

**FINAL**

2/26/93

**CONTACT:**

Jo-Anne Coe

202/408-5105 (O)

202/408-5117 (FAX)

703/845-1714 (H)

**SENATOR BOB DOLE SCHEDULE -- FEBRUARY 28-MARCH 1, 1993****Sunday, February 28**

3:55 PM Lv. Residence

4:10 PM Ar. Washington National Airport  
Signature Flight Support  
703/549-8340NOTE: John Ruan's plane will arrive at 4:00 from  
Florida, and refuel before departing.

4:20 PM Lv. Washington

AIRCRAFT: Ruan Corp. Lear 35A  
TAIL NO.: N 109 JR

SEATS: 7

MANIFEST: Senator Dole  
Senator Grassley  
John Ruan  
Mr. and Mrs. Larry Miller  
Rex Miller  
Herman KilpperPILOT: Jerry Ware  
515/255-5096CO-PILOT: Gordon Kruse  
515/223-1249FLIGHT TIME: 2 hrs 20 mins  
TIME CHANGE: -1 hourCONTACT: Jan Gillam  
515/245-2561 (O)  
515/245-2611 (FAX)  
515/288-7762 (H)  
Ruan Aviation: 515/285-5222  
Page Avjet: 515/285-4221Ed Redfern  
703/759-9388

PAGE TWO

5:40 PM Ar. Des Moines, Iowa  
Page Avjet  
515/285-4221  
Ruan Aviation - Page Avjet  
515/285-5222  
MET BY: Bob and Kim Haus  
515/277-9317

(Kim was 1988 DFP Iowa Staff;  
Bob ran Sen. Grassley's '92 Senate race)

NOTE: Mike Glassner will be arriving in Des Moines via van  
accompanied by John Bush, Kim Wells, and Kathy Peterson.

6:00 PM Ar. Des Moines Marriott  
515/245-5500

MET BY: Mike Glassner

Proceed to Midwest Resources Suite  
(Formerly Gary Kirke's suite)

6:30 PM Proceed to Salon B & C

6:30 PM COCKTAILS

7:00 PM DINNER with Iowa DFP Supporters

Program:

7:00 PM - Guests are seated for dinner  
7:10 PM - Intro of Senator Dole - Steve Roberts  
7:10 PM - REMARKS - SENATOR DOLE  
7:30 PM - Dinner is served

(Option: Senator Dole goes from table-to-table, and  
dinner is served in his suite following the event. Mike  
Glassner and Tom Synhorst will "play by ear".)

ATTENDANCE LIST ATTACHED:

Included are Dole Iowa Leadership,  
Iowa GOP Leadership,  
Regional Dole Field Coordinators,  
Metropolitan Dole County Leadership,  
Dole Finance Leadership,  
Dole Iowa Staff

CONTACT: Tom Synhorst  
1-800-766-2034  
913/649-3469 (FAX)

Hotel: Jay Semeraud  
515/245-5500

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9:00 PM Dinner concludes  
Proceed to Midwest Resources Suite

RON: Des Moines Marriott  
515/245-5500

Monday, March 1

8:30 AM MIKE GLASSNER TO MEET DAVID YEPSEN IN LOBBY OF HOTEL

8:30 AM- INTERVIEW WITH DAVID YEPSEN  
9:00 AM Des Moines Register

9:00 AM NOT LATER THAN 9:05 AM, MIKE GLASSNER IS TO  
ESTABLISH PHONE LINE WITH WHO-RADIO STUDIO

515/283-1429

9:07 AM- LIVE INTERVIEW/CALL-IN RADIO PROGRAM  
9:30 AM WHO-RADIO

HOST: Mr. Jan Mikelson

General Telephone No.: 515/242-3500

9:30 AM Proceed to Salons A, B, C, D & E

9:30 AM- ATTEND/SPEAK  
10:30 AM 1993 NATIONAL FORUM FOR AGRICULTURE

CROWD SIZE: 300-350

FORMAT: Classroom style

TABLE ON RISER:

Senator Dole  
Senator Grassley  
Governor Branstad (arrives at 9:40)  
Chuck Johnson  
Tom Urban  
Stan Johnson

FRONT ROW TABLE: Kaj Mortensen  
Dean Kleckner

MICROPHONES WILL BE IN PLACE IN THE AUDIENCE

General Theme: The Challenge of Industrialization



PAGE FOUR

CONTACTS: Nancy Risbeck, Pioneer Hi-Bred  
515/245-3623  
Susan Sanders  
515/225-3138

## PROGRAM:

Moderator: Stan Johnson, Director,  
Center for Agricultural and  
Rural Development

9:00 AM - Opening comments and introductions:  
Chuck Johnson, Chairman of Exec. Council,  
President, Pioneer Hi-Bred Internat'l Inc.

9:05 AM - REMARKS - Tom Urban, President & Chairman  
of the Board, Pioneer Hi-Bred Internat'l  
"Industrialization: A move to truly  
consumer-driven agriculture"

9:35 AM - BRIEF COMMENTS - Stan Johnson and  
INTRODUCTION OF SENATOR GRASSLEY

9:40 AM - REMARKS AND INTRODUCTION OF SENATOR DOLE -  
SENATOR GRASSLEY

9:45 AM - REMARKS - SENATOR DOLE  
"Progress in Technology and the  
Development of an Internationally  
Competitive Agriculture"

Q&A to Follow

10:30 AM Lv. Marriott Hotel

DRIVER: Hal Manders

10:55 AM Ar. Elliott Flying Service  
515/285-6551

11:00 AM Lv. Des Moines

AIRCRAFT: John Deere Co. Citation 3  
TAIL NO.: N 900 JD

MANIFEST: Senator Dole  
Senator Grassley

SEATS: 7

PILOT: Pat Versluis  
CO-PILOT: Jay Sears



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FLIGHT TIME: 2 hrs 15 mins  
TIME CHANGE: +1 hour

MEAL SERVICE: Box lunch

CONTACT: Jerry Parkin (Deere)  
515/244-9377  
Dean Dort  
202/223-4817

Bob Pim - AgForum  
515/225-9344  
515/240-8021 (Car Phone)

2:15 PM

Ar. Washington National Airport  
Signature Flight Support  
703/549-8340

MET BY: Wilbert Jones

Ar. RLO, US Capitol

Yes

Sen. Charles Grassley  
Gov. Terry Branstad  
Howard Clendennon (2)  
Leo Waggoner  
Pat & Earl Lynch  
Merlin & Shirley Plagge  
Dorothy & Gordon Smith, Mark Anderson

Todd Kruse  
LaVern Laneman  
Audrey & Charles Hosford  
Nancylee Siebenmann, John Siebenmann, Jr.  
Rox Brandstatter  
Bonnie Lillis  
Lynne & Keith Langholz  
Roger Pease

Keyne & Donna Robinson  
Cal & Mary Hultman, Jason Bridie  
Steve & Kelli Grubbs  
Bob Pim  
Hal & Marabel Manders  
Jackie Lewis  
Tracy Lewis & Rick Gubbels  
Bob & Kim Haus  
Don & Evelyn Demastus Reading  
John Burnquist  
Victoria Ray  
Alice & Jim Van Lew  
Jan & Kurt Johnson  
Judy & Paul Bissinger  
Donna Cheeves  
Larry & Jean Miller  
Steve Churchill  
Martha Crist  
Steve Roberts  
John & Mary Pat Crowley  
Ann & Bill Tank  
Donna & Vehe Aprahamian  
Peter Bissinger & Chris Knuth  
Bob Brenton  
Dean Kleckner  
Bob & Jane Downer  
Dick Owen (2)  
Flora & Frank Haker  
Bud Hockenberg  
Teresa & Merle Garman

West Des Moines/Polk  
Urbandale/Polk  
Boone/Boone  
West Des Moines/Polk  
Council Bluffs/  
Pottawatomie  
Fort Dodge/Webster  
Audubon/Audubon  
Cedar Rapids/Linn  
Cedar Rapids/Linn  
Marion/Linn  
Creston/Union  
Cedar Falls/Black  
Hawk  
Des Moines/Polk  
Des Moines/Polk  
Davenport/Scott  
West Des Moines/Polk  
Dallas Center/Dallas  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Urbandale/Polk  
Windsor Heights/Polk  
Urbandale/Polk  
Clive/Polk  
West Des Moines/Polk  
Des Moines/Polk  
Johnston/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Clive/Polk  
Des Moines/Polk  
Des Moines/Polk  
Iowa City/Johnson  
Audubon/Audubon  
Vinton/Benton  
Des Moines/Polk  
Ames/Story

Dick & Jean Klingaman  
Mildred Pedersen  
John Ruan  
John Ruan III  
Bill Van Orsdel  
Gary Kirke  
Herman Kilpper  
Rich & Charisse Schwarm  
Clark & Phyllis Kelly  
Katie & Luke Roth  
Jan Swanson  
Ray & Sharon Dearen  
Kim Wells  
Mike Glassner  
Kathy Peterson  
Steve Brown  
John Bush  
Tom Synhorst  
Ed Redfern  
Steve Gibbs  
Chris Holt

Waterloo/Black Hawk  
Waterloo/Black Hawk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Des Moines/Polk  
Lake Mills/Winnebago  
Charles City/Floyd  
Des Moines/Polk  
Cedar Rapids/Linn  
Ames/Story  
Kansas  
Kansas  
Kansas  
Kansas  
Kansas



**REMARKS OF  
SENATOR BOB DOLE  
1993 NATIONAL FORUM  
FOR AGRICULTURE  
DES MOINES, IOWA**

**INTRODUCTION**

**\*THANK YOU. I'M REMINDED  
THIS MORNING OF THE WORDS  
OF DWIGHT EISENHOWER, WHO**

**SAID, "FARMING LOOKS MIGHTY  
EASY WHEN YOUR PLOW IS A  
PENCIL, AND YOU'RE A  
THOUSAND MILES FROM A CORN  
FIELD."**

**\*WELL, IT'S A PLEASURE TO  
BE OUT OF WASHINGTON AND  
BACK MUCH CLOSER TO CORN  
FIELDS...I ONLY WISH I COULD  
HAVE BROUGHT ALONG A FEW  
OF THOSE WHO CONTINUE TO**

**TRY TO PLOW UNDER OUR  
FARMERS WITH THEIR PENCIL.**

**\*IT'S ALSO A PRIVILEGE TO BE  
INTRODUCED BY MY GOOD  
FRIEND, CHUCK GRASSLEY.  
CHUCK HAS BEEN ONE OF OUR  
MOST EFFECTIVE VOICES FOR  
AMERICAN AGRICULTURE AND  
AMERICA'S FARM FAMILIES.**

**\*AND NO DOUBT ABOUT IT--  
AGRICULTURE AND FARMERS**



**WILL NEED ALL THE SUPPORT  
THEY CAN GET IN THE  
CHALLENGING YEARS AHEAD.  
AND THIS MORNING, I WANT TO  
SPEND A FEW MINUTES  
OUTLINING SOME OF THOSE  
CHALLENGES.**

**TAXING AGRICULTURE**

**\*LET ME BEGIN WITH WITH  
THE NUMBER ONE TOPIC IN  
WASHINGTON AND ACROSS**

**AMERICA--TAXES. PRESIDENT  
CLINTON'S ECONOMIC PLAN  
WILL HIT JUST ABOUT  
EVERYONE WITH SOME FORM OF  
A TAX INCREASE--AND  
AGRICULTURE IS CERTAINLY NO  
EXCEPTION.**

**\*ONE PARTICULARLY  
TROUBLESOME ASPECT OF THE  
PRESIDENT'S TAX AND SPEND  
PLAN IS THE PROPOSED "BTU"**

**TAX. IT WILL HIT AGRICULTURE  
ESPECIALLY HARD, FOR A FEW  
KEY REASONS, INCLUDING THE  
LACK OF AN EXEMPTION FOR  
OFF-ROAD FARM USE, AND THE  
LARGE AMOUNTS OF ENERGY  
REQUIRED TO MANUFACTURE  
FERTILIZER.**

**\*LET ME GIVE YOU A FEW  
QUICK NUMBERS THAT SHOW  
HOW THE PRESIDENT'S ENERGY**



**TAX WILL APPLY TO DIFFERENT  
KINDS OF FARMS -- AND THESE  
NUMBERS SHOW JUST THE  
IMPACT OF A \$.10 INCREASE IN  
DIESEL TAX ALONE, AND NOT  
THE ADDITIONAL TAX COSTS  
FOR TRANSPORTATION,  
FERTILIZER INPUTS AND HOME  
HEATING.**

**\*700 WHEAT/300 ACRE MILO  
(KANSAS) -- INCREASE OF**

**\$900-1,300 PER YEAR**

**\*2,000 ACRES WHEAT (IN  
NORTHWEST) -- INCREASE OF  
\$3,500-4,000 PER YEAR**

**\*450 ACRE COTTON  
(CALIFORNIA) -- INCREASE OF  
\$3,000-3,500 PER YEAR**

**\*WHAT'S MORE, FOR YOU  
CORN FARMERS IN THE  
AUDIENCE, IT APPEARS THAT  
THE ADMINISTRATION INTENDS**

**FOR THE BTU TAX TO APPLY TO  
ETHANOL AS WELL.**

**\*THE ONLY GOOD NEWS FOR  
FARMERS IS THE INCLUSION OF  
AN INVESTMENT TAX CREDIT  
AND NO REDUCTION--AS OF YET-  
-IN THE \$600,000 ESTATE TAX  
EXEMPTION.**

**\*BUT THAT FALLS SHORT OF  
INCLUDING THE THREE TAX  
PROVISIONS THAT I'VE ALWAYS**



**FELT COULD BE THE MOST  
BENEFICIAL TO FARMERS AND  
RANCHERS -- THE INVESTMENT  
TAX CREDIT, A RETURN TO  
INCOME-AVERAGING, AND 100%  
DEDUCTIBILITY FOR HEALTH  
INSURANCE PREMIUMS.**

**BUDGET CUTS IN AG**

**\*WE ARE STILL WAITING FOR  
MANY DETAILS ON THE**

**PRESIDENT'S BUDGET, BUT  
SOME OF US ARE A LITTLE  
SUSPICIOUS THAT THE BUDGET  
DEBATES WITHIN THE  
ADMINISTRATION ARE GOING ON  
WITHOUT THE COUNSEL OF THE  
SECRETARY OF AGRICULTURE.**

