



37TH INTERNATIONAL  
**SWEETENER**  
Symposium

SPONSORED BY AMERICAN SUGAR ALLIANCE

**July 29–August 3, 2022**

The Hythe Vail, A Luxury Collection Hotel  
*Vail, Colorado*

***“Made in America:  
Food Security, Sustainability,  
and the Farm Bill”***

**#Sugar2022**



SPONSORED BY AMERICAN SUGAR ALLIANCE

July 29–August 3, 2022

The Hythe Vail | Vail, Colorado

### Dear Symposium Attendees:

The American Sugar Alliance (ASA) welcomes its members and invited guests to the 37th International Sweetener Symposium. After a two-year COVID pause, we are thrilled to be able to gather, visit with friends and colleagues, and discuss the myriad of complex issues our industry has confronted and managed during this turbulent period, as well as focus on preparing for our industry's future.

This year's Symposium program theme, **"Made in America: Food Security, Sustainability, and the Farm Bill"** is an especially timely topic which will encompass a broad range of issues affecting the industry. An outstanding line-up of speakers will address these topics and all points of view are welcome to achieve in-depth discussion.

ASA invites all registered participants, spouses and children to attend the Symposium evening functions. Registered participants and spouses are invited to attend the breakfasts and general sessions; however, the luncheons are limited to registered participants due to space limitations.

Welcome to Vail. We hope you enjoy the spectacular Rocky Mountains in the company of your industry colleagues, and we trust this important sugar 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-2022>  
and enter the PW: Sugar2022*

## Optional Tours

Optional tours are being promoted to help you fully experience Vail and the Rocky Mountains. The Symposium schedule allows free time on Friday, Saturday and Sunday to explore this charming Alpine Village and to meet with your industry colleagues. See page 14 for a listing of optional tours, both guided and self-guided.

## Friday, July 29, 2022

### ALL DAY

#### Optional Tours

Register with optional tour operators. See page 14.

### 1:00PM - 5:00PM

#### Registration

*Lobby Concierge Desk*

### EVENING

#### Dinner On Your Own

## Saturday, July 30, 2022

### ALL DAY

#### Optional Tours

Register with optional tour operators. See page 14.

### 9:00AM - 7:00PM

#### Registration

*Lobby Concierge Desk*

### 6:00PM - 7:00PM

#### Meet & Greet Reception

*Après Deck*

Casual business attire. See page 16.

# Sunday, July 31, 2022

ALL DAY

## Optional Tours

Register with optional tour operators. See page 14.

8:00AM - 2:00PM

## ASA Golf Tournament (optional)

*EagleVail Golf Club*

Register with ASA. Shuttle buses will depart The Hythe's main entrance at 6:30AM. See page 16.

8:00AM - 9:00PM

## Registration

*Lobby Concierge Desk*

7:00PM - 9:00PM

## Welcome Reception Gala

*Grand Ballroom & Foyer*

Casual business attire. See page 17.

# Monday, August 1, 2022

7:30AM - 8:45AM

BREAKFAST SESSION

## Politics, Policy, and Perception: The Impact on Agriculture

*Grand Ballroom*

Deemed as one of the most politically astute observers in Washington, this esteemed agricultural policy analyst and reporter will provide his keen insight to the landscape shaping agricultural and trade policy. Will the midterm elections yield a change in majority in the House, Senate, or both? How will geopolitical turmoil, the rise in input costs, inflation worries and the staggering budget deficit shape DC, rural America, and the next Farm Bill discussions?

### WELCOME:

**Luther Markwart**, ASA Chairman; Executive Vice President, American Sugarbeet Growers Association - Washington, DC

### MODERATING:

**Ryan Weston**, Executive Vice President, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers - Washington, DC

### FEATURED SPEAKER:

**Jim Wiesemeyer**, Washington Policy Analyst, *Pro Farmer / Farm Journal* - Washington, DC

9:00AM - 9:10AM

GENERAL SESSION

## Navigating the Policy and Politics of the 2023 Farm Bill

*Grand Ballroom*

Chairwoman Debbie Stabenow will share her thoughts on the difficult task of passing the last two Farm Bills. She will also provide unique insights regarding her efforts to fend off attacks against U.S. farm policy while working on a range of other issues in the current political environment to aid in the Farm Bill's development and passage. Will the Committee be able to pass a Farm Bill next year? How about the full Senate? Chairwoman Stabenow's steady hand and steely determination will no doubt see agriculture through the 2023 Farm Bill process.

