



# New Approaches to Rural Policy: *Lessons from Around the World*


*An International Conference Convened by:*  
Federal Reserve Bank of Kansas City, OECD,  
Rural Policy Research Institute, and The Countryside Agency

March 25 & 26, 2004  
Airlie Center • Warrenton, Virginia



## New Approaches to Rural Policy: *Lessons from Around the World*

*This conference brings together, for the first time, rural policy officials and leading policy analysts from developed countries around the globe to examine promising new policy options for boosting economic performance in rural regions. Globalization is causing widespread consolidation in traditional rural industries, leaving many rural regions throughout the world looking for new sources of economic growth. The need for new rural policy approaches is underscored by the continued high cost of existing rural policies. This conference will highlight the need for new policy options, the principles underpinning new policy approaches, and the lessons that can be learned from a wave of new policy initiatives in many developed countries. The conference is co-sponsored by the Federal Reserve Bank of Kansas City, the OECD, the Rural Policy Research Institute at the University of Missouri, and The Countryside Agency, United Kingdom.*



*Thursday, March 25*

*7:30 a.m. – Breakfast*

*9:00 a.m. (Break, 10:45 a.m.) –*

## ***Session I: The Need for New Rural Policies***

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### ***Moderator***

*Thomas M. Hoenig, President and Chief Executive Officer, Federal Reserve Bank of Kansas City, United States*

### ***Welcoming Remarks***

*Constance A. Morella, U.S. Ambassador to the Organization for Economic Cooperation and Development, Paris*

### ***Keynote Addresses***

*Thinking Regionally in a Globalizing Economy*

*Alan Greenspan, Chairman, Board of Governors of the Federal Reserve System, United States*

*The New Economic Imperative in Rural Regions*

*Donald J. Johnston, Secretary-General, OECD, Paris*

### ***Discussant Panel***

*Josefina Vásquez Mota, Minister, Ministry of Social Development, Mexico*

*Oryssia J. Lennie, Deputy Minister, Western Economic Diversification, Canada*

*Gianfranco Micciché, Deputy Minister, Ministry of the Economy, Italy*

*12:00 p.m. – Luncheon*

*1:30 p.m. (Break, 3:15 p.m.) –*

## ***Session II: The Vision for New Rural Policies***


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### ***Introductory Remarks and Moderator***

*David A. Sampson, Assistant Secretary for Economic Development, U.S. Department of Commerce*

*A New Framework for Rural Policy*

*Mario Pezzini, Head, Division of Territorial Reviews and Governance, OECD, Paris*



*Thursday, March 25*

***Discussant Panel***

Wendi Key, *Assistant Secretary, Regional Programmes Operations,  
Department of Transport and Regional Services, Australia*

K. J. de Ruiter, *Director, Department of Rural Policy,  
Ministry of Agriculture, Nature, and Food Quality, Netherlands*

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3:45 p.m. –

***Session III: The Rural Policy Laboratory Around the Globe:  
Building a New Rural Economy***

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***Introductory Remarks and Moderator***

Margaret Clark, *Director, The Countryside Agency, United Kingdom*

***Amenity-Based Development***

Norio Sato, *Director of Rural Policy, Rural Development Bureau,  
Ministry of Agriculture, Forestry, and Fisheries, Japan*

***Rural Entrepreneurship***

C. Robert Militello, *Director, National Grape Association, Inc. and WelchFoods, Inc., United States*

***Developing New Rural Industries***

Francesco Mantino, *Head, Structural Policies and Rural Development,  
National Institute for Agricultural Economics, Italy*

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5:30 p.m. – Adjourn

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6:30 p.m. – Reception

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7:30 p.m. – Dinner



## Friday, March 26

7:30 a.m. – Breakfast

9:00 a.m. (Break, 10:45 a.m.) –

### **Session IV: The Rural Policy Laboratory Around the Globe: Rethinking Governance**

#### **Introductory Remarks and Moderator**

Charles W. Fluharty, *Director, Rural Policy Research Institute, United States*

#### **Rural Proofing**

John Mills, *Director of Rural Policy, Department for the Environment, Food, and Rural Affairs, United Kingdom*

#### **New Regional Partnerships**

Gilbert Gonzalez, Jr., *Acting Under Secretary for Rural Development, U.S. Department of Agriculture*

#### **Federal Coordination**

Wolf Huber, *Director, Regional Policy and Spatial Planning, Federal Chancellery, Austria*

#### **Redefining Regions**

Nicolas Jacquet, *Delegat, Territorial Planning and Regional Action, France*

11:15 a.m. –

### **Session V: Where is Rural Policy Headed?**

#### **Introductory Remarks and Moderator**

Odile Sallard, *Director, Directorate of Public Governance and Territorial Development, OECD, Paris*

Fabrizio Barca, *Head, Department for Development Policies, Ministry of the Economy, Italy*

Mark Drabbenstott, *Vice President and Director, Center for the Study of Rural America, Federal Reserve Bank of Kansas City, United States*

Antonio Sánchez Díaz de Rivera, *Vice Minister, Ministry of Social Development, Mexico*

Richard Wakeford, *Chief Executive, The Countryside Agency, United Kingdom*

1:00 p.m. – Concluding Luncheon