**\*I SAY THAT BECAUSE USDA  
OFFICIALS -- IF YOU CAN FIND  
ONE THESE DAYS -- OFFER  
MOSTLY BLANK STARES WHEN**

**PRESSED FOR DETAILS BEHIND  
THE NUMBERS. THAT  
GENERALLY POINTS TO A CASE  
WHERE POLICY IS BEING DRIVEN  
BY THE NUMBER CRUNCHERS  
OVER AT THE OFFICE OF  
MANAGEMENT AND BUDGET,  
MOST OF WHOM HAVE NO CLUE  
AS TO THE SERIOUS POLICY  
CONSIDERATIONS THAT ARE AT  
STAKE.**



**\*MANY PEOPLE ALSO HAVE  
NO CLUE JUST WHAT IS  
EXACTLY IN THE PRESIDENT'S  
PLAN, AS IT IS FULL OF  
GENERALITIES AND NOT  
SPECIFICS.**

**\*FOR EXAMPLE, GRAIN  
INSPECTION AND OVERTIME  
INSPECTION FEES ARE TO BE  
RAISED TO THE TUNE OF \$59  
MILLION OVER FOUR YEARS--**

**BUT NO ONE KNOWS THE  
DETAILS, EXCEPT THAT THIS IS  
MORE COSTS WHICH ARE BEING  
PASSED ON TO THE FARMER.**

**\*BECAUSE THE DETAILS ARE  
STILL SO SKETCHY AND THE  
BUDGET GIMMICKS ARE SOME  
OF THE BEST I'VE EVER SEEN,  
IT'S HARD TO TELL WHAT THE  
AGGREGATE IMPACT OF THIS  
PACKAGE WOULD BE FOR**

## **AGRICULTURE.**

**\*BUT THE END RESULT IS  
CLEAR -- THESE TAXES, DIRECT  
AND INDIRECT, ALONG WITH  
INCREASED USER FEES AND  
OTHER PROVISIONS WILL ADD A  
TREMENDOUS COST TO THE  
FOOD INDUSTRY IN THIS  
COUNTRY. AND THAT DOES NOT  
ENHANCE COMPETITIVENESS.**



## **ENVIRONMENT**

**\*BESIDES WORRYING ABOUT  
PRESIDENT CLINTON'S  
INCLINATION TO TAX, I ALSO  
WORRY ABOUT VICE-PRESIDENT  
GORE'S INCLINATION TO  
REGULATE.**

**\*THERE ARE A LOT OF  
UNANSWERED QUESTIONS, BUT  
WE DO HAVE A PRETTY GOOD  
IDEA ABOUT WHERE MR. GORE**

**IS COMING FROM. HOW MUCH  
OF A ROLE HE WILL HAVE IN  
SHAPING ADMINISTRATION  
POLICY ON THE CLEAN WATER  
ACT, THE ENDANGERED SPECIES  
ACT, WETLANDS POLICY,  
PESTICIDE AND FOOD SAFETY  
LEGISLATION -- ALL OF WHICH  
WILL LIKELY BE CONSIDERED IN  
THE 103rd CONGRESS --  
REMAINS TO BE SEEN.**

**\*BUT, GIVEN ALL OF THE  
ENVIRONMENTAL ISSUES ON  
OUR PLATE, IT SEEMS TO ME  
THAT THE SINGLE MOST  
IMPORTANT PRIORITY FOR  
FARMERS AND RANCHERS AND  
THE ORGANIZATIONS THAT  
REPRESENT THEM IN  
WASHINGTON WILL BE UNITY.**

**\*A SENSE OF BALANCE IN  
THIS DEBATE IS ALSO OF**



**UTMOST IMPORTANCE. POLICY  
DECISIONS MUST BE ROOTED IN  
COMMON SENSE AND SOUND  
SCIENCE -- AND NOT IN THE  
ENVIRONMENTAL EXTREMISM  
THAT WE HEAR FROM THE  
FRINGE ACTIVIST GROUPS.**

**\*I'VE ALWAYS THOUGHT OF  
FARMERS AS THE 'PIONEER  
ENVIRONMENTALISTS' -- THOSE  
WHO MAKE A LIVING FROM THE**

**LAND AND THE WATER AND WHO  
HAVE THE MOST TO LOSE IF  
THEY DISREGARD THE  
PRESERVATION AND  
ENHANCEMENT OF THOSE  
RESOURCES.**

**\*BUT, IN SPITE OF THAT,  
THERE COULD VERY WELL BE A  
LOT OF ENVIRONMENTAL  
LEGISLATION COMING THROUGH  
THE BACK DOOR THAT DOESN'T**

**GIVE AGRICULTURE THE CREDIT  
THAT IT DESERVES -- AND THAT  
COULD ALSO PLACE BOTH  
PERSONAL PROPERTY RIGHTS  
AND THE PRODUCTIVITY OF  
AMERICAN AGRICULTURE AT  
GREAT RISK.**

**\*SO I THINK THAT THE TURF  
BATTLES THAT WE'VE SEEN IN  
THE PAST AMONG  
AGRICULTURAL INTERESTS**



**NEED TO TAKE A BACK SEAT TO  
THESE ENVIRONMENTAL  
CHALLENGES THAT LIE AHEAD --  
MUCH IS AT STAKE.**

**RUSSIAN CREDITS**

**\*LET ME TURN NOW TO  
ANOTHER MATTER I KNOW IS OF  
GREAT INTEREST TO THIS  
AUDIENCE--AND THAT'S GRAIN  
CREDITS.**

**\*WHEN I RETURN TO**

**WASHINGTON, I'LL BE MEETING  
WITH A DELEGATION OF  
RUSSIANS, INCLUDING DEPUTY  
PRIME MINISTER SHOHKIN, WHO  
ARE IN WASHINGTON TO DRUM  
UP SUPPORT FOR ADDITIONAL  
GRAIN CREDITS.**

**\*THIS IS A SERIOUS  
SITUATION FOR BOTH FARMERS  
AND FOR TAXPAYERS. ALL  
ALONG WE'VE KNOWN THAT**

**EXTENDING GRAIN CREDITS WAS  
A RISK, AND NOW WE FIND  
RUSSIA IN REPAYMENT  
ARREARS WELL OVER \$300  
MILLION. THOSE DEFAULTS, AS  
YOU WELL KNOW, HAVE SHUT  
OFF THE CREDIT PIPELINE TO  
THE DETRIMENT OF GRAIN AND  
EVEN LIVESTOCK PRODUCERS --  
AS ANY IOWA PORK PRODUCER  
WILL TELL YOU, AFTER WE**



**WORKED SO HARD FOR A PORK  
EEP LAST YEAR.**

**\*BUT, NO DOUBT ABOUT IT,  
WE NEED TO FOCUS ON THIS  
PROBLEM, BECAUSE ALTHOUGH  
WE MUST PROCEED WITH  
CAUTION -- A LOT OF MONEY IS  
AT RISK -- WE SHOULD NOT  
LOSE SIGHT OF THE BIGGER  
PICTURE.**

**\*THAT BIGGER PICTURE  
SHOWS THAT THE TRANSITION  
ONGOING IN RUSSIA HAS STILL  
NOT TAKEN HOLD. YOU'VE  
PROBABLY HEARD SOME  
PEOPLE EVEN QUESTIONING  
HOW LONG PRESIDENT YELTSIN  
WILL LAST.**

**\*BUT OUR OPTIONS ARE  
LIMITED. IT SEEMS TO ME THAT  
WE CAN EITHER ATTEMPT TO**

**FACILITATE SOME KIND OF  
LARGE-SCALE BARTERING, OR  
ELSE WE JUST HAVE TO FACE  
THE MUSIC.**

**IT'S A RISKY INVESTMENT--  
WE MAY NEVER GET PAID BACK--  
BUT IT IS IN THE LONG-TERM  
INTERESTS OF THE TAXPAYER  
WHO DOESN'T WANT TO PAY  
FOR ANOTHER ARMS RACE AND**



**FOR OUR CHILDREN WHO DON'T  
WANT TO LIVE THROUGH ONE.**

**\*THOSE ARE JUST A FEW OF  
THE CHALLENGES FACING  
AMERICAN AGRICULTURE...I  
LOOK FORWARD TO WORKING  
WITH SENATOR GRASSLEY AND  
EVERYONE HERE IN ENSURING  
THAT GOVERNMENT POLICIES  
WILL NOT PREVENT OUR**

**FARMERS AND OUR  
AGRICULTURE INDUSTRY FROM  
KEEPING THEIR HEADS ABOVE  
WATER--AND MAYBE EVEN  
MAKING A PROFIT--A THOUGHT  
THAT DISTURBS SOME OF  
THOSE PENCIL PUSHERS IN  
WASHINGTON.**

**THANK YOU.**

*Merritt Hotel -  
(what room?)*

February 22, 1993

## **The Challenge of Industrialization**

March 1&2, 1993

March 1: 9 a.m. Opening comments and introduction: **Chuck Johnson**, Chairman of Executive Council,  
1993 National Forum for Agriculture

**The Industrialization Challenge** Moderator: **Stan Johnson**, Director, Center for Agricultural and Rural  
Development

Industrialization: A move to truly consumer-driven agriculture

**Tom Urban**, President & Chairman of the Board, Pioneer Hi-Bred International, Inc.

→ Introduction: U.S. Senator **Charles Grassley**, Iowa (*INTRODUCES SEN. DOLE*)

★★ → Progress in Technology and the Development of an Internationally Competitive Agriculture  
U.S. Senator **Bob Dole**, Kansas

10:30 Break (*DOLE & GRASSLEY PARTY LEAVES EVENT*)

10:45: Welcoming comments, Governor **Terry Branstad**

-The Industrialization of Agriculture and Trade Policy

**Kaj Mortensen**, EC Counselor for Agriculture

Response by **Dean Kleckner**, President, American Farm Bureau Federation

12:00 Luncheon: Master of Ceremonies: **Steve Zumbach**, Chairman, Greater Des Moines Chamber of Commerce  
Federation

## **Implications of the Trend to Industrialization of Agriculture**

(Two 1-1/2 hour sessions, Choose between two topics each time slot)

1:30-3:00 pm

**Challenges in a Changing Production System** Moderator: **Merlin Plagge**, President, Iowa Farm  
Bureau Federation

New Biology...New Challenges

-**Susan Voynow**, ISU

Implications of contracting and new marketing systems

-**Wayne Snyder**, Farmland Industries

Implications for the Environment

-**John Haberer**, Rodale Institute

Legal Implications of a Changing Production System

-**Neil Hamilton**, President, American Agricultural Law Association

**The Challenge of New Uses** Moderator: **Paul O'Connell**, Director, AARC

Implications for increased demand for agriculture products **Jeffrey Gain**, Chairman, New Uses  
Council: National Corn Growers Association

Implications for industry location of new industry and economic development

**Suzy Dittrich**, Senate Subcommittee for Agricultural Credit

A Case Study Description **Lee Reeve**, Reeve Cattle Company

Implications for marketing systems and pricing **Jeff Berkow**, National Sun Industries

Biomass and fuel production **Earnest Stuart**, AFEX Corporation



3:30-5 p.m.

**Challenges in Agricultural Policy** Moderator, **Martin Jischke**, President, Iowa State University

What it means to commodity associations and interest groups

-**Russ Sanders**, National Pork Producers Council

Implications for federal subsidies to agriculture

-**D. Gale Johnson**, University of Chicago

Implications for consumer and environmental activism:

-**Ken Cook**, Center for Resource Economics

Other policy challenges

-**Marty Strange**, Center for Rural Affairs

**Challenges for the Food System** Moderator: **Jim Erickson**, Anderson Erickson Dairy

Implications for vertical integration, concentration and monopoly pricing

-**Andrew Schmitz**, Giannini Foundation, University of California-Berkeley

Beyond the Corner Store: Implications for food retailing systems

-**Don Schultz**, Agora, Inc.

Implications for New Product Development

How does the Consumer fare?

-**Carol Scroggins**, Consumer Voice

**5:30-7:00; 7:00-8:30 "A Taste of Iowa" Reception at The Des Moines Club**

*Hosted by the Iowa Department of Agriculture and Land Stewardship*

33rd Floor, Ruan Center

*Dinner on your own*

**March 2: Opening: Stan Johnson**

**8:30-9:30 a.m. Summary of Day One Breakout Sessions** Moderator: **Steve Daugherty**, co-chair, 1993

National Forum for Agriculture

*Presenters:* Producer Leaders, **Jerry King**, National Pork Producers Council; **Steve Halloran**, National Farmers Organization; **Pete Wenstrand**, National Corn Growers Association; **Nancy Pellett**, Iowa Beef Industry Council

9:30-9:50 a.m. Break

**10:00 - 12 p.m. Challenges in a Changing Rural America** Moderator: **Cooper Evans**

Rural America and the industrialization of agriculture

**William Browne**, Central Michigan University

Strategies for rural development

**Dewitt John**, Center for Competitive, Sustainable Economies

Taking a Pro-Active Stance: One County's Story

**Mark Kuhn**, Floyd County Agricultural Development Authority

Clustering of industries in economic development

**Robert Latham**, IES Industries, Inc.

**Stuart Rosenfeld**, President, Regional Technology Strategies, Inc.

**12:00-1:30 p.m. Luncheon Introduction: John Ruan, Ruan Companies**

**Federal, State, Private Research and the Industrialization of Agriculture**  
**Martin Andreas, Senior Vice President and Assistant to the CEO, Archer-Daniels-Midland Company**

**Presentation of the 1993 Vision for Agriculture Award:**  
*Presented by Michael Reagen, Greater Des Moines Chamber of Commerce Federation*

**1:45 p.m. 3:30 p.m.**

### **Financing Options in An Industrialized Agriculture**

**Moderator: Jim Kirk, Omaha Farm Credit Services**

Lenders will play a major role in the changing structure of the food industry. Private lenders, venture capital firms, and farm credit agencies will discuss the availability of capital and options for financing in an industrialized agriculture.