### MODERATOR:

**Luther Markwart**, ASA Chairman

### FEATURED SPEAKER:

**Senator Debbie Stabenow (D-MI)**, Chairwoman, Senate Committee on Agriculture, Nutrition and Forestry; Senate Budget Committee; Senate Committee on Energy & Natural Resources; Senate Finance Committee (*Via Video*)

9:10AM - 2:30PM

SPOUSE TOUR

## Exploring the Best of Vail Valley

Spouses will spend the day exploring the best of Vail Valley. Local experts will share exactly what put this quaint alpine village on the international map during several VIP guided tours. The day will culminate with a special luncheon at La Bottega Italian Restaurant, followed by time for shopping and exploring Vail Village. Comfortable shoes are a must to fully enjoy today's walking tours. Buses depart hotel's lobby entrance at 9:10 a.m. See page 17 for more detail. **Since admission tickets are required, you must register in advance to attend.**



9:10AM - 9:50AM

GENERAL SESSION

## Challenges & Opportunities: An Overview of the Agricultural Trade Landscape

*Grand Ballroom*

The global trading system has been disrupted by tariffs, COVID, conflict and climate, causing market volatility and unpredictability. How will the Biden Administration's trade policy meet these challenges, both in the immediate term, and beyond? What might the continued erosion of a rules-based multilateral trading system mean for the global sugar market, and agricultural trade more broadly? As Administrator of USDA's Foreign Agricultural Service, Daniel Whitley leads a D.C.-based staff of trade professionals, as well as a global network of nearly 100 offices covering approximately 180 countries. Administrator Whitley will draw on his 20+ years of seasoned insights in addressing these important issues of the day, as well other future global challenges and opportunities facing U.S. agriculture.

### MODERATOR:

**Brian Grunenfelder**, Trade Advisor, American Sugar Alliance  
– Arlington, VA

### FEATURED SPEAKER:

**Daniel Whitley**, Administrator, Foreign Agricultural Service,  
U.S. Department of Agriculture – Washington, DC

9:50AM - 11:00AM

GENERAL SESSION

## Sugar Policy & Outlook

*Grand Ballroom*

With increased geopolitical uncertainty, supply bottlenecks, and sporadic economic recovery from the pandemic, sugar prices have been trending upwards globally. On the other hand, we have seen skyrocketing input costs, rising energy prices, and changing consumer demands. Are there bearish market forces that will offset the bullish price trends for inputs and outputs? How will governments, growers, and food companies respond? How does one judge sugar program administration during such a period—what are the metrics that might be useful to policy makers heading into the next Farm Bill? Noted market and policy experts will explore these vital questions.

### MODERATOR:

**Rob Johansson PhD**, Director of Economics & Policy  
Analysis, American Sugar Alliance – Arlington, VA

### PANELISTS:

**Jeffrey Dobrydney**, Senior Vice President, Head of Futures &  
Options, JSG Commodities – Norwalk, CT

**Barbara Fecso PhD**, Branch Chief, Commodity Analysis  
Branch, Economic and Policy Analysis Division of FPAC  
(Farm Production and Conservation Business Center), U.S.  
Department of Agriculture – Washington, DC

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**Randy Green**, Principal, Watson Green LLC; Consultant,  
Sweetener Users Association – Washington, DC (*Virtual*)

11:00AM - 11:15AM

## Refreshment Break

*Grand Ballroom Foyer*

11:15AM - 12:15AM

GENERAL SESSION

## Sustainably Sourcing: Adding Value to the Food Supply Chain

*Grand Ballroom Foyer*

America's sugar producers continue to pursue long-standing conservation and sustainable practices to increase efficiency. Sustainable conservation practices not only build soil and water health, but they build value throughout the sugar supply chain. With a heightened focus on climate-smart and sustainable agricultural practices by consumer and government entities, how can America's farmers be part of the solution while maintaining profitability? Hear more about on-farm advancements and the increased demand by sugar-using food manufacturers to source sustainably produced ingredients.

### MODERATOR:

**Carrie Vicenta Meadows**, Vice President of Government  
Affairs, U.S. Beet Sugar Association – Washington, DC

### PANELISTS:

**Patrick Frischhertz**, Farmer, St. Louis Planting, Inc. –  
Plaquemine, LA

**Rebecca Larson PhD**, VP of Government Affairs and Chief  
Scientist, Western Sugar Cooperative – Denver, CO

**Dan Yeoman**, Managing Director, Soil & Water Outcome  
Funds; CEO, ReHarvest Partners – Washington, DC

**Alissa Marturano**, Sustainable Sourcing Global Director,  
Mars Wrigley – Hackettstown, NJ (*Virtual*)

12:30PM - 2:00PM

ASA ANNUAL MEETING & LUNCHEON

## The U.S. Department of Agriculture's Perspective on Sugar Policy & Sustainability

*Colorado Ballroom*

Under Secretary for Farm Production and Conservation (FPAC) Robert Bonnie will join us for a conversation regarding improving environmental sustainability for U.S. agriculture while maintaining producer profitability. Prior to joining USDA, Mr. Bonnie had a long tenure in improving conservation and environmental issues, including helping develop incentives to reward stewardship on private lands. As the Under Secretary for FPAC, Mr. Bonnie will play an integral role in the development of the 2023 Farm Bill, as well as implementation and delivery of disaster and trade packages.

