



# INTERNATIONAL SUGAR BEET INSTITUTE

*Bringing Together The Sugarbeet Grower & Allied Industry*

March 14 & 15, 2018

Alerus Center  
Grand Forks, N.D.

## WEDNESDAY — March 14

- 9:00 a.m. Doors Open / Visit Exhibits
- 1:05 p.m. Program Announcements / Recognition
- 1:15 p.m. **“What’s Over the Hill for the U.S. Sugar Industry”**  
Craig Ruffalo  
Vice President  
McKeany-Flavell
- 2:00 p.m. Visit Exhibits
- 5:00 p.m. Doors Close

## THURSDAY — March 15

- 9:00 a.m. Doors Open / Visit Exhibits
- 10:15 a.m. Program Announcements / Recognition
- 10:25 a.m. **Speaker – Michael McConnell**  
Ag Economist in the Markets & Trade Economics  
Division at the Economic Research Service, USDA
- 11:10 a.m. Visit Exhibits
- 3:00 p.m. Doors Close

**Free Parking | Free to Attend | Free Breakfast (7:00 a.m. – 9:00 a.m.)**



**Craig Ruffalo**

For the past 23 years **Craig Ruffalo** has worked at McKeany-Flavell Company becoming immersed in the commodity ingredient sector and seen as an expert in the North American sugar and corn sweetener markets. As counsel to the Food and Beverage industry, McKeany-Flavell, and Craig Ruffalo assist domestic and multinational clients through their market research, analysis of issues, and presentations to those they serve and the general public. He now serves the company as Vice President.

**Michael McConnell** is an Agricultural Economist in the Markets and Trade Economics Division at the Economic Research Service, USDA. He has been the Coordinator of the agency’s Sugar and Sweeteners Market Outlook Program since October 2014. Michael also worked in the ERS market outlook program from August 2007 to January 2011, focusing on international livestock and meat markets and international sugar and biofuel markets. Prior to his return to ERS, Michael was a Senior Consultant with Informa Economics in McLean, VA and from 2011 to 2013 was the grains analyst for Agricultural Division at the U.S. International Trade Commission. Michael received both his M.S. and B.A. in Economics from Lehigh University in Bethlehem, PA.

## 100,000+ Sq. Ft. of Exhibits Representing 120 Companies!

— \$5,000,000+ of Products/Equipment on Display! —

**2018 Sugarbeet Institute Committee:** Mohamed Khan, Chairman; Mike Spieker, Secretary; Chad Leach, Treasurer;  
Cody Bakker, Casey Bryl, Phil Glogoza, Tyler Grove, Craig Halfmann, Duane Hanson, Sam Haugen, Mark Haugland, Tom Knudsen, John Kringler, Duane Maatz,  
Charles Melberg, Tom Peters, Ted Petersen, Nick Revier, Albert Sims & Kirsten Stibbe