



SPONSORED BY AMERICAN SUGAR ALLIANCE

AUGUST 1–6, 2025

**GRAND TRAVERSE RESORT & SPA
TRAVERSE CITY, MI**

*Farm, Food, and
Trade Policy: Finding
Opportunities in the
Changing Landscape*

[#Sugar2025](https://twitter.com/Sugar2025)

PROGRAM - AS OF JULY 23, 2025



SPONSORED BY AMERICAN SUGAR ALLIANCE

Dear Symposium Attendees:

The American Sugar Alliance (ASA) welcomes its members and invited guests to the 40th International Sweetener Symposium. In addition to the picturesque Traverse City location, this year's Symposium marks a special milestone of 40 years of ASA bringing this dynamic industry together. We are thrilled to gather, visit with friends and colleagues, and discuss the many complex issues our industry must tackle to ensure a successful future.

This year's Symposium program theme, ***"Farm, Food, and Trade Policy: Finding Opportunities in the Changing Landscape,"*** is an especially timely topic that will explore a broad range of policy issues covering farm, trade, nutrition, labor, crop protection, and more. We've assembled an outstanding lineup of highly qualified speakers to address these timely issues. We invite you to actively engage in the program with all points of view welcome.

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.

Welcome to Michigan's beautiful Lower Peninsula. We hope you enjoy this Great Lakes region and find your True North in the company of your industry colleagues. We trust this important sugar conference will be of great interest and value to you, our members and guests.

And thank you for helping us Keep It Sweet for 40 years.

Executive Committee
American Sugar Alliance

Visit the Symposium App at:
sugaralliance.org/asa-symposium-2025
and enter the PW: **Sugar2025**

Friday, August 1

1:00PM–5:00PM

Registration

LOBBY

EVENING

Dinner

ON YOUR OWN

Saturday, August 2

8:00AM–7:00PM

Registration

LOBBY

6:00PM–7:00PM

Meet & Greet Reception

PAVILION

Business casual attire. See page 14 for details.

Sunday, August 3

8:00AM–9:00PM

Registration

LOBBY

8:00AM–1:00PM

Golf Tournament–Optional

BEAR GOLF COURSE

Register with ASA. Please check in by 7:30AM. See page 14 for details.

6:30PM–9:00PM

Welcome Reception Gala

PAVILION

Business casual attire. See page 14 for details.

7:30AM–8:45AM

BREAKFAST SESSION

GOVERNORS' HALL

Cultivating Leadership In Congress

Rep. Bergman's service in the U.S. Marine Corps, reaching the rank of a three-star Lieutenant General, has helped shape his career as a public official. He brings leadership and Midwestern values to Congress, focusing on collaboration and teamwork to solve 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.

Welcome:

Jack Pettus, ASA Chair; Vice President of Government Relations, American Sugar Cane League – Washington, DC

Moderator:

Clint Hagen, Vice President, American Sugarbeet Growers Association – Bad Axe, MI

Speaker:

Rep. Jack Bergman (R-MI-01); Chairman, House Armed Services Subcommittee on Readiness; Member, House Budget Committee; Chairman, House Budget Committee Oversight Task Force; Member, House Committee on Veterans' Affairs

9:00AM–9:30AM

GENERAL SESSION

GOVERNORS' HALL

An Update from the House Agriculture Committee

Rep. Finstad's dedication to American farmers is rooted in the fact that he is a fourth-generation farmer, holds a degree in Agriculture Education, and has dedicated his career to Minnesota's ag and rural communities. As a member of the House Agriculture Committee, and Chair of its Subcommittee on Nutrition and Foreign Agriculture, he is uniquely positioned to share his thoughts on the Farm Bill, the farm economy, and the outlook for legislative improvements.

