TRADE TALK

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AARP®

FMC An Agricultural Sciences Company

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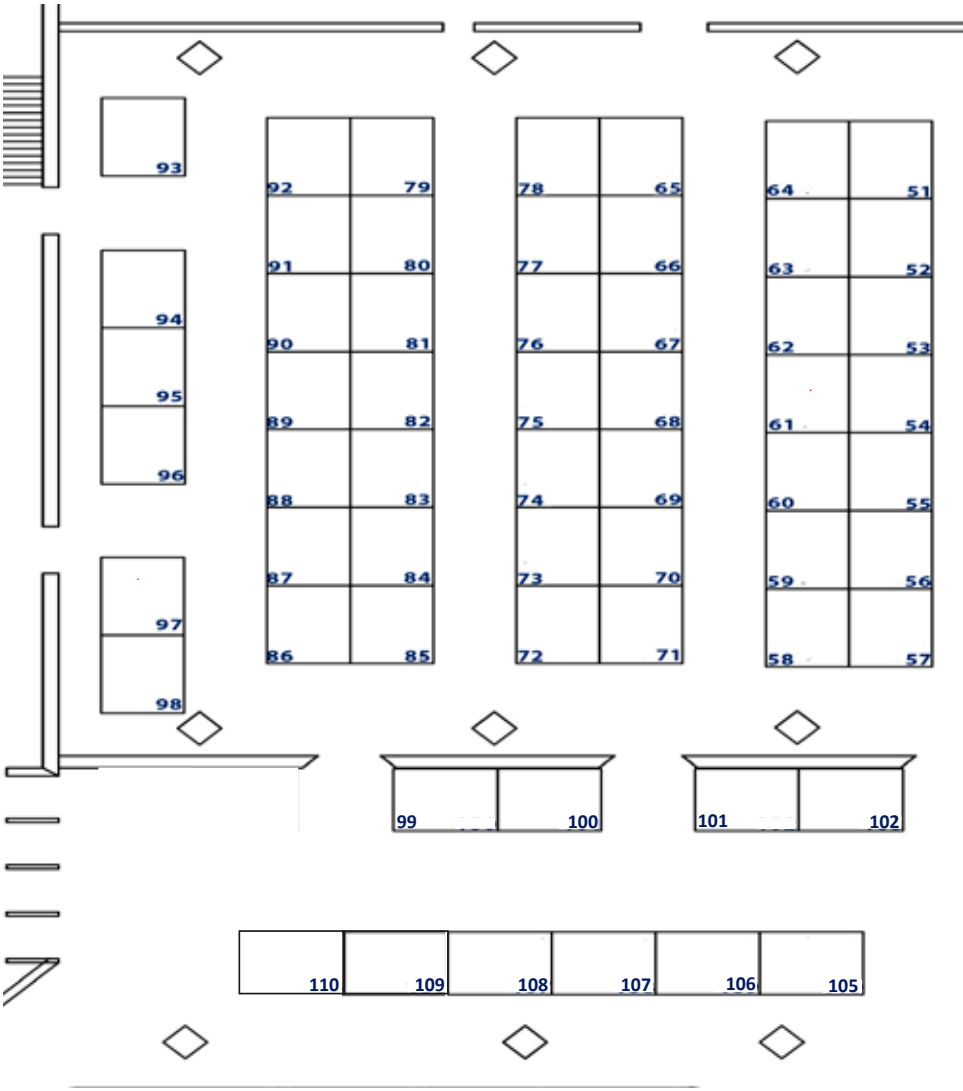
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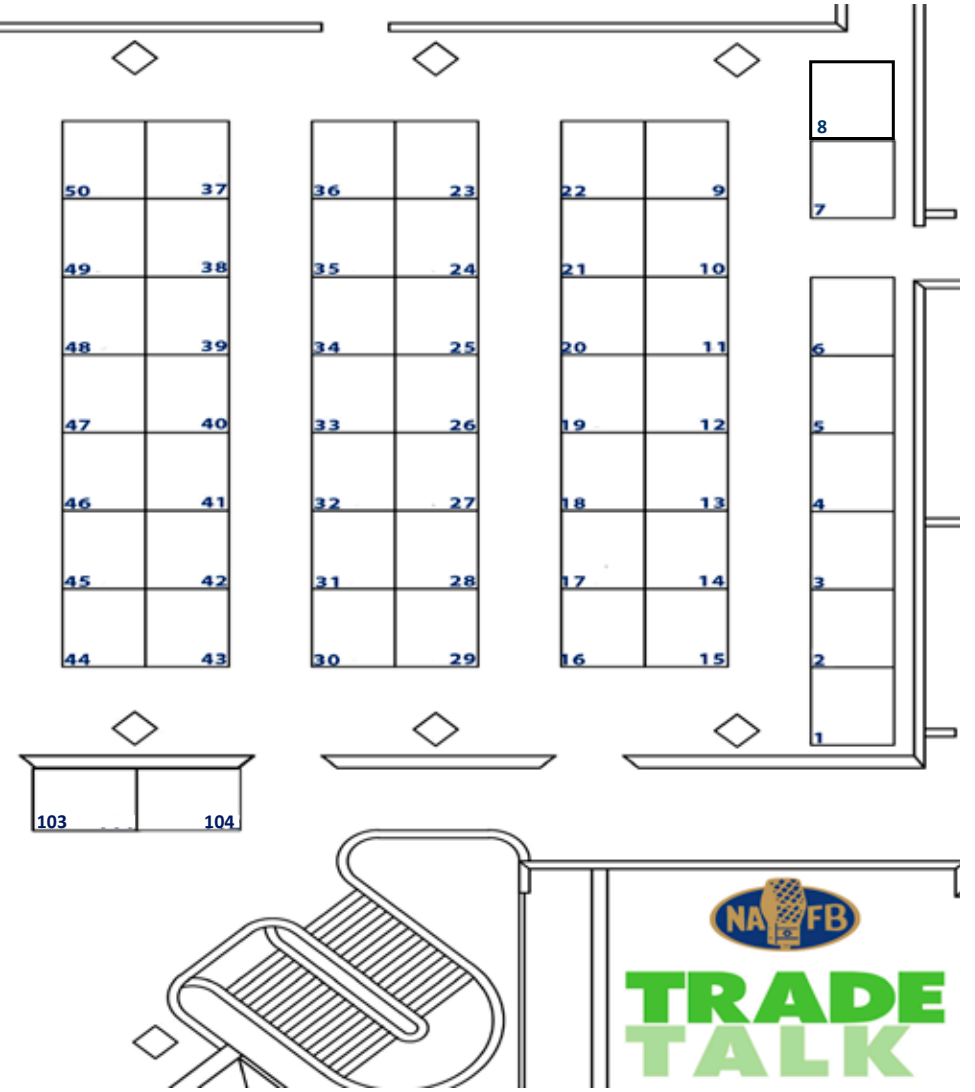
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NAFB
TRADE
TALK

