The Sugar Industry: Facing Future Policy

AUGUST 3-8, 2018
GRAND TRAVERSE RESORT | TRAVERSE CITY, MICHIGAN

#SUGARSYMPOSIUM18
Dear Symposium Attendees:

The American Sugar Alliance (ASA) welcomes its members and invited guests to the 35th International Sweetener Symposium.

This year’s Symposium program theme, “The Sugar Industry: Facing Future Policy” promises to be highly informative, covering a broad range of timely issues affecting the industry. An outstanding line-up of speakers has been assembled to address these topics and all points of view are welcome to achieve in-depth discussion of issues.

ASA invites all registered participants and spouses to attend the business sessions and social functions, and enjoy the best of Pure Michigan in the company of your sweetener industry colleagues. Registered children are welcome to attend the evening events (Saturday reception, Sunday reception, and Tuesday dinner event).

We trust this important sweetener event will be of great interest and value to you, our members and guests.

Executive Committee,
American Sugar Alliance

To view the Symposium App, visit https://sugaralliance.org/ASA-symposium-2018 and enter the PW: Sugar2018
**Optional Tours**

Optional Tours are being promoted to help you fully experience Michigan’s Lower Peninsula. The Symposium schedule allows free time on Friday, Saturday and Sunday to explore this beautiful area and to meet with your industry colleagues. See pages 14–16 for details.

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**Friday, August 3**

1:00 P.M.–5:00 P.M. | LOBBY

**Registration**

EVENING ON YOUR OWN

**Dinner**

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**Saturday, August 4**

8:00 A.M.–7:00 P.M. | LOBBY

**Registration**

6:00 P.M.–7:00 P.M. | PAVILION

**Meet & Greet Reception**

Business casual attire. See page 16 for details.

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**Sunday, August 5**

8:00 A.M.–9:00 P.M. | LOBBY

**Registration**

8:00 A.M.–1:00 P.M. | BEAR GOLF COURSE

**Golf Tournament—Optional**

Register with ASA. Please check in by 7:30 a.m. See page 17 for details.

6:30 P.M.–9:00 P.M. | PLAZA

**Welcome Reception Gala**

Business casual attire. See page 17 for details.
Welcome to Michigan

In addition to welcoming you to her beautiful state, Senator Debbie Stabenow, the Ranking Member of the Senate Agriculture Committee will share her perspective on how she achieved the Senate’s passage of a historically strong bipartisan Farm Bill in a turbulent political environment. What is the path forward for the conferees to conclude their work and get a final bill passed by the end of September?

PRESIDING:
Luther Markwart, ASA Chairman; Executive Vice President, American Sugarbeet Growers Association – Washington, DC

WELCOME:
Senator Debbie Stabenow (D-MI), Ranking Member, Senate Committee on Agriculture, Forestry and Nutrition; Senate Budget Committee; Senate Committee on Energy & Natural Resources; Senate Finance Committee (via video)

Outlook for the Congressional Elections

Is today’s topsy-turvy political world in for another big shift with the upcoming mid-term elections? Will the House or Senate experience a change in majority? As the go-to political analyst for several major TV networks and a chief handicapper and analyst for The Cook Political Report, David Wasserman is uniquely qualified to provide you his nonpartisan, timely insight into the upcoming mid-term elections, as well as the 2020 Congressional and Presidential elections.

MODERATOR:
Ruthann Geib, Vice President, American Sugarbeet Growers Association – Washington, DC

SPEAKER:
David Wasserman, U.S. House Editor, The Cook Political Report; Political Analyst for ABC, NBC, CNN, C-SPAN, and NPR – Washington, DC
9:00 A.M.–3:30 P.M. | SPOUSE TOUR

**Pure Michigan Day Trip**

Spouses will enjoy touring several of the Lower Peninsula’s most prized attractions. This special day will include a VIP tour of the Music House, wine tasting on Old Mission Peninsula, a private luncheon at the Boathouse at Bowers Harbor, and a shopping excursion in Traverse City. See page 17 for details. Buses depart the main entrance of the Resort at 9:00 a.m.

9:00 A.M. | GENERAL SESSION | GOVERNORS BALLROOM

**The Sugar Market Outlook: World Market Wallowing but North America Stable?**

The world sugar market has moved abruptly from deficit to surplus. How long will the oversupply and unrealistically low prices persist? The North American market, on the other hand, seems to have transitioned from U.S.-Mexican turbulence to stability. Is stability now the standard for North America? These noted market experts are uniquely qualified to help us gauge the outlook.