Moderator:

Neil Rockstad, President, American Sugarbeet Growers Association; Board Member, American Crystal Sugar Company – Ada, MN

Speaker:

Rep. Brad Finstad (R-MN-01); Chairman, House Agriculture Subcommittee on Nutrition & Foreign Agriculture; Member, House Armed Services Committee; Member, House Committee on Small Business

9:00AM–3:30PM

SPOUSE TOUR

Pure Michigan Day Trip

Spouses will depart the main entrance of Grand Traverse Resort at 9:00AM for a special tour highlighting several prized attractions on Michigan's Lower Peninsula. The morning will be spent on scenic and historic Old



Mission Peninsula (OMP). During the scenic drive to the tip of OMP, take in the views while learning the unique history of this beautiful area. The tour's first stop at the historic Mission Point Lighthouse will include a docent-led tour and a photo op of this unique spot near the 45th Parallel. At the tour's next stop, the magnificent Chateau Chantel winery, you'll experience the Chateau's vineyards, production facility, a special tasting, and the gift shop. The group will then be treated to a private luncheon at the lakeside Boathouse Restaurant at Bowers Harbor, known for its amazing waterfront views and talented culinary team. The day will conclude with visiting the unique shops and boutiques of downtown Traverse City. Return to the hotel is estimated at 3:30PM. See page 15 for details.

9:30AM–10:00AM

GENERAL SESSION

GOVERNORS' HALL

Manufacturing Strength and Farm Stability: The Vital Role of U.S. Sugar in America's Economic and Food Security

Join us for remarks and a conversation with Congresswoman Haley Stevens on the critical intersection of domestic manufacturing, agriculture, and U.S. economic resilience. Drawing on her leadership on the House Science, Space, and Technology Committee and her strong record of championing American industry, Rep. Stevens will discuss how a stable and competitive U.S. sugar sector supports rural economies, strengthens supply chains, and reinforces national food security. From advancing ag innovation to ensuring fair trade and supporting domestic production, Rep. Stevens will outline her vision for policies that sustain American competitiveness—and keep our food system strong.

Moderator:

Neil Juhnke, President & CEO, Michigan Sugar Company – Bay City, MI

Speaker:

Rep. Haley Stevens (D-MI-11); Ranking Member, Science, Space & Technology Subcommittee on Research & Technology; Member, House Committee on Education; Member, U.S. House Select Committee on Strategic Competition between the U.S. and the Chinese Communist Party

10:00AM–11:00AM

GENERAL SESSION

GOVERNORS' HALL

U.S. & World Sweetener Market Outlook: A Look at Current Market Fundamentals for Sugar

World supply and demand fundamentals continue to change in sugar markets. World prices have weakened due to large production levels in major sugar producing countries (including the U.S.). However, market drivers remain subject to elevated levels of trade uncertainty. And weather risk always factors in during the marketing year. Much of that uncertainty will be known by the time we gather in Traverse City. We look to these experts to explain why price and production levels changed, or why they didn't change.

Moderator:

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

Speakers:

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

Jose Orive, Executive Director, International Sugar Organization – London, England

11:00AM–11:15AM

BREAK

11:15AM–12:15PM

GENERAL SESSION

GOVERNORS' HALL

U.S. Sugar Policy: New Program Parameters

Farmers, including sugarbeet and sugarcane farmers, have been lobbying Congress since 2023 for a new Farm Bill to help with elevated input costs. We have also seen food manufacturers supporting the Farm Bill, including the Sweetener Users Association. The One Big Beautiful Bill Act delivered on many key sugar program parameters. Yet, now world prices have been falling and U.S. demand is softening, which has been driving U.S. prices down. How are producers and manufacturers coping with both high input costs and weak demand? And how will the sugar program operate with the new program parameters and with the new market conditions?

Moderator:

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

Panelists:

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

Randy Green, Principal, Watson Green LLC; Consultant to the Sweetener Users Association – Washington, DC

12:30PM–2:00PM

LUNCHEON SESSION

GOVERNORS' HALL

The U.S. Department of Agriculture's Perspective on Farm, Trade, and Nutrition Policy

In addition to his Tennessee farm family roots, Deputy Secretary Vaden has spent his career immersed in ag, trade and legal issues to fight for farmers and ranchers. Serving as USDA's top attorney during Trump 1.0, Mr. Vaden helped implement the 2018 Farm Bill at USDA, assisted with USDA's reorganization, and improved the regulatory structure to better serve Rural America. His most recent position as a judge on the Court of International Trade provides him with the hands-on experience to promote meaningful trade policy for American agriculture. This unique skillset is further complemented by his extensive legal background in government and policymaking. As the Secretary's right hand, Deputy Secretary Vaden is well positioned to carry out this important post with the aim of continuing to reduce regulatory burdens to ensure USDA effectively serves farmers and stakeholders.

