



Super-Panel Will Be Featured in November 4th Agri-Growth Annual Meeting

The Agri-Growth Council keynote panel will focus on “AgriCulture: A proud past, a strong today and a vibrant tomorrow.”

The Minnesota agriculture industry has a very proud and rich history. The 2010 Minnesota Agri-Growth Council Annual Meeting, to be held on Nov. 4 at the Minneapolis Convention Center, plans to highlight this through a review of *AgriCulture*. The theme for 2010 is “AgriCulture: A proud past, a strong present and a vibrant tomorrow”. Speakers will discuss the history of agriculture and food production, where we are today and what we can expect moving forward. Food retail companies, food processors, agribusinesses, and farming operations alike will benefit from the positive review of our proud past and gain insight on what to expect for the future of our vital industry.

Agri-Growth President, **Daryn McBeth**, remarked, “The food and agriculture industry is one that is under a constant, and often very critical, spotlight. We forget to take stock of where we’ve come from and the rich history we bring to our future endeavors in the agricultural arena. It’s our hope that this year’s Annual Meeting will give our members and key stakeholders the chance to do just that, while also gaining insight on where our industry is headed.”

The feature of the 2010 Annual Meeting will be a panel presentation, dubbed the

“Super-Panel.” The panel will feature highly dynamic videos with a large amount of multimedia. It will begin with video and vivid imagery highlighting the history of the food and agriculture industry. Attendees can expect to come away from the panel, and the event as a whole, with pride for the history and outlook of this industry.

The super-panel will cover the history of food and ag through the lens for four key pillars: Business, Technology, Global and Policy. Attendees will hear from an expert with each pillar who will discuss how this area shaped, or will shape, the industry.

Pillar experts include:

- **Business Pillar:** **Chris Policinski**, CEO, Land O’Lakes;
- **Technology Pillar:** **Dr. Stephen Padgett**, Vice President and Global Biotechnology Lead, **Monsanto**;
- **Global Pillar:** **Ambassador Kenneth Quinn**, President of the World Food Prize Foundation; and
- **Policy Pillar:** **Secretary Dan Glickman** (*invited*), Senior Fellow of the Bipartisan Policy Center.

To follow the pillar overview, Super-Panel Moderator, **Kerri Miller**, Host of Mid Morning on MPR, will lead the pillar experts in a



Kerri Miller, Minnesota Public Radio, leads the panel discussion at the 2009 Agri-Growth Annual Meeting. She will serve as moderator in this year’s Super-Panel.

lively discussion of how these four pillars influenced each other and how they will affect our industry as we move forward.

The Annual Meeting will also feature economy presentations from **Dr. Tom Stinson**, State Economist, **Dr. Tom Gillaspay**, State Demographer, and **Dr. Michael Swanson**, Chief Agriculture Economist, Wells Fargo. It’s also expected that the Minnesota Governor-Elect will stop by to address the event. During the luncheon program, the Distinguished Service Award winner will be announced and attendees will also hear from luncheon keynote presenter, **Dr. Marla Spivak**, Distinguished McKnight Professor at the **University of Minnesota** and “Genius” Award recipient for her research on honey bees and food security. **Senator Amy Klobuchar** will also speak at the luncheon program.

REGISTRATION

To register for the annual meeting, visit www.agrigrowth.org/annual. Interested individuals can also call 651.905.8900 or email info@agrigrowth.org. Registration costs are: \$120 for an individual member or affiliate, \$140 for an individual non-member, \$75 for a student or media and \$900 for a table of eight. This event is open to the public.

SPONSORSHIP

The Agri-Growth Annual Meeting is made possible through the platinum sponsor **Gislason & Hunter**. Gislason & Hunter is a full service law firm specializing in production agriculture and food industry matters, with offices in New Ulm, Mankato, Mapleton, and Minneapolis, MN, as well as Des Moines, IA. In addition, the current premium sponsors include **ADM, Inc.**, **AgStar Financial Services**, **Council for Biotechnology Information** and **CHS, Inc.** A special thanks also goes to the panel sponsor, **Faegre & Benson**. If you’re interested in becoming a sponsor, contact Tony Mondry at 651.905.8900 or tmondry@agrigrowth.org

IN THIS ISSUE:

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Member In Focus

Company: Linder Farm Network

Website: www.linderfarmnetwork.com

Location: Based in Owatonna, Minnesota

The Linder Farm Network has been broadcasting for over 34 years with complete farm information to farmers and agribusiness across the state of Minnesota. It began with four Linder family owned radio stations, and has grown to over 30 of the top agriculture stations in the state. Latest research numbers show the Linder Farm Network reaches 74 percent of the farmers in the Linder primary coverage area of Minnesota.

