

**PRX Strategic Roundtable\***  
**2016-17 Supply-Demand and Transportation Issues**  
**plus Blue Sky Model #42 Assumptions**  
**Wednesday, May 18, 2016**

Argosy Casino Hotel, Kansas City  
 777 NW Argosy Casino Pkwy, Riverside MO, 816-746-3100



| <b>Principal Topics, 9:00 am to 3:00 pm, with Working Lunch</b><br>(Comments by Discussion Leaders kept to 15 mins) |                               |  |                        |
|---|-------------------------------|--|------------------------|
| #   | Cat                           | Topic                                    | Discussion Leader      |
| 0   | Opening                       | Politics & Blue Sky Modeling             | Ruikka                 |
| 1   | Supply                        | Mar-31 Acreage & Supply-Demand 16-17     | John Stewart           |
| 2   |                               | Yield Trend & La Nina Impact in 2016?    | Roy Spencer (call)     |
| 3   | Demand (Food)                 | World Food & Fuel vs. Supply "targets"   | Hudson                 |
| 4   |                               | Domestic Meat vs FG, Wht, DDG fed        | Hudson, Stewart        |
| 5   |                               | Whole corn exports vs. competition       | Parman, et al          |
| 6   |                               | China S&O (new policy?)                  | Fred Gale, USDA (call) |
| 7   | Demand (Fuel)                 | Ethanol S&O through 2022, RFS, CAFE E25  | Hudson                 |
| 8   |                               | Ethanol SD, Sugarcane to Calif revision? | Steve Kafka            |
| 9   |                               | Crude oil price forecast                 | Ruikka                 |
| 10  | Supply-Demand and Farm Prices | PRX farm price models                    | Stewart                |
| 11  |                               | Net corn-soybean sector income result    | Hudson                 |
| 12  |                               | Land Costs                               | Alan Barkema           |
| 13  | Summary                       | Blue Sky #42 Assumptions                 | Ruikka                 |

\*Meeting combines PRX senior staff, outside experts and a small number of PRX clients. Boardroom setting accommodates 30 people, with emphasis on Q & A. Fee is \$1,200. PRX room rate available for May-17 at \$122 (includes buffet breakfast for direct hotel booking). Early arrivals welcome at informal dinner at "Journey" restaurant in hotel, 7:00 pm on May-17.

## Program Participants

**Marty Ruikka** is a President of The ProExporter Network and manages the firm's "Commodity Market Zone Analysis" (CMZA) software. Marty has used CMZA to help rationalize many mergers, acquisitions, and divestitures and to establish the strategic origination plans for many grain companies and cooperatives. He is also responsible for the firm's ethanol analysis and feasibility studies. He began working with The ProExporter Network soon after its inception in the late 1980s

**John Stewart** began his career in grain merchandising in the 1960s as a trader with Garnac Grain in New York City. He started his own brokerage company, John P. Stewart Inc., in Albuquerque, focusing on the hedging needs of grain elevators and merchandisers, and he developed futures and cash price data bases very early in the computerized era. John's methods included detailed quarterly supply-demand analysis of all crops, state-by-state net exports and imports, futures price highs and lows by Jan-Jul and Jul-Dec and a critical analysis of the so-called "corn feed and residual problem" in USDA's corn data system (enabling better forecasting of USDA's Stocks Reports).

**Roy W. Spencer** received his Ph.D. in meteorology at the University of Wisconsin-Madison in 1981. Before becoming a Principal Research Scientist at the University of Alabama in Huntsville in 2001, he was a Senior Scientist for Climate Studies at NASA's Marshall Space Flight Center, where he and Dr. John Christy received NASA's Exceptional Scientific Achievement Medal for their global temperature monitoring work with satellites. Dr. Spencer's work with NASA continues as the U.S. Science Team leader for the Advanced Microwave Scanning Radiometer flying on NASA's Aqua satellite. He has provided congressional testimony several times on the subject of global warming. Dr. Spencer's research has been entirely supported by U.S. government agencies: NASA, NOAA, and DOE. He has never been asked by any oil company to perform any kind of service—not even Exxon-Mobil.

**Bill Hudson** is a principal and founder of The ProExporter Network and is responsible for much of the firm's research and analysis. He was a pioneer in using mapping techniques to illustrate grain flows which is a unique PRX service. Prior to beginning The ProExporter Network in 1988, Hudson served as senior vice president of business research for The Andersons of Maumee, Ohio. He is a speaker, author, and respected industry authority on agribusiness, cash grain markets, and transportation. He is a graduate of the University of Kansas.

**Fred Gale** has been a research economist with the Market and Trade Economics Division of the Economic Research Service, U.S. Department of Agriculture since 1988. His work focuses on China's international trade, agricultural policy, and new developments in China's food sector. Dr. Gale has also researched changes in U.S. farm structure and rural development issues at ERS, and he was an economics lecturer at Shandong University in China during 1990-91. He holds a PhD in economics from North Carolina State University and a BS in economics from Virginia Tech.

**Steve Kaffka** is Extension Specialist, Department of Plant Sciences and Director, California Biomass Collaborative. Steve's other responsibilities include:

- Research on Agricultural Systems Project, College of Agricultural and Natural Resources, University of California, Davis. 2003 to 2007.
- Co-Chair, Bioenergy Work Group, Chair, Sugarbeet Work Group,
- Co-chair, UC Water Quality Work Group.
- California Chapter, American Society of Agronomy. (Board of Directors: 1995 to 2002. President: 2001).
- American Society of Sugarbeet Technologists. Board of Directors. (2000 to 2004).
- Salinity Technical Advisory Committee, State Water Resources Control Board. 2007 to present
- Ex-officio member, California Bioenergy Interagency Working Group 2008 to present.

Steve obtained his PhD in agronomy from Cornell University. The slide below, taken from a public letter to the California Air Resources Board in 2009, reflects Steve's philosophy in developing biofuel feedstocks and their regulation.

**Alan Barkema** is a north Iowa farmer, economist and founder of Apical Economics, LLC, writes and speaks widely on developments in the economy and agriculture. Alan formerly served as Senior Vice President and Director of Research at the Federal Reserve Bank of Kansas City and as professor and head of the Agricultural Economics Department at Oklahoma State University. A native Iowan, Alan holds an M.S. degree in plant genetics from Cornell University, M.S. and Ph.D. degrees in economics from Iowa State University, and a graduate certificate from the Executive Program at Stanford University.

**Bill Holbrook** directs the research and analysis program of The ProExporter Network. Several years ago, Bill began working with the "Commodity Market Zone Analysis" (CMZA) software as applied to elevator origination studies and ethanol feasibility studies. Prior to joining PRX, Bill was with Farmland Industries for 13 years where he was Regional Marketing Manager and Director of Professional Business Services. He holds undergraduate and graduate degrees from Kansas State University