Moderators:

Neil Juhnke, President & CEO, Michigan Sugar Company – Bay City, MI

Jim Simon, General Manager, American Sugar Cane League – Thibodaux, LA

Speaker:

The Honorable Stephen Vaden, Deputy Secretary, U.S. Department of Agriculture

ASA ANNUAL MEETING

Presiding:

Jack Pettus, ASA Chair; Vice President of Government Relations, American Sugar Cane League – Washington, DC

2:00PM

ON YOUR OWN

AFTERNOON & EVENING

Dinner

Reservations recommended. See page 15 for details.

7:30AM–9:00AM

BREAKFAST SESSION

GOVERNORS' HALL

Navigating Food Policy within the MAHA Arena

With momentum behind the Make America Healthy Again movement and promises from the Administration for radical changes to our food supply, what could this mean in terms of nutrition policy moving forward? Dr. Gaine is uniquely qualified to thoroughly explore this new frontier. The combination of a Ph.D. in nutritional sciences and biochemistry, a bachelor's degree in dietetics, and a prestigious tenure at several nonprofit organizations dedicated to the application of science related nutritional quality and safety of the food supply equip her to provide great insight to the latest on the MAHA movement.

Moderator:

Ryan Weston, President & CEO, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

Speaker:

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

9:15AM–10:00AM

GENERAL SESSION

GOVERNORS' HALL

EPA's Partnership with Rural America

EPA's new Administrator Lee Zeldin has noted a commitment to balancing environmental protection with the economic realities faced by farmers and ranchers. Learn how EPA is providing certainty and regulatory clarity to the agricultural community by ensuring farmers have the necessary tools to continue providing safe, healthy, agricultural commodities to the market. Hear how EPA senior leaders are working to support agricultural production and the critical role farmers and ranchers play as stewards of our land and natural resources.

Moderator:

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

Speaker:

Nancy Beck, Ph.D., Deputy Assistant Administrator, Office of Chemical Safety and Pollution Prevention, U.S. Environmental Protection Agency – Washington, DC

10:00AM–10:30AM

GENERAL SESSION

GOVERNORS' HALL

Farm Returns and Credit Conditions in the U.S.: Overview and Implications for Borrowers and Bankers

What levels of debt and debt financing face American agriculture today? How does that compare to previous periods in U.S. agricultural history? Are credit conditions expected to worsen over the next few years? Is credit stability built into the system through the Farm Bill and through the currently healthy levels of land equity? This speaker will provide a perspective from the credit institutions and also discuss how recent changes in federal legislation may or may not be improving the outlook for U.S. farmers, including for the sugar sector.

Moderator:

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

Speaker:

John Newton, Ph.D., Executive Head, Terrain – Washington, DC

10:30AM–11:00AM

GENERAL SESSION

GOVERNORS' HALL

Perspectives on Agricultural Labor Improvements

Laws governing guestworker programs have not been updated in nearly 40 years and no longer reflect agriculture's labor needs. Without congressional actions, different administrations have sought to make changes through executive actions. At the same time, there are continuous challenges in courts including over labor classifications and the adverse effect wage rate. Labor is a significant component of sugarbeet and sugarcane production and processing costs and so changes, or no changes, to current policy will make a large impact on revenues. How might the new Administration and Congress take a different approach? We look to our expert speaker for her key observations and insights.