**MODERATOR:**

*Daniel Colacicco,* Managing Member, Cicco Commodities, LLC – Riva, MD

**PANELISTS:**

*Frank Jenkins,* President, JSG Commodities – Wilton, CT

*Ben Fessler,* Market Analyst, International Trade and Development, C. Czarnikow Sugar, Inc. – Miami, FL

Throughout this week’s event, we’ll be sharing testimonials explaining how vital sugar production and sugar policy are to rural America. Check out video testimonials, profiles, news articles and more at www.facesofsugarpolicy.org
U.S. Sugar Policy Panel: Working for All?

After lively debate, the 2018 Farm Bill is nearly complete and the sugar provisions appear to be set. What have been the challenges of administering those provisions and how have they been working for sugar producers and sugar buyers? This panel of experts will offer their insights from each perspective.

**MODERATOR:**

*Brian Baenig,* President, United States Beet Sugar Association – Washington, DC

**PANELISTS:**

*Barbara Fecso,* Director, Dairy & Sweeteners Analysis, Farm Service Agency, U.S. Department of Agriculture – Washington, DC

*Paul Steed,* Senior Global Price Risk Lead for Sugar, Mars Wrigley Confectionery – Hackettstown, NJ

*Jack Roney,* Director of Economics & Policy Analysis, American Sugar Alliance – Arlington, VA

Report from Key Congressional Staff: The Legislative Outlook for Agriculture

Congress is in the midst of efforts to reauthorize farm programs before they expire at the end of September. Congressional staff members will share their insights regarding the challenges likely to arise in a House-Senate conference to resolve differences between their competing visions of agricultural policy for the next five years. These Hill veterans will provide their perspective on agriculture’s challenges and opportunities in completing Farm Bill negotiations while fiscal year spending decisions and looming elections vie for the attentions of Congress.

**MODERATOR:**

*Jack Pettus,* Vice President of Government Relations, American Sugar Cane League – Washington, DC

**PANELISTS:**

*Key congressional staff members have been invited to participate on this panel.*
Cultivating Leadership in Congress

As a retired Lieutenant General (3 stars), Congressman Bergman served as the commanding general of Marine Forces Reserve and Marine Forces North. He is a master of leadership, unity, teamwork and collaboratively solving complicated problems. His unique experience makes him a perfect leader for the many challenges facing our nation and the agricultural community. He welcomes us to his congressional district, the second-largest east of the Mississippi River. You will hear his views on important issues ahead.

MODERATOR:
Ray Van Driessche, Director of Government Relations, Michigan Sugar Company – Bay City, MI

SPEAKER:
Rep. Jack Bergman (R-MI-1st), House Budget Committee; House Committee on Veterans’ Affairs; House Committee on Natural Resources

2:00 P.M. | AFTERNOON & EVENING

On Your Own

Dinner reservations recommended. See page 17 for details.

Tuesday, August 7

7:30 A.M. | BREAKFAST SESSION | GOVERNORS BALLROOM

The Ag Community’s Path Forward

Representing a sugar growing district, Rep. Kildee has been a longstanding proponent for American sugar farmers. And as Senior Whip for the Democratic Caucus, he has provided great leadership for his party. While serving as a member of the President’s Export Council, he stood firm on the U.S.-Mexico sweetener trade dispute. During the House’s 2018 Farm Bill debate, he was instrumental in fending off harmful anti-sugar policy amendments. Rep. Kildee will expand on the importance of securing sound ag policy in light of the ag trade retaliation that threaten American farmers’ viability.

MODERATOR:
Mark Flegenheimer, President & CEO, Michigan Sugar Company – Bay City, MI

SPEAKER:
Rep. Dan Kildee (D-MI-5th), Vice Ranking Member, House Financial Services Committee
Pursuing a New Path for U.S. Trade Negotiations

Newly appointed as USTR’s Chief Agricultural Negotiator, Ambassador Doud brings an extensive background in commodities and ag policy to this important post. This experience will serve him well as he navigates the intricacies of trade policy as it relates to the agricultural community. With the Administration’s new trade agenda underway, how will President Trump’s ambitious goal of reshaping trade policy be implemented? How will the agricultural community be affected?