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Under Secretary Bonnie will share how USDA will partner with our nation's farmers and ranchers to ensure agriculture's future.

**MODERATOR:**

**Rep. Collin Peterson**, Former Chairman, House Committee on Agriculture – Detroit Lakes, MN

**FEATURED SPEAKER:**

**The Honorable Robert Bonnie**, Under Secretary for Farm Production and Conservation, U.S. Department of Agriculture – Washington, DC

## ASA Annual Meeting

**PRESIDING:**

**Luther Markwart**, ASA Chairman

**2:00PM** **AFTERNOON & EVENING**

### On Your Own

Dinner reservations recommended. See page 17 for details.

## Tuesday, August 2, 2022

**7:30AM - 9:00AM** **BREAKFAST SESSION**

### Finding the Sweet Spot When It Comes to Sustainability

*Grand Ballroom*

Clearly not just a buzzword anymore, "sustainability" is mentioned in everything we see and do. Is this a trend or is it here to stay? Are consumers driving this focus? What does the future hold? Coming down the pipeline, dietary guidance of the future may be more than just nutrition, but environmental health as well. What does this mean for packaged food? And, what can the sugar industry do so we're not left behind.

**MODERATOR:**

**Courtney Gainé PhD, RD**, President & CEO, The Sugar Association, Inc. – Washington, DC

**FEATURED SPEAKER:**

**Jack Bobo**, Director, Global Food & Water Policy, The Nature Conservancy – Washington, DC

**9:15AM - 10:15AM** **GENERAL SESSION**

### Planning for the Future in a Sea of Rising Input Costs

*Grand Ballroom*

Supply chain disruptions, rising input costs, and rising interest rates are all contributing to expected declines in future farm

returns. As former Deputy Staff Director & Chief Economist for the House Agriculture Committee, Dr. Fischer helped craft the 2014 and 2018 Farm Bills. As a lead economist at CoBank, Tanner Ehmke specializes in market research on agricultural production. They will provide us with insights about farm profitability and how farm programs and credit help ensure farm financial stability.

**MODERATOR:**

**Rob Johansson PhD**, Director of Economics & Policy Analysis, American Sugar Alliance – Arlington, VA

**PANELISTS:**

**Bart Fischer PhD**, Co-Director of the Agricultural & Food Policy Center at Texas A&M – College Station, TX

**Tanner Ehmke**, Lead Economist, Dairy and Specialty Crops, Knowledge Exchange Division, CoBank – Denver, CO

**10:15AM - 10:40AM** **GENERAL SESSION**

### Advancing Strong U.S. Farm Policy and a Unifying Governance

*Grand Ballroom*

As the top Republican on the Agriculture Appropriations Subcommittee and as a senior Member of the Senate Agriculture Committee, Senator John Hoeven has leveraged these important positions to the great benefit of U.S. farmers and ranchers. Through two farm bills where he successfully worked to strengthen the farm safety net – including for the nation's sugar beet and cane farmers –and through the provision of multiple years of relief to mitigate the severe impacts of trade disruption, COVID-19, and natural disasters, Senator Hoeven has made the needs of both North Dakota and U.S. farmers and ranchers a top priority. The Senator will share his vision to advance strong U.S. Farm Policy and a unifying governance for the remainder of this Congress, and in the next when the 2023 Farm Bill will be debated. (*Virtual*)

**MODERATOR:**

**Cassie Bladow**, President, U.S. Beet Sugar Association – Washington, DC

**FEATURED SPEAKER:**

**Senator John Hoeven (R-ND)**, Ranking Member, Senate Agriculture Subcommittee on Commodities, Risk Management and Trade; Ranking Member, Senate Appropriations Subcommittee on Agriculture, Rural Development, Food and Drug Administration and Related Agencies; Senate Committee on Energy and Natural Resources; Senate Committee on Indian Affairs (*Virtual*)

**10:40AM-10:55AM**

### Refreshment Break

*Grand Ballroom Foyer*

## Macro Perspectives from Key Capitol Hill Staff on Achieving Positive Policy Results for U.S. Agriculture

### Grand Ballroom

The Nation's politics are extraordinarily polarizing and our institutions, including Congress and the Executive Branch, are struggling to adapt and function. Few policymakers are personally familiar with farming or ranching and fewer still are steeped in how federal policies can impact agriculture. This panel of senior staff with extensive Capitol Hill experience will unpack the current and expected future dynamics, contrast them with past conditions, and help us understand how U.S. agriculture can best navigate the new political paradigm in order to achieve positive outcomes for the American farmer and rancher.

