3rd International Agricultural Trade & Policy Conference

December 3–4, 2003

The Naples Beach Hotel & Golf Club
Naples, Florida, USA

Visit the conference web site at:
conference.ifas.ufl.edu/atpc
Who Should Attend

Agricultural producers and industry leaders from throughout the southeastern U.S. will have an interest in this conference. Policy makers and their constituents will be interested in this conference to gain an insight on policies producers from the southeast are interested in pursuing. Academicians with an interest in agricultural and resource policy should also attend these meetings.

Overview

The agricultural industry in the southern U.S. will benefit from this conference by providing a forum for dialogue on issues that will impact the competitiveness of southern agriculture. This conference will provide a forum where the agricultural industry will have an opportunity to influence agricultural and trade policy, helping to shape it so that southern producers become more competitive in our global economy.

Agriculture in the southeast is at a crossroads with new farm legislation that was implemented in 2002, and with new trade agreements being negotiated that could have both positive and negative benefits to producers throughout the southeast. Growers are also being asked to cope with more regulations that impact their competitiveness. It is critical that these producers form their opinions on policy by being informed about their potential influences on competitiveness. This conference will allow them to learn more about these policies and to develop a dialogue with policy makers who will influence the outcome of these policies.

Tentative Agenda

Wednesday, December 3, 2003

8:30am–5:00pm  Registration Open

9:00am–9:30am  Opening and Keynote Address
   [RIVER OF GRASS BALLROOM]
   Convener:  Thomas H. Spreen, Chair, Food & Resource Economics Department, University of Florida/IFAS, Gainesville, FL
   Welcome – Pat Cockrell, Director of Agricultural Policy, Florida Farm Bureau Federation, Gainesville, FL
   Keynote Address – Dr. Michael Martin, Vice President for Agriculture and Natural Resources, University of Florida/IFAS, Gainesville, FL

9:30am–10:15am  Session I: Invasive Pest Management and International Trade
   Moderator: Dr. Martha Roberts, Deputy Commissioner, Florida Department of Agriculture & Consumer Services, Tallahassee, FL
   - Edward A. Evans, Assistant Executive Director, International Agricultural Trade and Policy Center, Food & Resource Economics Department, University of Florida/IFAS, Gainesville, FL, “Facilitating International Trade While Protecting Domestic Agriculture and Natural Ecosystems from Invasive Species: The Dilemma.”
   - David Zilberman, Professor, Department of Agricultural and Resource Economics, University of California-Berkeley, Berkeley, CA, “An Integrated Multi-Dimensional Risk-Management Approach to Controlling Invasive Species.”

10:15am–10:30am  Refreshment Break

10:30am–12:00pm  Session II: Trade Agreements and Specialty Crop Issues
   Moderator: Mike Stuart, President, Florida Fruit and Vegetable Association, Orlando, FL
   - Timothy Josling, Professor and Senior Fellow, Institute for International Studies, Stanford University, Stanford, CA, “An Academic Perspective on Current Trade Negotiations.”
   - Andy LaVigne, President, Citrus Mutual, Lakeland, FL, “An Industry Perspective on Current Trade Negotiations.”
Wednesday, December 3, 2003 (continued)

12:00pm–1:15pm  Served Luncheon
[Sunset Terrace]

Host: Jimmy Cheek, Dean of Academic Programs and
the College of Agriculture and Life Sciences,
University of Florida/IFAS, Gainesville, FL
- Adam Putnam, U.S. Congressman, Florida’s 12th
Congressional District, Washington, DC,
“U.S. Trade Negotiations – Opportunities and
Concerns.” (Invited)

1:30pm–3:00pm  Session III: Agriculture and the Everglades

Moderator: Walter Armbruster, President, Farm
Foundation, Oak Brook, IL
- Fritz Roka, Associate Professor, Southwest Florida
REC, University of Florida/IFAS, Immokalee, FL,
“The Impact of Government Regulation on Florida’s
Agricultural Industry.”
- Henry Dean, Chair, Southwest Florida Water
Management District, Naples, FL, “Managing
Florida’s Water Resources in the Midst of Urban
Growth, Agriculture and Everglades Restoration.”
- Richard Hanas, Corporate Vice President for
Marketing and Processed Foods, A. Duda & Sons,
Inc., Oviedo, FL, “Competing in a Global Market in a
Sensitive Agricultural Land Area.”

