



# 2010 NATIONAL POLICY CONFERENCE



**MODERN AGRICULTURE** EXPLORING ITS RELATIONSHIP WITH  
TECHNOLOGY, SCIENCE & SOCIETY

## Agenda – July 13, 2010

9:00 AM

### **Welcome**

Marc Gunther, contributing editor, *FORTUNE* magazine and senior writer, *Greenbiz.com*

9:15 AM

### **Opening Remarks**

Bill Buckner, president and CEO, Bayer CropScience and chairman of the board, CropLife America

9:30 AM

### **Session 1: Nine Billion Hungry People Coming to a Planet Near You**

#### **Nine Billion Hungry People Coming to a Planet Near You**

*U.S. agriculture continues to be one of the most efficient producers of food and fiber on the planet. The structure of farms is changing, however, and the charge to eradicate hunger and ensure long term food security is juxtaposed with the dwindling amount of land dedicated to those needs. What technological innovations are essential to meet the needs of a growing world?*

#### **Confirmed Panelists**

- Julie Borlaug, associate director for partnerships, Norman Borlaug Institute for International Agriculture at Texas A&M
- James McWilliams, associate professor, Texas State University-San Marcos
- Johanna Nesseth Tuttle, vice president, Center for Strategic and International Studies

11:00 AM

### **Break**

11:15 AM - 12:30 PM

### **Session 2: Modern Agriculture: What is it? What Stands in the Way?**

#### **Modern Agriculture: What is it? What Stands in the Way?**

*There are many different perspectives – social, environmental and regulatory – on the role modern and conventional agriculture will play in feeding the world. Can these intrinsically linked interests work together, challenge one another, and produce an outcome that moves towards sustainable solutions?*

#### **Confirmed Panelists**

- Bob Thompson, former Gardner endowed chair in agricultural policy, University of Illinois
- Jon Entine, visiting fellow, AEI
- Christine Bruhn, consumer food marketing specialist, UC Davis
- George Gray, professor of environmental health and occupational safety, School of Public Health and Health Services, The George Washington University

12: 45 PM

**Lunch: Remarks and Q&A**

Michael Specter - Michael Specter, New Yorker staff writer, author of *Denialism: How Irrational Thinking Hinders Scientific Progress, Harms the Planet, and Threatens Our Lives*

Marc Gunther, contributing editor, *FORTUNE* magazine and senior writer, *Greenbiz.com*

1:45 PM

**Break**

2:00 PM

**Session 3: Planting the Seeds for the 2012 Farm Bill**

**Planting the Seeds for the 2012 Farm Bill: What factors should lawmakers weigh and who should they listen to?**

*Consider Maslow's hierarchy of needs. An open debate is needed to consider the vast array of influences shaping agricultural policy, how those motivations affect human beings achieving their most basic needs, and consider if, in advanced societies, policy can provide solutions in a world where more than 25,000 people die each day from malnutrition.*

**Confirmed Panelists**

- Paul Rozin, professor of psychology, University of Pennsylvania
- Margaret Mellon, director, Agricultural and Biotechnology Program, Union of Concerned Scientists
- Andrew Kimbrell, executive director, Center for Food Safety

3:30 PM

**Closing Discussion: Through a Political Lens With Jay Vroom and Senator Blanche Lincoln**

*The politics of agriculture plays a significant role in American's lives: from the farmer's field to our kitchen tables; and for the jobs and exports that support our economy. CLA President and CEO Jay Vroom will discuss with Senator Blanche Lincoln (D-AR) the challenges and opportunities of modern agriculture as we look toward the 2012 Farm Bill.*