



# U.S. GRAINS COUNCIL

22nd International Marketing Conference &  
65th Annual Membership Meeting  
Austin, Texas  
Feb. 12-14, 2025

## Preliminary Agenda

\*All times are listed in Central Standard Time (CST)

### **Tuesday, February 11**

- |                        |                                     |
|------------------------|-------------------------------------|
| 10:00 a.m. – 5:00 p.m. | Registration                        |
| 1:30 – 3:30 p.m.       | Optional Tour: The Real Austin Tour |
| 2:30 – 4:00 p.m.       | Board of Directors Meeting          |
| 4:30 – 5:30 p.m.       | A-Team Lead/Board Liaison Training  |

### **Wednesday, February 12**

- |                       |  |
|-----------------------|--|
| 7:00 a.m. – 5:00 p.m. | Registration   |
| 8:00 - 9:15 a.m.      | <b>Invitation Only:</b><br>Checkoff/USGC Staff Breakfast     |
| 8:00 - 9:15 a.m.      | <b>Invitation Only:</b><br>Introducing The Council Breakfast |
| 9:30 – 10:30 a.m.     | Spouse/Guest Breakfast                                       |
| 8:30 – 11:30 a.m.     | Continuous Coffee  |
| 9:30 a.m. – Noon      | General Session  |
| Noon – 1:30 p.m.      | Lunch  |



# U.S. GRAINS COUNCIL

1:30 – 5:00 p.m.      Advisory Team Meetings:  
Asia  
Ethanol  
Innovation and Sustainability  
Middle East/Africa/South Asia  
Trade Policy  
Value-Added  
Western Hemisphere

2:00 – 4:30 p.m.      Continuous Coffee

5:30 - 6:30 p.m.      Welcome Reception

## **Thursday, February 13**

7:00 a.m. – 5:00 p.m.      Registration

7:00 – 8:00 a.m.      Breakfast

8:00 – 9:30 a.m.      Sector Meetings  
Agribusiness  
Barley  
Corn  
General Farm Organizations  
Sorghum

8:30 – 11:30 a.m.      Continuous Coffee

11:00 a.m. – 2:00 p.m.      Optional Tour: Mosaics Workshop

10:00 a.m. – Noon      Advisory Team Meetings  
Asia  
Ethanol  
Innovation and Sustainability  
Middle East/Africa/South Asia  
Trade Policy  
Value-Added  
Western Hemisphere

Noon – 1:30 p.m.      Lunch



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1:30 – 5:00 p.m.      Advisory Team Meetings  
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Trade Policy  
Value-Added  
Western Hemisphere

2:00 – 4:30 p.m.      Continuous Coffee

6:00 – 9:00 p.m.      Closing Event

## **Friday, February 14**

7:00 – 8:00 a.m.      Breakfast

8:00 a.m. – 1:30 p.m.      Registration

8:00 a.m. – 11:30 a.m.      Continuous Coffee

8:30 a.m. – Noon      Board of Delegates Meeting

1:00 – 5:00 p.m.      Board of Directors &  
A-Team Leaders Meeting

2:00 – 4:30 p.m.      Optional Tour: Craft Brewery Crawl