



**UNITING ALL
FOR AGRICULTURE**
NASDA WINTER POLICY
CONFERENCE 2020

ARLINGTON, VIRGINIA | FEBRUARY 24-26, 2020

All meeting times are based in Eastern Time (ET). Sessions indicated with an asterisk () are open to the media.
All meeting times and locations are subject to change.*

Monday, February 24

7:00 AM – 5:00 PM	Registration Desk	Registration Desk
10:00 – 12:00 PM	NASDA Foundation Board of Directors Meeting <i>Note: This session is for NASDA Members & State Staff only.</i>	Studio B
1:00 – 5:00 PM	NASDA Board of Directors Meeting <i>Note: This session is for NASDA Members & State Staff only.</i>	Studio B
6:00 PM	Board of Directors & Partner Dinner <i>Note: This dinner is for the NASDA Board of Directors and invited Partners only.</i>	TBD

Tuesday, February 25

6:30 AM – 5:30 PM	Registration Desk	Registration Desk
6:30 – 7:50 AM	Breakfast*	Salon 4
8:00 AM – 4:00 PM	Headshot Bar* Update your website and LinkedIn with a professional headshot for 2020. This is a complimentary perk for all registrants of the conference offered on a first-come, first-served basis.	
8:00 AM	Media Room*	Studio E
7:00 AM – 5:30 PM	Attendee Lounge	Studio D
8:00 – 9:30 AM	NASDA Townhall & Cooperative Agreement Reports <i>Note: This session is for NASDA Members & State Staff only.</i>	Salon 4
9:30 – 11:00 AM	Regional Breakouts I NEASDA SUSTA WASDA FoodExport Midwest	Salons 1-2 Salons 5-6 Salon 7 Salon 3

11:00 – 11:30 AM	Networking Break	
11:30 – 1:00 PM	Private: Foundation Meeting	Studio F
11:30 – 1:00 PM	Regional Breakouts II FoodExport Northeast SASDA WUSATA MASDA	Salons 1-2 Salons 5-6 Salon 7 Salon 3
1:00 – 2:00 PM	Lunch* <i>Presentation of the North American Agriculture Marketing Officials (NAAMO) Marketing Excellence Award, Kerry Wefald, 1st Vice President and Agriculture Marketing Director, Kansas Department of Agriculture</i> <i>Agriculture and Public Health, Remarks by Dr. Eliza Dunn, Medical Sciences and Outreach Lead, Bayer CropScience</i>	Salon 4
2:00 – 2:10 PM	Conference Welcome* <i>Commissioner Doug Goehring, NASDA President and North Dakota Commissioner of Agriculture</i> <i>Dr. Barb Glenn, CEO, NASDA</i>	Salon 4
2:10 – 2:40 PM	Uniting Farmers, Ranchers and Food Makers* Join us as we start our conference by Uniting All for Agriculture as we hear about initiatives led by U.S. Farmers & Ranchers Alliance to hear how they bring together CPGs, NGOs, scientists, and agribusiness with the ultimate food change agents: U.S. farmers and ranchers. These influential farm innovators are working from the ground up, collaborating with food makers on what must happen, what can feasibly happen and how we can activate change. <i>Erin Fitzgerald, CEO, U.S. Farmers & Ranchers Alliance</i>	Salon 4
2:40 – 3:10 PM	What's Next for the Farm Economy? * Impacts of the farm economy downturn can be felt throughout the agriculture and food supply chain, as well in rural communities. This session will provide an outlook on the farm economy and what it means for farmers, agribusinesses, and rural consumers. <i>John Newton, Chief Economist, American Farm Bureau Federation</i> <i>Rob Johansson, Chief Economist, U.S. Department of Agriculture</i>	Salon 4
3:10 – 3:45 PM	Integrating Satellite and Field Data for Improved Decision-Making Across the Agriculture Sector* NASA Harvest is a new, multidisciplinary program commissioned by NASA and led by the University of Maryland to enhance the use of satellite data in decision-making related to agriculture and food security in the United States and globally. <i>Estefania Puricelli, Lead Economist, NASA Harvest Hub</i> NASA Harvest is the winner of our first-ever competitive speaking opportunity. We had more than 35 applicants for this block of time.	Salon 4
3:45 – 4:15 PM	Networking Break	

