



38TH INTERNATIONAL  
**SWEETENER**  
Symposium

SPONSORED BY AMERICAN SUGAR ALLIANCE

**August 4-9, 2023**

The Meritage Resort & Spa  
Napa, California

**Crafting  
Stronger Sugar  
Policy to Ensure  
Food Security**

**#Sugar2023**



### Dear Symposium Attendees:

The American Sugar Alliance (ASA) welcomes its members and invited guests to the 38th International Sweetener Symposium. This year's Symposium program theme, *"Crafting Stronger Sugar Policy to Ensure Food Security"* 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. All points of view are welcome to achieve in-depth discussions. We also encourage you to follow ASA's social media channels for Symposium updates and highlights, and to join the conversation using #Sugar2023.

**Please be sure to wear your nametag to all events as it will serve as your admission pass.** Registered participants, spouses and children are welcome to attend the Symposium evening social functions. Registered participants and spouses are welcome to attend the breakfasts and general sessions; however, the luncheons are limited to registered participants due to space limitations.

We hope you enjoy the program, The Meritage Resort, and the majestic Napa Valley, all in the company of your industry colleagues. 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-2023>  
and enter the PW: Sugar2023

**Optional Tours** are being promoted to help you fully experience beautiful Napa Valley and all it has to offer. The Symposium schedule allows free time on Friday, Saturday and Sunday to explore this famed area and to meet with your industry colleagues. See page 14.

## Friday, August 4

### All Day

#### **Optional Tours**

Register with optional tour operators. See page 14.

### 1:00-5:00pm

#### **Registration**

The Meritage Lobby

### Evening

#### **Dinner On Your Own**

Reservations highly recommended. See page 17.

## Saturday, August 5

### All Day

#### **Optional Tours**

Register with optional tour operators. See page 14.

### 8:00am-7:00pm

#### **Registration**

The Meritage Lobby

### 6:00-7:00pm

#### **Meet & Greet Reception**

The Meritage Vineyard Terrace

Casual business attire. See page 16.



## Sunday, August 6

### All Day

#### Optional Tours

Register with optional tour operators. See page 14.

#### 8:00am–2:00pm

##### ASA Golf Tournament (OPTIONAL)

###### Eagle Vines Vineyard & Golf Club

Shuttle buses depart the main entrance of The Meritage Resort starting at 6:30am and running intervals until 7:30am. See page 16.

#### 8:00am–9:00pm

#### Registration

The Meritage Lobby

#### 7:00-9:00pm

#### Welcome Reception Gala

##### The Grand Reserve Village Lawn

Casual business attire. See page 17.

## Monday, August 7

*Several Members of Congress were unable to attend the Symposium in-person due to scheduling conflicts but wanted to be with you in spirit. Therefore, we'll be playing video messages from several of our key Congressional champions throughout the conference.*

#### 7:30–8:30am

#### Breakfast Session

##### *Fighting for Farmers and Agriculture*

###### Meritage Ballroom

Raised on a cattle ranch in Colorado and now representing Florida's Third Congressional District comprising North Central Florida and a portion of Florida's Gulf Coast, Rep. Kat Cammack is no stranger to agriculture. For nearly a decade she served as Deputy Chief of Staff for the same district she now represents which uniquely positioned her to understand agricultural policy details and the important role sugarcane plays in Florida's agri-economy. As the lone Florida Republican on the House Agriculture Committee, the Congresswoman has proven a true advocate for agriculture. She is an original

co-lead of the Zero-for-Zero resolution introduced during the 117th and 118th Congresses. Rep. Cammack continues to fight for American sugar producers against harmful trade practices of foreign governments. Hear from the Congresswoman on the valuable role she plays on behalf of the American sugar industry.