3:00pm–3:30pm  Refreshment Break

3:30pm–4:30pm  Session IV: Risk Management for Specialty Crops

Moderator: Reggie Brown, General Manager, Florida
Tomato Committee, Orlando, FL
- Richard Weldon, Associate Professor, International
Agricultural Trade and Policy Center, University of
Florida/IFAS, Gainesville, FL, “Obstacles and
Opportunities to Implementing Risk Management
Programs for Producers.”
- Keith Collins, Chief Economist, U.S. Dept. of
Agriculture, Washington, DC, “Government
Initiatives To Help Growers Manage Price and
Production Risk.”

4:30pm–5:30pm  Session V: Competitiveness and Agricultural
Labor Markets

Moderator: Ben Bolusky, Executive Vice President,
Florida Nurserymen & Growers Association, Orlando,
FL
- Robert Emerson, Professor, International
Agricultural Trade and Policy Center, University of
Florida/IFAS, Gainesville, FL, “Innovative Tools for
Agricultural Labor Risk Management.”
- Brian Little, U.S. Department of Labor,
Washington, DC, “Approaches to Seasonal Labor
Needs.” (Invited)

Conference Structure

The purpose of this conference is to develop a dialogue between
producers and policy makers that will allow producers to voice their
concerns about trade and agricultural policy. The expected
results include a more informed set of producers and industry
leaders who will have a better understanding of the issues and
process for developing agricultural and trade policy. Policy makers
will benefit from the dialogue with industry leaders and will know
more about the needs of their constituents. The topics to be
discussed include:

- Trade Agreements and
Specialty Crop Issues
- Invasive Pest Management
and International Trade
- Risk Management for
Specialty Crops
- Competitiveness and
Agricultural Labor Markets
- Agricultural Co-Existence
with the Everglades
- The Situation and Outlook
for Southeastern Agriculture

We expect to have several high profile speakers from the
academic and policy areas presenting papers at this
conference. The speakers for the
conference have been selected by
the organizing committee. All
speakers will be asked to supply
copies of their remarks to be
included in the proceedings to be
distributed at the conference.
Conference Purpose

We will disseminate information about the policy process for developing new legislation and international trade agreements. There will be a presentation of research that will contribute knowledge to policy makers and the agricultural industry, helping them to better understand the issues that will be debated in Congress. There will also be a dialogue between policy makers and industry leaders so that each group has a better understanding of the issues and concerns in the agricultural industry that could have an influence on future competitiveness. The conference will also serve as a networking agent for those with common interests in policy on agricultural issues.

Transportation Information

Maxi-taxi Airport Shuttle (1-239-598-2600) will pickup IATPC participants (who have made shuttle reservations no later than 48 hours in advance), from the Southwest Florida International Airport in Ft. Myers within 30 minutes of their arrival and take participants to the Naples Beach Hotel and Golf Course. For your convenience, please refer to the conference website for complete, printable instructions.

AVIS will also be providing special rental rates for IATPC participants. You can access AVIS directly from their link on the conference website located at http://conference.ifas.ufl.edu/atpc. To receive the special rates, please use the AVIS Worldwide Discount (AWD) Number (J998581) when making reservations.

Wednesday, December 3, 2003

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<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tr>
<td>6:15pm–7:30pm</td>
<td>Reception</td>
<td>[OCEAN LAWN]</td>
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<td>7:30pm–10:00pm</td>
<td>Dinner</td>
<td>[SUNSET TERRACE]</td>
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Host: Dr. Michael Martin, Vice President for Agriculture and Natural Resources, University of Florida/IFAS, Gainesville, FL
- Entertainment by the “FRED Players”

Thursday, December 4, 2003

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<th>Time</th>
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<tr>
<td>7:30am–8:30am</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:30am–10:00am</td>
<td>Session VI: Situation and Outlook for Southeast Agriculture I</td>
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<td></td>
<td>[RIVER OF GRASS BALLROOM]</td>
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<td>Moderator: David Mulkey, Extension Coordinator, Food &amp; Resource Economics Department, University of Florida/IFAS, Gainesville, FL</td>
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<td>- Ron Muraro, Professor, Citrus REC, University of Florida, Lake Alfred, FL, and Thomas Spreen, Chair, Food &amp; Resource Economics Department, University of Florida/IFAS, Gainesville, FL, “Citrus.”</td>
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<td>- John Haydu, Professor, Mid-Florida REC, Apopka, FL and Alan Hodges, Associate In, Food &amp; Resource Economics Dept., University of Florida/IFAS, Gainesville, FL, “Ornamentals.”</td>
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<td>- Tom Anton, Assistant Professor, Range Cattle REC, University of Florida/IFAS, Ona, FL, and Tim Hewitt, Professor, North Florida REC, University of Florida/IFAS, Marianna, FL, “Livestock.”</td>
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<td>10:00am–10:30am</td>
<td>Break</td>
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<td>10:30am–11:15am</td>
<td>Session VII: Policy Perspectives</td>
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<td>Moderator: Richard Kilmer, Professor, International Agricultural Trade and Policy Center, University of Florida/IFAS, Gainesville, FL</td>
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Thursday, December 4, 2003 (continued)