4:15 – 5:15 PM	Committee Meeting I* Animal Agriculture Rural Development & Financial Security	Salons 5-7 Salons 1-3
5:30 PM	Buses Depart for CVC Buses will depart promptly at 5:30 PM. Please note there is 0.4 mile walk to reach the Capitol. Return transportation is provided.	
6:00 – 8:00 PM	Congressional Reception*	Capitol Visitors Center

Wednesday, February 26

6:30 AM – 1:45 PM	Registration Desk	Registration Desk
7:00 AM – 5:30 PM	Attendee Lounge	Studio D
8:00 AM	Media Room*	Studio E
6:30 – 8:00 AM	Breakfast: Grab & Go Style* Grab your breakfast and mix with attendees in the foyer or head straight to your committee meeting of choice.	Pre-Function Area
8:00 – 9:00 AM	Committee Meeting II* Plant Agriculture & Pesticide Regulation Marketing & International Trade	Salons 5-7 Salons 1-3
9:00 – 9:30 AM	Networking Break*	
9:30 – 10:30 AM	Committee Meeting III* Food Systems & Nutrition Natural Resources & Environment	Salons 5-7 Salons 1-3
10:30 – 10:45 AM	Networking Break*	
10:45 – 11:30 AM	Concurrent Sessions*	
	Hemp: Market Opportunities and Challenges As hemp production increases in the United States, new markets will have to be established to ensure US hemp farmers are economically viable in the long term. This session will explore the economic forces behind this new emerging crop, and discuss some of the challenges and opportunities that US hemp growers currently face. <i>Moderator: Commissioner Bryan Hurlburt, Connecticut Department of Agriculture</i> <i>Panelists:</i> <i>Kaelan Castetter, CEO, Castetter Sustainability Group</i> <i>Alex Spelman, Vice President, Business Development, SICPA</i> <i>Dr. Tyler Mark, Assistant Professor, Production Economics, University of Kentucky</i>	Salons 5-7
	The Rural Broadband Roadmap It seems like everyone is talking about rural broadband, but what will it really take to connect more Americans. This session will discuss what	Salons 1-3

providers need to expand broadband infrastructure and how partnerships can assist these efforts.

Moderator: Director Chris Chinn, Missouri Department of Agriculture

Panelists:

John Rauber, Director & Counsel, Washington Affairs, John Deere

Michael Romano, Senior VP of Industry Affairs & Business Development, The Rural Broadband Association

Ryan Palmer, Chief of the Telecommunications Access Policy Division, Federal Communications Commission

11:45 AM – 12:15 PM	Policy Committee Reports*	Salon 4
12:15 – 1:00 PM	NASDA Business Meeting* <i>Please Note: All final votes on NASDA policy items will take place here.</i>	Salon 4
1:00 – 1:30 PM	Closed Door Member & CEO Only Session <i>Please Note: This session is for Commissioners, Secretaries, and Directors, or their designated proxy, only.</i>	Salon 4
1:00 – 1:15 PM	Boxed Lunches & Load Buses Grab a boxed lunch and head to the buses.	
2:15 – 4:45 PM	Regulatory Partners Program During this off-site event, Secretary of Agriculture Sonny Perdue, EPA Administrator Andrew Wheeler, U.S. Commissioner of Food & Drugs Dr. Stephen M. Hahn, USDA Under Secretary for Marketing and Regulatory Programs Greg Ibach and USDA Under Secretary for Trade and Foreign Agricultural Affairs Ted McKinney will provide perspective on administration priorities and issues important to the agriculture and food industry.	USDA, Whitten Patio
5:30 PM	Dinner on Your Own	

Thursday, February 27

7:00 – 8:00 AM	Board of Directors and Committee Leadership Breakfast	Residence Inn, Potomac Ballroom
8:00 – 1:00 PM	Board of Directors and Committee Leadership Hill Visits	