

Chairman
Mr. Samuel R. Allen
Deere & Company

Industry Vice Chairman
Dr. Mehmood Khan
PepsiCo, Inc.

University Vice Chairman
Dr. Michael M. Crow
Arizona State University

Labor Vice Chairman
Mr. William P. Hite
United Association of Plumbers and Pipefitters

Chairman Emeritus
Mr. Charles O. Holliday, Jr.
Royal Dutch Shell, plc

President & CEO
The Honorable Deborah L. Wince-Smith

Executive Committee
Mr. Thomas R. Baruch
Baruch Future Ventures

Dr. Gene D. Block
University of California, Los Angeles

Mr. William H. Bohnett
Whitecap Investments LLC

Mr. James K. Clifton
Gallup, Inc.

Dr. John J. DeGioia
Georgetown University

Ms. Cathy Engelbert
Deloitte LLP

Mr. Jeff M. Fettig
Whirlpool Corporation

Dr. William H. Goldstein
Lawrence Livermore National Laboratory

Mr. James S. Hagedorn
The Scotts Miracle-Gro Company

Ms. Sheryl Handler
Ab Initio

The Honorable Shirley Ann Jackson
Rensselaer Polytechnic Institute

Dr. Pradeep K. Khosla
University of California, San Diego

Dr. Steven Knapp
The George Washington University

Mr. Mario Longhi
United States Steel Corporation

Dr. Thomas E. Mason
Oak Ridge National Laboratory

Mr. J.B. Milliken
The City University of New York

Mr. Blake Moret
Rockwell Automation, Inc.

Mr. Brian T. Moynihan
Bank of America

The Honorable Janet Napolitano
The University of California System-Regents

Dr. Harris Pastides
University of South Carolina

Mr. James M. Phillips
NanoMech, Inc.

Mr. Nicholas T. Pinchuk
Snap-on Incorporated

Professor Michael E. Porter
Harvard Business School

Mr. Jonas Prising
ManpowerGroup

Mr. Robert L. Reynolds
Putnam Investments

Mr. Matthew Riddle
Walbro Engine Management

Dr. Kenan E. Sahin
TIAx LLC

Dr. Mark S. Schlissel
University of Michigan

Dr. Lou Anna K. Simon
Michigan State University

Mr. Edward M. Smith
Ullico Inc.

The Honorable Subra Suresh
Carnegie Mellon University

Mr. Lawrence Weber
W2 Group, Inc.

Ms. Randi Weingarten
American Federation of Teachers, AFL-CIO

Dr. W. Randolph Woodson
North Carolina State University

Mr. Paul A. Yarossi
HNTB Holdings Ltd.

Dr. Robert J. Zimmer
The University of Chicago



U.S. Council on Competitiveness

Agenda

Energy & Manufacturing Competitiveness Partnership Phase II Sector Study: Agricultural and Consumer Water Use

January 11, 2017

Hosted by:

Mr. James Hagedorn

Chairman & Chief Executive Officer
The Scotts Miracle-Gro Company

Mr. Hugh Grant

Chairman & Chief Executive Officer
Monsanto

Dr. Mark A. Hussey

Vice Chancellor and Dean
Agriculture and Life Sciences
Texas A&M AgriLife

Dr. Ralph J. Hexter

Acting Chancellor
University of California, Davis

The Honorable Deborah L. Wince-Smith

President & CEO
U.S. Council on Competitiveness

Location:

The Scotts Miracle-Gro Company

14111 Scottslawn Rd.
Marysville, OH 43040

Time:

9:00 a.m. – 2:00 p.m.

Attire:

Business Casual

Contacts:

Katie Sarro, U.S. Council on Competitiveness
(516) 521-0760

Bill Bates, U.S. Council on Competitiveness
(202) 603-3739

Overview

American agriculture—including the related industries and value-add sectors that fuel it and depend upon it—is a case study in innovation-driven productivity and competitiveness, and our largest export. But in a world with constrained resources, competition for commodities like water can make or break a company’s ability to thrive and survive. This sector study gathers subject matter expertise from across the agricultural value chain to produce tangible recommendations on where we need to invest in technology, talent and infrastructure to meet the challenges to innovation and competitive behavior posed by the limitation of water as a resource.

8:00 a.m. Private Meeting and Breakfast

Sector study co-chairs will meet privately over breakfast to discuss the strategic vision for the Agricultural & Consumer Water Use study.