#### *Welcome:*

**Ryan Weston**, ASA Chair; Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

#### *Speaker:*

**Rep. Kat Cammack (R-FL-03)**, House Agriculture Committee; House Committee on Energy and Commerce; House Judiciary Select Subcommittee on the Weaponization of the Federal Government

#### 8:45–9:45am

#### General Session

##### *U.S. & World Sweetener Market Outlook*

###### Meritage Ballroom

With global sugar markets still adjusting from supply chain shocks, what lessons have been learned through the pandemic, recovery, and seemingly constant geopolitical disruptions? Now with global output lagging early season estimates, is a global supply deficit a foregone conclusion? On the North American front, how is the U.S.-Mexican sugar trade evolving? What challenges are there for meeting demands moving forward including credit availability, regulatory changes, continued inflation for inputs, and shifting demands for just-in-case and just-in-time deliveries?

#### *Moderator:*

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

#### *Panelists:*

**Toby Cohen**, Vice President of Market Analysis at ASR Group – London, England

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

**Marie-Christine Ribera**, Director General, CEFS – Brussels, Belgium

#### 9:00am–3:00pm

#### Spouse Tour

##### *The Quintessential Napa Valley Experience*

Enjoy this special day experiencing the majestic Napa Valley. Buses depart from the Meritage Resort's main entrance at 9:00 a.m. As you travel up valley, tour guides will share the rich culture and history of this famed area. The first stop will feature a VIP tour of the Culinary Institute of America at Greystone in St. Helena. Next, experience the historic V. Sattui Winery, a

5th generation winery that was recently rated “best winery of the year.” After an educational tour of V. Sattui’s wine making process, a special wine tasting experience will be offered, followed by a true wine country picnic luncheon as you dine among the vines (weather permitting). As the final stop, shop on St. Helena’s charming Main Street. Return to the Meritage Resort is expected around 3:30 p.m. Advanced registration required. Registration is limited to ages 21 and over. See page 17.

[9:45–10:45am](#)

## General Session

### *U.S. Sugar Policy: Achieving a Stronger Safety Net*

#### Meritage Ballroom

U.S. sugar producers are some of the most efficient producers in the world. But over the last several years the industry has faced significant challenges including a steep rise in input costs, high energy prices, and supply chain challenges. How are producers and food manufacturers faring? And how are they reacting to changing consumer demands? Panelists will explore how USDA is managing sugar policy, what is needed in the Farm Bill, and strengthening production of American-made sugar.

#### *Moderator:*

**Luther Markwart**, Executive Vice President & CEO, American Sugarbeet Growers Association – Washington, DC

#### *Panelists:*

**Barbara Fecso, Ph.D.**, Commodity Analysis Branch Chief and lead on Sugar Program, Farm Production and Conservation (FPAC), U.S. Department of Agriculture – Washington, DC

**Randy Green**, Principal, Watson Green LLC; Consultant, Sweetener Users Association – Arlington, VA

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

[10:45–11:00am](#)

## Refreshment Break

[11:00am–12:00pm](#)

## General Session

### *Report from Key Congressional Staff:*

### *The Legislative State of American Agriculture*

#### Meritage Ballroom

September will be a busy month in Washington. Not only must the government be funded, but the Farm Bill will expire. These two issues alone are monumental tasks but are hardly the only items on the congressional calendar. Key congressional staff will provide their insights on developing and improving agricultural policies, farm bill timing, and improving farm country financials in the age of deficit reduction.

#### *Moderator:*

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

#### *Panelists:*

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

**Carley Esser**, Republican Professional Staff, Senate Committee on Agriculture, Nutrition and Forestry

**Clark Ogilvie**, Democratic Special Counsel, House Agriculture Committee

**Josh Tonsager**, Democratic Senior Professional Staff, Senate Committee on Agriculture, Nutrition and Forestry (*virtual*)

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

[12:15–2:00pm](#)

## ASA Annual Meeting & Luncheon

### *Creating Unity in Congress for Agriculture*

#### Carneros Ballroom

Congressman Costa understands agriculture on a personal level. He was raised on a dairy farm and is a third-generation family farmer. He combined his farming background with public service, representing the San Joaquin Valley in Congress for almost two decades. He serves on the House Agriculture Committee, where he is a senior Democratic Member and the Ranking Member of the Livestock, Dairy, and Poultry Subcommittee. Congressman Costa has also served as Chair of the Blue Dog Coalition where he helped create bipartisan support for many legislative initiatives, including agriculture. He will share his thoughts on Congress, the Farm Bill, and how to tackle many of the tough issues facing the agricultural community.