**H. Lynn Horak, Norwest Bank, Iowa N.A.;**

**Ray Johns, AgriBank, St. Paul, MN**

**David Schroder, InvestAmerica Venture Group, Inc.**

**Rem Laan, United Market Services Company**

**3:30 p.m. Closing Comments: Chuck Johnson,**  
**Chairman of National Forum for Agriculture Executive Council**

### **Adjourn main conference**

**4:00-5:15 p.m.: Chair: Don Anderson, President, Norwest Ag. Credit, Inc.** *Optional workshops on topics coming out of general and breakout sessions. These groups will review the work just accomplished and set a tentative plan for exploring topics for the 1994 Forum.*

## **National Forum for Agriculture**

### **March 1 & 2, 1993, Marriott Hotel, Des Moines**

#### **Key Points**

~This is the third annual National Forum for Agriculture. It is organized by the Food & Agriculture Committee of the Greater Des Moines Chamber of Commerce Federation, the Center for Agricultural and Rural Development (CARD) and the Midwest Agribusiness Trade Research and Information Center (MATRIC).

~This annual conference brings together leaders involved in every aspect of the production, processing and distribution of food to discuss issues impacting the industry. We expect about 400 such leaders to participate in this year's Forum.

~The theme for the 1993 Forum is *The Challenge of Industrialization*.

~This Forum sets out to define the trends being identified as "industrialization" so that people involved in the food business can better understand the challenges. Once the terrain can be seen, we can more easily identify a pathway through it. Thus, those who attend the Forum should be better able to find the opportunities within the challenges of industrialization.

~Everyone involved in the business of food--producers, processors, distributors, retailers, financiers, researchers, sociologists, politicians, policy makers--should have an interest in this Forum.

~Among the notable people expected to participate in this Forum are:

- Don Anderson, president of Norwest Agricultural Credit
- Martin Andreas, executive vice president, Archer-Daniels-Midland Company
- Iowa Governor Terry Branstad
- U.S. Senator Bob Dole
- Ken Cook, Center for Resource Economics
- Jim Erickson of Anderson Erickson Dairy
- Cooper Evans, former Iowa congressman and presidential advisor
- Jeff Gain, CEO of the National Corn Growers and chairman of the New Uses Council
- Neil Hamilton, president of the American Ag Law Association
- Jim Kirk, Farm Credit Banks of Omaha
- Russ Sanders, CEO of the National Pork Producers Council
- Marty Strange of the Center for Rural Affairs



--Tom Urban, chairman and president of Pioneer Hi-Bred International

~The conference will start by defining the industrialization of agriculture. In a nutshell, we're talking about the substitution of capital for labor, and the movement away from generic commodities to specific products to meet the demands of consumers. These trends have significant impacts on the food industry and will require adjustments in ag and rural policy.

~The Forum will be held Monday and Tuesday, March 1 & 2, 1993 at the Des Moines Marriott, 700 Grand Avenue.

~Registration Fees--\$75 until February 19  
\$95 on or after February 20

~Send registrations to National Forum for Agriculture, 601 Locust, Suite 104, Des Moines, IA 50309, or call MATRIC at 515-283-1212. Please include name, organization or business and address. Lodging can be arranged by calling the Des Moines Marriott Hotel at 1-800-228-9290.

~The Agricultural Vision Award will be presented at the luncheon on March 2. The Vision Award was established by the National Forum for Agriculture in 1992 to acknowledge those who have provided inspiration in fostering growth and innovation in agriculture and agriculture-related businesses.

### 1993 NATIONAL FORUM FOR AGRICULTURE

SENATOR GRASSLEY IS SCHEDULED TO INTRODUCE YOU AT AROUND 9:45-9:50 AM, IMMEDIATELY FOLLOWING THE REMARKS OF TOM URBAN, PRESIDENT OF PIONEER HI-BRED INTERNATIONAL. THE EVENT IS LOCATED AT THE MARRIOTT HOTEL IN DES MOINES IN THE BALLROOM ON THE SECOND FLOOR.

1993 MARKS THE THIRD ANNIVERSARY OF THE NATIONAL FORUM FOR AGRICULTURE, A CONFERENCE ORGANIZED BY THE FOLLOWING GROUPS:

- THE FOOD AND AGRICULTURE COMMITTEE OF THE GREATER DES MOINES CHAMBER OF COMMERCE FEDERATION
- THE CENTER FOR AGRICULTURAL AND RURAL DEVELOPMENT (CARD)
- THE MIDWEST AGRIBUSINESS TRADE RESEARCH AND INFORMATION CENTER (MATRIC)

THIS YEAR'S THEME IS "THE CHALLENGE OF INDUSTRIALIZATION." A WIDE ARRAY OF SPEAKERS WILL FOCUS ON HOW MODERN CHANGES IN U.S. AGRICULTURE -- SUCH AS THE SUBSTITUTION OF CAPITAL FOR LABOR AND THE DEVELOPMENT OF BIOTECHNOLOGY AND SPECIALTY CROPS -- ULTIMATELY IMPACT ALL SECTORS OF THE FOOD INDUSTRY, WITH SPECIAL EMPHASIS ON THE COMPETITIVE STANCE OF THE U.S. IN WORLD MARKETS.

ORGANIZERS EXPECT BETWEEN 300-350 ATTENDEES, INCLUDING PRODUCERS, PROCESSORS, FOOD DISTRIBUTORS AND RETAILERS, RESEARCHERS AND POLICY-MAKERS.

ACCORDING TO THE REGISTRATION LIST I HAVE RECEIVED, THERE ARE VERY FEW KANSANS WHO WILL BE IN ATTENDANCE. LEE REEVE, A CATTLEMAN AND ETHANOL PRODUCER FROM GARDEN CITY, WILL BE ATTENDING AND TAKING PART IN A PANEL DISCUSSION. SOME OF THE NOTABLE PERSONS INVITED TO ATTEND AND TO ADDRESS THE FORUM ARE AS FOLLOWS:

- MARTIN ANDREAS, EXECUTIVE VICE PRESIDENT, ADM
- HONORABLE TERRY BRANSTAD, GOVERNOR OF IOWA
- COOPER EVANS, FORMER CONGRESSMAN AND PRESIDENTIAL ADVISOR
- JEFF GAIN, CEO OF NATIONAL CORN GROWERS ASSOCIATION
- JOHN RUAN
- RUSS SANDERS, CEO OF NATIONAL PORK PRODUCERS COUNCIL
- DEAN KLECKNER, PRESIDENT OF AMERICAN FARM BUREAU
- STEVE HALLORAN, PRESIDENT OF NATIONAL FARMERS ORGANIZATION
- KEN COOK, CENTER FOR RESOURCE ECONOMICS (PROBABLY THE LEADER OF THE ENVIRONMENTAL/GREEN LOBBY IN WASHINGTON. HIS WIFE IS SUSAN SECHLER, WHO HEADED CLINTON'S TRANSITION TEAM ON USDA, EPA AND INTERIOR.)
- DUANE AND SHIRLEY ACKER



TO: Senator Dole  
FR: Kerry

\*Attached is a punched-up Agriculture Forum speech.

\*A possible joke to use:

I know this conference will include discussion on new techniques on farm management, and new crop hybrids. And that reminds me of the story about the fellow driving down the road, doing about 65 miles an hour, and he happens to glance out the side, and sees a chicken running alongside him.

The fellow stepped it up to 75, and the chicken kept right up with him. Finally, when he hit 90, the chicken spurted and went out ahead of him, crossed the highway in front of him, and went down a lane.

The fellow screeched to a halt, turned down the lane himself and found himself in a farmyard. There was a farmer standing there, and he asked him if saw a chicken run by. The farmer said, "Yep, it's one of mine."

"Well," he said, "Am I crazy, or did that chicken have three legs?"

"Yep," the farmer said, "I raise them that way."

"Why?" the fellow asked.

"Well," said the farmer, "I like the drumstick, Ma likes the drumstick, then Junior came along and he likes the drumstick, and we got tired of fighting over them, so I raised them with three legs."

And the fellow said, "How do they taste?"

"I don't rightly know," said the farmer, "We haven't been able to catch one yet."

We're finding that the specifics on President Clinton's tax plan are about as easy to catch as that three-legged chicken.



PAGE THREEMonday, March 1

8:55 AM Lv. Midwest Resources Suite

9:00 AM Ar. ?? Room

9:00 AM- ATTEND/SPEAK  
10:30 AM 1993 NATIONAL FORUM FOR AGRICULTURE

General Theme: The Challenge of Industrialization

CONTACTS: Nancy Risbeck, Pioneer Hi-Bred  
515/245-3623  
Susan Sanders  
515/225-3138

Program:

Moderator: Stan Johnson, Director,  
Center for Agricultural and  
Rural Development

9:00 AM - Opening comments and introduction:  
Chuck Johnson, Chairman of Exec. Council,  
President, Pioneer Hi-Bred Internat'l Inc.

9:15 AM - REMARKS - Tom Urban, President & Chairman  
of the Board, Pioneer Hi-Bred Internat'l  
"Industrialization: A move to truly  
consumer-driven agriculture"

9:30 AM - INTRODUCTION AND REMARKS -  
SENATOR GRASSLEY

9:45 AM - REMARKS - SENATOR DOLE  
"Progress in Technology and the  
Development of an Internationally  
Competitive Agriculture"

Q&A to Follow

10:30 AM Lv. Marriott Hotel

10:55 AM Ar. Elliott Flying Service  
515/285-6551

February 23, 1993

TO: SENATOR DOLE

FROM: BRET FOX

SUBJECT: DETAILS OF AG BUDGET CUTS -- FYI

THE PROPOSED CUTS AND SPENDING "STIMULUS" IN THE USDA BUDGET ARE AS FOLLOWS (IN MILLIONS):

<u>CUTS</u>	<u>FY1994</u>	<u>FY1994-97</u>
*TARGET PROGRAM PAYMENTS TO THOSE WITH LESS THAN \$100,000 OFF-FARM INCOME	-75	-470
*LIMIT WOOL AND MOHAIR PAYMENTS	-10	-212
*INCREASE TRIPLE-BASE FROM 10% TO 25%, INCREASE FEES ON NON-PROGRAM CROPS, ELIMINATE 0/92 AND 50/92, ELIMINATE HONEY PROGRAM	-12	-2,899
*CAP MARKET PROMOTION PROGRAM AT 1993 LEVEL	-52	-208
*REFORM CROP INSURANCE	-105	-1,290
*FOREST SERVICE PROGRAM CHANGES	-12	-74
*REDUCE FOOD STAMP ADMIN. EXPENSE	-40	-300
*CREATE FARM SERVICE AGENCY	-68	-742
*FmHA AND REA CHANGES	-196	-838
*INCREASE FOOD INSPECTION FEES	-104	-416
*CUT EARMARKED RESEARCH PROJECTS	-136	-567
*INCREASE GRAIN AND MKTG. INSPECTION FEES	-14	-59
*CUT FOREIGN AG SERVICE	-10	-40
*REDUCE PL-480 PROGRAMS	-65	-369
*CUT BELOW-COST TIMBER SALES	-46	-274
*(REDUCTION IN RECEIPTS FROM ELIMINATING BELOW-COST TIMBER SALES)	<u>+38</u>	<u>+202</u>
<b>TOTAL CUTS</b>	<b>-907</b>	<b>-8,556</b>

SPENDING "STIMULUS"

*RURAL DEVELOPMENT LOANS AND GRANTS	+145	+871
*FmHA LOANS AND GRANTS	+393	+2,361
*FOOD SAFETY AND INSPECTION	+18	+120
*NATIONAL RESEARCH INITIATIVE	+30	+480
*FOOD STAMPS, WIC, TEFAP	+1,506	+12,806
*FOREST SERVICE INITIATIVES	<u>+170</u>	<u>+1,295</u>
<b>TOTAL SPENDING INCREASES</b>	<b>+2,262</b>	<b>+17,933</b>

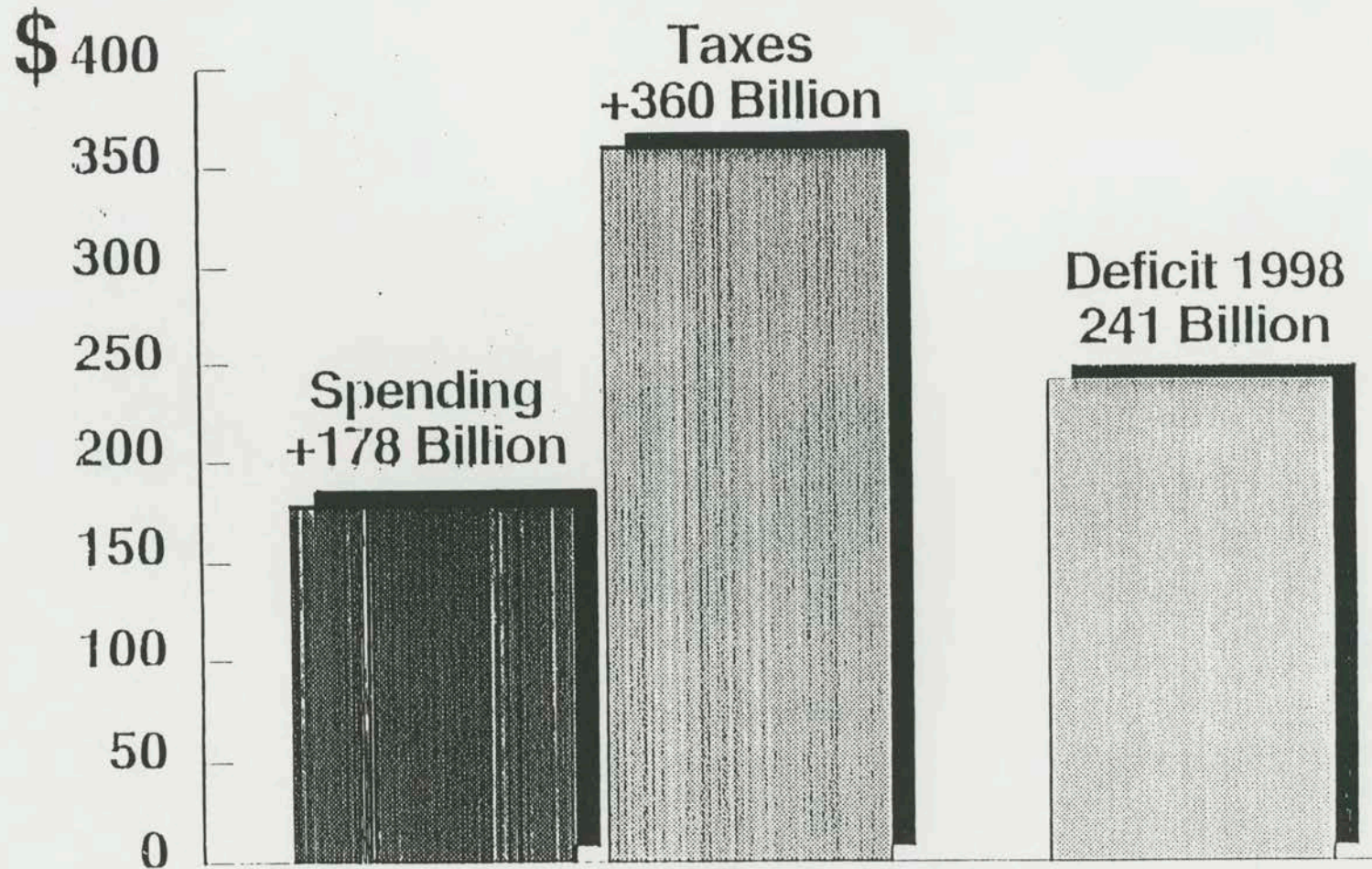
**\*\* ADD THE REQUESTED \$791 MILLION FOR FY-1993 SUPPLEMENTAL  
APPROPRIATIONS, NET INCREASE IN SPENDING -- \$10.168 BILLION**



