



The Fertilizer Institute

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THE FERTILIZER INSTITUTE RELEASES 2009 FERTILIZER OUTLOOK AND TECHNOLOGY CONFERENCE PROGRAM

Media Encouraged to Attend to Receive Expert Insights on Fertilizer Supply and Demand Situation

Washington, D.C. – The latest information on fertilizer supply and demand, seed technology and the current food price situation will be on the agenda at The Fertilizer Institute’s (TFI) upcoming Fertilizer Outlook and Technology Conference. The Outlook conference, which will be held Nov. 11-13, 2008, in Charleston, S.C., is geared towards industry members, financial analysts, business consultants, agricultural and trade press representatives, and government economists. Members of the media receive complimentary registration to the conference.

The conference opens with a look at emerging trends in the world of agribusiness including the conference keynote address on “What’s Driving Food Prices?” provided by Dr. Phillip Abbott of Purdue University; an overview of new seed technologies provided by Dean Oestreich, president of Pioneer Hi-Bred International; and a look at the fertilizer industry from Wall Street, provided by David Silver of JP Morgan. The second day’s general session features the agriculture outlook provided by Rich Pottorff of Doane Advisory Services; a nitrogen outlook provided by Doug Stone of Terra Industries; a sulphur outlook provided by Barry Clarke of Pentasul; the phosphate outlook delivered by Andy Jung of CRU International; and the potash fertilizer outlook provided by Jeff Holzman of PotashCorp.

Other highlights of the agenda include a look at the Russian nitrogen fertilizer market provided by Marina Simonova of British Sulphur Consultants and an overview titled “Challenges, Opportunities and Progress in Africa,” provided by Jan Nijhoff of the International Fertilizer Development Center.

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TFI Releases Information-Packed Fertilizer Outlook Conference Agenda

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Media interested in registering for the Fertilizer Outlook Conference are encouraged to download a registration form from TFI's Web site at

<http://www.tfi.org/events/Outlook/Outlook2009RegForm.pdf> and submit the form via facsimile to TFI's conferences department. For further information on the conference speakers and agenda, please contact TFI Vice President of Public Affairs Kathy Mathers by telephone at (202) 515-2703 or via e-mail at kmathers@tfi.org.

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The Fertilizer Institute represents the nation's fertilizer industry. Producers, wholesalers, retailers, trading firms and equipment manufacturers which comprise its membership are served by a full time Washington, D.C., staff in various legislative, educational and technical areas as well as with information and public relations programs.