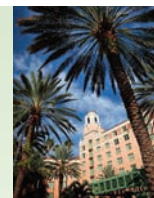




Welcome to the Fertilizer Industry's Premier Fertilizer Outlook and Technology Conference

General Information

Renaissance Vinoy Resort and Golf Club
501 5th Avenue NE
St. Petersburg, FL
(727) 894-1000



Registration Desk Hours

Tuesday Nov. 158:00 a.m. – 5:50 p.m.
Wednesday, Nov. 168:00 a.m. – 5:30 p.m.
Thursday, Nov. 17.....8:00 a.m. – 12:10 p.m.

Questions?

Stop by the Fertilizer Outlook and Technology Registration Desk

SCHEDULE

• Tuesday, November 15

8:00 a.m. – 5:50 p.m.

Registration

VINOY BALLROOM FOYER, LOBBY LEVEL

8:30 a.m. – 11:30 a.m.

TFI Economics Council and Breakfast Meeting

(by invitation only)

PALM BALLROOM, PLAZA LEVEL

1:00 p.m. – 5:50 p.m.

THE FERTILIZER INSTITUTE'S FERTILIZER OUTLOOK CONFERENCE COMMENCES

VINOY GRAND BALLROOM, LOBBY LEVEL

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

1:00 p.m. – 1:05 p.m.

Opening Comments

Ken Taylor, Intrepid Potash, Inc.

1:05 p.m. – 1:45 p.m.

KEYNOTE: Economic Outlook for Brazil, China and India

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

1:45 p.m. – 2:25 p.m.

Liquids from Shales

Suzanne Minter, *Account Executive, BENTEK Energy*



The
Fertilizer Institute
Nourish, Replenish, Grow

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Fertilizer Industry
Round Table

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FINAL PROGRAM

FEATURED BY



2011 Fertilizer Outlook and Technology Conference

November 15-17, 2011 • Renaissance Vinoy
Resort and Golf Club, St. Petersburg, FL

SCHEDULE

Feeding a Hungry World – Growing Solutions through Fertilizer Technology

• Tuesday, November 15

2:25 p.m. – 2:50 p.m.
Refreshment Break

2:50 p.m. – 3:30 p.m.
The European Fertilizer Market
Dag Tore Mo, *Head of Market Intelligence*, Yara International ASA

3:30 p.m. – 4:10 p.m.
Current Status and Strategies of Future Growth of the Indian Fertilizer Industry
MP Sukumaran Nair, *Director*, Center for Green Technology and Management

4:10 p.m. – 4:30 p.m.
Refreshment Break

4:30 p.m. – 5:10 p.m.
Soil Nutrient Levels and Nutrient Balance in Major Fertilizer Consuming Countries
Paul Fixen, *Senior Vice President*, International Plant Nutrition Institute (IPNI)

5:10 p.m. – 5:50 p.m.
Critical Trends for the Agriculture Industry
Rich Pottorff, *Chief Economist*, Doane Advisory Services

6:00 p.m. – 8:00 p.m.
TFI/FIRT Welcome Reception
MEZZANINE/TERRACE, MEZZANINE LEVEL

• Wednesday, November 16

8:00 a.m. – 5:30 p.m.
Registration
VINOY BALLROOM FOYER, LOBBY LEVEL

8:00 a.m. – 5:30 p.m.
JOINT TFI/FIRT OUTLOOK CONFERENCE COMMENCES
VINOY GRAND BALLROOM, LOBBY LEVEL
Moderator: Jason Newton, *Head of Market Research*, Agrium Inc.

8:00 a.m. – 8:45 a.m.
Agricultural Outlook
Bill Nelson, *Senior Economist*, Doane Advisory Services

8:45 a.m. – 9:15 a.m.
Potash Outlook
Yao Yao, *Manager*, Market Research, PotashCorp

9:15 a.m. – 9:45 a.m.
Refreshment Break

9:45 a.m. – 10:15 a.m.
Sulphur Outlook
Don Messick, *Vice President*, Agricultural Programs, The Sulphur Institute (TSI)

10:15 a.m. – 10:45 a.m.
Phosphate Outlook
Tom Jago, *Chief Exec. Officer*, Profercy Phosphates SC

10:45 a.m. – 11:00 a.m.
Refreshment Break

11:00 a.m. – 11:30 a.m.
Natural Gas Outlook
Josh McCall, *Fundamentals Advisor*, BP North America Gas & Power

11:30 a.m. – 12:00 p.m.
Nitrogen Outlook
Glen Buckley, *Chief Economist, Partner*, NPK Fertilizer Advisory Service (NPKFAS)

12:00 p.m.
Adjournment - Lunch on your own

1:30 p.m. – 5:30 p.m.
FIRT'S FERTILIZER AND TECHNOLOGY CONFERENCE COMMENCES
Moderator: Dave Downey, *Executive Director*, Center for Food and Agricultural Business, Professor Emeritus, Purdue University

1:30 p.m. – 1:45 p.m.
W. P. O'Neill, Jr., *President*, International Raw Materials LTD (IRM) and *Chairman*, The Fertilizer Industry Round Table

1:45 p.m. – 2:15 p.m.
KEYNOTE: Food and Fertilizer: Defusing the Crisis
Bill Doyle, *President and Chief Exec. Officer*, PotashCorp

2:15 p.m. – 3:00 p.m.
Food Security, Fertilizer, and the Environment: A Wicked Troika
Otto Doering, *Professor of Agricultural Economics*, Purdue University

3:00 p.m. – 3:45 p.m.
Food Security Worldwide: The Poverty of Soils in Africa
Rudy Rabbinge, *Professor*, University of Wageningen, The Netherlands

3:45 p.m. – 4:15 p.m.
Refreshment Break

4:15 p.m. – 5:30 p.m.
Round Table Discussion
• Bill Doyle
• Otto Doering
• Rudy Rabbinge

6:30 p.m. – 8:30 p.m.
TFI/FIRT Reception (Dali Museum)
Sponsors: ArrMaz Custom Chemicals, The Mosaic Company, Transammonia, Ameropa North America
The Museum is approximately a 15 minute walk from the Vinoy. A shuttle bus will be available if you prefer not to walk.

• Thursday, November 17

8:00 a.m. – 12:10 p.m.
Registration

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

8:00 a.m. – 8:40 a.m.
An Innovative Approach to Micronutrient Use Efficiency
Kerry Green, *Managing Director*, Wolf Trax

8:40 a.m. – 9:20 a.m.
The Promise of Abundant, Sustainable Agriculture: Fertilizer Application Technology
Don Borgman, *Director*, Agricultural Industry Relations, North American Operations, John Deere Limited

9:20 a.m. – 10:00 a.m.
Nutrient Strategies that Make Sense for Agriculture and for Water Quality
Suzy Friedman, *Deputy Director Working Lands*, Environmental Defense Fund

10:00 a.m. – 10:30 a.m.
Refreshment Break

10:30 a.m. – 11:10 a.m.
Securing Our Fertile Future in a Regulated World
Jean Payne, *President*, Illinois Fertilizer & Chemical Association

11:10 a.m. – 11:50 a.m.
4Rs Are Needed to Feed a Hungry World
Terry Roberts, *President*, International Plant Nutrition Institute (IPNI)

11:50 a.m. – 12:10 p.m.
Concluding Remarks
Luc Maene, *Director General*, International Fertilizer Industry Association (IFA)

12:10 p.m.
Adjournment

12:15 p.m.
FIRT Lunch and Board Meeting (by invitation only)
PLAZA CD, PLAZA LEVEL