# Clinton Budget Plan

## Spending, Taxes, Deficit Up!

1993–1998



NOTE: Gross Spending, Gross Taxes

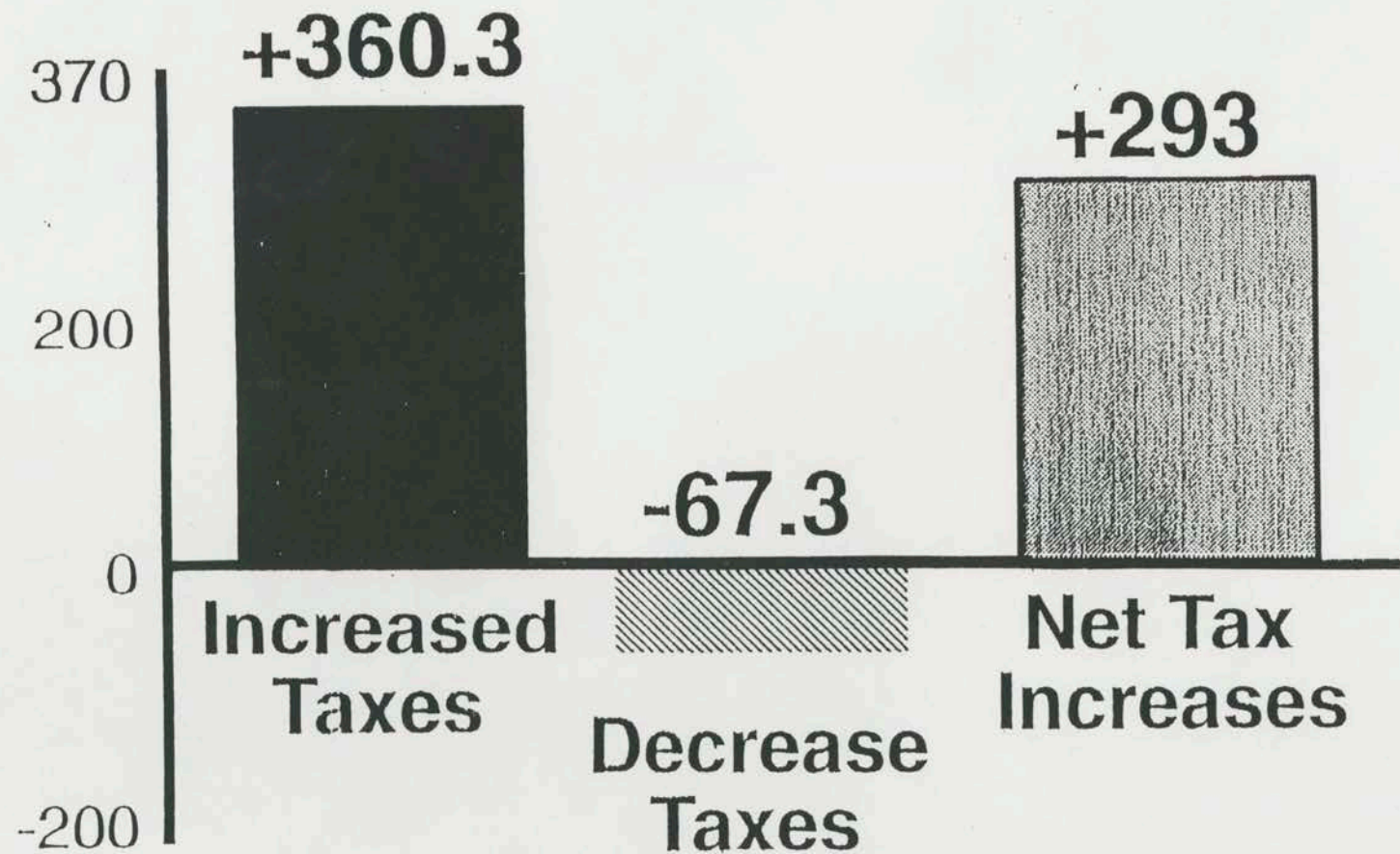
SOURCE: Senate Budget Committee, Minority Staff 2-23-93



# Clinton Budget Plan

## Tax Proposal

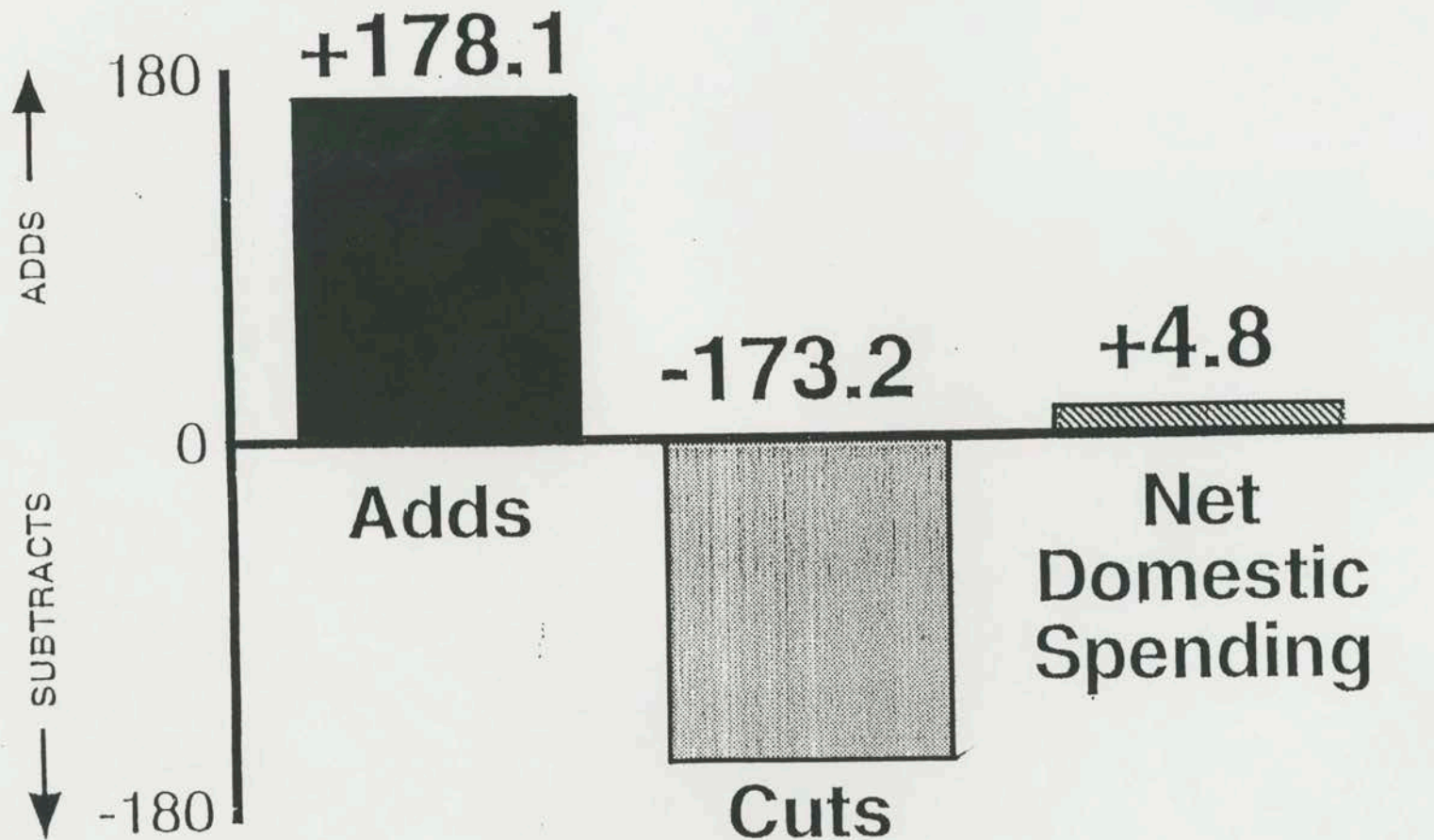
\$ in Billions  
1993-1998



# Clinton Budget Plan

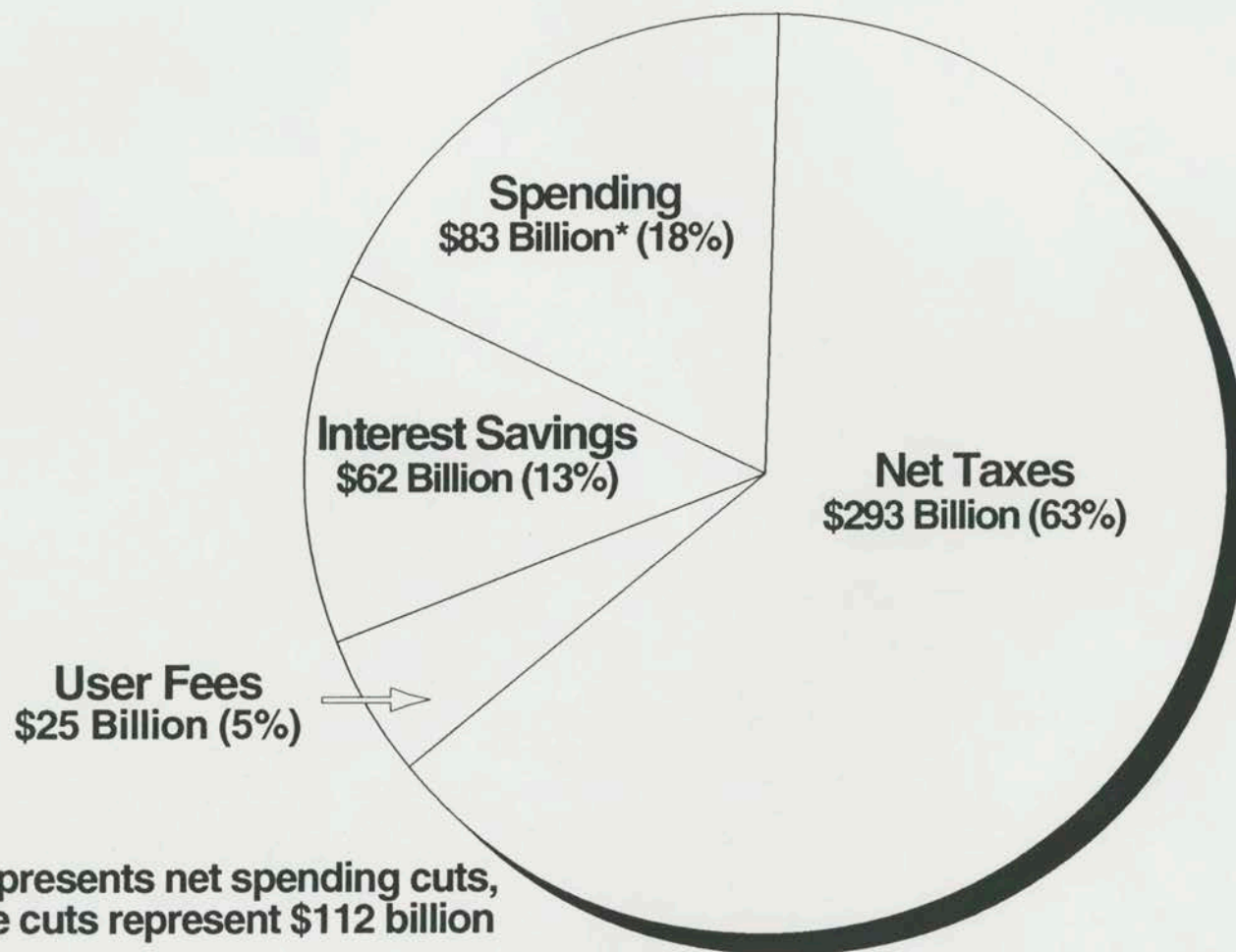
## Domestic Spending Impact

\$ in Billions  
1993-1998



Senate Budget Committee/Minority Staff 2/22/93

# Distribution of Clinton's \$462 Billion Deficit Reduction Plan 1993-1998



**SOURCE:** Senate Budget Committee, Minority Staff  
Based on published data: A Vision of Change for America, Feb. 17, 1993