MODERATOR:
Ryan Weston, Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

SPEAKER:
The Honorable Gregg Doud, Chief Agricultural Negotiator, Office of the United States Trade Representative – Washington, DC

U.S.-Mexico Sugar Trade: Are the Years of Living Dangerously Behind Us?

Turbulence and uncertainty dominated U.S.-Mexican sugar trade for the last several years. But the revised U.S.-Mexican government Suspension Agreements appear to have stilled the waters. One year into their existence, are the SAs working for sugar producers in both countries? What does the future hold? We’ll hear from leaders in the U.S. and Mexican sugar industries.

MODERATOR:
Robert Cassidy, Partner, Cassidy Levy Kent LLP – Washington, DC

PANELISTS:
Mike Gorrell, President and CEO, Imperial Sugar Company – Port Wentworth, GA
Humberto Jasso, Executive President, Mexican Sugar Chamber – Mexico City, Mexico
11:00 A.M. | GENERAL SESSION | GOVERNORS BALLROOM

Funding Agricultural Programs: Insights to the Appropriations Process

Representing a district that includes 15,000 farms and rural communities, Rep. Moolenaar stands strong for agriculture. And through his key post on the House Committee on Appropriations, he fights to ensure vital agriculture programs are funded. He is a staunch supporter of developing policies that will enable farmers to sell more products to more customers. He will share his thoughts on the state of agricultural and trade policy, the Appropriations process, and the Congressional outlook.

MODERATOR:  
Richard Gerstenberger, President, American Sugarbeet Growers Association – Snover, MI

SPEAKER:  
Rep. John Moolenaar (R-MI-4th), House Committee on Appropriations

11:30 A.M. | GENERAL SESSION | GOVERNORS BALLROOM

Understanding the Food Industry Market, Balancing the Consumer Story

Consumer choice has taken center stage and we know that they are bombarded with information and choices, but are still confused. So, what does this mean for the sugar industry and how can we cut through the noise to effectively restore consumer confidence about consumption in moderation? Everyone in the industry has a part to play in balancing the dialogue and it’s important that our messages are consistent and meet consumers where they are. These industry experts will share their insights and help to lay out a path forward.

MODERATOR:  
Chris Hogan, Vice President of Communications, The Sugar Association – Washington, DC

PANELISTS:  
Lynn Dornblasser, Director of Innovation and Insight, Mintel – Chicago, IL

Rob Levine, Partner and Vice President, Strategy, Marriner Marketing – Columbia, MD
On Your Own

6:00-10:00 P.M. | DINNER EVENT | GOVERNORS BALLROOM

True North Dinner Event

During this special evening, you’ll take a culinary journey through Michigan and experience several local wines and farm-to-table cuisine. Music will be provided by the popular Bluewater Kings for an evening of dancing. See page 17 for details.

► Wednesday, August 8

7:30 A.M. | BREAKFAST SESSION | GOVERNORS BALLROOM

U.S. Sugar Import Policy: Advances and Challenges

As head of USDA’s Foreign Agricultural Service, Administrator Isley has the vital role of administering U.S. sugar import policy and balancing the U.S. sugar market. Do the Suspension Agreements with Mexico restore a level of certainty that was lost when the initial NAFTA terms of trade kicked in in 2008? With imports from Mexico now driven by U.S. needs, rather than the size of Mexico’s sugar surplus, how successful has USDA been in anticipating our needs? Does the rising level of foreign intervention in sugar markets, with world dump-market prices plunging, pose new challenges? The head of FAS will discuss the developments that make his job easier, or harder.

MODERATOR:

Brian Baenig, President, United States Beet Sugar Association – Washington, DC

SPEAKER:

Ken Isley, Administrator, Foreign Agricultural Service, Trade and Foreign Agricultural Affairs, U.S. Department of Agriculture – Washington, DC
Politics and Plows

As the two premier agricultural associations, these policy veterans have been on the front line to witness production agriculture’s struggles to achieve past Farm Bills. What can be done to help unite the ag community to ensure a strong ag voice? What do American farmers need to do to reinforce the public’s view of their importance, economically and politically?