Q & A with Lynn Ketelsen, Farm Director:

How is Linder Farm Network Funded?

The Linder Farm Network partners with local, regional and national companies and organizations to reach their primary target audience: Minnesota farmers. We do this through commercials on our radio network, special interview programs, marketing seminars, live radio broadcasts at events and on www.linderfarmnetwork.com.

What is new with your company?

Being in the media business, there is something new everyday. We have had a great deal of success with our outreach to farmers through our Linder Farm Network Ag Outlook Conferences, that reach hundreds of farmers each year. Our presence and designation as the "official voice" of major agriculture events in Minnesota is growing. And hitting a cumulative audience of 74

percent of the farmers in our listening area in Minnesota was a major milestone for us in 2010.

What are key trends affecting your industry?

The same trends that impact all agribusiness impact how we do business. It is vital for the Linder Farm Network to be an efficient way for our clients to reach farmers. To assure that, we not only sell ads, we create marketing partnerships that include special appearances, interviews, web interaction and live broadcasts. Regional companies want touch-points with their clients. We have worked to put on more informational meetings to achieve that, and it has worked.



Lynn Ketelsen is the farm director correspondent for Linder Farm Network and can be heard on over 30 stations around Minnesota.



Map of Linder Farm Network Affiliates as of January 2010.

What are your legislative priorities?

It is vital that the state of Minnesota does all it can to keep agribusiness strong and in our state, and also just as critical to keep farming profitable. Policies that promote both of those priorities are our main concern. We are an agricultural state – it's imperative that no one forget that.



The Minnesota Agri-Growth Council is an advocate for the state's food and agriculture industry. Founded in 1968, the Council is a nonprofit, nonpartisan organization that represents the shared interests of its 200-plus members, which include food and agriculture businesses, organizations and producers, as well as the service industries that support them.

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Staff

Daryn McBeth, president
Tony Mondry, program manager
Krystal Caron, communications director

David Beckmann and Jo Luck Receive World Food Prize

David Beckmann and Jo Luck are co-recipients of the \$250,000 World Food Prize for their landmark achievements in building and leading Bread for the World and Heifer International, respectively, into two of the foremost grassroots organizations leading the charge to end hunger and poverty for millions of people around the globe.

David Beckmann, first through his work at the World Bank and then as head of Bread for the World, has had a significant impact in shaping international development programs so that they truly reflect the needs of the poorest people in the world, and in mobilizing a grassroots effort for more focused policies and increased appropriations for hunger alleviation by the U.S. government and its partners.

Jo Luck has spearheaded the effort to build Heifer International, founded in 1944, into one of the premier hunger-fighting non-profit organizations anywhere in the world, bringing food- and income-producing animals to extremely poor families, guiding them to self-reliance, and providing opportunity for improved livelihoods through animal husbandry, technical training, and community development.

Dr. Norman E. Borlaug, recipient of the 1970 Nobel Peace Prize, founded the World Food Prize in 1986. Since then, The World Food Prize has honored outstanding individuals who have made vital contributions to improving the quality, quantity or availability of food throughout the world. Beckmann and Luck received the 2010 World Food Prize at a ceremony in Des Moines, IA on Oct. 14 in conjunction with the 2010 Borlaug Dialogue International symposium “Take it to the Farmer: Reaching the World’s Smallholders.”

David Beckmann

“I am struck that the world has made remarkable progress addressing hunger, poverty and disease over the last two to three decades. Hundreds of millions of people have escaped from extreme poverty. This makes it clear that more progress is possible around the world and in our own country,” says

Beckmann, a Lutheran pastor as well as an economist, who has been president of Bread for the World since 1991. “A neglected key to that is changing U.S. public policy to provide more help and opportunity to poor people. God is calling us to change the politics of poverty.”