#### MODERATOR:

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

#### PANELISTS:

**Parish Braden**, Republican Staff Director, House Committee on Agriculture

**Fitzhugh Elder IV**, Republican Staff Director, Senate Committee on Agriculture, Nutrition & Forestry

**Prescott Martin**, Chief Counsel, Democratic Majority, House Committee on Agriculture

**Jennifer Tiller**, Republican Deputy Staff Director, House Committee on Agriculture

## A Deep Dive into the Details of Future Federal Policies Affecting U.S. Agriculture from Capitol Hill Policy Experts

### Colorado Ballroom

While the previous Capitol Hill staff panel gave us a macro perspective into federal policies impacting U.S. agriculture, this panel is going to get under the hood and give us a close up, micro view of current policies impacting America's farmers and ranchers and how these policies that support producers may change to more effectively address the risk management needs of agriculture, the challenges to this fine tuning of federal policies, and the headwinds U.S. agriculture may face in this important work. Whether it is in strengthening the safety net under the next Farm Bill to address rising production costs and thin margins or ensuring that producers have the crop protection products they need to be successful, and every federal policy issue in between, this experienced panel of policy experts will provide us with a deep dive into the details that we need to know.

#### MODERATOR:

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

#### PANELISTS:

**Ryan Donnelly**, Agriculture Legislative Assistant, Senator John Thune (R-SD), Republican Whip

**Drew Lingle**, Agriculture Legislative Assistant, Senator Kevin Cramer (R-ND)

**Josh Tonsager**, Democratic Majority Staff Director, House Committee on Agriculture Subcommittee on General Farm Commodities and Risk Management

**Trevor White**, Republican Professional Staff, House Committee on Agriculture

**Kyle Varner**, Democratic Majority Professional Staff, Senate Committee on Agriculture, Nutrition & Forestry

## On Your Own

## Western Dinner Shindig @ 4 Eagle Ranch

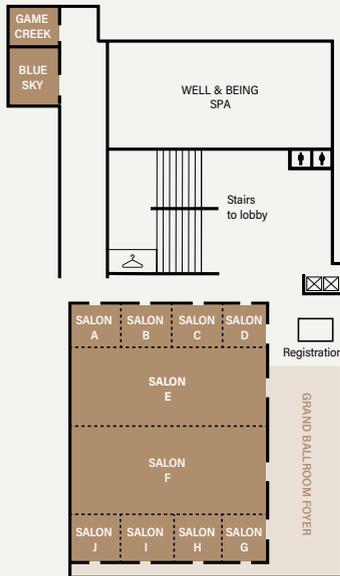
Featured Entertainment: The Walker Williams Band. Buses depart The Hythe Vail's front entrance at 5:30PM. See page 17.



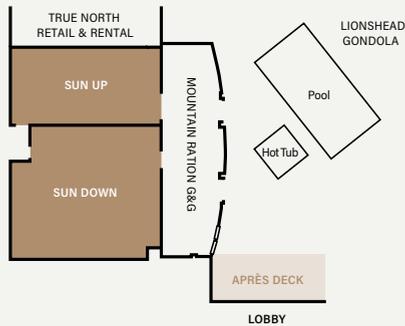
## Wednesday, August 3, 2022

## Departures

## CONFERENCE LEVEL



## LOBBY LEVEL



## 2<sup>ND</sup> LEVEL



## Details, Details, Details...

### Admission

All registered participants and spouses are invited to attend the business sessions and social functions. *Due to limited space, the luncheons are limited to participants.* Registered children may attend the evening events (Saturday reception, Sunday reception, and Tuesday dinner event). Events cannot be sold separately and tickets are not transferable.

### Location of Events

The Symposium events will be held as follows:

- **The Saturday reception** will be held on the Après Deck (weather permitting) and **the Sunday reception** will be held in the Grand Ballroom.
- **The Monday and Tuesday breakfasts and general sessions** will be held in the Grand Ballroom, located on the Conference level of the hotel. **The Monday and Tuesday luncheons** will be held in the Colorado Ballroom, located on the 2nd floor of the hotel.
- **The Tuesday evening dinner event** will be held off-site at 4 Eagle Ranch, and taking the ASA provided transportation is required.