Moderator:

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

Speaker:

Kristi Boswell, Public Policy Counsel, Alston & Bird – Washington, DC

11:00AM–11:15AM

BREAK

11:15AM–12:15PM

GENERAL SESSION

GOVERNORS' HALL

Farm Policy Prospects For 2025—A Report from Key Congressional Staff

How will the provisions in the One Big Beautiful Bill (OB BB) reinforce the farm safety net? With input costs and trade turmoil squeezing family farm finances throughout America, congressional staff will provide insight on how Congress can complete action on the 2018 provisions not included in OB BB and other pressing issues needing to be addressed by Congress.

Moderator:

Jamison Cruce, Washington Representative, American Sugar Cane League – Washington, DC

Panelists:

Carley Esser McLean, Republican Professional Staff, Senate Committee on Agriculture, Nutrition and Forestry (*via video*)

Mike Schmidt, Democratic Senior Advisor, Senate Committee on Agriculture, Nutrition and Forestry

Clark Ogilvie, Democratic Special Counsel, House Agriculture Committee

Trevor White, Republican Professional Staff, House Agriculture Committee

12:30PM–2:00PM

LUNCHEON SESSION

GOVERNORS' HALL

U.S. vs China: Strategic Competition Impacting the Future of Our Nation and American Agriculture

A timely conversation with Congressman John Moolenaar on how U.S.-China tensions are reshaping global agricultural trade, supply chains, and food security. As Chair of the Select Committee on the Chinese Communist Party and a senior member of the House Agriculture Appropriations Subcommittee, Rep. Moolenaar will share his perspective on the urgent need to strengthen America's agricultural resilience. From the strategic importance of U.S. agricultural exports and input sourcing to the critical role of farm labor and federal investments in USDA programs, this fireside chat will explore why these issues are top priorities for Rep. Moolenaar—and essential to preserving American leadership in global agriculture.

Moderator:

Adam Herford, Chairman of the Board, Michigan Sugar Company – Elkton, MI

Speaker:

Rep. John Moolenaar (R-MI-02), Chairman, House Select Committee on Strategic Competition Between the United States and the Chinese Communist Party; Member, House Committee on Appropriations

2:00PM

ON YOUR OWN

6:00PM–10:00PM

DINNER EVENT

GOVERNORS' HALL

True North Dinner Event

This special Michigan themed evening will start with a cocktail reception, followed by a special dinner, dancing and fun. During your culinary journey through Michigan, you'll experience several local wines, beers, farm-to-table cuisine, and other culinary delights, as well as special touches from tonight's sponsor, Michigan Sugar Company. And for music enthusiasts, Jedi Mind Trip, a popular Michigan-based band, will provide an evening of live entertainment and plenty of opportunities for dancing. The evening will also include ASA's annual drawing to win two coach class round-trip tickets for air travel to the ASA's 2026 Sweetener Symposium at The Hythe Vail in spectacular Vail, Colorado. Must be registered to participate and must be present to win. See page 15 for details.