MODERATOR:
Ryan Weston, Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

PANELISTS:
Roger Johnson, President, National Farmers Union – Washington, DC
Andrew Walmsley, Director of Congressional Affairs, American Farm Bureau Federation – Washington, DC

Agriculture at a Crossroads

With low commodity prices, falling farm incomes, and a looming trade war with China, the agricultural community’s jitters are reverberating throughout rural America. How will American farmers and ranchers maintain access to overseas markets and compete with subsidized foreign countries? How can they drown out the critics who are pressing to eliminate the farm safety net? This savvy agricultural political analyst will share his thoughts on what farmers and ranchers can do to weather the storm.

MODERATOR:
Jack Pettus, Vice President of Government Relations, American Sugar Cane League – Washington, DC

SPEAKER:

Special Drawing & Adjournment

Drawing to win two coach class round-trip tickets for air travel to the 2019 Symposium at the Omni Grove Park Inn in Asheville, North Carolina. Must be registered to participate and must be present to win.
Please wear your name badge as it will serve as your admittance pass to all functions. Participants, spouses and children must be registered to attend Symposium functions. Events cannot be sold separately and tickets are not transferable. All Symposium functions will be held on property at the Grand Traverse Resort.

The dress code for all business sessions will be business casual, which includes long pants and golf shirts for men, and skirts, dress shorts or slacks and blouses for women. Traverse City’s bayside location yields mild summertime temperatures with the average August temperatures ranging from 78° (high) and 59° (low). Therefore, a layering of clothing is recommended.
Guided and self-guided optional tours are being promoted to help you fully experience this unique area in the company of your sweetener colleagues. Registration for all guided tours should be directed to the tour operators noted. Optional tours are not official Symposium events. The Grand Traverse Resort’s concierge can also provide additional information. For a wealth of information on area key attractions and activities, visit www.traversecity.com and www.grandtraverseresort.com/play/overview. Additionally, be sure to visit ASA’s website www.sugaralliance.org/symposium for more detailed information on optional tours.

### Guided Tours

#### Wine Tours
**DAILY, SCHEDULE VARIES** | Traverse City Wine and Beer Tours

Named among the “top 10 places to enjoy local wines” by USA Today, experiencing the Wine Trails on Leelanau and Old Mission Peninsulas are must-do activities. These two glacially formed peninsulas boast 105 miles of shoreline surrounded by the tranquil waters of Lake Michigan. The perfect combination of temperate climate and acidic soil have yielded ideal winemaking conditions. Today the Wine Trails are home to over 45 winery and tasting rooms, many with fantastic water views. To fully experience the Wine Trails, Traverse City Wine and Beer Tours offers daily private or group join-in tours. Relax in their luxury vans and enjoy the stunning views while being chauffeured to your peninsula of choice. At each winery, you’ll have the opportunity to enjoy a tasting, explore the winery and soak in the scenery. Tour cost is $49.50 per person (exclusive of driver gratuity and tax) and includes round-trip door-to-door transportation, bottled water and snacks, and reservations at the wineries. Wine tasting ($5-10 per tasting) is additional so be sure to bring cash or credit card, as well as ID to show proof of age. To make reservations, visit wineandbeertours.com or call (231) 499-2656. Be sure to identify yourself as being with American Sugar Alliance so they may try to place you with the ASA group. Note: Tours sell out in August so don’t delay in making your reservations.

#### Sailing Adventures
**DAILY, HOURS VARY** | Traverse Tall Ship Company, 13258 S.W. Bay Shore Drive, Traverse City, MI (11 miles / 20 min. by car)

Experience the splendor of the Bay’s open waters with the Traverse Tall Ship Company. Set sail on the Manitou, a replica of an 1800’s “coasting” cargo schooner. This 59 passenger vessel is over 114 feet in length and offers smooth sailing out of Traverse City on three daily excursions including a noon sail, an afternoon ice cream sail and an evening sail with picnic lunch. Each sail is 2 hours. Prices range $40–48 for adults and $20–$27 for children under age 12. For a more intimate charter, try the Scout Sailing Yacht which accommodates up to 6 people. For more information, visit www.tallshipsailing.com.

#### The Village at Grand Traverse Commons
**DAILY, HOURS VARY** | 830 Cottage View Drive, Traverse City, MI (11 miles / 20 min. by car)

Located in downtown Traverse City, The Village at Grand Traverse Commons is a truly unique property where one of the largest historic preservation and adaptive reuse
redevelopments in the country is underway. Formerly known as the Traverse City State Hospital, this complex consists of dozens of historic buildings which are now home to a collection of shops, boutiques, galleries, restaurants, and tasting rooms. To view the shops, restaurants and events at The Village, visit www.thevillagetc.com. Additionally, The Village offers historic tours of the campus where you’ll explore unrenovated buildings and a brick steam tunnel built in 1883, all while learning about The Village’s unique history and current happenings. For tour information, visit www.thevillagetc.com/tour.