# Clinton's Deficits

\$ BILLION

## Deficit

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**1992** ACTUAL

**290**

**1993**

**332**

**1994**

**262**

**1997**

**206**

**1998**

**241**

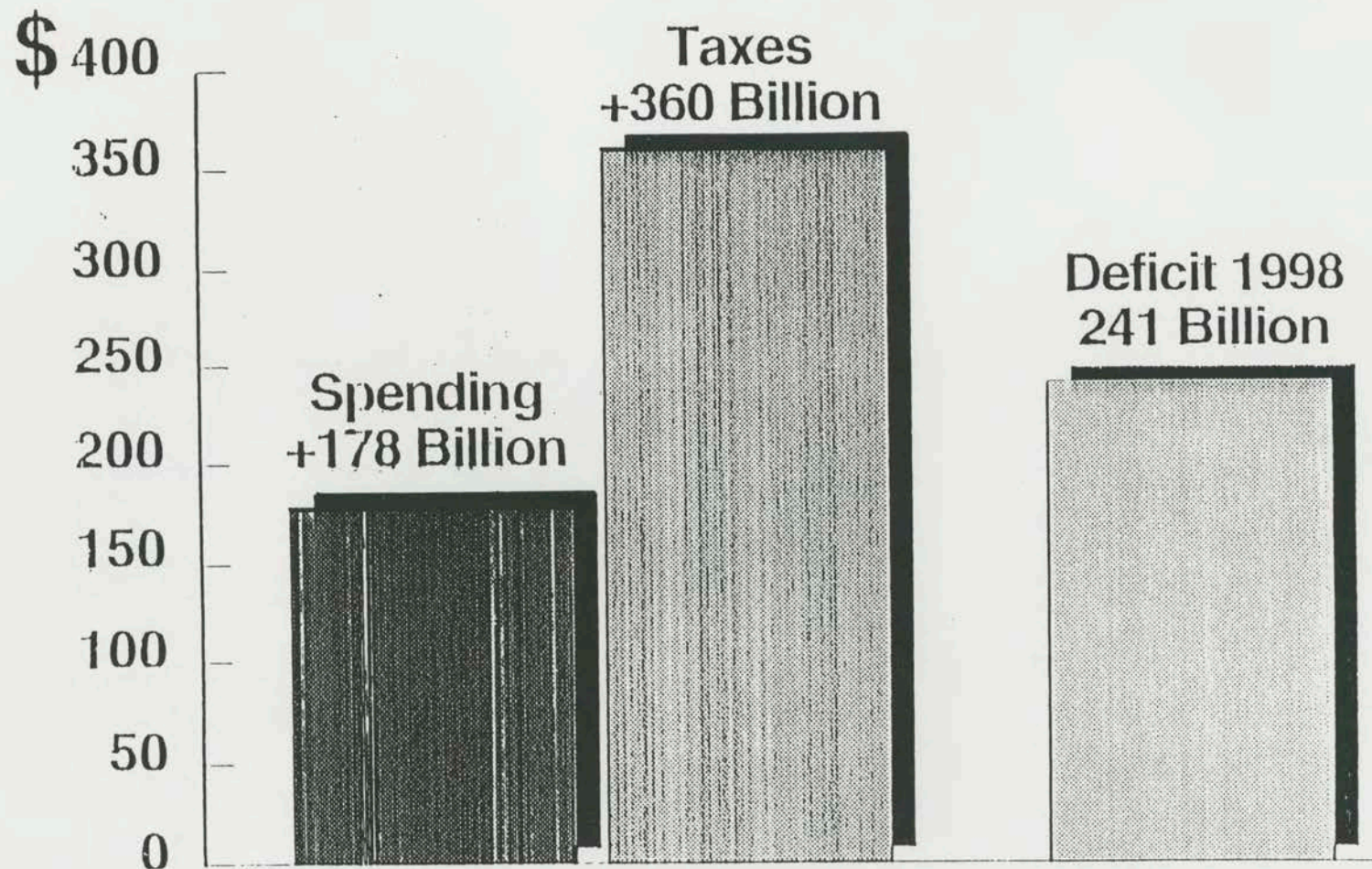
**2003**

**400**

# Clinton Budget Plan

## Spending, Taxes, Deficit Up!

1993–1998



NOTE: Gross Spending, Gross Taxes

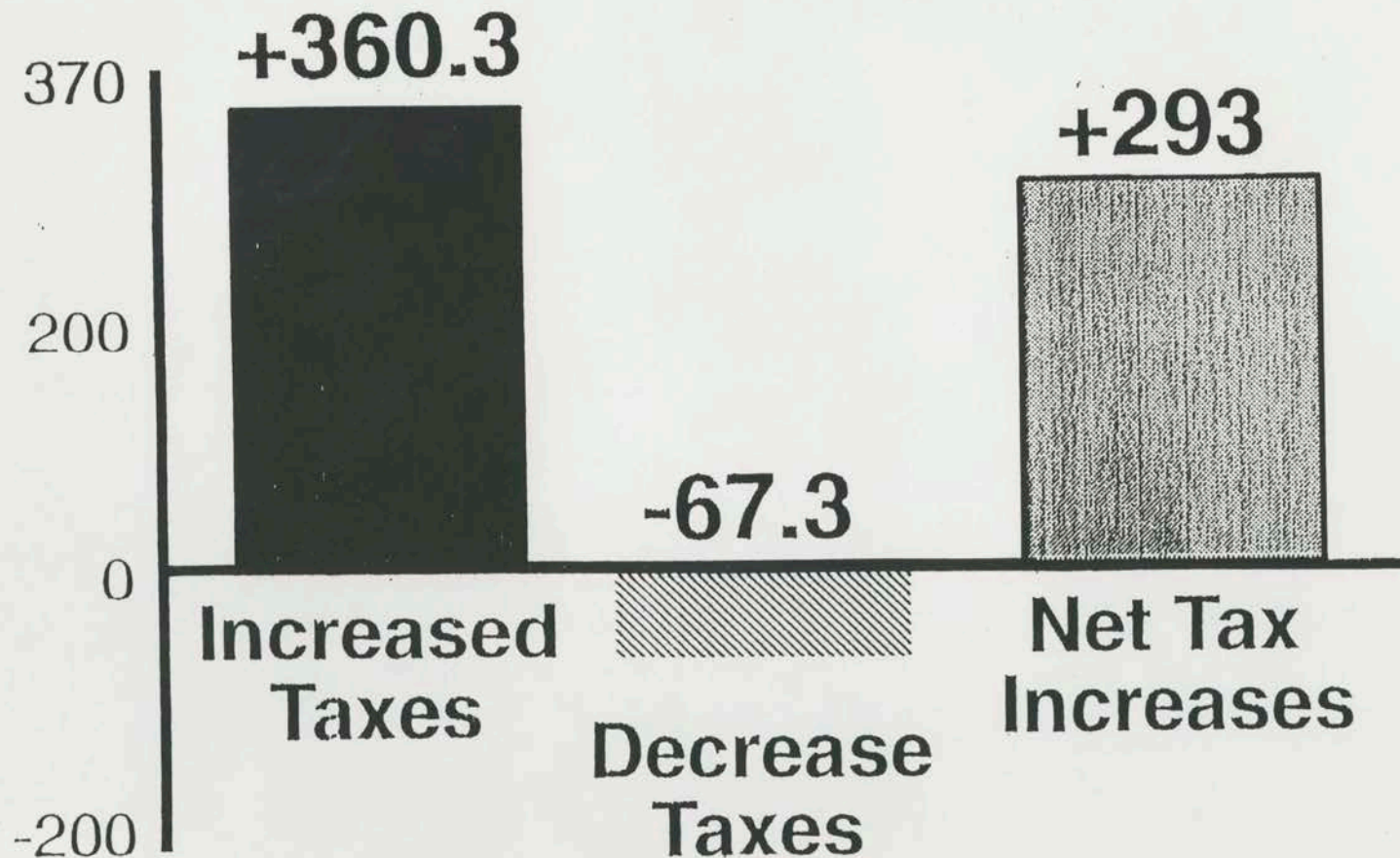
SOURCE: Senate Budget Committee, Minority Staff 2-23-93



# Clinton Budget Plan

## Tax Proposal

\$ in Billions  
1993-1998

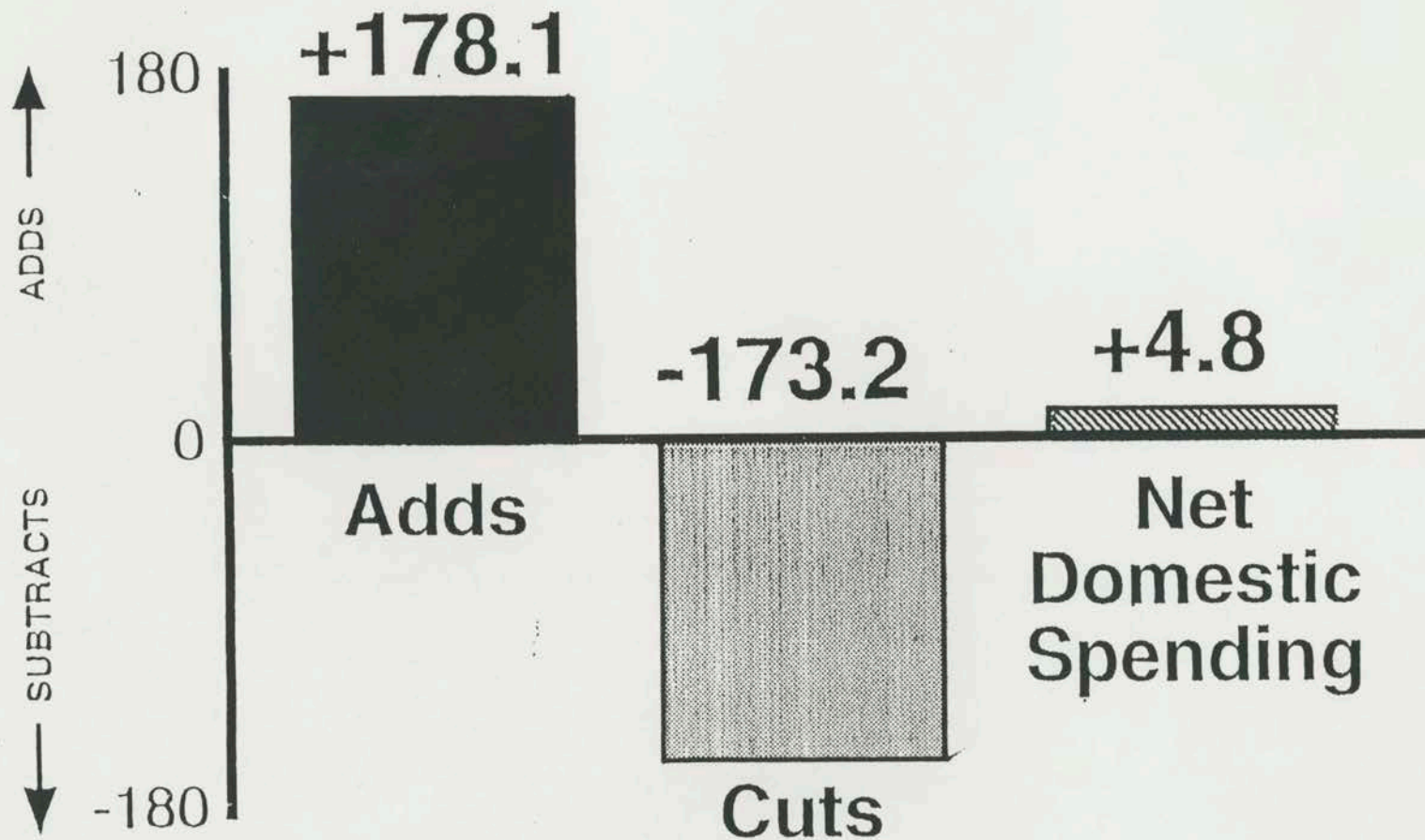




# Clinton Budget Plan

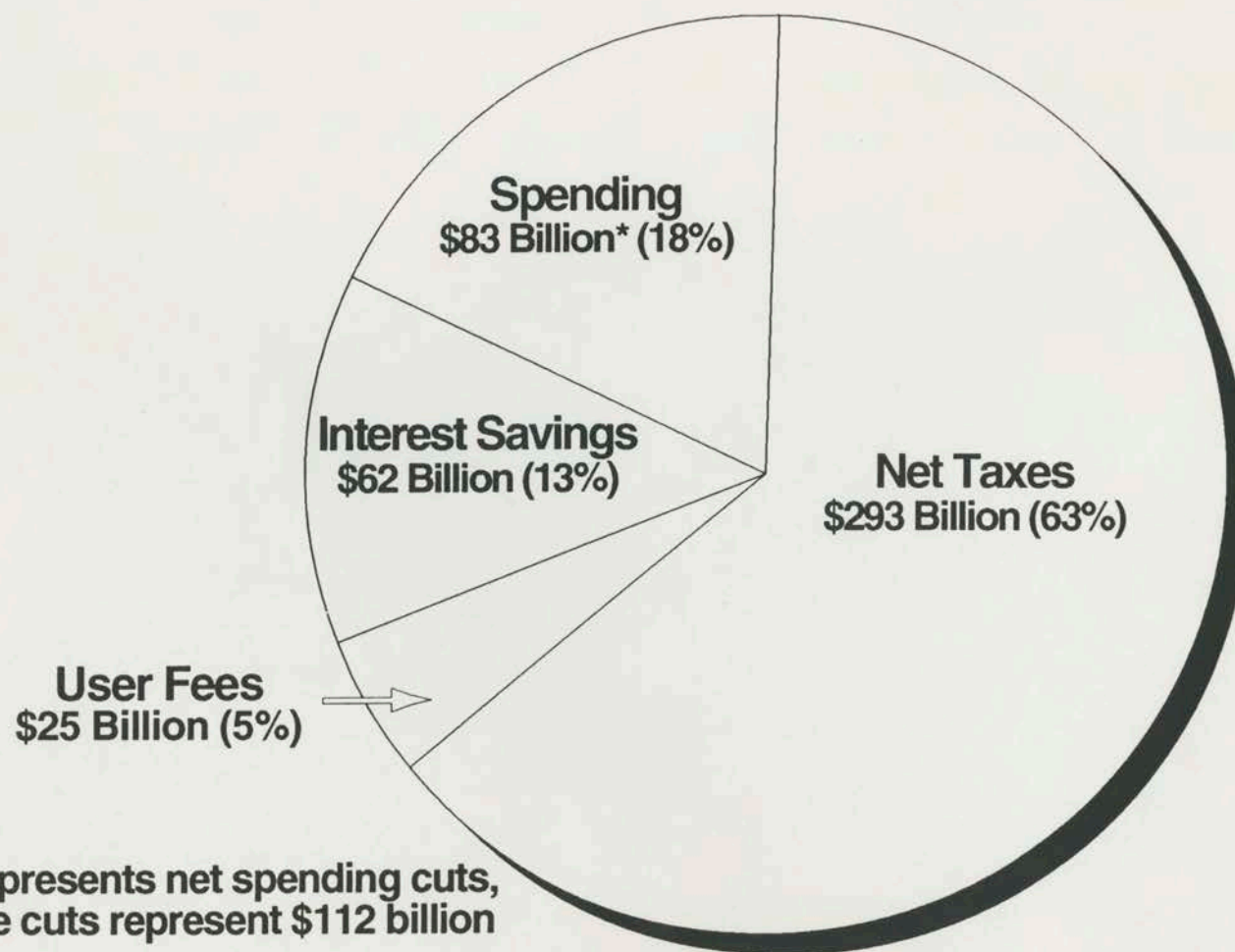
## Domestic Spending Impact

\$ in Billions  
1993-1998



Senate Budget Committee/Minority Staff 2/22/93

# Distribution of Clinton's \$462 Billion Deficit Reduction Plan 1993-1998



SOURCE: Senate Budget Committee, Minority Staff  
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# Clinton's Deficits

\$ BILLION

## Deficit

---

<b>1992</b> ACTUAL	<b>290</b>
<b>1993</b>	<b>332</b>
<b>1994</b>	<b>262</b>
<b>1997</b>	<b>206</b>
<b>1998</b>	<b>241</b>
<b>2003</b>	<b>400</b>



CLINTON'S ECONOMIC PLAN

# Farmers worry energy tax would hit hard

## 'Everything I touch has a fuel cost'

By Jim Greenhill  
USA TODAY

MILO, Iowa — Craig Hill stands beside three tanks containing 1,100 gallons of diesel and gas on his 160-acre farm.