10:30am–11:15am  
**Session VII: Policy Perspectives** (continued)  
- **Terry McCoy**, Director, Latin American Studies, University of Florida, Gainesville, FL, “Perspectives on the Miami Ministerial for the FTAA Negotiations.”

11:15am–12:00pm  
**Wrap-Up and Adjourn: Making Sense of It All**

Moderator and Provocateur: **Pat Cockrell**, Director of Agricultural Policy, Florida Farm Bureau, Gainesville, FL and Chair of the Board of Directors for the International Agricultural Trade and Policy Center.  
Panelists: (Board members of the International Agricultural Trade and Policy Center)  
- **Walt Armbruster**, President, Farm Foundation, Oak Brook, IL  
- **Ben Bolusky**, Executive Vice President, Florida Nurserymen & Growers Association, Orlando, FL  
- **Reggie Brown**, General Manager, Florida Tomato Committee, Orlando, FL  
- **Keith Collins**, Chief Economist, USDA, Washington, DC  
- **Andy LaVigne**, President, Citrus Mutual, Lakeland, FL  
- **Adam Putnam**, U.S. Congressman, Florida’s 12th Congressional District, Washington, DC  
- **Martha Roberts**, Deputy Commissioner, Florida Department of Agriculture & Consumer Services, Tallahassee, FL  
- **Mike Stuart**, President, Florida Fruit & Vegetable Association, Orlando, FL

12:30pm–5:00pm  
**Agriculture and the Everglades Tour** (Tour fee required)

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Optional Field Trip

A field trip to an Everglades farming operation is planned for Thursday, December 4, 2003 from 12:30pm-5:00pm. The producer will conduct a short tour and speak about co-existing with the Everglades restoration. The $50.00 fee covers transportation, lunch and a boat ride. For more information, please check the conference web site:  
conference.ifas.ufl.edu/atpc

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Registration

Reduced early registration fee is $100.00 if payment is postmarked by October 17, 2003. **After October 17, 2003, the regular registration fee is $150.00.** Registration fee for students and state extension specialists and agents is $50.00. Registration fees include: daily refreshment breaks, a luncheon, reception and dinner on Wednesday, a continental breakfast on Thursday, conference materials, and a copy of the proceedings. An optional tour of “Agriculture and the Everglades” is being offered with an added $50 registration fee.

You may register online via the conference web site:  
conference.ifas.ufl.edu/atpc/  
-or- by mailing or faxing the attached registration form as explained on the form.

Cancellation and Refunds:  
Requests for registration refunds will be honored if a written notice of cancellation is received by the IFAS Office of Conferences and Institutes on or before November 10, 2003. A $50 processing fee will be deducted from all refunds. Sorry, no refunds will be honored for cancellation after November 10, 2003.

Special Needs: Participants with special needs can be reasonably accommodated by contacting the Office of Conferences & Institutes at least 10 working days prior to the conference. We can be reached by phone at 1-352-392-5930, by fax at 1-352-392-9734, or by calling 1-800-955-8771 (TDD). The TDD number can only be accessed from within the State of Florida.
Conference Location & Accommodations

The conference will be held at The Naples Beach Hotel and Golf Club, one of southwest Florida’s most prestigious conference facilities. The hotel boasts its own 18-hole championship golf course, tennis courts, large free form pool, and many activities for the enjoyment of everyone in the family.

December weather in Naples is absolutely ideal, with an average temperature high of 78ºF (25ºC) and an average low of 58ºF (13ºC). Informal dress will be appropriate throughout the conference, and many of our social functions will be held outdoors overlooking the scenic Gulf of Mexico.

Just Where is Naples, Florida?

Naples is situated on the edge of the Florida Everglades, 110 miles (180 km) west of Miami and Ft. Lauderdale and 150 miles (240 km) south of Tampa. The city is easily reached by air or by automobile. Most major domestic carriers and international airlines provide frequent service into Southwest Florida International Airport, just 40 minutes from the hotel, and shuttle service is available. There is frequent commuter service from Tampa, Miami, Orlando and Jacksonville to the Naples Airport, less than 10 miles (16 km) away.

