and other issues. First on the agenda, though, will be FAS Administrator John D. Brewer whose remarks will include information about how FAS will align its resources to achieve the Department's goals. He will be followed by Stuart Rothenberg who will describe the climate the Department can expect to be operating in and then Craig Jagger, Chief Economist of the House Agriculture Committee, will explain the implications of the very tight budgets on the next Farm Bill. The morning general session concludes with a panel headed by General Sales Manager/Associate Administrator Janet Nuzum. She and the panel, composed of FAS' Minister Counselor in Canada Robin Tilsworth and WUSATA's Executive Director Andy Anderson, will present on what Department resources are available to achieve the National Export Initiative's goals. The Office of Trade Programs up-date will encompass the afternoon session. Under Secretary Miller will close the day's proceedings.

Today's luncheon will allow the cooperators, the marketing specialists and analysts the opportunity to visit with each other. Assigned seating for the OTP and OGA folks is on the *GREEN* table assignment sheet.

Thursday's program will commence with a presentation by the Department's Coordinator of the Feed the Future Initiative Ann Tutwiler, followed by presentations from APHIS and FSIS, covering their new policies and procedures. A presentation on "FAS Trade Facilitation: Empowering US Exports" will wrap up the morning. Following lunch, there will be a series of concurrent sessions, described on the reverse side of this letter.

The cocktail reception this evening begins promptly at 5:00 p.m. in the Atrium/Harborview.

NAME BADGES ARE COLOR CODED: USAEDC members (*WHITE*), USDA and other U.S. Government attendees (*BLUE*), special guests and speakers (*YELLOW*), and all other attendees (*PINK*). As a matter of courtesy, **please turn off all cell phones** and remember to take all lengthy private conversations outside the meeting rooms and away from the room entrances while sessions are in progress. As a courtesy to the speakers, please be in your seats at the time each session begins.

The USAEDC FY2011 Annual Workshop Evaluation is available at the following link:  
<https://catalyst.uw.edu/webq/survey/wendyd/116560>

ATTACHED HEREIN IS INFORMATION YOU NEED FOR THE WORKSHOP: meeting program, hotel floor plan and the biographical sketches of the meeting's speakers. The Workshop registration list is available separately as are the branch break-out agendas and the marketing specialists' seating. Be sure to thank our meetings committee, chaired by Betsy Ward of the USA Rice Federation, for a job well done.

## ***Summary of Concurrent Sessions***

Thursday, November 17, 2010

There are five sessions this afternoon. They have been designed to appeal to a wide range of interests among the cooperators and FAS:

### Trade Shows and How to Effectively Use the Opportunities as a Market Access Tool

This will present three different perspectives on the benefits of trade shows in an overall strategic plan. This will NOT be information about how a trade show works but rather how to make a trade show work for you in achieving your export goals.

### Improving Accessibility of the GSM-102 Program

This panel will investigate and create ways to engage more non-program crops in the export credit guarantee program mix. Because the GSM funding is snapped up so quickly and generally goes to the same groups time after time, ways for the non-program crops to be able to employ similar mechanisms to grow their exports needs to be explored. With your engaged participation, FAS hopes to learn what you see as the difficulties that limits your participation.

### Trends in Sustainability

This panel will address the issues surrounding the growing interest in sustainability and the trend toward using it as a marketing tool. The issues will include USDA's views and engagement on sustainable agriculture, one group's experience with sustainable agriculture and future opportunities for U.S. industry and finally international regulations and trends, potential impact on international trade and a discussion of recommendations for industry engagement.

### China's Agricultural Mega-Trends

The purpose of this panel is to outline the eight major/big market trends, USDA's policy as it relates to China and how one cooperator has utilized this information to increase its exports. These trends between now and 2020 include urban migration, aging population, a middle class society, environmental constraints, agricultural modernization, a national market, growing food safety concerns and rising import demand.

### The EU: World's New Standard-Setter

Why do standards and the fact that the EU has become the world's new standard-setter matter to the industry export trade associations and their members? What can the industry export trade associations do to engage effectively? This panel's primary goal is to answer those questions.