AARP

Booth 5

Amy Nofziger

Senior Director Fraud Victim Support

- Stop by booth 5 and visit Amy Nofziger, certified fraud examiner and senior director of fraud victim support. Amy has two decades of experience working with fraud victims and hears about the latest frauds and scams from the Fraud Watch Helpline that handles 450 calls a day. She'll be able to share red flags of fraud and how to help your community stay safe from scams.

Sean Voskuhl

AARP Oklahoma State Director

- Meet AARP Oklahoma State Director Sean Voskuhl and learn about issues that impact Americans aged 50-plus
- Find out more about important advocacy efforts in strengthening and protecting Social Security, support for the AM Radio in Every Vehicle Act, new Medicare changes, aging in place, fraud/scam prevention, and AARP's support for rural communities

Advanced Agrilytics

Booth 13

Kenny Avery

CEO

- How AI and predictive agronomy can help growers make every input dollar work harder as high fertilizer and production costs continue to pressure farm profitability
- How TerraSIGNAL™ turns existing farm data into actionable sub-acre intelligence to help growers identify where investments have the greatest opportunity to deliver a return

Dr. William Kess Berg

Chief Innovation Officer

- What 2026 harvest data can reveal about where input investments paid off, where they didn't and what growers can learn from those differences
- How sub-acre agronomy can help growers make more informed 2027 decisions about seed, fertility and product placement when every input dollar matters

Agoro Carbon Alliance

Booth 47

John Crispin

Director of Sales and Marketing

Paige Johnson

Marketing Manager

- Questions regarding Agoro's first issuance of credits, advancing first delivery under Microsoft agreement
- Benefits our recommended practices can have on soil health and how farmers can get paid for implementing them
- Questions around our process and its scientific rigor, which ensures our farmers and ranchers get the credit for the work they do
- Questions around what the first 5 years as a carbon program has taught us
- What questions should farmers and ranchers ask before signing a carbon contract

Agricultural Economic Insights

Booth 9

Randy Dickhut

Farmland Analyst

- Interview AEI's lead farmland analyst, Randy Dickhut, about current and historic trends in farmland values and our outlook for 2027. Randy is also availabe to discuss the new farmland series, "A Square Mile - The Intersection of People and Farmland in America."