### Attire

The dress code for all business sessions will be resort casual, which includes long pants and golf shirts for men, and skirts, dress shorts or slacks and blouses for women. Vail's Rocky Mountain location translates to varying temperatures ranging from an average August high of 75 degrees and an average August low of 40 degrees. Throughout your stay, you will need a jacket for the cool mountain air in the mornings and evenings. A layering of clothing is recommended.

### High Altitude Tips:

The base of Vail Valley sits at 8,150 ft above sea level. While Vail's Rocky Mountain location is what makes this area so lovely, it can also lead to altitude sickness. Please consider the following high altitude tips to promote an enjoyable Colorado experience. Drink lots of water to stay well-hydrated; moderate alcohol intake; and take it easy on the front end of your trip. And because you're closer to the sun, be sure to wear sunscreen, hat and glasses. For more information, visit: <https://www.vailhealth.org/news/how-to-stay-healthy-at-altitude>.

# Optional Tours

## GUIDED TOURS

### Jeep Tour—Daily, 9:00AM & 2:00PM

Experience a sense of wilderness and the magnificent Rocky Mountains while traveling the countryside. Bring the Vail Valley up close and personal during your guided jeep tour as you enjoy spectacular vistas spanning miles of the Colorado high country. With more than 30 years of experience, Timberline Tours is the leading Vail jeep tour guide service. This tour begins with a pick-up at The Hythe Vail at either 9:00AM or 2:00PM. Your trained guide will help you pick the best tour available based on season and trail conditions, weather and group dynamics. These four-hour tours can accommodate 6 people per jeep, and two jeeps can be reserved together for larger groups. Prices are \$135 for adults (13+), \$115 for children (7-12), and \$65 (ages 6 & under) (exclusive of taxes/fees and gratuity). Prices include door-to-door transportation and a snack. Since you will be traveling in an open-air vehicle and traveling to higher altitudes, a warm jacket, a layering of clothes, sunscreen, and sunglasses are recommended. Be sure to bring a camera to capture the incredible views. To make reservations, please call 970-476-1414 and refer to American Sugar Alliance so you'll be placed with an ASA group if possible. More information is available at <https://timberlinetours.com/>

### Zip Adventures—Daily, Times Vary

Zip Adventures offers the ultimate adrenaline rush while taking in the rugged beauty of Colorado. Located 20 miles northwest of Vail at the authentic 4 Eagle Ranch, Zip Adventures offers a unique course consisting of separate ziplines ranging from 150 to 1000 feet in length and 100 to 200 feet above the floor of Alkali Canyon. During your tour, you will experience pristine mountains, beautiful trees, raging rivers, jagged rock cliffs and the dramatic beauty of the canyon's floor while zipping up to 50 miles per hour over rugged canyon. A thorough safety briefing will be provided. Two trained guides accompany each trip to ensure maximum safety, as well as educate about the flora, fauna, and wildlife. Tours are offered at various times throughout the day, lasting approximately 2+ hours, and can accommodate large groups. Make sure to bring a hat, sunscreen, closed toe shoes or hiking boots, hair tie for shoulder length or longer hair, pants or shorts and jackets. Cameras with straps are welcome. Weight requirements: no minimum and a max of 250lbs. Not recommended for people with heart, back, hip or knee problems, or pregnant women. Must be able to hike ¾ mile on trails. Cost is \$180 per person and includes all safety gear, water and snacks. A minimum 15% gratuity is required for the guides. Transportation to Zip Adventures is on your own. Reservations may be made at <https://zipadventures.com/>; however, reservations made directly by calling 970-926-9470 will receive a discount. Cancellation must be made 72 hours in advanced. After completing the zipline tour, be sure to visit 4 Eagle Ranch's winery <https://www.vinesatvailwinery.com/>.

### Whitewater Rafting—Saturday & Sunday, AM and PM Trips

Experience the beauty and the exhilaration of the Colorado Rockies while rafting the Shoshone River. Timberline Tours has reserved both a morning and an afternoon trip specifically for Symposium participants. The Shoshone Morning Trip starts with pick-up at The Hythe Vail at 9:00AM for transport to Timberline's location, to be fitted with gear and receive an orientation. This trip typically offers white water, followed by

a relaxing float through the scenic Glenwood Canyon, for a total time on the river of 1.5–2 hours, followed by a luncheon. Return to the hotel is expected by 3:00PM. The Shoshone Afternoon Double Thriller Trip starts with pick up from The Hythe Vail at 2:00PM for transport to Timberline's HQ to be fitted with gear and receive an orientation. The Double Thriller Trip is ideally suited for those wanting white water only (no float) as it offers several laps on the same set of rapids, for a total time on the river of 1–1.5 hours. Return to the hotel is expected by 5:00PM. The trip includes door-to-door transportation, necessary equipment and snacks or lunch (varies by trip). Recommended attire includes bathing suits and sunscreen. Additionally, bring dry clothes if you would like to change at the take-out point. To book this trip and be with other ASA Symposium guests, please reserve your spot at Shoshone Morning Trip (<https://tinyurl.com/4nk4nap7>) or Afternoon Shoshone Double Thriller Trip (<https://tinyurl.com/ynh4s2fh>). Prices vary by tour and age. Please note children must be age 8 or older. Book now as these tours fill up. Booking window closes 24 hours prior to departure.