Session I	Constellation E	<p>"China's Agricultural Mega-Trends"</p> <p>MODERATOR: Mark Dries <i>Assistant Deputy Administrator</i> Office of Country &amp; Regional Affairs/FAS</p>	<p>ERIC TRACHTENBERG, <i>Vice President, International Trade Policy,</i> <b>USA Poultry &amp; Egg Export Council</b> MARK PETRY, <i>Office of Foreign Service Operations, FAS</i> MICHAEL PHILLIPS, <i>President/CEO,</i> <b>U.S. Livestock Genetics Export , Inc.</b></p>
Session II	Constellation F	<p>"The EU: World's New Standard-Setter"</p> <p>MODERATOR Robert Macke <i>Acting Deputy Administrator</i> Office of Scientific &amp; Technical Affairs/FAS</p>	<p>KENNETH LOWERY, <i>International Issues Analyst</i> <b>U.S. Codex Office/Food Safety Inspection Service</b> LAWRENCE KOGAN, <i>Principal, The Kogan Law Group, P.C.</i> JEFFREY WEISS, <i>Senior Director of Technical Barriers t</i> <b>Office of the U. S. Trade Representative</b></p>
4:00 pm –	<b>Free evening to meet with FAS staff/fellow cooperators</b>		
<b>THURSDAY, November 18, 2010</b>			
8:00 am	Constellation Foyer	Workshop Registration Continues	N/A
8:00 am – 9:00 am	Constellation Foyer	<b>Continental Breakfast</b>	
9:00 am – 12:00 pm	Constellation E/F	<p>Overview/Training to include: Where We Are Now (Technically) Creating and Amending the UES</p>	<p>LARRY RUTLEDGE, <b>IT</b> VINYA NEELAPU, <b>IT</b> ELAINE PROTZMAN, <b>OTP</b> MICHELLE MCNEIL, <b>California Walnut Commission</b></p>
		<p>UES Reports in, Proposals, Claims</p>	<p>LARRY RUTLEDGE, <b>IT</b> ALICIA SMITH, <b>POD</b> JARROD JONES, <b>OPD</b>, VINCENT CORNETTO, <b>POD</b></p>
		<p>Policy Issues and Future Functionality</p>	<p>MARY PONOMARENKO, <b>OTP</b> LONA POWELL, <b>IT</b></p>
12:00 pm - 1:00 pm	Atrium	<b>LUNCH BREAK</b> <i>Boxed Lunches available in the Atrium with open seating</i>	
1:00 pm – 3:15 pm	Constellation E/F	<p>Reporting Overview/Training to include: Running Existing Reports Modifying Existing Reports Starting Reports From Scratch</p>	<p>LARRY RUTLEDGE, <b>IT</b> VINYA NEELAPU, <b>IT</b> PRIYA YERUVA, <b>IT</b></p>
3:15 pm - 3:30 pm	Constellation E/F	Q & A and Conclusion	

Craig has been married to Joy Harwood for 23 years. She is the Chief Economist and Director of Economic and Policy Analysis at USDA's Farm Service Agency. For eight years, they co-taught a popular evening class on commodity programs at the USDA Graduate School that was taken by over 200 students. In 2001 and 2005, Joy and Craig adopted two beautiful and talented daughters from China—Margaret Joy Ling, now age ten, and Caroline Shu Ni, now age six.

### **Allison JORDAN**

Executive Director, California Sustainable Winegrowing Alliance  
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*Wednesday 1:30 – 2:30 pm  
Trends in Sustainability*

Allison Jordan is Director of Environmental Affairs for Wine Institute, a public policy association of more than 1,000 California wineries and affiliated businesses. She also serves as Executive Director of the California Sustainable Winegrowing Alliance, a non-profit organization created by Wine Institute and the California Association of Winegrape Growers to promote environmental and social responsibility in the industry. She holds a Masters in Public Policy from UC Berkeley and a B.A. from Allegheny College, and is a fellow with the German Marshall Fund's Marshall Memorial Fellowship Program.

