



U.S. GRAINS
COUNCIL

Austin, TX
Feb. 12-14, 2025

22nd International Marketing
Conference

&

65th

**Annual Membership
Meeting**

MESSAGE FROM THE CHAIRWOMAN



Dear Members,

Please join us at the 22nd International Marketing Conference and the 65th Annual Board of Delegates Meeting, scheduled for Wednesday, Feb. 12 – Friday, Feb. 14, 2025, in Austin, Texas.

My theme – Cultivate the Future – perfectly encapsulates this meeting because you will have an opportunity to engage with members of the Council's global staff and get a firsthand understanding of what the Council is doing for you now and for future generations as it helps to shape our industry.

While in Austin, 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. 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.

We are so excited to welcome you in Austin, looking forward



to getting to work with you and collaboratively creating plans to advance coarse grains and ethanol marketing around the world.

After our few, but important days together, you will leave knowing the Council is cultivating the future today by laying the groundwork to develop markets, enable trade and improve lives around the world for generations to come.

I look forward to seeing you in Austin!

Sincerely,

A handwritten signature in black ink, appearing to read 'V. Ulibarri'.

Verity Ulibarri | Chairwoman

YOUR PLANNING GUIDE



The U.S. Grains Council will be holding its 22nd International Marketing Conference and the 65th Annual Membership Meeting in Austin, Texas at the Renaissance Austin Hotel. The Renaissance Austin Hotel is conveniently situated in the heart of Texas's state capital. Strategically located just minutes from the Austin Arboretum, The Domain and downtown, guests have the opportunity to explore the best of the area.

Hotel reservations

All meetings will take place at the:

Renaissance Austin Hotel

9721 Arboretum Boulevard
Austin, Texas 78759

Make reservations online at the Council's website, <https://grains.org/event>, or by calling the hotel's reservations department at +1-800-468-3571, and mentioning the U.S. Grains Council meeting to receive the discounted rate. The reservations deadline is Monday, January 13, 2025. After this date, the hotel will accept reservations on a space-available basis. The Council has negotiated a room rate of \$259 USD per night, single or double occupancy, plus a 17.82 percent tax. Check-in time is 4 p.m.; check-out time is 11 a.m.



Ground Transportation

Renaissance Austin Hotel is located approximately 18 miles from Austin-Bergstrom International Airport (airport code: AUS). Contact the Concierge for assistance with reservations for a taxi or other ride sharing options.

Transportation to the hotel via taxi will cost approximately \$45 one-way. Uber or Lyft are available at an estimated cost of \$40-\$45 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 Austin, the average high temperature for February is 66 degrees and average low is 43 degrees.

THE MEETING AGENDA



Tuesday, February 11

AFTERNOON

Optional Tour: The Real Austin Tour

Board of Directors Meeting

A-Team Lead/Board Liaison Prep Session

Wednesday, February 12

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 Austin. 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, Middle East/Africa/South Asia, Trade Policy, Value-Added and 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 13

MORNING

Sector Meetings: Discuss issues with colleagues and USGC staff during meetings organized by sector: Agribusiness, Corn, Barley, General Farm Organizations or Sorghum.

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

LATE MORNING

Optional Activity: The Mosaic Workshop

AFTERNOON

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

EVENING

Offsite Event: Networking Event: Banger's Sausage House & Beer Garden

Friday, February 14

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, and other important trade topics for the delegates to hear from USGC expert staff.

LATE MORNING/AFTERNOON

Board of Directors and A-Team Leaders Meeting

Optional Tour: The Craft Brewery Crawl

OPTIONAL

TOURS & EVENTS



Tuesday, February 11

THE REAL AUSTIN TOUR

1:30 P.M. – 4:00 P.M.

Discover the best of the city in just a few hours! This fast-paced “bucket list” tour gives visitors a great snapshot of Austin: get dizzy gazing upward at the Capitol’s dome, indulge in a decadent treat from a local Austin eatery, explore cool outdoor art, snap photos at city landmarks, and check out funky neighborhoods only a local would know about. This detour is jam-packed with facts, history, and trivia on everything from Whole Foods to the UT campus, and everyone from Michael Dell to Willie Nelson. By the time you’re done with this tour, you’ll be able to say you “get” Austin – the history, people, music, culture, food and what keeps it “weird.” If you’re looking for a snappy quick overview of the city, or just need to prove to the social media universe you were in Austin this is the detour for you!

COST: \$85.00

Tour Includes: Round trip transportation, guided bus tour, and a locally sourced tour snack.

Thursday, February 13

MOSAICS WORKSHOP

11:00 A.M. – 2:00 P.M.

Are you creative? Do you like to do art projects? If so, great! If not, here’s your chance! The workshop is led by a professional street artist, specializing in mosaic murals, who will teach you the tips and tricks to make your own mini masterpiece. This activity will take place on-site at the Renaissance Austin Hotel.

COST: \$135.00 USD

Activity Includes: Professional mosaic artist lead, activity supplies, and lunch.

OPTIONAL TOURS & EVENTS



Thursday, February 13

OFFSITE EVENT

6:00 P.M. – 9:00 P.M.

Join Council staff and members at Banger's Sausage House & Beer Garden, located on the infamous Rainey Street in downtown Austin. Our group will enjoy a night filled with the spectacular food, music, and history that Austin has to offer!

COST: \$130.00 (GUESTS ONLY)

Includes round trip transportation, entertainment and dinner.

Friday, February 14

CRAFT BREWERY CRAWL

2:00 P.M. – 4:30 P.M.

Austin is home to a rapidly growing number of licensed breweries, many producing award-winning brews of national and international acclaim. This tour will take you to the cream of the hops to sample their best brews and learn what makes each brewery unique. Over the course of the tour, you'll learn about Austin's brew history, and the figures and businesses that carry on the legacy today.

COST: \$100.00 USD

Includes: Round trip transportation, professional guide, and 2 brewery tastings.