A heat exchanger in the wall of one of Hill's rusty-red hog sheds thrums steadily in the 30-degree southern Iowa cold.

"Everything I touch has... a fuel cost in it," says Hill, 37.

A white-painted propane tank beside Hill's huge metal grain elevator is one of seven using more than 7,000 gallons each year to dry corn and provide heat.

Above, an auger carries grain from a nearby barn into the elevator — pushing Hill's electric bill over \$4,000 a year.

Which is precisely why Hill and others who have survived oil embargoes, high interest rates, inflation and poor crop prices have a new worry: President Clinton's proposed energy tax.

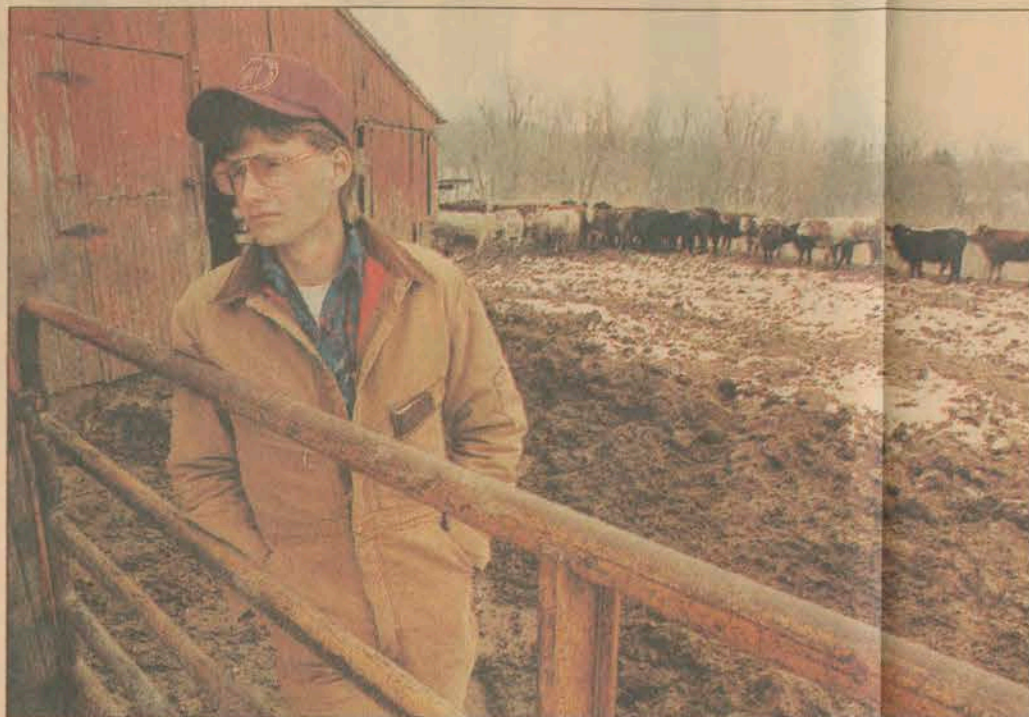
Clinton proposed the energy tax to raise \$71.4 billion over five years as part of his \$473 billion deficit-reduction plan.

The tax would add an estimated 6 cents to a gallon of gasoline or diesel fuel; 22 cents to a cubic foot of natural gas or propane and 30 cents to a kilowatt hour of electricity.

"It's not an insignificant number if you are already operating on a pretty lean basis," says Tom Van Arsdall, vice-president of the National Council of Farmer Cooperatives.

"Agriculture is a huge user of energy," says Bill Greiner, executive director of the Iowa Agricultural Development Authority. "We need it for putting in the crop, taking out the crop, drying the crop — all down the line. There's no way around it."

Agriculture Secretary Mike Espy admits the energy tax — along with proposed cuts will mean "some pain" for farmers. But, he says: "The pain suffered by farmers will be rela-



**CUTS CLOSE:** Tom Stine of Adel, Iowa, says the proposed energy tax would cut into an already thin profit margin. He figures he makes a net profit of \$35 on an acre of corn.

Photos by Charlie Neibergall, AP



**HIT:** Craig Hill, with son, Adam, says tax will be 'passed on — and ultimately it ends up with me.'

## Proposed changes in farm programs

In an effort to cut costs and raise revenue, the Clinton administration has proposed changes in farm programs. Some of the changes over five years:

► Eliminate subsidies to farmers — or farm corporations — who earn more than \$100,000 annually in off-farm income. Savings: \$610 million.

► Eliminate subsidies to honey producers. Savings: \$35 million.

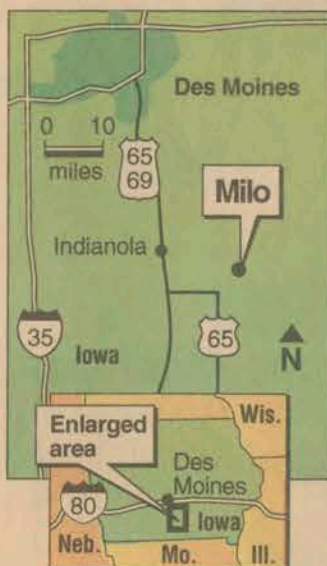
► Reduce the number of direct loans to farmers by 25%. Savings: \$42 million.

► Streamline functions of various departments and agencies. Savings: \$466 million.

► Boost fees charged to slaughterhouses and meat-processing plants to cover inspectors' overtime. Revenues: \$520 million.

► Increase annual fees charged for permits to graze livestock on federal lands. Revenues: \$47 million.

— James Harney



By Nick Galifianakis, USA TODAY

tively small."

But farmers say they are stuck because they have little control over the price they are paid for crops, so they can't automatically pass increases along to the consumer.

Farmers also worry about higher costs for fertilizers, chemicals and equipment.

"That's all going to be passed on and passed on and passed



**SHAKE-OUT:** Craig Fleishman says efficiency could increase. "There's a lot less inefficient farmers than ... 10 years ago."

on — and ultimately it ends up with me," says Hill.

In Adel, Iowa, farmer Tom Stine, 25, says the energy tax threatens an already slim profit margin.

According to Stine's calculations, it costs \$282 to grow an acre of corn that sells for \$317 — a net profit of just \$35.

"Three dollars in energy taxes could be 10% of his net prof-

it," says Dan Frieberg, Iowa Fertilizer and Chemical Association's chief executive.

In Illinois, the Farm Bureau estimates the tax would add \$1,012 to the cost of raising 500 acres of corn.

"If you were a farmer who had a bad year, that extra \$1,000 in taxes could mean the difference between a profit and a loss," says the bureau's

## Energy tax would raise farm costs

The Illinois Farm Bureau estimates the proposed federal energy tax would add \$1,012 to the expenses of an average farmer raising 500 acres of corn. The breakdown:

Added tax on 4,500 gallons of diesel fuel  
**\$382.50**

Added tax on 40 tons of ammonia fertilizer  
**\$342.00**

Added tax on 12,500 gallons of propane (drying) **\$287.50**

By Marty Baumann, USA TODAY

John Hawkins.

"They've got to cut before they can tax," argues Bill Bruere, 38, who grows corn, beans and hay on 900 acres near Prole, Iowa. "Most of these government officials have never been in business on their own."

For Hill, increased productivity means raising more hogs and growing more corn more efficiently, which takes more land, which means more families moving off the land.

Despite the prospect of higher taxes, Hill says he plans to continue farming.

"It's just one more thing — it's not in the right direction of preserving the rural way of life. It's not in the direction of increasing my income."

Iowa farmer Craig Fleishman says the new taxes may force growers into higher levels of efficiency.

"There's a lot less inefficient farmers than there were 10 years ago," he says. "It might

force everybody to become more efficient."

But Iowa corn growers aren't the only worried farmers. In Loudoun County, Va., John Rocca, 51, raises cattle, hogs and grain to feed them. He also owns Brothers Signal Co., an engineering firm.

The impact of Clinton's proposals will go far beyond the energy tax, he says. Because he earns more than \$100,000 per year, he says he'll pay more income tax. He also faces higher corporate tax and loss of some business entertainment deductions as well.

The U.S. Department of Agriculture says less than 2% of farmers like Rocca have more than \$100,000 off-farm income.

"I'm sure Americans want to know wealthy farmers will pay their share," says Espy.

Rocca disagrees: "They come in and they take the people that have survived the recession, the people that have worked two jobs, 17-hour days, six or seven days a week to get in a position where they could have an income. ... There's no incentive left. It's discouraging as hell."

Page 56 of 82

Contributing: Lori Sharn







**the challenge of  
industrialization**



# 1993 program



**national forum  
for agriculture**

**Marriott Hotel • Des Moines, Iowa  
March 1&2, 1993**



# the challenge of industrialization

## *Industrialization*

The term brings to mind images of the industrial revolution, when technological innovations and an overhaul of the production system transformed the face of industry. Many contend that industrialization is the best description of what is happening in agriculture today.

Recent years have seen major changes in production and marketing of agricultural products. The changes, including such innovations as contract feeding of livestock, biotechnology, the designation of specific crop characteristics for specific uses, and more uniform quality standards are part of a trend to industrialized agriculture.

More and more, we are seeing the coordination of each step in the food production system, with agriculture becoming more concentrated, more technically advanced and more coordinated with the input and marketing sectors.

What does this trend mean to rural communities? What does it mean to the farmer, processor and retailer? What does it mean to the consumer? Is it inevitable?

**The Forum is organized by the Food and Agriculture Committee of the Greater Des Moines Chamber of Commerce Federation, the Center for Agricultural and Rural Development (CARD) and the Midwest Agribusiness Trade Research and Information Center (MATRIC).**

## overview

### march 1

#### *Morning Session*

#### **The Industrialization Challenge**

What is the industrialization of agriculture? What is the evidence of the accelerated trend to industrialization? What is the situation in other nations?

#### *Luncheon*

**A Coming Revolution in the Food & Agriculture Sectors?**

#### *Afternoon Session*

What are the implications of this trend to industrialization of agriculture? How does it impact our production system, interest groups,

agricultural policy, food delivery system and non-food uses of agricultural products?

\*Two 1/1/2 hour breakout sessions;  
Two topics each time slot.

1. Challenges in a Changing Production System
2. Challenges in Agricultural Policy
3. The Challenge of an Industrialized Food System
4. The Challenge of New Uses

#### *Evening Session*

**Reception at The Des Moines Club**

### march 2

#### *Morning Session*

Summary of Day One Breakout Sessions, panel of producer leaders

#### **Challenges in a Changing Rural America**

What are the social implications of the industrialization trend? How can communities find opportunity?

#### *Luncheon*

**Federal, State, Private Research and the Industrialization of Agriculture**

#### *Afternoon Session*

#### **Financing Options in an Industrialized Agriculture**

Lenders will play a key role in the changing structure of the food industry. Representatives of traditional funding sources and venture capital will discuss financing options.

#### *Adjourn Conference*

Optional workshops on topics emerging from general and breakout sessions.



the challenge of  
industrialization



1993



national forum  
for agriculture

## march 1

8:00 a.m. Registration • Second Floor

9:00 a.m. Opening comments and introduction: **Chuck Johnson**,  
Chairman of Executive Council, 1993 National Forum  
for Agriculture

### the industrialization challenge

Moderator: **Stan Johnson**, Director,  
Center for Agricultural and Rural Development (CARD)

Industrialization: A move to truly consumer-driven  
agriculture, **Tom Urban**, President & Chairman of  
the Board, Pioneer Hi-Bred International, Inc.

Introduction: **U.S. Senator Charles Grassley**, Iowa

Progress in technology and the development of an  
internationally competitive agriculture,  
**U.S. Senator Robert Dole**, Kansas

10:30 a.m. Break

10:45 a.m. Welcoming comments, Governor Terry E. Branstad

The industrialization of agriculture and trade policy,  
**Kaj Fuehring Mortensen**, EC Counselor for Agriculture,  
Response by Dean Kleckner, President, American  
Farm Bureau Federation

12:00 p.m. Luncheon: Hall of Cities

Master of Ceremonies:  
**Steve Zumbach**, Chairman, Greater Des Moines  
Chamber of Commerce Federation

U.S. Secretary of Agriculture, Mike Espy (invited)

### implications of the trend to industrialization of agriculture

#### Concurrent Sessions

Two sets of concurrent sessions (a total of four) will  
examine the specific challenges presented by the trend to  
industrialization.