WEDNESDAY, AUGUST 6

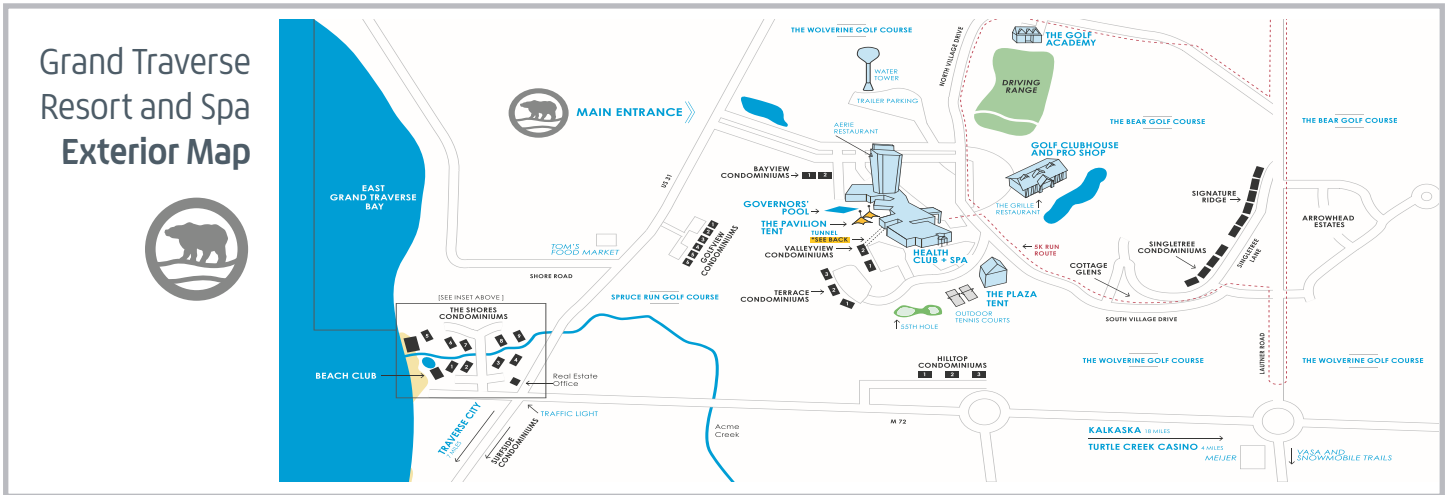
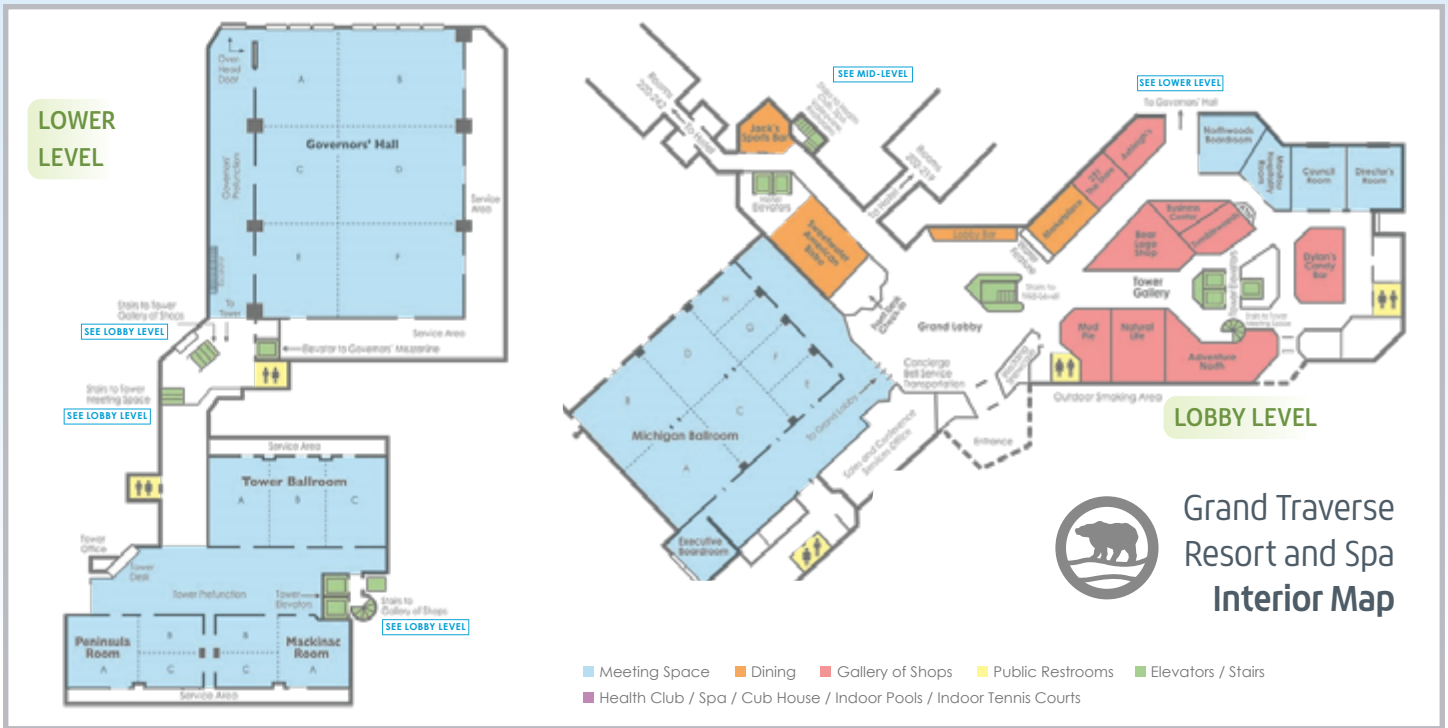
ALL DAY

DEPARTURES

Thank you for being part of this milestone industry event.



