

TFI/FIRT Fertilizer Outlook and Technology Conference

**St. Petersburg, Florida, USA
15-17 November 2011**

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Welcome to the
Fertilizer Industry's Premier
Fertilizer Outlook and
Technology Conference

SCHEDULE

• Tuesday, November 15

8:00 a.m. – 5:50 p.m.

Registration

VINOY BALLROOM FOYER, LOBBY LEVEL

8:30 a.m. – 11:30 a.m.

TFI Economics Council and Breakfast Meeting

(by invitation only)

PALM BALLROOM, PLAZA LEVEL

1:00 p.m. – 5:50 p.m.

**THE FERTILIZER INSTITUTE'S FERTILIZER
OUTLOOK CONFERENCE COMMENCES**

VINOY GRAND BALLROOM, LOBBY LEVEL

Moderator: Ken Taylor, *Director of Finance, Budgeting
and Research*, Intrepid Potash, Inc.

1:00 p.m. – 1:05 p.m.

Opening Comments

Ken Taylor, Intrepid Potash, Inc.

1:05 p.m. – 1:45 p.m.

**KEYNOTE: Economic Outlook for Brazil,
China and India**

Robert Wood, *Senior Editor/Economist, Latin America*,
Economist Intelligence Unit

1:45 p.m. – 2:25 p.m.

Liquids from Shales

Suzanne Minter, *Account Executive*, BENTEK Energy

• Tuesday, November 15

2:25 p.m. – 2:50 p.m.

Refreshment Break

2:50 p.m. – 3:30 p.m.

The European Fertilizer Market

Dag Tore Mo, *Head of Market Intelligence*, Yara International ASA

3:30 p.m. – 4:10 p.m.

**Current Status and Strategies of Future Growth of the
Indian Fertilizer Industry**

MP Sukumaran Nair, *Director*, Center for Green Technology and
Management

4:10 p.m. – 4:30 p.m.

Refreshment Break

4:30 p.m. – 5:10 p.m.

**Soil Nutrient Levels and Nutrient Balance in Major
Fertilizer Consuming Countries**

Paul Fixen, *Senior Vice President*, International Plant Nutrition
Institute (IPNI)

5:10 p.m. – 5:50 p.m.

Critical Trends for the Agriculture Industry

Rich Pottorff, *Chief Economist*, Doane Advisory Services

6:00 p.m. – 8:00 p.m.

TFI/FIRT Welcome Reception

MEZZANINE/TERRACE, MEZZANINE LEVEL

• Wednesday, November 16

8:00 a.m. – 5:30 p.m.

Registration

VINOY BALLROOM FOYER, LOBBY LEVEL

8:00 a.m. – 5:30 p.m.

JOINT TFI/FIRT OUTLOOK CONFERENCE COMMENCES

VINOY GRAND BALLROOM, LOBBY LEVEL

Moderator

SCHEDULE

Feeding a Hungry World – Growing Solutions through Fertilizer Technology

8:00 a.m. – 8:45 a.m.

Agricultural Outlook

Bill Nelson, *Senior Economist*, Doane Advisory Services

8:45 a.m. – 9:15 a.m.

Potash Outlook

Yao Yao, *Manager, Market Research*, PotashCorp

9:15 a.m. – 9:45 a.m.

Refreshment Break

9:45 a.m. – 10:15 a.m.

Sulphur Outlook

Don Messick, *Vice President, Agricultural Programs*, The Sulphur Institute (TSI)

10:15 a.m. – 10:45 a.m.

Phosphate Outlook

Tom Jago, *Chief Exec. Officer*, Profercy Phosphates SC

10:45 a.m. – 11:00 a.m.

Refreshment Break

11:00 a.m. – 11:30 a.m.

Natural Gas Outlook

Josh McCall, *Fundamentals Advisor*, BP North America Gas & Power

11:30 a.m. – 12:00 p.m.

Nitrogen Outlook

Glen Buckley, *Chief Economist, Partner*, NPK Fertilizer Advisory Service (NPKFAS)

12:00 p.m.

Adjournment - Lunch on your own

1:30 p.m. – 5:30 p.m.

FIRT'S FERTILIZER AND TECHNOLOGY CONFERENCE COMMENCES

Moderator: Dave Downey, *Executive Director, Center for Food and Agricultural Business, Professor Emeritus*, Purdue University

1:30 p.m. – 1:45 p.m.

W. P. O'Neill, Jr., *President*, International Raw Materials LTD (IRM) and *Chairman*, The Fertilizer Industry Round Table

1:45 p.m. – 2:15 p.m.

KEYNOTE: Food and Fertilizer: Defusing the Crisis, Bill Doyle, *President and Chief Exec. Officer*, PotashCorp

2:15 p.m. – 3:00 p.m.

Food Security, Fertilizer, and the Environment: A Wicked Troika

Otto Doering, *Professor of Agricultural Economics*, Purdue University

Keynote: The Future of Fertilizer, Rudy Rabbinge, *Professor*, University of Wageningen, The Netherlands

3:00 p.m. – 3:45 p.m.

Rudy Rabbinge, *Professor*, University of Wageningen, The Netherlands

3:45 p.m. – 4:15 p.m.

Refreshment Break

4:15 p.m. – 5:30 p.m.

Round Table Discussion

- Bill Doyle
- Otto Doering
- Rudy Rabbinge

6:30 p.m. – 8:30 p.m.

TFI/FIRT Reception (Dali Museum)

Sponsors: ArrMaz Custom Chemicals, The Mosaic Company, Transammonia, Ameropa North America
The Museum is approximately a 15 minute walk from the Vinoy. A shuttle bus will be available if you prefer not to walk.

Thursday, November 17

8:00 a.m. – 12:10 p.m.

Registration

FIRT SESSION CONTINUES

Moderator: Jeff Walker, *Chief Marketing Officer*, ArrMaz Custom Chemicals

8:00 a.m. – 8:40 a.m.

An Innovative Approach to Micronutrient Use Efficiency, Kerry Green, *Managing Director*, Wolf Trax

8:40 a.m. – 9:20 a.m.

The Promise of Abundant, Sustainable Agriculture: Fertilizer Application Technology

Don Borgman, *Director, Agricultural Industry Relations, North American Operations*, John Deere Limited

9:20 a.m. – 10:00 a.m.

Nutrient Strategies that Make Sense for Agriculture and for Water Quality

Suzu Friedman, *Deputy Director Working Lands*, Environmental Defense Fund

10:00 a.m. – 10:30 a.m.

Refreshment Break

10:30 a.m. – 11:10 a.m.

Securing Our Fertile Future in a Regulated World

Jean Payne, *President*, Illinois Fertilizer & Chemical Association

11:10 a.m. – 11:50 a.m.

4Rs Are Needed to Feed a Hungry World

Terry Roberts, *President*, International Plant Nutrition Institute (IPNI)

11:50 a.m. – 12:10 p.m.

Concluding Remarks

Luc Maene, *Director General*, International Fertilizer Industry Association (IFA)

12:10 p.m.

Adjournment

12:15 p.m.

FIRT Lunch and Board Meeting (by invitation only)

PLAZA CD, PLAZA LEVEL