### Fly Fishing, Daily—Times Vary

Outdoor enthusiasts will relish the opportunity to fish on more than 500 miles of pristine river through Colorado's Vail Valley. With access to the Eagle River, Gore Creek, Roaring Fork River, and the Colorado River, you can experience fly-fishing with the help and expertise of some of Vail's best anglers. Both beginners and experts are welcome. Trips can be tailored to your preference including wade trips, float trips, ½-day, ¾-day and full-day with varying prices. Note: Float trip availability is limited. For more information, visit <https://www.minturnglers.com/vail-fly-fishing-trips-in-colorado/> and refer to American Sugar Alliance so you'll be placed with the ASA group if possible.

## SELF-GUIDED TOURS

### Vail Farmers' Market and Art Show— Sunday, 9:30AM - 3:30PM

A highly popular summer activity is the Vail Farmers' Market and Art Show. Held on Sundays in the heart of Vail Village, this event includes over 148 tents, showcasing many made-in-Colorado artisan items and foods, as well as produce, 40 food vendors, music and more. Spend your Sunday enjoying the market, eating breakfast and/or lunch from the food vendors, and exploring Vail Village. The market is primarily held on Vail Village's East Meadow Drive, but also spreads to side streets throughout. Parking can be challenging so consider catching the free Vail Village in-town shuttle from the stop in front of The Hythe Vail to the Vail Transportation Center, for a quick 5-minute ride. Alternatively, you can walk from The Hythe Vail through Lionshead Village to Vail Village (20-minute walk). For more information, visit <http://www.vailfarmersmarket.com/>.

### Bike the Pass—Daily, 10:00AM, 12:00PM & 2:00PM

This self-guided bike trip of the Vail Pass is a wonderful way to enjoy the Vail Valley, all at your own leisure. This adventure begins at Charter Sports, located in Lionshead Village just a short walk from The Hythe Vail, where you will be fitted with a mountain bike and provided a helmet. You will then be driven to the "top" of Vail Pass and provided with an orientation of the area. From there, you will start your scenic 18-mile downhill trek on a paved bike path. The first ten miles of your trip are primarily downhill on the bike path with no motorized traffic encountered until you drop into East Vail. At various points, you'll want to stop and enjoy the breathtaking views of the Gore Range and Vail Valley. As you continue into East Vail, you'll ride

by the Vail Golf Course, the Nature Center, the Ford Amphitheater, and the Betty Ford Alpine Gardens. For a true Vail experience, stop in Vail Village for an ice cream or lunch at an outdoor café. Return the bike to Charter Sports in Lionshead. Cost is \$70 per person (exclusive of taxes/fees and gratuity). Recommended attire includes shorts, tennis shoes, a warm jacket/layering of clothes, sunglasses, and sunscreen. For more information or to book your bike visit Charter Sports (<https://tinyurl.com/49y8zrt5>) or call 888-295-9797 and reference the "American Sugar Alliance" group.

### **Gondolas, Hiking & the Epic Discovery Activity Center—Daily**

The Hythe Vail's ideal location gives you quick access to a plethora of summer recreation. Take Vail's Scenic Gondola (<https://tinyurl.com/3jhcevyk>), either the Eagle Bahn Gondola (located in Lionshead Village) or Gondola One (located in Vail Village) to the top of the peak (elevations 10,000+ft) to experience panoramic views, explore 18 different hiking trails (<https://tinyurl.com/msyzs7b3>), or visit the Epic Discovery activity center (<https://tinyurl.com/5n6zhtw>). Perched on the mountaintop, Epic Discovery offers a football-stadium sized activity center featuring ziplines, high ropes course, mountain coasters, tubing, a climbing wall, bungee trampoline, restaurants, and more.