He urges people of faith and conscience to be more active in political decisions shaping U.S. policies to address world hunger. One example is Feed the Future, a U.S. lead, international initiative to strengthen agriculture and child nutrition among poor countries. Another example is the U.S. Child Nutrition Act – the



David Beckmann

2010 LAUREATES



Jo Luck

law that provides funding for school lunches, summer feeding programs and other nutrition programs for hungry children and families – currently being discussed in Congress. For more information visit www.bread.org.

Beckmann has led large-scale and successful campaigns to strengthen U.S. political commitment to overcome hunger and poverty. The innovative and impassioned strategies Beckmann has implemented to rally public support for bringing about policy changes have resulted in important legislation focused on long-term solutions, including increased resources for agricultural science and technology as well as support for development in poor countries.



“In 1980, 1.9 billion people lived in extreme poverty. Today, 1.4 billion people live in extreme poverty. The World Food Prize is recognition that churches and individuals have made a difference for hungry people. We are encouraged to do more.”

— David Beckmann

“U.S. agriculture has a stake in the reduction in hunger and poverty. The exodus from hunger means improved diets and increased markets for food. With a growing world population and continuing reductions in poverty there has to be a big expansion of food production over the next 30 years. That expansion has to happen around the world,” says Beckmann. “U.S. agriculture can help get technology and knowledge into the hands of poor farmers around the world. That is the most powerful way to reduce hunger and poverty.”

He adds, “We need our government to set a framework that supports a dynamic healthy food and farm system for the world. Our ag productivity is so extraordinary, but we lead the world in bad policy.”

The impacts of the government policies and programs Beckmann has fought for have brought hundreds of millions of people out of hunger and poverty.

Included among these:

- Congress has tripled poverty-focused development assistance during the past decade, from \$7.5 billion in FY2000 to \$22 billion in FY2010;

- U.S. aid to Africa has quadrupled, and funding for agriculture and rural infrastructure has increased eightfold;
- Domestic nutrition programs and federal food assistance to needy families increased from \$33 billion in FY2000 to \$80 billion in FY2009; and
- Reforms in the U.S. Farm Bill have provided greater opportunity for struggling families in rural America and rural areas of the developing world.

While these positive strides have many causes, they would not have happened without Beckmann and Bread for the World leading millions of citizen advocates across the country to press for change. Beckmann's latest book, Exodus from Hunger: We Are Called to Change the Politics of Hunger, will be published this month.

Jo Luck

Jo Luck is president of Heifer International, having served as the organization's president and chief executive officer from 1992 to 2010 and as director of international programs from 1989 to 1992. During the years that Luck served as president and CEO, Heifer International grew a \$7 million budget to more than \$130 million and expanded its programs and projects into numerous countries worldwide.



Luck has spearheaded the effort to build Heifer International, founded in 1944, into one of the premier hunger-fighting non-profit organizations anywhere in the world, bringing food- and income-producing animals to extremely poor families, guiding them to self-reliance, and providing opportunity for improved livelihoods through animal husbandry, technical training, and community development.

Luck led innovative public education initiatives to link grassroots donors in rich countries to recipients in developing countries, increasing the knowledge and awareness of adults and children of all walks of life regarding global hunger and poverty issues.

“U.S. agriculture can help provide strategies and technologies to deal with climate change in the developing world. Such a partnership will be vital over the next decade.”

— Jo Luck

The result has been a significant increase in support for Heifer projects through donations from households, faith communities, schools, civic groups, and individuals of all ages. The number of steadfast supporters grew from 20,000 in 1992 to more than 500,000 in 2009. The organization's outreach activities have enabled 12 million families, including 1.5 million families in 2009 alone, to put nutritious food on their own tables and also contribute to feeding others through Heifer's practice of “Passing on the Gift,” which asks every recipient family to give a female offspring of their animal to another family in need. “There is so much dignity and self esteem in a person being not just a beneficiary, but also a donor,” explains Luck.

In implementing Heifer's programs internationally, Luck saw the need to more

fully engage food-secure people to participate in programs to help food-insecure women, men, and children in countries around the world. Her innovative approaches at Heifer included:

- Increasing the public's understanding of how the life choices made by people in rich countries affect people around the world, especially those living with hunger and in poverty;
- Issuing a call to action to grassroots supporters to make individual financial contributions that collectively sponsor more than 30 kinds of livestock and animals — from bees to water buffalos — along with trees, seeds, and training that are provided to recipients; and
- Building capacity within resource-poor communities to produce a sustainable food supply and sustainable livelihoods.