Self-Guided Tours

► **Leelanau Peninsula Day Trip**
**DAILY, AT YOUR LEISURE | (Plan 4-5 hours)**
We’ve put together a wonderful self-guided tour itinerary to help you experience the essence of the Leelanau Peninsula. Most of your journey will snug the peninsula’s spectacular coastline on M-22, rated one of America’s most scenic highways. Your itinerary will start with Sleeping Bear Dunes National Lakeshore’s Pierce Stocking Scenic Drive (see below). Your next stop will be the enchanting coastal town of Glen Arbor where you can enjoy the local art scene, shopping and restaurants, as well as the Cherry Republic’s store and tasting room. Venturing north, you’ll visit Leland, also known as Historic Fishtown, to explore the “shops in the seaside shanties.” Continue around the peninsula to the seaside town of Suttons Bay which will be hosting its annual Arts Festival on August 4th & 5th. During your Leelanau day trip, plan to stop in several wineries along the way, especially Black Star Farms, 45 North and L. Mawby. For the perfect end to your Leelanau excursion, stop in Moomer’s Ice Cream shop before heading back to the resort. Since this day trip is self-guided, you can experience the attractions at your own pace; however, plan at least 4-5 hours. **Note: Transportation is on your own.**

► **Sleeping Bear Dunes National Lakeshore**
**DAILY, HOURS VARY | 9922 Front Street, Empire, MI (32 miles/45 min. by car)**
Voted “Most Beautiful Place in America” by Good Morning America, Sleeping Bear Dunes National Lakeshore sits on the northwestern shore of Michigan’s Lower Peninsula. This national treasure attracts over 1 million people each year to visit its massive shoreline sand dunes, clear lakes, beech-maple forests, sandy beaches and glacially formed bluffs. Experience famous Pierce Stocking Scenic Drive, a 7.1-mile drive featuring 12 stops which provides a sampling of history, vegetation and scenic over looks. For the adventurous, plan to climb to the top of Sleeping Bear Dunes or explore the 100 miles of hiking trails. Visit www.nps.gov/slbe to plan your trip.

► **Traverse City Film Festival**
**JULY 31 – AUGUST 5, SCHEDULE VARIES | Downtown Traverse City (6 miles / 15 minutes by car)**
The Traverse City Film Festival brings films and filmmakers from around the world to downtown Traverse City for this popular annual event. The festival also presents classic movies free of charge on a giant, inflatable outdoor screen overlooking Grand Traverse Bay in the Open Space at dusk. Free panel discussions with directors, writers, actors, and other members of the film industry are offered daily. For more information, visit www.traversecityfilmfest.org.
Symposium Social Events

Meet & Greet Reception
SATURDAY, AUGUST 4, 6:00 P.M. | Pavilion
This one-hour reception will provide the perfect opportunity to meet your colleagues before venturing on to your dinner plans. Light hors d’oeuvres and refreshments will be served. Recommended attire is business casual. Dinner reservations recommended.

39th Sutton’s Bay Arts Festival
AUGUST 4TH, 10AM-6PM; AUGUST 5TH, 10AM-5PM | Suttons Bay, MI (25 miles/40 min. by car)
Enjoy an art-filled weekend at beautiful Suttons Bay Marina Park where this popular annual art fair will be held. This juried art show features 100 artists in fine arts and crafts from around the country. The festival also includes community groups, a community library book sale, food vendors and a children’s area, and even a pancake breakfast on Sunday. For more information, visit www.suttonsbayartfestival.org.

Water Sports with Blue Sky Rentals
DAILY, HOURS VARY | The Shores @ Grand Traverse Resort
Located at Grand Traverse Resort’s “Shores Beach Club,” Blue Sky Rentals offers watercraft and water sports rentals to fully enjoy the Lower Peninsula’s blue waters. Rentals include kayaks, stand-up paddleboards, water trampolines, jet skis, ski boats, deck boats, and pontoon boats. Boats are late model, well-maintained and ready for a fun day on the water. Rentals are available on an hourly, daily, 3-day or weekly basis. Advance reservations are highly encouraged. Please contact Jamie Bush via telephone at 231-645-2628 or email jamie.bush@bluesky-tvc.com. For more information, visit www.bluesky-tvc.com.