#### *Moderator:*

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

#### *Speaker:*

**Rep. Jim Costa (D-CA-21)**, House Agriculture Committee; House Committee on Foreign Affairs; Blue Dog Coalition

## ASA Annual Meeting

#### *Presiding:*

**Ryan Weston**, ASA Chair; Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

[2:00pm](#)

## Afternoon & Evening

### *On Your Own*

Dining reservations highly recommended. See page 16.

# Tuesday, August 8

7:30–8:30am

## Breakfast Session

### *The U.S. Department of Agriculture's Perspective on A Resilient Supply Chain for Sugar*

#### Meritage Ballroom

Strengthening our food security is central to our national security. The Biden Administration has sought to improve the resilience and sustainability of the U.S. domestic food supply chain. As the Deputy Under Secretary for FPAC, Ms. Greene plays an integral role in helping Congress develop the 2023 Farm Bill, as well as implementation and delivery of disaster assistance. Deputy Under Secretary Greene will join us for a conversation regarding the importance of ensuring a strong and sustainable domestic sugar supply. She will discuss how a strong sugar policy and disaster assistance helps achieve that objective, benefiting retail sugar customers as well as food manufacturers.

#### *Moderator:*

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

#### *Speaker:*

**The Honorable Gloria Montaño Greene**, Deputy Under Secretary, Farm Production and Conservation (FPAC), U.S. Department of Agriculture – Washington, DC

8:45–9:15am

## General Session

### *Advancing American Ag Interests in the Current Competitive Environment*

#### Meritage Ballroom

Congresswoman Ashley Hinson hails from the great state of Iowa where agricultural interests are key to her state's economy. She has a strong track record of fighting for common sense policies in Iowa and Capitol Hill. As a member of the House Agriculture Appropriations Subcommittee, she has the responsibility of ensuring agricultural needs are met. As a member of the House Select Committee on the Strategic Competition between the United States and the Chinese Communist Party, she ensures American agricultural interests are protected. She will share her thoughts on domestic food security, the Farm Bill, and the importance of a strong safety net.

#### *Moderator:*

**Ryan Weston**, ASA Chair; Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

#### *Speaker:*

**Rep. Ashley Hinson (R-IA-02)**, House Appropriations Subcommittee on Agriculture, Rural Development, Food and Drug Administration; House Select Committee on the Strategic Competition between the United States and the Chinese Communist Party

9:15–10:15am

## General Session

### *State of Agriculture: Inflation, Rising Input Costs, and the Farm Bill*

#### Meritage Ballroom

With the Farm Bill set to expire in September, the agricultural coalition is gearing up for renewal of this important policy. While we often think of agriculture interests coming together; nutrition, conservation, research, and rural interest groups also have a seat at the table. These two ag leaders are uniquely poised to share their perspective on what is needed to create coalition unity, improve farm programs, and help producers be more profitable and their communities more economically prosperous. Hear their expectations on what the rest of the year holds and how we can improve the state of agriculture in America.

#### *Moderator:*

**Luther Markwart**, Executive Vice President & CEO, American Sugarbeet Growers Association – Washington, DC

#### *Panelists:*

**Rob Larew**, President, National Farmers Union – Washington, DC

**Joby Young**, Executive Vice President, American Farm Bureau Federation – Washington, DC

10:15–10:30am

## Refreshment Break





[10:30–11:30am](#)

## General Session

### *Reimagining the Value of Sustainability*

#### Meritage Ballroom

Food companies are eager to market their products as sustainable. Farmers are eager to improve yields and lower input costs. This has been the traditional route of creating shared value for sustainable production. Is this enough to sustain the next phase of climate smart farming? This panel will discuss future trends in climate smart farming, ecosystem services accounting, and sustainability marketing.

