### Monday, February 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>Registration Desk</td>
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</table>
| 10:00 – 12:00 PM | **NASDA Foundation Board of Directors Meeting**  
Note: This session is for NASDA Members & State Staff only. | Studio B |
| 1:00 – 5:00 PM  | **NASDA Board of Directors Meeting**  
Note: This session is for NASDA Members & State Staff only. | Studio B |
| 6:00 PM        | **Board of Directors & Partner Dinner**  
Note: This dinner is for the NASDA Board of Directors and invited Partners only. | TBD |

### Tuesday, February 25

<table>
<thead>
<tr>
<th>Time</th>
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<th>Event</th>
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<tbody>
<tr>
<td>6:30 AM – 5:30 PM</td>
<td>Registration Desk</td>
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<tr>
<td>6:30 – 7:50 AM</td>
<td><strong>Breakfast</strong>*</td>
<td>Salon 4</td>
</tr>
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| 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. | Studio E |
| 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**  
Note: This session is for NASDA Members & State Staff only. | 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 |

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11:00 – 11:30 AM  
**Networking Break**

11:30 – 1:00 PM  
**Private: Foundation Meeting**  
**Regional Breakouts II**  
FoodExport Northeast  
SASDA  
WUSATA  
MASDA  

1:00 – 2:00 PM  
**Lunch***  

*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  
Agriculture and Public Health, Remarks by Dr. Eliza Dunn, Medical Sciences and Outreach Lead, Bayer CropScience

2:00 – 2:10 PM  
**Conference Welcome***  
Commissioner Doug Goehring, NASDA President and North Dakota Commissioner of Agriculture  
Dr. Barb Glenn, CEO, NASDA

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.

Erin Fitzgerald, CEO, U.S. Farmers & Ranchers Alliance

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.

John Newton, Chief Economist, American Farm Bureau Federation  
Rob Johansson, Chief Economist, U.S. Department of Agriculture

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.

Estefania Puricelli, Lead Economist, NASA Harvest Hub  
NASA Harvest is the winner of our first-ever competitive speaking opportunity. We had more than 35 applicants for this block of time.

3:45 – 4:15 PM  
**Networking Break**

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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

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### 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*  
Pre-Function Area

Grab your breakfast and mix with attendees in the foyer or head straight to your committee meeting of choice.

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.

*Moderator: Commissioner Bryan Hurlburt, Connecticut Department of Agriculture*

*Panelists:*
  *Kaelan Castetter, CEO, Castetter Sustainability Group*
  *Alex Spelman, Vice President, Business Development, SICPA*
  *Dr. Tyler Mark, Assistant Professor, Production Economics, University of Kentucky*

**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

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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*  Salon 4
Please Note: All final votes on NASDA policy items will take place here.

1:00 – 1:30 PM  Closed Door Member & CEO Only Session  Salon 4
Please Note: This session is for Commissioners, Secretaries, and Directors, or their designated proxy, only.

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  USDA, Whitten Patio
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.

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