Farmers Market
SATURDAYS - 7:30 AM TO NOON | Downtown Traverse City, across from Clinch Park (8 miles/15 min. by car)
A favorite activity in downtown Traverse City on Saturday mornings is the Sara Hardy Farmers Market. Featuring local area farmers, this market has grown to one of the top 3 largest markets in Michigan. Serving over 115 local area farmers, the market offers fresh produce and other specialties. The Market takes place across from Clinch Park in parking lot “B” at the southwest corner of Cass and Grandview Parkway in downtown Traverse City.

Grand Traverse Resort Spa
Listed in Spas of America’s top 25 spas, The Grand Traverse Spa features a wide array of services including massage therapies, skin care, nail care, and hair salon. For more information or to book online, visit www.grandtraverseresort.com/spa/or call 231-534-6750. Be sure to identify yourself with American Sugar Alliance to receive special discounts.
Golf Tournament
SUNDAY, AUGUST 5, 8:00 A.M. | Bear Golf Course
The Symposium Golf Tournament will be held on Grand Traverse Resort’s signature course, the Bear. The course is a tribute to its designer, famed PGA champion Jack Nicklaus, also known as “the Golden Bear,” who is a legend both as player and course designer. Opening in 1985, Nicklaus’ signature design features Scottish terraced fairways, tiered greens, deep grassy roughs, moguls and mounds, and deep pot bunkers. The Bear’s unique design incorporates a mixture of different elements golfers rarely see on one course. Tournament play will again be the popular scramble format where all members of the foursome play the “best ball.” Prizes will be awarded to the low net score foursome, low gross score foursome, closest to the pin, and longest drive during the awards luncheon which will be held at the Plaza immediately following the tournament.

Please register with ASA.

Welcome Reception Gala
SUNDAY, AUGUST 5, 6:30 P.M. | Plaza
During this elegant reception, refreshments and a dinner hors d’oeuvres buffet will be served. The menu will include a range of international cuisine. Recommended attire is business casual.

Spouse Tour
MONDAY, AUGUST 6, 9:00 A.M.
During this Pure Michigan Day Trip, spouses will experience the best of the Lower Peninsula. Buses depart the hotel’s main entrance at 9:00 a.m. for a day of local history, culture, dining and shopping. The first stop will be the Music House. Recognized as “one of the ten reasons to visit Michigan’s Lower Peninsula,” the Music House Museum features a unique collection of instruments that provides guests a walk through the history, the artistry and the engineering of automated music. You’ll then take a short drive along beautiful Old Mission Peninsula to a winery for a special tour and tasting. The next stop will be the famed Boathouse Restaurant, located on the scenic shores of Bowers Harbor, where you’ll be treated to a private gourmet luncheon. After lunch, travel to downtown Traverse City to explore the bounty of unique shops and boutiques. Return to the resort is expected at 3:30 p.m. Please register with ASA.

Dinner On Your Own
MONDAY, AUGUST 6
Symposium attendees have a free evening to dine with family, friends and colleagues. No official Symposium function is planned. The Traverse City area offers a range of casual to fine dining. Advance dining reservations recommended. For dining suggestions, contact the Grand Traverse Resort’s concierge at 231-534-6430.

True North Dinner Event
TUESDAY, AUGUST 7, 6:00 P.M. | Governors Ballroom
Experience Michigan’s True North during the Symposium’s final evening. This fun event will start with a cocktail reception, followed by a special dinner, dancing and fun for the entire family. Your culinary journey through Michigan will include several local wines from Old Mission and Leelanau Peninsulas, as well as farm-to-table cuisine. Musical entertainment will be provided by the popular Michigan-based Bluewater Kings band.
ASA wishes to honor the great support demonstrated by the sponsoring organizations and their contributions to a successful 35th International Sweetener Symposium.