9:00 a.m. Welcome and Opening Remarks

Mr. Jim Hagedorn
Chairman & CEO
The Scotts Miracle-Gro Company

Mr. Hugh Grant
Chairman & CEO
Monsanto

The Honorable Deborah L. Wince-Smith
President & CEO
U.S. Council on Competitiveness

9:15 a.m. Defining the Critical Goals and Objectives: Agricultural & Consumer Water Use Sector Study

The Honorable Deborah L. Wince-Smith
President & CEO
U.S. Council on Competitiveness

The Energy and Manufacturing Competitiveness Partnership (EMCP), led by a C-Suite peer group from industry, academia, labor and the national laboratories, analyzes critical sectors of the economy shaped by an altered energy landscape coupled with a focus on energy productivity and an emergent advanced manufacturing sector. The Agricultural & Consumer Water Use dialogue is the latest in a series of sector studies, and will look to identify key challenges and threats to our water supplies, opportunities to innovate and implement improved management practices, and leverage policy recommendations that will form the basis of a competitiveness road map for Congress and the next Administration.

9:30 a.m. Agricultural and Consumer Water Use—Assessing the Landscape

Mr. James Hagedorn
Chairman & CEO
The Scotts Miracle-Gro Company

Mr. Hugh Grant
Chairman & CEO
Monsanto

Surface and groundwater resources across the U.S. have dwindled to historic lows. In many parts of the country, America's 21st century agriculture industry, and related industries like lawn and garden, competes with energy, construction and other sectors for water resources. As domestic energy production rises, society must balance competing needs for access to fresh water at the local, state, and national level. These industries face serious challenges and tremendous opportunities, including the need to double food production by 2050 and adapt to a changing climate.

This discussion will:

- Examine the link between water and advanced manufacturing and how to balance the needs of the manufacturing sector with the agriculture sector
- Address sustainable and efficient water management in the context of the tight linkage between energy and water and the expansion of new products and farming practices
- Identify to what extent policy, regulations, agriculture production, and consumer water use cause waste to the hydrological system

10:00 a.m. Agricultural and Consumer Water Use — Technology

Dr. Mark Slavens
Vice President, Research & Development – Lawns &
Environmental Affairs
The Scotts Miracle-Gro Company

Agricultural products and technologies remain a key component of American exports, and are a factor in the growth of the domestic service and manufacturing economy, supporting restaurants, tourism, apparel, furniture and design.

This session will:

- Identify grand challenges that might inspire disruptive new technologies or processes in this sector that will significantly reduce impacts to water quality or water quantity
- Assess the role of “big data” collection and analysis in (1) optimizing the use, storage (above and below the ground) and movement of water in the United States and (2) unlocking new insights on what, when, and where to plant, when to fertilize, irrigate, and plough and when to harvest

10:45 a.m. Coffee Break

11:00 a.m. Agricultural and Consumer Water Use — Investment

Mr. Dion McBay

Global Sustainable Development Lead
Monsanto

Since World War II, investment and R&D in agricultural science, technology, and land and resource management have increased the sector’s energy productivity by nearly 100 percent.

This session will:

- Address the positive and negative role of subsidies in distorting the marketplace and the incentives these subsidies create
- Identify innovative financing mechanisms that will enable an increase in development and deployment of new technologies and processes across the agricultural value chain and related sectors
- Identify strategies can for those involved in the R&D process to invest smarter and get more out of each dollar invested in R&D

11:45 a.m. Building the Brainpower and the Backbone to Support Sustainable Agricultural and Consumer Water Use

Dr. John Tracy

Director - Texas Water Resource Institute
Texas A&M Agrilife

Dr. David Fujino

Executive Director, California Center for Urban Horticulture
University of California, Davis

Changes in products and processes across the agriculture sector have changed the way the U.S. needs to think about educating for jobs in agriculture and related industries. Additionally, we need to ensure the infrastructure is in place to deliver important inputs like water, and ultimately consumer-ready products, to market.

This session will:

- Address policies and initiatives at the intersection of industry and academia designed to meet the talent needs across agriculture and related sectors
- Identify the physical and regulatory infrastructure needed to ensure sustainable and efficient water use in a way that protects water quality.

12:30 Lunch and Presentation

1:30 p.m. Connecting Key Themes & End of Day Summary

William Bates

Executive Vice President and Chief of Staff
U.S. Council on Competitiveness

Staff will capture main themes of the day and gather closing thoughts, key ideas, and insights to facilitate a final wrap-up discussion.

2:00 p.m. Meeting adjourns