#### *Moderator:*

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

#### *Panelists:*

**Dan Christenson**, Senior Director of Government Affairs, PepsiCo – Washington, DC

**Kenneth Gravois, Ph.D.**, Sugarcane Specialist, LSU AgCenter – Baton Rouge, LA

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

**Trent Wimmer**, Key Account Sustainability Lead, Syngenta – Minneapolis, MN

[11:30am–12:15pm](#)

## General Session

### *Sugar Reduction: Policies, Pressure and Public Perception*

#### Meritage Ballroom

Faced with a barrage of new policy proposals, including the Biden Administration's goal of reformulating sugar down in the food supply, how could these policies change the food manufacturing landscape? What are consumers' perceptions on reducing sugar, and how do their perceptions stack up in contrast to consuming sugar substitutes? What pressures are food manufacturers facing with regard to nutrition, specifically around reformulation and marketing, and what effect might this have on the sugar industry?

#### *Moderator:*

**Courtney Gaine, Ph.D.**, President & CEO, The Sugar Association, Inc. – Washington, DC

#### *Speaker:*

**Ron Sterk**, Senior Editor, Markets, Food Business News and Milling & Baking News; Editor, Sosland Sweetener Report – Kansas City, MO

[12:30–2:00pm](#)

## Luncheon Session

### *The Political Realities of Passing a Farm Bill*

#### Carneros Ballroom

Reporting on U.S. agriculture policy and markets for 52 years, Mr. Wiesemeyer will size up the Administration, Senate and House Democratic & Republican policy priorities in the Farm Bill as well as priorities of those on the front lines – farm, ranch, dairy, and other stakeholders for whom the Farm Bill rewrite is an opportunity to strengthen the safety net. He will also cover the electoral political landscape shaping up 2024 when the White House, Senate, and House are up for grabs. Jim will leave no stone unturned in discussing all issues impacting U.S. agriculture.

#### *Moderator:*

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

#### *Speaker:*

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

[2:00pm](#)

## Afternoon

### *On Your Own*

[6:00pm](#)

## Dinner Event

### *Napa Valley Under the Stars*

#### The Grand Reserve Village Lawn

During this special evening, you'll take a culinary journey and experience several local wines and Tuscan cuisine. This evening will feature musical entertainment and more for an evening of dancing and fun for the whole family under the Napa Valley stars. See page 17.

**Wednesday, August 9**

[All Day](#)

## Departures



#### ARRIVAL

- 1 Meritage Resort Main Lobby
- 2 Grand Reserve Living Room

#### FOOD & DRINK

- 3 Blend Café
- 4 Crush Lounge
- 5 Commons Lobby Bar
- 6 Meritage Pool Bar
- 7 Olive & Hay
- 8 Village Bistro
- 9 Fivetown Grocery

#### LEISURE & ACTIVITIES

- 10 Meritage Fitness Center
- 11 Chapel
- 12 Spa Terra™
- 13 Vineyard Walking Trail
- 14 Meritage Pool (Adults Only)
- 15 Grand Reserve Pool (Kid Friendly)
- 16 Grand Reserve Fitness Center and Motion Studio

#### VINTNER'S ROW

- GEN 7 Wines
- Anarchist Wine Co.
- Trinitas Cellars

#### MEETING & EVENT SPACES

- 19 Vineyard Deck
- 20 Rooftop Terrace
- 21 Estate Cave & Cellar
- 22 Food & Wine Center
- 23 Vintner's Room

#### MERITAGE BALLROOM

- Salons I-X
- Cabernet Room
- Petit Verdot Room
- Vineyard Terrace
- Meritage Patio
- Vineyard Pre-Function Space

#### CARNEROS BALLROOM

- Salons A-K
- Trinitas Boardroom
- Merlot Room
- Oakville Terrace
- Carneros Pre-Function Space

## 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. **Please wear your nametag to all events as that will serve as your admission ticket.**

### Location of Events

All Symposium business events and social events will be held on-site at The Meritage Resort & Spa, and The Grand Reserve as follows:

- The **Saturday reception** will be held at The Meritage on the Vineyard Terrace.
- The **Sunday reception** will be held at The Grand Reserve on the Village Lawn.