NOTE: Accompanying persons can arrange for visits to local points of interest by contacting the Concierges Desk at the Naples Beach Hotel and Golf Club.

The Naples Beach Hotel and Golf Club located at 851 Gulf Shore Blvd. North, Naples, Florida 34102, is offering participants of the 3rd International Agricultural Trade & Policy Conference, a very special guest room rate of $110.00 (plus nine percent tax) with one or two people in a room. The group rate will be honored three days prior and three days following the conference, based on availability. To qualify for the special rate, reservations must be made prior to November 13, 2003. Be sure to specify you are attending the 3rd International Agricultural Trade & Policy Conference. Please contact the hotel directly by telephone at 1-800-237-7600 (within the U.S.) / 1-239-261-2222 (outside the U.S.) or visit the conference website to complete and submit the "Hotel Reservation Form" (PDF format). After November 13, 2003, guestrooms and the group rate may no longer be available. As this is a discounted group rate, it is not commissionable to travel agents. Please note: Special Instructions for making your hotel reservations are located on the conference web site located at: conference.ifas.ufl.edu/atpc

Please visit the Naples Beach Hotel & Golf Club web site: www.naplesbeachhotel.com to learn more about some of the hotel's special features including golfing, tennis, complimentary valet parking and much more!
REGISTRATION FORM
3rd International Agricultural Trade & Policy Conference
December 3–4, 2003 • Naples, FL
Project #0316

Name: (first) _________________________________ (last) ___________________________________
Title: (Dr./Mr./Ms.) __________________________
Organization: ______________________________________________________________________________________________
Business Address: ______________________________________________________________________________________________
City: ________________________________ State:  __________  Zip: __________________  Country: _________________________
Phone: ____________________________  FAX: __________________________  Email: ____________________________________

Registration Fee (includes: daily refreshment breaks, a luncheon, reception and dinner on Wednesday, a continental breakfast on Thursday, conference materials, and a copy of the proceedings.)

$100.00  Early Reduced Registration Fee (for fees postmarked on or before October 17, 2003)
$150.00  Regular Registration Fee (for fees postmarked after October 17, 2003)
$50.00   Students and State Extension Specialists and Agents Registration Fee
$50.00   Thursday Afternoon Optional “Agriculture and the Everglades” Tour
$ _________   Total amount enclosed  (payable to: University of Florida Leadership and Education Foundation, Inc. — UFLEF)

Early Registration deadline is October 17, 2003.

To qualify for the early registration fee, payment must accompany your registration on or before this date.

Please indicate your main entrée preference for the Wednesday dinner:
☐ Beef       ☐ Fish       ☐ Vegetarian       ☐ Not Attending

☐ Please check here if you plan to attend the optional tour on Thursday.

Conveniently register in one of three easy ways:

1.) ONLINE: If paying by credit card, conveniently register online via the workshop website located at: www.conference.ifas.ufl.edu/atpc
2.) BY FAX: If paying by credit card or wire transfer, complete and FAX this registration form to: (352) 392-9734.
3.) BY MAIL: Make check, money order or purchase order payable to UF Leadership and Education Foundation (UFLEF), complete the registration form and mail it with payment to:
Agricultural Trade & Policy Conference
UF/IFAS Office of Conferences & Institutes (OCI)
PO Box 110750 (Bldg 639 Mowry Road)
Gainesville, FL 32611-0750 USA
PHONE: (352) 392-5930

Note: If making payment for multiple registrants, please submit a registration form for each conference attendee and list all names on the form of payment. This will ensure proper crediting for each registrant.

Refund Policy: Requests for registration refunds will be honored if a written notification of cancellation is received by the Office of Conferences & Institutes on or before November 10, 2003. A $50.00 processing fee will be deducted from each registration refund. Sorry, no refunds will be honored for cancellations after November 10, 2003.

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Office Use Only
Receipt: ____________________________  Check #: ____________________________  Cash: ____________________________
Date received: ____________  PO #: ____________________________  Money Order: ____________________________  Amount Received: ____________________________
MAILROOM: Please forward to appropriate employee if the individual listed is no longer with your organization.

Please route to other interested personnel:

☐ ____________________________
☐ ____________________________
☐ ____________________________

Visit the conference web site at: conference.ifas.ufl.edu/atpc/