We hope to see you next year at the 41st International Sweetener Symposium, which will be held July 31 – August 5, 2026 at the Hythe Vail in Vail, Colorado.



Details, Details, Details...

Admission

All registered participants and spouses are invited to attend the business sessions and social functions. 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.

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Location of Events

All Symposium business events, and social events will be held on-site at the Grand Traverse Resort and Spa. The business sessions will be held in Governors' Hall ballroom, located on the lower level.

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.

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Symposium Social Events

Meet & Greet Reception

SATURDAY, AUGUST 2

6:00PM

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.*



Golf Tournament

SUNDAY, AUGUST 3

8:00AM

BEAR GOLF COURSE

The Symposium Golf Tournament will be held on the resort's famed signature course, the Bear. This spectacular course stands as a tribute to its designer, famed PGA champion Jack Nicklaus, also known as "the Golden Bear," who is a legend as both a player and course designer. Opening in 1985, the Bear incorporates a mixture of elements that golfers rarely get to experience on one course including Scottish terraced fairways, tiered greens, deep grassy roughs, moguls and mounds, deep pot bunkers, and more. 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 for this optional event with ASA when completing your online registration form. *Note: A limited number of rental golf clubs are available. Please reserve your set a.s.a.p.*

Welcome Reception Gala

SUNDAY, AUGUST 3

6:30PM–9:00PM

PAVILION

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 4

9:00AM–3:30PM

HOTEL FRONT ENTRANCE

During this Pure Michigan Day Trip, spouses will experience the best of the Lower Peninsula. Buses depart the hotel's main entrance at 9:00AM for a day of local history, culture, dining and shopping. During the scenic drive to the tip of the Old Mission Peninsula, take in the views while learning the unique history of this beautiful area. The tour's first stop at the historic Mission Point Lighthouse will include a photo op and a docent-led tour of this unique spot near the 45th Parallel. You'll then take a short drive along beautiful Old Mission Peninsula to Chateau Chantal 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 hotel is estimated by 3:30pm. Recommended attire includes a layering of clothing and comfortable walking shoes.

Dinner On Your Own

MONDAY, AUGUST 4

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. For on-site dining options, visit <https://www.grandtraverseresort.com/dining/overview>. For offsite dining options, visit <https://www.traversacity.com/food-and-drink/>.

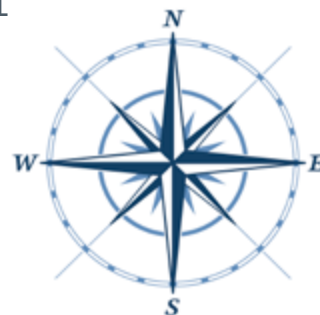
Dinner Event

TUESDAY, AUGUST 5

6:00PM–10:00PM

GOVERNORS' HALL, LOWER LEVEL

Experience Michigan's True North during the Symposium's final evening. This lovely evening will start with a cocktail reception, followed by a special dinner, dancing and fun for the entire family, as well as special touches from tonight's sponsor, Michigan Sugar Company. 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 Jedi Mind Trip. The themed decor, musical entertainment, activities, and more will make for an evening of dancing and fun in the company of your colleagues. We will also conduct our annual drawing to win two coach class round-trip tickets for air travel to the 2026 Symposium at The Hythe Vail in Vail, Colorado. Must be registered to participate and must be present to win.