- The **Monday and Tuesday breakfasts and general sessions** will be held in The Meritage Ballroom, located just off The Meritage Resort's lobby.
- The **Monday and Tuesday luncheons** will be held in the Carneros Ballroom, also located at The Meritage Resort.
- The **Tuesday evening dinner event** will be held at The Grand Reserve on the Village Lawn.

### Attire

The dress code for all business sessions will be business casual attire, which includes long pants and golf shirts for men, and skirts, dress shorts or slacks and blouses for women. August temperatures in Napa Valley range from an average high of 82 degrees and an average low of 55 degrees. However, in this arid climate, temperatures can really vary. Please be sure to bring a jacket and wear a layering of clothing for the cool evenings.

## Optional Tours & Activities

Optional tours are being promoted to help you fully experience the Napa Valley. The tours are offered via independent tour operators. To register for optional tours, contact the tour operators directly. Optional tours require a minimum number of registrants to run. Please refer to the tour operator's policy regarding cancellation. (Note: *Optional tours are not official Symposium events.*)

### *Ballooning Above the Vineyards*

**Saturday, August 5, AND  
Sunday, August 6,  
5:30am–10:30am**



Depart The Meritage at sunrise and enjoy an event of a lifetime. Balloons Above the Vineyards will pick up at The Meritage's main entrance at 5:15 a.m. and transport you to the Model Bakery at the Oxbow Public Market for coffee, pastries and a safety instruction. You will then be transported to your launch site to set sail with a qualified pilot, floating over Napa's expansive wineries and experiencing the rolling panoramic scenery in stunning clarity. If the weather in Napa is not conducive to flying, the group will be transported to a neighboring county to take advantage of their lack of fog. At the conclusion of the sail, you will be transported back to the Model Bakery for a champagne toast (optional) and snacks. Recommended attire includes layers of clothing, comfortable walking shoes and sunglasses. Prices are \$299 weekends and \$269 weekdays (all ages). Must be at least 46 inches tall to participate. Tour cost includes transportation, balloon ride, and coffees/pastries. Add-ons available include a champagne toast (\$20pp) and photo (\$10 per photo). Make reservations directly with Balloons Above the Valley by calling 800-464-6824 or via [www.balloonrides.com](http://www.balloonrides.com).

### *Wine Tastings and Tours*

So many wineries ... so little time! The famed Napa Valley is home to more than 400 wineries and 90 urban tasting rooms, all within a 30-mile span. These wineries range in history, setting, and style. Offerings may include wine tastings, behind-the-scenes tours of their cellars and caves, and picturesque settings. Many of these intimate wineries are family-owned and operated. There are several ways to experience Napa's wineries; however, please know most wineries now require reservations and charge tasting fees. So be sure to plan early, call ahead and secure reservations. Also, most wineries require all visitors to be at least 21 years of age. A few options to experience Napa's wineries include:

- *Self-guided tours* can be a fun option with a little advance planning. However, please know that most wineries now require reservations, as well as charge tasting fees ranging from \$40pp and up. So be sure to call ahead and secure reservations. For a map of Napa wineries, visit <https://www.visitnapavalley.com/wineries/winery-map/>.
- *Platypus Tours* offers small group tours (usually 8-10 people) that provide an ideal experience of the Napa Valley. Your tour guide will pick up at The Meritage, provide a bit of history as you tour the Valley to experience three wineries and a box lunch. Prices range from \$119-\$139 per person, depending on the day. The wine tasting fees are additional but are typically discount, or possibly waived with purchase of wine. For more information, visit <https://www.platypustours.com/wine-tours/join-in-tour-napa-valley/>.
- *Napa Valley Wine Trolley* offers a daily tour, as well as an up-valley castle tour, where you'll experience the Napa Valley aboard an open air trolley reminiscent of a classic San Francisco cable car. Offering historic local trivia with basic wine knowledge, while visiting wineries or urban tasting rooms. Tours departure points include the Oxbow Marketplace in downtown Napa and V-Market Place in Yountville. Prices currently offered at \$125 (exclusive of tasting fees). For more information, visit <https://napavalleywinetrolley.com/>.
- *Napa Valley Wine Train* offers a 36-mile round-trip discovery to St. Helena and back, stopping at celebrated wineries along the way. For more information, visit <https://winetrain.com>.
- *Beau Wine Tours* offers customized wine tasting experiences. If you have a group of family members or colleagues, this might be a good option to experience a private and customized wine tasting excursion. For more information, visit <https://www.beauwinetours.com/napa-valley-wine-tours/>.