1:30-3:00 pm

#### Challenges in a Changing Production System

Moderator: **Merlin Plagge**, President,  
Iowa Farm Bureau Federation

Room: Salon DE

- New biology...new challenges  
**Susan Voynow**, Iowa State University
- Implications of contracting and new  
marketing systems  
**Wayne Snyder**, Farmland Industries
- Implications for the environment  
**John Haberern**, Rodale Institute
- Legal implications of a changing  
production system  
**Neil Hamilton**, President, American  
Agricultural Law Association

#### The Challenge of New Uses

Moderator: **Paul O'Connell**, Director, AARC

Room: Salon ABC

- Implications for increased demand for  
agriculture products  
**Jeffrey Gain**, Chairman, New Uses Council
- Implications for industry location of new  
industry and economic development  
**Suzy Dittrich**, Senate Subcommittee for  
Agricultural Credit  
A Case Study Description, **Lee Reeve**,  
Reeve Cattle Company
- Implications for marketing systems and pricing  
**Jeff Berkow**, National Sun Industries
- Biomass and fuel production  
**Earnest Stuart**, AFEX Corporation

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3:30-5 p.m.

**Challenges in Agricultural Policy**

Moderator: **Martin Jischke**, President,  
Iowa State University • Room: Salon DE

- Implications for commodity associations and interest groups  
**Russ Sanders**, National Pork Producers Council
- Implications for federal subsidies to agriculture  
**D. Gale Johnson**, University of Chicago
- Implications for consumer and environmental activism  
**Kenneth Cook**, Center for Resource Economics
- Implications for family farms, communities and the environment  
**Marty Strange**, Center for Rural Affairs

**Challenges for the Food System**

Moderator: **James Erickson**, Anderson Erickson Dairy Co.  
Room: Salon ABC

- Implications for vertical integration, concentration and monopoly pricing  
**Andrew Schmitz**, Giannini Foundation,  
University of California-Berkeley
- Beyond the Corner Store: Implications for food retailing systems  
**Don Schultz**, Agora, Inc.
- Implications for new product development
- How does the consumer fare?  
**Carol Scroggins**, Consumer Voice

**"a taste of iowa"  
reception at the des moines club**

Hosted by the Iowa Department of Agriculture and Land Stewardship  
5:30-7:00 p.m.; 7:00-8:30 p.m.

(Note the time on the ticket in your registration packet.)

**The Des Moines Club • 33rd Floor**

Follow skywalk signs to the Ruan Center. Take elevator to ground floor. Change to elevator servicing 33rd floor.

**Dinner on your own**

**march 2**

**Opening:** **Stan Johnson**, Director, Center for Agricultural and Rural Development (CARD)

8:30-9:30 a.m.

**Summary of Day One Breakout Sessions**

Moderator: **Steve Daugherty**, Co-chair,  
1993 National Forum for Agriculture

Presenters: Producer Leaders,  
**Jerry King**, National Pork Producers Council  
**Steve Halloran**, National Farmers Organization  
**Pete Wenstrand**, National Corn Growers Association  
**Nancy Pellett**, Iowa Beef Industry Council

9:30-9:50 a.m. Break

10:00- 12 p.m.

**challenges in a changing rural america**

Moderator: **Cooper Evans**, Former U.S. Congressman  
Rural America and the industrialization of agriculture  
**William Browne**, Author, "Sacred Cows and Hot Potatoes"

Strategies for rural development  
**Dewitt John**, National Academy of Public Administration

Taking a pro-active stance: one county's story  
**Mark Kuhn**, Floyd County Agricultural  
Development Authority

Clustering of industries in economic development  
**Robert Latham**, IES Industries  
**Stuart Rosenfeld**, Regional Technology Strategies, Inc.

the challenge of  
industrialization



1993



national forum  
for agriculture

program



the challenge of  
industrialization



1993



national forum  
for agriculture

12:00-1:30 p.m.

**Luncheon: Hall of Cities**

Master of Ceremonies: **John Ruan**, Chairman,  
Ruan Companies

Federal, state, private research and the  
industrialization of agriculture

**Martin Andreas**, Archer-Daniels-Midland Company

**Presentation of the 1993 Agricultural Vision Award:**

Established in 1992, the Agricultural Vision Award is presented annually to a leader in agriculture whose efforts and foresight advance the future, scope and diversity of agriculture.

*Presented by **Michael Reagan**, President/CEO,  
Greater Des Moines Chamber of Commerce Federation*

## financing options in an industrialized agriculture

Moderator: **Jim Kirk**, Omaha Farm Credit Services

Lenders will play a major role in the changing structure of the food industry. Private lenders, venture capital firms, and farm credit agencies will discuss the availability of capital and options for financing in an industrialized agriculture.

**H. Lynn Horak**, Norwest Bank, Iowa N.A.

**Ray Johns**, AgriBank, St. Paul, MN.

**David Schroder**, InvestAmerica Venture Group, Inc.

**Rem Laan**, United Market Services Company

3:30 p.m. **Closing Comments: Chuck Johnson**,  
Chairman of National Forum for Agriculture  
Executive Council

Adjourn conference

## executive council

**Chuck Johnson** (Chair)  
Senior Vice President of North  
American Operations  
Pioneer Hi-Bred International

**Don Anderson**  
President  
Norwest Agricultural Credit, Inc.

**Leo Armatis**  
Vice President, Corporate Relations  
Meredith Corporation

**James Erickson**  
President  
Anderson Erickson Dairy Co.

**Cooper Evans**  
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March 1-2, 1993  
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**NFA Exec. Council  
Introduction**



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### *1993 National Forum for Agriculture: The Challenge of Industrialization*

March 1-2, 1993  
Mariott Hotel, Des Moines, Iowa

**Donald C. Anderson** is president and CEO of Norwest Agricultural Credit, Inc., in Sioux Falls, South Dakota. He spent nine years with George A. Hormel & Company as a cattle buyer before assuming responsibilities as an ag lender with Norwest. He was also the ag business manager and branch supervisor before becoming president. Currently he is on the board of directors of the Federal Agricultural Mortgage Corporation (Farmer Mac) and the Northern Regional Agricultural Utilization Consortium. He is on the ag advisory council of the Chicago Mercantile Exchange and a member of the executive council of the National Forum for Agriculture. Anderson received a bachelor's in animal science from Iowa State University.

**Martin L. Andreas** is senior vice president and assistant to the CEO of the Archer-Daniels-Midland Company (ADM), Decatur, Illinois. Born in Cedar Rapids, his family moved to Florida where he attended Graham Eckes Prep School and the University of Miami. In 1970, Andreas returned to Iowa as executive vice president of Corn Sweeteners, now a division of ADM.

Andreas's responsibilities focus on the development and promotion of fuel ethanol and legislative and political affairs. In 1991 he became corporate vice president of marketing with special attention to sweeteners and ethanol product lines. He serves on the board of directors of the Renewable Fuels Association, the American Sugar Alliance, the Corn Refiners Association, and the Illinois Agricultural Leadership Foundation.

**Jeff Berkow** is president and CEO for National Sun Industries, Inc. (NSI), Minneapolis, Minnesota. The company processes oilseeds, mainly sunflower and other specialty oilseeds. NSI is involved in international trade in agricultural products. NSI recently acquired Dahlgran & Co of Crookston, Minnesota, a seed company and leader in the processing of sunflowers for edible purposes. Berkow has been involved in cereal processing and international trade for 25 years.

**Terry E. Branstad** has been governor of Iowa since 1982. He received a bachelor's in political science from Iowa State University and the J.D. from Drake University Law School. Branstad is a member of the Council of State Governments, the National Governors' Association, the Midwest Governors' Conference, and the Republican Governors' Association. He has been very involved with the Republican conventions since 1976. He is also involved in numerous civic organizations in Des Moines and Iowa. He received an honorary Doctor of Humane Letters from Marycrest College and one from the University of Osteopathic Medicine and Health Sciences, a Doctor of Humanities from Buena Vista College, and a Doctor of Laws from Clarke College.



**William P. Browne** is director of public administration programs and professor of political science at Central Michigan University in Mt. Pleasant. Browne's research has centered on the agricultural policy process. He has authored/co-authored six books on agriculture and rural policy in addition to more than 60 other publications. He was a visiting fellow with the Economic Research Service (1985) and the National Center for Food and Agricultural Policy (1991) and spent considerable time on Capitol Hill with lobbyists from the agriculture sector and at the grass-roots level with U.S. farmers. Browne earned his master's at Iowa State University and his doctorate from Washington University in St. Louis, Missouri.

**Kenneth A. Cook** is vice president for policy at the Center for Resource Economics in Washington, DC. He was the principal designer of the conservation and environmental provisions in the 1985 and 1990 federal farm bills. Cook was formerly director of congressional affairs, and before that, director of press relations for the World Wildlife Fund and Conservation Foundation. He served several years as a policy analyst and writer on agricultural and environmental issues for environmental organizations and governmental agencies in Washington. Cook has a master's in soil science from the University of Missouri-Columbia.

**Steven J. Daugherty** is director of public affairs in the communications department of Pioneer Hi-Bred International, Inc. He is responsible for the corporate link with government at all levels. Before joining Pioneer in 1987, he was director of public affairs with the Iowa Corn Growers' Association.

Daugherty worked for The Associated Press in Des Moines as broadcast editor and farm specialist and has had varied experience in radio news and production, including three years with the American Forces Radio and Television Service in Tokyo. He currently is enrolled in the Public Affairs Institute, a three-year professional development program of the Public Affairs Council.

**Suzette M. Dittrich** is a staff member of the Senate Committee on Agriculture, Nutrition, and Forestry in Washington, DC. She has directed the Subcommittee on Agricultural Credit, chaired by Senator Kent Conrad, since 1989; staffed the Subcommittee on Agricultural Research and General Legislation, chaired by Senator Conrad in 1988; and served on Senator Conrad's personal staff. From 1985-87 Dittrich served on the personal staff of Senator Edward Zorinsky. She has experience in solving problems of farmers, cooperatives, agribusinesses, and rural communities. Dittrich received her bachelor's in psychology with minors in economics and philosophy from the University of Nebraska-Lincoln.

**Robert Dole** is Senate Republican Leader and U.S. Senator for Kansas. His distinguished record of public service spans four decades. His experiences include: Senate Majority Leader, chair of the Senate Finance Committee, a two-time candidate for U.S. President, a member of the House of Representatives, chair of the Republican Party, a state legislator, and a county attorney. In 1992, Senator Dole was reelected for an unprecedented fifth term in the U.S. Senate.



**James W. Eiler** is vice president and chief financial officer at AgriBank, FCB, St. Paul, Minnesota. His responsibilities include treasury funding and financial management and reporting for the \$10 billion farm credit bank serving Arkansas, Illinois, Missouri, Michigan, Minnesota, North Dakota, and Wisconsin. Previously he was affiliated with the Farm Credit Bank of St. Louis, First Interstate Bank of Des Moines, First National Bank in Colfax, University Bank & Trust Company, Ames, First National Bank of St. Paul, and was an instructor in the agricultural economics department at Iowa State University. Eiler earned a bachelor's in agricultural business and a master's in agricultural economics from Iowa State University. He is a graduate of the ABA Stonier Graduate School of Banking.

**James W. Erickson** is president and CEO of Anderson Erickson Dairy Company, Des Moines. Erickson is vice chair of the Milk Industry Foundation, Washington, DC, board member of the International Dairy Foods Association, treasurer of Iowa Dairy Foods Association, on the board of directors of Norwest Bank Iowa NA of Des Moines, and a board member of the Des Moines Chamber of Commerce Federation.

**Cooper Evans** is a farmer who raises corn and soybeans in Iowa and cattle and horticultural crops in Missouri. He is a former member of the U.S. House of Representatives with committee appointments on Agriculture and the Select Committee on Hunger. Before his U.S. congressional stint he served three terms in the Iowa House of Representatives. He is a member of the Iowa Technology Transfer Council and the board of directors of Volunteers in Overseas Cooperative Assistance (VOCA), a national organization of farmer-owned cooperatives of America. During 1989 and 1990, Evans was on the White House staff as Special Assistant to the President for Agriculture.

**Jeffrey W. Gain** is chief executive officer of the National Corn Growers Association (NCGA) headquartered in St. Louis, Missouri. He manages and coordinates all NCGA programs. The mission of the NCGA and the National Corn Development Foundation is to enhance corn profitability and usage in order to improve the quality of life in a changing world.

Gain is one of the founders and chair of the New Uses Council (NUC), formed in 1991 to serve as an advocate for the commercialization of new uses and help coordinate public and private sector initiatives to develop new products. He received a bachelor's in management from the University of Illinois.

**John F. Haberern** is senior vice president for Rodale Press, Inc., and president of the Rodale Institute, a nonprofit research and education organization dedicated to improving human health through regenerative farming and organic gardening. The institute works worldwide conducting, encouraging, and publishing original research to define the link between farming practices, soil health, and food quality.

Haberern currently serves on the Secretary of Agriculture's Science and Technology Review Board, the Tennessee Valley Authority's National Fertilizer and Environmental Research Center Advisory Committee, the Northeast Regional Administrative Council for the USDA's Sustainable Agriculture Research and Education Program, and as advisor to the Public Broadcasting System's Living on Earth Program.



**Steve Halloran** is president of the National Farmers Organization (NFO), Ames. A fifth-generation farm producer farming near Hastings, Nebraska, he maintains management of the 1600-acre operation producing corn, soybeans, sorghum, and wheat. Halloran graduated from the Creighton University School of Business Administration with a bachelor's of science in management and finance. He has served as county president, district vice president, and Nebraska state vice president and president of the NFO and in December, 1991, was elected national president.

**Neil D. Hamilton** is one of the nation's leading experts on the role of law in shaping agriculture. He is the Richard M. and Anita Calkins Distinguished Professor of Law and director of the Agricultural Law Center at Drake University Law School, Des Moines. He is past president of the American Agricultural Law Association and author of the national award-winning book, *What Farmers Need to Know About Environmental Law*. He also authored *A Livestock Producer's Guide to: Nuisance, Land Use Control, and Environmental Law* and *Iowa Crop Producers Environmental Law Guide*. He received a bachelor's from Iowa State University and a J.D. from the University of Iowa. Before joining the Drake University faculty, he taught at the University of Arkansas where he helped develop the agricultural law LL.M. program.