Optional Tours & Activities

Rated by *Wall Street Journal* as “10 Best Places to Go in 2025,” Traverse City offers a wide variety of dining, activities, and attractions. Guided and self-guided optional tours and activities are being promoted to help you fully experience this unique area. Since these activities are not official Symposium events, please register for all guided tours activities with the tour operators noted. For more information, visit <https://www.traversecity.com/>, or <https://www.grandtraverseresort.com/>.

GUIDED ACTIVITIES

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 a must-do activity. 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 wineries and tasting rooms, many with fantastic water views. Traverse City Wine and Beer Tours offer daily private or group join-in tours. At each winery, you'll have the opportunity to enjoy a tasting, explore the winery and soak in the scenery. To make reservations, visit <https://wineandbeertours.com> or call (231) 499-2656.



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 a variety of daily excursions including brunch cruises, ice cream sail, evening sail with dinner and more. For more information, visit <https://tallshipsailing.com>.

Nauti-Cat Cruises

615 E FRONT STREET, TRAVERSE CITY, MI (8 MILES / 14 MIN. BY CAR).

As the largest commercial sailing catamaran on the Great Lakes, the



Nauti-Cat offers daily cruises on West Grand Traverse Bay. Options include champagne sunset cruise, happy hour cruise, windjammer cruise, noon cruise and kids cruise. Boasting a 29' beam, passengers can enjoy the sail on the nets or on the dry decks. Visit <https://nauti-cat.com> or call 231-464-6080.

The Village at Grand Traverse Commons

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 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 <https://thevillageetc.com>.

SELF-GUIDED ACTIVITIES

Spa Grand Traverse

Listed in Spas of America's top 25 spas, the Spa Grand Traverse 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. Be sure to identify yourself with American Sugar Alliance to receive 10% discount as well as featured sugar treatments designed for our group.

Leelanau Peninsula Day Trip

We've put together a wonderful self-guided tour to help you experience the Leelanau Peninsula. Most of your journey will snug the peninsula's coastline on M-22, rated one of America's most scenic highways. Your itinerary will begin with the famous Sleeping Bear Dunes National Lakeshore's Pierce Stocking Scenic Drive (see below). Next, the enchanting coastal town of Glen Arbor offers a local art scene, shopping and restaurants, as well as the Cherry Republic's store and tasting room. Continue on to Leland, also known as Historic Fishtown, to visit its shops in the seaside shanties. Continue to the seaside town of Suttons Bay to visit its Arts Festival on August 2 and 3. Plan to visit wineries during the day, including Black Star Farms, 45 North and L. Mawby. For the perfect end to your day, visit Moomer's Ice Cream shop. Enjoy this tour at your own pace but plan at least 4-5 hours. Transportation is on your own. For our full itinerary, visit <https://sugaralliance.org/wp-content/uploads/2025/07/Leelanau-Peninsula-Day-Trip-2025-FINAL.pdf>.

Sleeping Bear Dunes National Lakeshore

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 overlooks. For the adventurous, plan to climb to the top of Sleeping Bear Dunes or explore the 100 miles of hiking trails. Visit <https://nps.gov/slbe> to plan your trip.



Water Sports with Blue Sky Rentals.

Located at GTR'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. Advanced reservations are highly encouraged. For more information, visit www.bluesky-tvc.com.

Sara Hardy Downtown Farmers Market

DOWNTOWN TRAVERSE CITY, ACROSS FROM CLINCH PARK (8 MILES/15 MIN. BY CAR).

Operating Saturdays from 7:30AM to 12PM and Wednesdays 8AM–12PM, this popular farmers 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. <https://dda.downtowntc.com/farmers-market/>

Sponsor Tribute

ASA wishes to honor the great support demonstrated by the sponsoring organizations and their contributions to a successful 40th International Sweetener Symposium.