### **Lawrence A. KOGAN**

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*Wednesday 3:00 – 4:00 pm  
The EU: World's New Standard-Setter*

Lawrence Kogan possesses 22+ years of cross-disciplinary international business and law transactional, planning, and policy experience, counseling small and medium-sized enterprises and middle market and large private and public companies how to exploit US and foreign market opportunities and to identify and reduce business asset and operations risks. He recently assisted a Boston-based start-up transactional and litigation law firm focusing on fixed value-based pricing and servicing start-up clients operating in the clean energy, information & communication, medical technology, and natural foods and dietary supplement sectors.

Lawrence has counseled US-based multinational energy, chemicals, biotech/pharmaceutical, neutraceutical, information communication and software companies and industry trade associations about evolving foreign laws, regulations, extra-legal technical performance, process-based and social standards, and international trade, environmental, health and intellectual property focused regulatory treaties. He has advised US federal government agencies, including the US Departments of Agriculture, Commerce (and its US Patent and Trademark Office), State and Defense, and White House Executive Offices (US Trade Representative, Council on Environmental Quality, and Office of Management and Budget's Office of Information & Regulatory Affairs, and congressional committee staffs about the impacts of such rules on US-owned businesses and US trade.

Lawrence also served as General Counsel to and Chief Operations Officer of a group of US-based textiles product manufacturing and import-export firms. He created the companies' charitable works division which employed cause-related product marketing on behalf of the National Alliance of Breast Cancer Organizations

(NABCO) and Free Arts NYC to promote awareness of breast cancer and the use of art therapies to aid abused children.

Furthermore, Lawrence worked as a senior attorney within the tax departments of two international public accounting firms. In his spare time, Lawrence has worked as pro bono General Counsel to Kinyeti Development LLC, a global business development partnership and holding company which advises several ministries within the Government of Central Equatoria and the regional interim Government of the Southern Sudan.

Lawrence has served as part-time Adjunct Professor of International Trade Law & Policy, at Seton Hall University's Whitehead School of Diplomacy and International Relations, as a guest lecturer on international trade and intellectual property law issues at Georgetown University Medical School and the Wharton School of the University of Pennsylvania, and as a panelist discussing international trade, environmental, health and intellectual property law issues at various industry, government, university and civil society conferences and symposia convened within the US, Brazil, the Russian Federation and the Republic of South Korea. He is also an established author with numerous peer-reviewed US and foreign publications appearing in legal books and journals, economic, political and trade journals, and newspapers. Lawrence earned his Masters in Taxation at Georgetown University Law Center, and is a graduate of The University of Miami School of Law and Boston University's College of Liberal Arts, where he earned a Bachelors of Arts in Philosophy and Political Theory.

**Carol S. KRAMER-LeBLANC, Ph.D.**

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*Wednesday 1:30 – 2:30 pm  
Trends in Sustainability*

Carol Kramer-LeBlanc currently serves as Director for Sustainable Development at USDA. She Chairs an interagency USDA Council for Sustainable Development as well as coordinating and catalyzing sustainability efforts within the USDA and in conjunction with the US State Department and the United Nations Commission on Sustainable Development. Kramer-LeBlanc is an agricultural economist with broad experience in the federal government, in academia, and working with international organizations. After completing her doctoral work at Michigan State University, Kramer-LeBlanc held academic appointments at Kansas State and Cornell Universities, worked two years for USAID in Senegal, West Africa, and then worked for four years as a Fellow at Resources for the Future, a Washington D.C think-tank. Kramer-LeBlanc served for several years as an associate director at USDA's Economic Research Service in the natural resources area as well as serving as Deputy Executive Director of the USDA Center for Nutrition Policy and Promotion and Director of the Foreign Agricultural Service's Research and Scientific Exchange Division. Kramer-LeBlanc has extensive international development experience (with US Agency for International Development, Millennium Challenge Corporation) and has served in the international affairs office of the Department of the Treasury.