**Welcome Reception Gala | Sunday, August 5**
The Sugar Association, Inc. (desserts)
AgCountry Farm Credit Services
Ash Grove Cement Company
First South Farm Credit
Hilleshög Seed, LLC

**Breakfast Session | Monday, August 6**
Betaseed, Inc.

**Breakfast Session | Tuesday, August 7**
AgFirst Farm Credit Bank
CoBank
GreenStone Farm Credit Services
Northwest Farm Credit Services

**Golf Tournament | Sunday, August 6**
The Amalgamated Sugar Company LLC
American Crystal Sugar Company
American Sugar Cane League
American Sugar Refining, Inc.
Beet Sugar Development Foundation
C&H Sugar Company
Domino Foods, Inc.
Florida Crystals Corporation
Michigan Sugar Company
Minn-Dak Farmers Cooperative
Rio Grande Valley Sugar Growers, Inc.
Southern Minnesota Beet Sugar Cooperative
Sugar Cane Growers Cooperative of Florida
The Sugar Journal
The Sugar Producer Magazine
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United Sugars Corporation
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The 36th International Sweetener Symposium will be held August 2-7, 2019, at the Omni Grove Park Inn in Asheville, NC. Attendance at next year’s Symposium is a must for everyone in the industry to see where Congress stands with a new Farm Bill and what it means for the sugar industry. How will the Administration’s commitment to renegotiate trade agreements, enforce import tariffs and rebalance trade affect agriculture? With another year of the U.S.-Mexico sugar agreement behind us, how’s it working for all parties? Additional program topics will include the U.S. and world market outlook and the effect of multilateral, regional, and bilateral trade agreements on world sugar policies and U.S. commodity programs. This is one sweetener industry meeting you won’t want to miss—mark your calendar for this important must-attend event!

Located in the northwestern corner of North Carolina, Asheville is nestled in the Blue Ridge Mountains at a comfortable altitude of 2,300 ft. above sea level. It boasts Appalachian charm, picturesque views, and a bounty of outdoor activities including hiking, mountain biking, whitewater rafting, hot air ballooning, and many other activities. The area is also well known for its cultural, architectural and historical attractions. One of the primary attractions is the Biltmore Estate, the world’s largest private home, built by George Vanderbilt in 1895. The eclectic town of Asheville is less than two miles away from the Omni Grove Park Inn and is home to galleries and restaurants, numerous boutiques and...
shops, and the second largest collection of art deco architecture in the United States. The area is also famous for its Appalachian arts and crafts, attractions, and breathtaking views on America’s most scenic highway – the Blue Ridge Parkway.

Open since 1913, the Omni Grove Park Inn is comprised of the historic Main Inn featuring renovated rooms typical of the period, as well as two contemporary wings of sleeping rooms. The resort features a world-class spa, the Donald Ross designed 18-hole championship golf course, exquisite dining experiences, a sports complex, a village of shops and boutiques, a children’s center, and more. For more information on the Grove Park Inn, visit www.GroveParkInn.com.

Getting to Asheville is easy with the Asheville airport located just 9 miles from the resort. Additional area airports include, Greenville, SC (1.5 hours), Charlotte, NC (2 hours) and Knoxville, TN (2 hours).

Plan now to attend the 2019 Symposium and experience the Blue Ridge Mountains. Additional details on the 36th International Sweetener Symposium will be available in February 2019 on ASA’s web site at www.sugaralliance.org/symposium. This is one industry you won’t want to miss!
Statement of Purpose
The American Sugar Alliance is a national coalition of beet and cane farmers, processors, and refiners; industry suppliers; organized labor; and others dedicated to preserving a strong domestic sugar industry. The ASA annually sponsors the International Sweetener Symposium to provide a timely and provocative forum on issues affecting the sweetener industry.

For more information on ASA, the Symposium or membership, contact:
American Sugar Alliance
2111 Wilson Blvd., Suite 700, Arlington, VA 22201
Tel: (703)351-5055 | Fax: (703)351-6698.

ASA Executive Committee

Luther Markwart – ASA Chairman
Executive Vice President
American Sugarbeet Growers Association

Ryan Weston – ASA Vice Chairman
Chief Executive Officer, Florida Sugar Cane League;
Washington Representative, Rio Grande Valley Sugar Growers

Brian Baenig – ASA Secretary/Treasurer
President
United States Beet Sugar Association

Jack Pettus
Vice President of Government Relations
American Sugar Cane League
Mark Your Calendar

36TH INTERNATIONAL SWEETENER SYMPOSIUM
SPONSORED BY AMERICAN SUGAR ALLIANCE

AUGUST 2–7, 2019
The Omni Grove Park Inn
Asheville, North Carolina

www.omnihotels.com/hotels/asheville-grove-park