By placing animal and knowledge assets directly into the hands of farmers — particularly women — Heifer International has empowered them to quickly convert these gifts into food and income-generating enterprises.

Luck believes U.S. agriculture has an important role in combating world hunger. “U.S. agriculture has the resources and power to help us do better for small farmers around the world as well as to feed the multitudes,” says Luck. “It's not only about producing enough food, but it is also about distribution and access as well as sharing knowledge with smallholder farmers.

“If agribusiness, nonprofits, NGOs and government agencies work together, learn from each other, share best practices and come together on important matters, we can make a big difference in the lives of the hungry and poor,” she concludes.

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43rd Annual Minnesota Agri-Growth Council Annual Meeting
November 4th, 2010 • Minneapolis Convention Center

Minnesota AgriCulture
A PROUD PAST, A STRONG TODAY, AND A VIBRANT TOMORROW.



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Registration Form

The 2010 Minnesota Agri-Growth Council Annual Meeting will be **November 4** at the **Minneapolis Convention Center**. To attend this event, please complete this form and return via fax to 651.905.8902, or mail it to 408 St. Peter Street, STE 20, St. Paul, MN 55102.

In the table below, indicate the number of tables and individuals who will attend.

ITEM	RATE	QUANTITY	TOTAL
Individual Member / Affiliate	\$120		\$
Individual Non-member	\$140		\$
Student	\$75		\$
Table of eight	\$900		\$
			\$

Please make name badges for the following attendees:

NAME	AFFILIATION

BILLING INFORMATION:

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Please note that cancellations will not be accepted after October 22 and "no shows" will be billed.



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To register, call us at 651.905.8900 or download the registration form at www.agrigrrowth.org/annual.

ANNUAL MEETING: NOVEMBER 4, 2010

Minnesota AgriCulture
A PROUD PAST, A STRONG TODAY, AND A VIBRANT TOMORROW.



ANNUAL MEMBERS MEETING: MEMBERS ONLY

8:30 a.m. — Welcome, Reports and Elections

9:40 a.m. — Forecasting Minnesota's Economy: Trends in Demographics & Workforce

- **Dr. Tom Stinson**, State Economist and
- **Dr. Tom Gillaspay**, State Demographer

10:30 a.m. — Global Ag Economy Outlook, **Dr. Michael Swanson**, Chief Ag Economist, Wells Fargo

11:30 a.m. — Break/Exhibit Time

LUNCHEON BANQUET AND SPEAKERS PROGRAM

Noon Luncheon and Welcome — **Agri-Growth Chairman Joe Swedberg**, Hormel Foods

- Distinguished Service Award Presentation
- **Dr. Marla Spivak** – Distinguished McKnight Prof., **University of Minnesota**, and MacArthur Foundation “Genius” Award recipient for research on honey bees and food security
- **Senator Amy Klobuchar**

1:40 p.m. — Break/Exhibit Time

2:10 p.m. — Remarks from **Minnesota's Governor-Elect: Dayton/Emmer/Horner**

2:30 p.m. — **Mr. Scott Kilman**, Reporter, *Wall Street Journal*, and Author, *Enough – Why the World's Poorest Starve in a World of Plenty*

3:30 p.m. — Panel Presentation: *AgriCulture: A proud past, a strong today and a vibrant tomorrow.*

- Moderator: **Kerri Miller**, Host Mid Morning, Minnesota Public Radio
- Business Pillar: **Chris Policinski**, CEO, **Land O'Lakes**
- Technology Pillar: **Dr. Stephen Padgette**, VP & Global Biotechnology Lead, **Monsanto**
- Global Pillar: **Kenneth Quinn**, President, World Food Prize Foundation
- Policy Pillar: (*invited*) **Secretary Dan Glickman**, Senior Fellow, Bipartisaon Policy Center

5:15 p.m. — Conclude — **Agri-Growth Chairman Joe Swedberg**, Hormel Foods

5:15 - 7:00 p.m. — Reception

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