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**Martin C. Jischke** is president of Iowa State University, Ames. He came to Iowa State University after serving as chancellor at the University of Missouri-Rolla. He was affiliated with the University of Oklahoma, where he served as dean of the College of Engineering; interim president of the university, and director/professor of the School of Aerospace, Mechanical and Nuclear Engineering. Jischke was a White House Fellow and special assistant to the Secretary of Transportation in the U.S. Department of Transportation. He received his bachelor's in physics, with honors, from the Illinois Institute of Technology and the master's and doctorate in aeronautics and astronautics from the Massachusetts Institute of Technology.

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**Nancy Pellett** is chair of the Iowa Beef Industry Council located in Ames. She has been affiliated with this group for the past six years. She has served on the Iowa State University College of Agriculture Dean's Advisory Council and the ISU Alumni Association among other university committees. Currently she is serving on the Executive Council and the Advertising Committee of the National Livestock and Meat Board. Pellett is the Iowa representative to the Council of Agricultural Research, Extension, and Teaching.



**Merlin Plagge** is president of the Iowa Farm Bureau Federation. He is a member of the American Farm Bureau board of directors; member of the agriculture advisory committee to the Federal Reserve Bank of Chicago, and the trade advisory committee of the U.S. Department of Agriculture. He serves on the board of directors of Blue Cross/Blue Shield, Iowa Methodist Medical Center, and Health Policy Corporation of Iowa.

**Michael V. Reagen** is president and CEO of the Greater Des Moines Chamber of Commerce Federation. He is also president of the Corporation for International Trade (CIT), a subsidiary of the Chamber Federation. Before assuming responsibilities at the chamber, Reagen held various state and university positions in Missouri and Iowa. He received the bachelor's, with honors, from Fordham University, the master's from the University of Illinois, and a doctorate from Syracuse University. He is an alumnus of the Senior Executive Program, Harvard University's John F. Kennedy School of Government, and the author/editor of several books and numerous articles.

**Lee M. Reeve** is group manager of family operations, including Reeve Cattle Company (17,000-head private feedlot), Reeve Agri Energy (2.4 million gallon/year ethanol plant), 4,500 acres of irrigated farmland, and a fish operation using waste water from the ethanol plant to raise food. He is a graduate of Kansas State University with a bachelor's in agriculture economics. Reeve is director of Fidelity State Bank in Garden City, Kansas, past member of Agriculture Value Added Processing Center Leadership Council, appointed to the board of directors of the AARD in Washington, a member of the Kansas Livestock Association and the National Cattlemen's Association. He has received several awards and his various enterprises have been featured on national television.

**Stuart A. Rosenfeld** is president of Regional Technology Strategies, Inc., Chapel Hill, North Carolina, a nonprofit organization dedicated to researching, designing, implementing, and assessing technology-based development strategies. He is a senior fellow for the Southern Growth Policies Board (SGPB), a regional compact of 13 states and Puerto Rico. Rosenfeld directs the activities of the Consortium for Manufacturing Competitiveness, a group of innovative technical colleges in the South, and formerly served as director of the Southern Technology Council, an advisory arm of the SGPB that he conceptualized and organized to collectively address policy issues concerning science and technology. Rosenfeld earned a bachelor's in chemical engineering from the University of Wisconsin-Madison, a master's in educational philosophy from the University of Wisconsin-Milwaukee, and a doctorate in education planning, social policy, and administration from Harvard University.

**John Ruan** is chair and CEO of the Ruan Companies and chair of the World Agriculture Development Foundation. His businesses and activities include transportation, commercial banking, financial services, international trading, and real estate development. Ruan is a member of the Governors of Iowa State University Foundation, past president of the Greater Des Moines Committee, and director of the Greater Des Moines Chamber of Commerce Federation and Living History Farms. He is also a member of the Executive Committee of the Des Moines Development Corporation and the Governor's Business Advisory Group. Ruan is director of Edge Technologies, Inc., past director of Heritage Communications, Inc., Northwestern Bell Telephone Company, Equitable of Iowa Company, and Iowa Resources. He is owner of Bankers Trust Company. Ruan has received numerous awards, including the 1990 Iowa Venture Award for Distinguished Leadership, the Jason Award in 1991, and was designated Iowa Business Leader of the Year by *The Des Moines Register*, also in 1991.



**Russ Sanders** is executive vice president of the National Pork Producers Council (NPPC), the largest commodity organization, with a membership of 90,000. He is responsible for all program management for the NPPC. He was formerly executive director of the Iowa Pork Producers Association and has served as assistant director for agriculture development with the Iowa Development Commission. He serves on the USDA's Policy Advisory Committee and the Citizens Network Agriculture Committee and is a board member of the Animal Industry Foundation. He is the recipient of the Floyd Andre Award from Iowa State University for Distinguished Service to Agriculture.

**Andrew Schmitz** is chair and Robinson Chair Professor in the Department of Agricultural and Resource Economics at the University of California at Berkeley. He held the Van Vliet Endowed Chair in the department of agricultural economics at the University of Saskatchewan. Schmitz earned both the bachelor's and master's in agricultural economics at the University of Saskatchewan. He earned a master's and doctorate in economics from the University of Wisconsin-Madison specializing in international trade. He maintains active interest in the operation and management of the family ranch in Saskatchewan.

**David R. Schroder** is president of InvestAmerica Venture Group, Inc., in Cedar Rapids that manages a nationally-oriented small business investment company, MorAmerica Capital Corporation, and a state-oriented private venture fund, the Iowa Venture Capital Fund, L.P. Previously he was vice president of Kentucky Highlands Investment Corporation in eastern Kentucky and director of marketing for Impact Seven, Inc., in northern Wisconsin, both involved in rural economic development. Schroder received a master's in business administration from the University of Wisconsin.

**Donald E. Schultz** is professor of Integrated Advertising/Marketing Communications at the Medill School of Journalism, Northwestern University in Evanston, Illinois, and president of his own marketing, advertising, and consulting firm, Agora, Inc., in Evanston.

Schultz graduated from Oklahoma State University with a bachelor's in marketing/journalism, he received a master's in advertising, and a doctorate in mass media from Michigan State University. He taught advertising at Michigan State University and joined the faculty at Northwestern in 1977. He has consulted, lectured, and held seminars on marketing, sales promotion, and advertising management, marketing strategy, and integrated marketing communications nationally and internationally. Schultz has written numerous articles and authored or co-authored seven books. He is a regular contributor to *Marketing News* and *Outlook*, the publication of the Promotion Marketing Association of America (PMMA).

**Carol D. Scroggins** is president and founder of The Consumer Voice, Inc (CV) providing insight into marketing, social, and consumer issues. She has co-authored numerous articles. Scroggins speaks and conducts business seminars on issues including environmental affairs, food safety and nutrition, women in business, product and service quality, and marketing and business/social protocol. She served as chair of the Consumers Affairs Council of the Food Marketing Institute and is active in numerous professional and civic organizations.



**Marty Strange** is program director and co-founder of the Center for Rural Affairs in Walthill, Nebraska. The center specializes in public policy issues and social justice concerns within rural communities. He is the author of *Family Farming: A New Economic Vision* and received the 1992 Public Service Achievement Award from Common Cause. Strange received his master's in agricultural economics from the University of Missouri.

**Wayne Snyder** is director of Livestock Production for Farmland Industries, Inc., of Kansas City, Missouri. His experiences encompass broad management throughout Farmland Industries where he has been involved in consulting with large hog production operations, extensive work in the producer services area, and field management responsibilities addressing the structural changes of the retail feed/grain sector. Snyder earned a master's in business administration.

**Earnest D. Stuart** is president of AFEX Corporation, Brenham, Texas, specializing in upgrading difficult low-grade commercial real estate properties into premium value properties. He developed a heart-of-palm plantation in Central America, is co-inventor of a biomass pretreatment, and sole inventor of a biomass hydrolysis method. Stuart has designed and constructed a number of custom homes.

**Thomas N. Urban** is president and chairman of the board of Pioneer Hi-Bred International, Inc., Des Moines, one of the leading agribusinesses in the United States. He is on the board of trustees of Drake University; Carnegie Institution of Washington, DC, (chair); the Des Moines Art Center; and the President's Council, National Academy of Sciences. He is on the board of directors of Pioneer Hi-Bred International, Inc.; Equitable of Iowa; and The Weitz Corporation, all of Des Moines; and the Sigma-Aldrich Corporation, St. Louis, Missouri.

Urban is a member of the Study Committee on County Government Efficiency, the City Charter Commission, Resources for the Future Corporation, the Advisory Board to the World Agriculture Development Foundation, and President-elect Clinton's Agricultural Transition Team.

**Susan Voynow** is Biotechnology Industrial Liaison for Iowa State University. She will conduct assessments of biotech/biomedical areas, prepare analyses of marketing issues, and gather and analyze competitive intelligence for new business development. Voynow was affiliated with Regional Medical Associates where, among other things, she identified new business opportunities and fostered connections between scientists and industry and facilitated the team-building process between industry and hospital pharmacies. She has been a biomedical consultant, working in the areas of feasibility of new technology with regard to technical and marketing issues and moved novel technology from the laboratory to new venture status. Voynow received her doctorate in molecular biology from Tufts Medical School.

**Peter Wenstrand** is a self-employed farmer and manager of a 1700-acre corn, soybean, and wheat farm near Essex, Iowa. He is director and first vice president of the National Corn Growers Association (NCGA). He is also a member of the Trade Policy Committee of the NCGA, Iowa Corn Growers Association, and the Chicago Federal Reserve Board. He has been on the ISU College of Agriculture Advisory Committee and the State Board of Regents. Wenstrand received a bachelor's in agricultural business from Iowa State University and a master's in management from Purdue University.



*Steven E. Zumbach* is an attorney with the firm Belin Harris Lamson McCormick in Des Moines. Previously, he was adjunct professor at the Drake University Law School. Zumbach received a Juris doctorate from the University of Iowa and a doctorate in economics from Iowa State University. His current civic involvements include: chair, Greater Des Moines Chamber of Commerce Federation; member of the executive committee, Des Moines Development Corporation, project 21 Steering Committee; Iowa State University Board of Governors; deputy national chair, Iowa State University Capital Campaign; board of directors, Iowa State University Foundation; president, Iowa State University Research Foundation, and board of directors, Iowa State University Research Foundation, and numerous other organizations.





(This release is provided to you to use with your company/association or local media to promote your participation in the Forum. Customize the following with your name and appropriate information, type on your letterhead and distribute it locally.)

CONTACT: Your name  
Your phone

FOR IMMEDIATE RELEASE

YOUR NAME ATTENDS 1993 NATIONAL FORUM FOR  
AGRICULTURE IN DES MOINES

DES MOINES, IOWA -- (Date) -- Your name of your town joined other United States agriculture and food leaders who gathered in Des Moines March 1-2 to discuss "The Challenge of Industrialization" at the Third Annual National Forum for Agriculture.

More than 30 speakers and over 300 attendees examined agricultural industrialization and its potential impact. The Forum's goal was to clearly define the trends so that those who are impacted can identify opportunities and better manage the expected changes.

"Everyone involved in the food business or in rural communities is well aware that we are facing major industry changes," said your name, your title. "The Forum addressed these changes head-on by looking at current industrialized agriculture trends and policies and provided ideas for tapping into emerging opportunities."

Highlights from the Forum included:

- \* contrasts between European and United States views on industrialization presented by Kaj Mortensen, EC counselor for agriculture and Dean Kleckner, president of the American Farm Bureau Federation;
- \* progress in technology and the development of an internationally competitive agriculture featuring U.S. Senator Bob Dole, Kansas;

- over -

Sponsored by

Food and Agriculture Committee,  
Greater Des Moines Chamber of Commerce Federation

Center for Agricultural and Rural Development  
(CARD), Iowa State University

Midwest Agribusiness Trade  
Research and Information Center (MATRIC)



- \* challenges in agricultural policy featuring a panel of leaders from the National Pork Producers Council, University of Chicago, Center for Resource Economics, and Center for Rural Affairs;
- \* challenges in a changing rural America including comments from members of Central Michigan University, Center for Competitive, Sustainable Economies, Floyd County Agricultural Development Authority, IES Industries, Inc., and Regional Technology Strategies, Inc.;
- \* financing options in an industrialized agriculture featuring a panel of experts from Norwest Bank, Iowa, N.A., AgriBank, InvestAmerica Venture Group, Inc., and United Market Services Company.

The 1993 Agricultural Vision Award, established by the National Forum for Agriculture in 1992, was presented to \_\_\_\_\_ of \_\_\_\_\_ at a Forum luncheon. The Vision Award acknowledges inspiration in fostering growth and innovation in agriculture and agriculture-related businesses.

The annual Forum is organized by the Greater Des Moines Chamber of Commerce Federation, Iowa State University's Center for Agricultural and Rural Development, and the Midwest Agribusiness Trade Research and Information Center (MATRIC).

For more information about the National Forum for Agriculture, contact: Steve Noah, Midwest Agribusiness Trade Research and Information Center, 601 Locust St., Suite 100, Des Moines, Iowa 50309; 515-283-1212.

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## EVALUATION FORM

### 1993 National Forum for Agriculture: The Challenge of Industrialization

March 1 & 2, 1993  
Marriott Hotel, Des Moines

#### Location

1. a. Please give your impression and comments on the meeting site \_\_\_\_\_
2. b. Remarks on services, food. \_\_\_\_\_

#### Program (Please circle the response that most closely describes your assessment.)

1. Was the program **format** designed to present information and analysis most effectively?  

High                      Moderate                      Low
2. Was the overall program **content** relevant to your interests?  

High                      Moderate                      Low
3. How does this **program** rate on the following items?  

Excellent                      Good                      Fair                      Poor

  - a. appropriateness of topics
  - b. quality of presentations
  - c. discussion time allowed
4. Would you attend another National Forum for Agriculture if one were held next year?  

Yes                      No
5. Which one of the following groups describes your employment?  

1. Farm Producer
  2. Agribusiness
  3. Education
  4. Media
  5. Government
  6. Financial Institution
  7. Other \_\_\_\_\_
6. What suggestions do you have for future programs on themes similar to those addressed by this conference? *(If you need more space, please use the back to write your response.)*