



**U.S. GRAINS
COUNCIL**

21st International
Marketing
Conference

————— and —————

64th Annual
Membership
Meeting

GUATEMALA CITY | FEBRUARY 14-16, 2024

MESSAGE FROM THE **CHAIRMAN**



Dear Members,

Please join us at the 21st International Marketing Conference and the 64th Annual Membership Meeting, scheduled for Wednesday, Feb. 14 – Friday, Feb. 16, 2024, in Guatemala City, Guatemala.

My theme – Growing the Future – perfectly encapsulates this meeting because you will have an opportunity to engage with members of the Council's staff and get a firsthand understanding of how the Council has worked and continues to work for you, our future generations and our industry.

While in Guatemala City, you will get market updates, work in Advisory Teams and sectors and provide recommendations that impact how the Council develops markets, enables trade and improves

lives. You will have direct input to help us establish priorities in the coming year and guide the Council's efforts to enhance trade in the global markets in which we work.

While some of you may have read about the potential for unrest since the elections in the country, you can be confident we are monitoring the situation closely and expect the environment to significantly calm after Jan. 14, when the new administration will be inaugurated, and we look forward to welcoming you safely when you arrive in February.

After our time together in Guatemala, you will leave renewed and energized, knowing the Council is working for you today while

at the same time laying the groundwork to build trade for coarse grains and ethanol exports around the world for generations to come.

I look forward to seeing you in Guatemala City!

A handwritten signature in blue ink that reads "Brent Boydston".

Sincerely,

Brent Boydston | Chairman



PLANNING GUIDE

The U.S. Grains Council will be holding its 21st International Marketing Conference and the 64th Annual Membership Meeting in Guatemala City, Guatemala at the Westin Camino Real. Centrally located in Guatemala's most exclusive and modern district, the meeting venue is only minutes from local shopping, upscale restaurants, shopping galleries and entertainment.

HOTEL RESERVATIONS

All meetings will take place at the:

Westin Camino Real
Avenida la Reforma y 14 Calle
Guatemala City, 01010 Guatemala

Make reservations online at the Council's website, <https://grains.org/event>, or by calling the hotel's reservations department at +502 2333 3000 and mentioning the U.S. Grains Council meeting to receive the discounted rate. **The reservations deadline is Monday, Jan. 15, 2024.** After this date, the hotel will accept reservations on a space-available basis. The Council has negotiated a room rate of \$207 USD per night, single or double occupancy, plus a 22 percent tax. Check-in time is 3 p.m.; check-out time is 12 p.m.

GROUND TRANSPORTATION

Westin Camino Real is located less than three miles from La Aurora International Airport (airport code: GUA). Contact the Concierge for assistance with reservations for a taxi or other ride sharing options.

Transportation to the hotel via taxi will cost approximately \$7-8 one-way. Uber is available at an estimated cost of \$8 one-way.

ATTIRE

Business casual attire is appropriate for all meetings. Casual attire with comfortable shoes is appropriate for tours. The offsite event will be casual attire. In Guatemala City, the average high temperature for February is 78 degrees and average low is 56 degrees.

THE MEETING AGENDA

TUESDAY, FEBRUARY 13

Afternoon

Optional Tour: Kaminal Juyú (Mayan) Archaeological Site Tour

Board of Directors Meeting

A-Team Lead/Board Liaison Training

WEDNESDAY, FEBRUARY 14

Morning

Introducing the Council Breakfast: This session is designed for first time attendees to meet USGC board and staff members and learn how to take full advantage of the USGC membership meeting. *By invitation only.*

Checkoff/USGC Staff Breakfast: Checkoff and USGC staff convene. *By invitation only.*

General Session: Start the day with a welcome to Guatemala City. Hear from speakers who are giving us up-to-date information on trade, current topics and our markets.

Spouse/Guest Welcome Breakfast: Join old friends and make new ones at this welcome for spouses and guests. There is no charge for this event, but registration is required.

Afternoon

A-Team Meetings: USGC Advisory Teams (A-Teams), the backbone of the Council, guide strategy and key topics related to Asia, ethanol, innovation and sustainability, the Middle East/Africa/South Asia, trade policy, value-added and the Western Hemisphere. Those who are not members of an A-Team are encouraged to sit in on these sessions to learn more about USGC programs.

Evening

Welcome Reception: Join fellow USGC members at an evening reception – a great opportunity to network with industry colleagues, get acquainted with members and talk with USGC staff.

THE MEETING AGENDA

THURSDAY, FEBRUARY 15

Morning

Sector Meetings: Discuss issues with colleagues and USGC staff during meetings organized by sector: agribusiness, corn, barley, general farm organizations or sorghum.

General Session: Come back together to discuss opportunities, challenges and issues affecting international trade and market access.

Late Morning

Optional Tour: Guatemalan Cultural Tour - Popol Vuh & Ixchel Museums

Afternoon

A-Team Meetings: Continue discussing specific trade issues and recommendations to USGC staff.

Evening

Offsite Event: Details pending.

FRIDAY, FEBRUARY 16

Morning

Board of Delegates Meeting: The Council's business meeting will include presentations to the USGC Board of Delegates on priorities and key takeaways from their breakout sessions in A-teams and sectors, voting on the bylaw change as presented in July and other key ways to drive demand.

Late Morning/Afternoon

Board of Directors and A-Team Leaders Meeting

Optional Tour: Guatemala City Tour & Paseo Cayalá

OPTIONAL TOURS & EVENTS

TUESDAY, FEBRUARY 13, 1:30 P.M. – 3:30 P.M.

Kaminal Juyú (Mayan) Archaeological Site Tour

Kaminal Juyú (Hill of the Dead) is the most important pre-Hispanic center in the central area of Guatemala. It was once a busy center for more than 2,000 years during the late pre-classic Mayan period. Tour the archaeological site and allow yourself to be transported back to the preserved Mayan period.

Cost: \$38.00

Tour Includes: Roundtrip transportation, English-speaking, guided tour and entry into the site.

THURSDAY, FEBRUARY 15, 10:30 A.M. – 2:30 P.M.

Guatemalan Cultural Tour - Popol Vuh & Ixchel Museums

On this cultural tour, you will have an opportunity to visit two of Guatemala City's most popular museums - the Popol Vuh and Ixchel Museums. The Popol Vuh Museum located within the Francisco Marroquin University campus exhibits one of the largest collections of Mayan art in the world. Extraordinary artifacts are here, including masks, ceramics, pre-Hispanic statuettes, traditional fabrics and more. Founded in 1973, the Ixchel Museum of Indigenous Dress collects, conserves and exhibits Guatemalan indigenous dress. The permanent collection features clothing from 156 local communities in Guatemala.

Cost: \$86

Tour Includes: Round trip transportation, English speaking-guided tour, museum entrance and lunch.

OPTIONAL TOURS & EVENTS

FRIDAY, FEBRUARY 16, 1:30 P.M. – 5:00 P.M.

Guatemala City Tour & Paseo Cayalá

Guatemala City has an abundance of history and amazing architecture to match. Spend the afternoon exploring popular tourist sites in the city's center such as the National Palace (Palacio Nacional), Metropolitan Cathedral and Civic Center. After touring the city center, you will be transferred to Paseo Cayala - Guatemala City's modern commercial replica of a 16th century colonial town, where you can explore an array of shopping options or grab a coffee and enjoy the sights.

Cost: \$40

Includes: Roundtrip transportation and an English-speaking, guided tour.

Join us in Salt Lake City



64th Annual
BOARD OF DELEGATES MEETING

SALT LAKE CITY, UTAH
JULY 29-31, 2024