### **The Well & Being Spa—Daily, 10AM - 5PM**

The Hythe Vail's Well & Being Spa offers a luxurious Alpine-inspired experience. The spa's innovative wellness approach incorporates many local and on-property botanicals, infusing treatments with indigenous plants. The spa offers a Himalayan Salt Inhalation Lounge, as well as massage therapies, body scrubs and wraps, facials and skincare services, and enhanced recovery therapies. ASA has secured a 20% discount on massage, facials, or body treatments. To make a reservation and secure ASA's 20% discount, call 970-479-5004 and reference "American Sugar Alliance" group. For general information on the Well & Being Spa, visit <https://www.thehythevail.com/wellness/spa/>

## **Symposium Social Events**

### **Meet & Greet Reception—Saturday July 30, 6:00PM, Après Deck**

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. Summertime is a busy time for dining in Vail; therefore, dinner reservations are highly recommended.

### **Golf Tournament - Optional—Sunday, July 31, 8:00AM, EagleVail Golf Club**

The ASA Golf Tournament will be held at the EagleVail Golf Club. Shuttle service will depart The Hythe Vail's main entrance starting at 6:30AM and running intervals (approximately 30 minutes) thereafter. Players should check-in at the golf course by 7:30AM for the 8:00AM shotgun start. A continental breakfast will be available at 6:30AM. Known as Vail Valley's favorite golf course, this pristine course offers expansive views of the Colorado Rocky Mountains. Sitting at an elevation of 7,650 feet above sea level, EagleVail Golf Club offers play through varying microclimates ranging alongside creeks, rivers, ponds, and forest. Tournament play will again be the popular scramble format

where all members of the foursome play the "best ball." Prizes including low net score foursome, low gross score foursome, closest to the pin, and longest drive, will be announced during the awards ceremony at the Clubhouse immediately following the tournament. **Please register for this optional event with ASA.**

### **Welcome Reception Gala—Sunday, July 31, 7:00PM - 9:00PM, Grand Ballroom & Foyer**

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 1, 9:10AM - 2:30PM**

Spouses will spend the day Exploring the Best of Vail Valley. Buses depart at 9:10AM from the hotel's lobby entrance for a short ride to the Betty Ford Alpine Gardens. This picturesque setting is located in the shadow of Colorado's Gore Range and features perennial beds, rock gardens, and waterfalls. This guided tour will provide the perfect opportunity to learn about the varying flowers and plants that grow well in Colorado's high altitude and rocky soil. At the next stop, Colorado's Snowsports Museum and Hall of Fame, you'll have the choice of touring the museum or taking a guided history walking tour of Vail Village. Both will provide the opportunity to learn from the local experts exactly what put Vail Village on the international map. Be sure to visit the museum's gift shop. You'll then enjoy a special luncheon at one of Vail's classic restaurants, La Bottega Italian Restaurant, followed by time on your own to explore Vail Village's high-end shops, galleries and boutiques, ride Gondola One to the top of Vail Mountain to experience the panoramic views, or just enjoy people watching. Since there will be a good bit of walking on today's tour, wearing comfortable walking shoes is a must. **Also, to ensure we plan appropriately, you must be registered for the spouse tour in advance.**

### **Dinner On Your Own—Monday, August 1**

Symposium attendees have a free evening to dine with family, friends and colleagues. No official Symposium function is planned. The Vail area offers a range of casual to fine dining within walking distance in Lionshead Village, as well as in Vail Village which you can access by catching the free shuttle in front of The Hythe Vail. Since August is peak season for Vail tourism, advance dining reservations are highly recommended. For dining suggestions, contact The Hythe concierge at 970-477-5660 or [concierge@thehythevail.com](mailto:concierge@thehythevail.com).

### **Western Dinner Shindig @ 4 Eagle Ranch —Tuesday, August 2, 5:30PM - 10:30PM**

Buses depart The Hythe Vail's main entrance at 5:30PM for a Western Dinner Shindig. The Symposium's final evening will provide a true Rocky Mountain experience at the historic 4 Eagle Ranch. Located in Wolcott, just 24 miles from Vail, this 1885 homestead ranch is rich in history and tradition. In addition to the dramatic mountain views, the Ranch includes the original Carriage House, the 1890's Nelson Cabin, and the campsite at 4 Eagle, as well as modern additions. This special evening will include a cocktail reception, barbecue dinner, and several cowboy activities that will be fun for the whole family. Plan to kick up your heels under the Colorado stars with Vail's popular Walker Williams Band and two-step dance instruction. This magical evening will conclude by 10:00PM, with return to hotel by 10:30PM; however, shuttle service will start at 8:00PM for anyone wanting to return to the hotel earlier. Casual or Western attire recommended. *Note: Anyone attending this event must ride the ASA provided transportation to/from The Hythe Vail and 4 Eagle Ranch.*

## Sponsor Tribute

ASA wishes to honor the great support demonstrated by the sponsoring organizations and their contributions to a successful 37th International Sweetener Symposium.