### *Explore Downtown Napa*

Conveniently located just 10 minutes from The Meritage, you can easily make a day of visiting downtown Napa (<https://donapa.com/>). This area is home to quaint eateries, trendy tasting rooms, high-end shopping and a growing collection of world-class art galleries. For a fun market experience, visit the Oxbow Public Market (<https://oxbowpublicmarket.com/>). Known as the "local gathering place for great food and wine in downtown Napa," experience a variety of food vendors while perusing Oxbow's 40,000 square foot marketplace or the scenic deck overlooking the Napa River. Another must stop is the Culinary Institute at Copia (<https://www.ciaatcopia.com/>) which offers a variety of ways to explore food and wine, ranging from dining, classes, shopping, gardens, and a museum.



## Dining

Home to more than 150 restaurants, foodies flock to Napa Valley to discover locally inspired dishes prepared by world-class chefs. A hallmark of fine-dining, Napa Valley boasts numerous Michelin-Star rated restaurants. August is peak season in Napa so be sure to secure your reservations in advance. For a list of restaurants, visit [www.visitnapavalley.com/restaurants](http://www.visitnapavalley.com/restaurants).

## Symposium Social Events

### Meet & Greet Reception

**Saturday, August 5, 6:00–7:00pm**  
The Vineyard Terrace

This one-hour reception will provide the perfect opportunity to meet your colleagues before venturing to your dinner plans. Light hors d'oeuvres and refreshments will be served. Business casual attire is recommended. Advance dining reservations are highly recommended.

### ASA Golf Tournament (OPTIONAL)

**Sunday, August 6, 8:00am–2:00pm**  
Eagle Vines Vineyards & Golf Club

The ASA Golf Tournament will be held at the Eagle Vines Vineyard and Golf Club. Shuttle service will depart The Meritage Resort's main entrance starting at 6:30 a.m. and run intervals (approximately every 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 6:45am. Eagle Vines Vineyard & Golf Club is the premiere Napa Valley golf course situated in the foothills with vineyard views in every direction. This 7,297 yard course features 27 acres of working vineyards, mature cherry and oak trees, shimmering waterfalls, and meandering creeks. 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 luncheon awards ceremony at the Clubhouse immediately following the tournament. Please register for this optional event with ASA.



### Welcome Reception Gala

**Sunday, August 6, 7:00–9:00pm**  
The Grand Reserve Village Lawn

During this elegant reception, refreshments and a dinner hors d'oeuvres buffet will be served. Recommended attire

includes dressy resort wear for women and a blazer, golf shirt and slacks for men. Be sure to bring a jacket for the cool Napa evenings.

### Spouse Tour – The Quintessential Napa Valley Experience

**Monday, August 7, 9:00am–3:30pm**

Enjoy this special day experiencing the best of the majestic Napa Valley. Buses depart from the Meritage Resort's main entrance at 9:00 a.m. During this special day, you'll experience several of the highlights which have helped make Napa one of the most popular travel destinations in the world. As you travel up valley, take in the rolling hills and breathtaking scenery while your tour guides share the history and culture of this famed region. Your first stop will include the Culinary Institute of America at Greystone in St. Helena. Once home to the Christian Brothers Winery, this historic building now houses the CIA's California campus and serves as a training ground to some of the world's finest chefs. Your next stop will be V. Sattui Winery. Founded in the 1885, this 5th generation winery was recently rated "best winery of the year." After an educational tour of V. Sattui's wine making process, you'll be treated to a tasting of several of V. Sattui's wines. Dine among the vines during a lovely wine country picnic (weather permitting). This perfect Napa day will conclude with a shopping excursion at the unique shops and boutiques dotting St. Helena's charming Main Street. Return to the hotel is expected around 3:30 p.m. A layering of clothing and comfortable walking shoes recommended. *Note: Attendees must be 21 years of age or older to attend the ASA Spouse Tour. To ensure adequate accommodation, please confirm your attendance on the spouse tour.*

### Dinner On Your Own

**Monday, August 7**

Symposium attendees have a free evening to dine with family, friends and colleagues. No official Symposium function is planned. Napa Valley offers a selection of dining options ranging from gourmet to casual. Advance dining reservations are highly recommended.