Welcome Reception Gala – Sunday, August 3

AgFirst Farm Credit Bank
Ash Grove Cement Company
Farm Credit Services of America
First South Farm Credit
JSG Commodities
Louisiana Land Bank, ACA
Ropa North America
The Sugar Association (desserts)

Breakfast Session – Monday, August 4

CoBank

Luncheon Session – Monday, August 4

PGIM Real Estate - Agricultural Finance

Breakfast Session – Tuesday, August 5

KWS Seeds LLC

Luncheon Session – Tuesday, August 5

QLF - Quality Liquid Feeds

Dinner Event – Tuesday, August 5

Michigan Sugar Company

Golf Tournament – Sunday, August 3

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
Michigan Sugar Company
Minn-Dak Farmers Cooperative
Southern Minnesota Beet Sugar Cooperative
Sugar Cane Growers Cooperative of Florida
The Sugar Journal
The Sugar Producer Magazine
US Sugar
United Sugar Producers and Refiners
Western Sugar Cooperative
Wyoming Sugar Company

2025 Sponsors



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firstsouthfarmcredit.com



floridacrystals.com



jenkinssugar.com



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SPONSORED BY AMERICAN SUGAR ALLIANCE

The 41st International Sweetener Symposium will be held July 31–August 5, 2026, at the Hythe Vail in Vail, Colorado.

Join us next year in the Rocky Mountains for our 41st annual conference. With all that is happening in agriculture and in sugar, attendance at next year's meeting is a must for all industry players. A number of improvements to the sugar program were enacted in 2025 and will be providing a much needed and stronger safety net for our sugarbeet and sugarcane farmers. However, additional improvements to other components of the farm bill still need to be addressed. While the resolution of a number of key trade and nutritional policies for sugar will be known by Summer 2026, others will still hang in the balance, including the renegotiation of USMCA. How will the Sunset Review affect the U.S.-Mexico sugar suspension agreements? Will the North American market return to a balanced market? This is one sugar industry meeting you won't want to miss—mark your calendar for this important must-attend event!

The Hythe Vail is a crown jewel in Marriott's Luxury Collection. This Euro-Swiss hotel offers elegant rooms, the Well & Being full-service spa, a four-season pool, unique dining experiences, and more. The Hythe Vail is ideally located in the heart of Vail's Lionshead Village — just steps away from the Eagle Bahn Gondola, and ample shopping, dining, and recreational activities. Located in central Colorado among the majestic Rocky Mountains, Vail is world-renowned. While this quaint Alpine village is known as the largest and most popular ski resort in North America, it's also the perfect summertime getaway offering sunny days, cool evenings, breathtaking scenery, and a vast array of mountain activities including award-winning golf courses, whitewater rafting, fly-fishing, jeep tours, hiking, world class shopping, international cuisine, musical and theater productions, and more. The comfortable elevation of 8,150 feet contributes to the mild weather with low humidity and August averages temperatures of 75° (high) and 40° (low). For more information on the Vail Valley visit www.visitvailvalley.com/ and www.vailgov.com/welcome-to-vail.

Mark Your Calendar for 2026!

July 31 - August 5, 2026



Getting to the Vail Valley is easy. The Denver International Airport (DEN) is located 120 miles east of Vail and is serviced by most major airlines. The Eagle County Regional Airport (EGE) is located 30 miles west of Vail and is serviced by United and American Airlines. Epic Mountain Express offers shared shuttle services from both DEN and EGE airports.

Plan to attend the 2026 Symposium.

Additional details on the 41st International Sweetener Symposium will be available in February 2026 on ASA's web site at 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 sugarbeet and sugarcane 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

Jack Pettus – ASA Chair
Vice President of Government Relations,
American Sugar Cane League

Luther Markwart – ASA Vice Chair
Executive Vice President & CEO,
American Sugarbeet Growers Association

Ryan Weston – ASA Secretary/Treasurer
Chief Executive Officer, Florida Sugar
Cane League; Washington Representative,
Rio Grande Valley Sugar Growers

Cassie Bladow
President & CEO, United States Beet
Sugar Association

Notes

Mark Your Calendar for Future Symposium Dates



2026 International Sweetener Symposium

July 31 – August 5, 2026

The Hythe Vail • Vail, Colorado
thehythevail.com



2027 International Sweetener Symposium

July 30 – August 4, 2027

The Coeur d'Alene Resort • Coeur d'Alene, Idaho
cdaresort.com

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