### Welcome Reception Gala | Sunday, July 31

The Sugar Association, Inc. (desserts)  
First South Farm Credit  
Ash Grove Cement Company



### Breakfast Session | Monday, August 1

Quality Liquid Feeds LLC



### Luncheon Session | Monday, August 1

KWS Seeds



### Breakfast Session | Tuesday, August 2

CoBank



### Luncheon Session | Tuesday, August 2

JSG Commodities



### Golf Tournament | Sunday, July 31

Amalgamated Sugar Company  
American Crystal Sugar Company  
American Sugar Cane League  
American Sugar Refining, Inc.  
Beet Sugar Development Foundation  
C&H Sugar Company  
Domino Sugar  
Florida Crystals Corporation  
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# 38th International Sweetener Symposium

**The 38th International Sweetener Symposium will be held August 4-8, 2023, at the Meritage Resort in Napa, California.** Attendance at next year's Symposium is a must for sugar industry leaders and stakeholders. Following the 2022 midterm elections, Congress will turn to discussions around the 2023 Farm Bill. Our experts will assess the potential implications for U.S. farm policy with an eye to how the new Congress might view the sugar program. Farm bill programs as well as changing trade dynamics will be important to evaluate in the context of rising costs of production. Market analysts will update us on the supply-demand outlook for U.S., North American, and world markets. In addition to the compelling program content, the Symposium schedule allows free time every afternoon to enhance your industry relations amongst the vineyards of Napa Valley, CA.

While COVID prevented us from holding the Symposium in Napa in 2021, we are thrilled to return to Napa for the 2023 International Sweetener Symposium at the spectacular Meritage Resort & Spa and the Vista Collina at the Meritage. Located in northern California in the renowned Napa Valley, the Meritage Resort and the Vista Collina Resort are sister properties located within the same complex. The resorts offer exquisite room accommodations, a European spa, tasting rooms on property, a bowling alley, swimming pool, an arcade, dining, recreation, and more with several golf courses are located closeby. This ideal location offers the best of both worlds. With a quick 5-minute shuttle ride, you can access bustling downtown Napa which offers a bounty of dining, tasting rooms, and shopping. You can also easily access the fabled vineyards and fields, rolling hills and stately wineries that make this region reminiscent of the Bordeaux region in the South of France. Napa Valley is home to more than 400 wineries ranging from boutique to large scale operations, many highly acclaimed and praised by



**Mark your calendar!**

***August 4-8, 2023  
Napa, California***

connoisseurs worldwide. The area's success in wine-making can be credited for fueling an equal passion for food. Napa is home to two institutes dedicated to advancing the culinary arts, the Culinary Institute of America (CIA) and The American Center for Wine, Food and the Arts (COPIA). Nationally and regionally famous chefs have chosen Napa as the site for their signature restaurants, making Napa Valley one of the finest dining destinations in the world. The area also offers a wealth of California history and other recreational opportunities including bicycling, hot air ballooning, horseback riding, shopping, and mineral bath and spa resorts. The Meritage is located within 60 miles of three international airports including the Sacramento International Airport (60 miles), Oakland International Airport (50 miles) and San Francisco International Airport (60 miles). While traffic varies from the three airports, the "drive time" is traditionally shortest from the Sacramento airport.

For more information on the Meritage Resort and the Vista Collina at the Meritage, visit <https://www.meritageresort.com/>. Additional details on the 38th International Sweetener Symposium will be available in February 2023 on ASA's web site at [www.sugaralliance.org/symposium](http://www.sugaralliance.org/symposium). This is one industry meeting you won't want to miss!

***Plan to attend the 2023 Symposium  
and experience Napa Valley.***



## Notes

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### Statement of Purpose

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The American Sugar Alliance is a national coalition of sugarcane and sugar beet producers, including sugar farmers, sugar processors, sugar refiners, sugar suppliers, sugar workers and others dedicated to preserving a strong U.S. sugar industry. The ASA annually sponsors the International Sweetener Symposium to provide a timely and provocative forum on issues affecting the sweetener industry.

### ASA Executive Committee

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**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

**Cassie Bladow**, ASA Secretary/Treasurer  
President, U.S. Beet Sugar Association

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

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# *Mark Your Calendar for Future Symposium Dates*



## ***2023 International Sweetener Symposium***

August 4-8, 2023

The Meritage Resort | Napa, CA

[www.meritagecollection.com/meritage-resort](http://www.meritagecollection.com/meritage-resort)



## ***2024 International Sweetener Symposium***

August 2 - 7, 2024

The Westin Seattle | Seattle, WA

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