### Dinner Event – Napa Beneath the Stars

**Tuesday, August 8, 6:00–10:00pm**  
The Grand Reserve Village Lawn

Experience Napa Beneath the Stars 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 of Napa specialties will include several local wines, as well as Tuscan cuisine. This evening will feature musical entertainment and more for an evening of dancing and fun for the whole family under the Napa Valley stars.

## Sponsor Tribute

ASA wishes to honor the great support demonstrated by the sponsoring organizations and their contributions to a successful 38th International Sweetener Symposium.

### Welcome Reception Gala – Sunday, August 6

The Sugar Association, Inc. (desserts)  
 AgCountry Farm Credit Services  
 AgFirst Farm Credit Bank  
 Ash Grove Cement Company  
 First South Farm Credit  
 JSG Commodities  
 PGIM Real Estate



### Breakfast Session – Monday, August 7

CoBank



### Luncheon Session – Monday, August 7

KWS Seeds LLC



### Breakfast Session – Tuesday, August 8

Quality Liquid Feeds LLC



### Golf Tournament – Sunday, August 6

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  
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*Plan to attend the 2024 Symposium  
and experience Seattle!*

The 39th International Sweetener Symposium will be held August 2-7, 2024, at the Westin Seattle in Seattle, Washington. Attendance at next year's Symposium is a must for sugar industry leaders and stakeholders. Will Congress complete passage of the Farm Bill in 2023, or will we be in the thick of Farm Bill renewal next summer? How will the 2024 Presidential and Congressional elections be shaping up and how will the farm sector and agricultural policies be discussed? During the last year of the Biden Administration's current term, will trade and regulatory policies ramp up? Will the general farm economy be improving or will margins trend thinner? Market analysts will update us on the current political and economic landscape for sugar, as well as explore 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 and to explore Seattle.

Located on the Puget Sound in the Pacific Northwest, Seattle is a vibrant city offering something for everyone. Known as the Emerald City, Seattle offers panoramic views including the tranquil water views of the Puget Sound, lush evergreen forests, and the majestic snowcapped Olympic mountains.

In addition to its thriving waterfront scene, Seattle boasts an energetic arts culture, world-class dining, entertainment, iconic landmarks and attractions, and a wide range of outdoor activities. As the 2024 Symposium host hotel, the Westin Seattle is conveniently located in the pulse of downtown with easy access to the world-famous Pike Place Market, the Space Needle, the Museum of Pop Culture, the waterfront, shopping, the monorail, and more. And sports fans will have a difficult time choosing between Seattle's bounty of home teams, including the Mariners baseball team, the Sounders soccer team, and the Storm WNBA team. Seattle also offers a great jumping off point for pre/post travel to Washington State's famed Columbia Valley wine region, an Alaskan cruise, and key cities in Canada.

For more information on the Westin Seattle, visit <https://www.marriott.com/en-us/hotels/seawi-the-westin-seattle/overview/>. Additional details on the 39th International Sweetener Symposium will be available in February 2024 on ASA's web site at <https://sugaralliance.org/symposium>.

*This is one industry meeting you won't want to miss!*



## Statement of Purpose

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

**Ryan Weston**, ASA Chair; Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers

**Cassie Bladow**, ASA Vice Chair; President, U.S. Beet Sugar Association

**Jack Pettus**, ASA Secretary/Treasurer; Vice President of Government Relations, American Sugar Cane League

**Luther Markwart**, Executive Vice President & CEO, American Sugarbeet Growers Association

## Notes



[sugaralliance.org](http://sugaralliance.org)