Brent Gloy

Co-Founder & Partner

- Dr. Gloy is available to speak on farm income, the budget outlook for 2027, macroeconomic challenges, and strategies for producer success.

Sarah Hubbart

Communications Strategist

- Learn more about AEI and our timely, in-depth analysis about key agricultural trends from Lead Communications Specialist Sarah Hubbart.

David Widmar

Co-Founder & Managing Partner

- Interview AEI's managing partner, David Widmar, about the latest on 45Z and the implications for producers. David is also available to speak about farm income, farm policy (ARC/PLC, ad hoc payments), interest rates, and the budget outlook for 2027.

AgroLiquid

Booth 86

Reid Abbott

Agronomist and Regional Manager

- The most expensive fertilizer is the fertilizer the crop never uses. Getting more from your fertilizer investment isn't always about applying more -- it's about making more of what you apply available to the crop. Reid Abbott will discuss how nutrient availability, placement, timing, nutrient interactions, soil conditions and potential loss pathways can influence fertilizer efficiency and help growers make every application count.
- Stop asking "did it work?" Start asking "how often does it work?" One impressive yield response doesn't tell the whole story. AgroLiquid explores how replicated research, win rates, consistency and magnitude of response can help growers evaluate crop nutrition products and practices -- and make decisions based on repeatable performance rather than a single plot or a single season.

Nick Bancroft

President and CEO

- Current state of the ag fertilizer market: what's stable, what's shifting, and the "what ifs" growers can watch for
- In the midst of market volatility, our new manufacturing and distribution facility to serve the Southeast is now up and running; Nick can talk about the company's growth strategy and what it means for customers

AgSwag

Booths 99, 100

Jordan Van Trump

Founder and CEO

Kevin Van Trump

President and Founder, Farm Direction and the Van Trump Report

American Angus Association/ Certified Angus Beef LLC

Student Internship

Booth 10

Alex Tolbert
Director of Commercial Programs and Producer Education, American Angus Assoc.

- Cattlemen have had a good year with record prices across the country. How can you take advantage of the momentum? Selecting the right genetics to meet your priorities and marketing well makes all the difference. Alex Tolbert can share tips for producers that will earn them more profits on sale day.
- Buying a bull can be expensive. But what's more expensive? Leaving money on the table by not investing in quality genetics. How can commercial cattlemen reduce their risk and improve their ROI on genetics? Alex Tolbert has helped many cattlemen find the right bull for their herds and can give your listeners some pointers.

Clint Walenciak
VP of Product Services, Certified Angus Beef

- Less cattle, but increased carcass weights. Higher beef prices, and more USDA Prime. Yet consumer demand for high-quality beef has not waned. Ask Clint about current supply trends and how the brand is helping its partners throughout the supply chain succeed in this environment, ultimately driving demand for CAB and Angus genetics.
- Certified Angus Beef recently released new genetic thresholds for Angus ranchers to target the Prime quality grade. Visit with Clint about consumer demand for Prime and why cattle producers should target Certified Angus Beef® and Certified Angus Beef® Prime.

American Bankers Association

Student Internship

Booth 97

Brad Guse
Chair, ABA Agricultural and Rural Bankers Committee

Interview the chair of ABA's Agricultural and Rural Bankers Committee for insights on agricultural lending, farm finance trends and the outlook for producers.

- Get key takeaways from ABA's Agricultural Bankers Conference (Nov. 4-6).
- Discuss insights from the ABA/Farmer Mac Ag Lender Survey.
- Learn about bankers' priorities in the Farm Bill.

American Coalition for Ethanol

Booth 62

Brian Jennings

CEO

- RFS: SREs and reallocation; RVOs for 2028 and 2029 (Set 3 Rule)
- E15 legislation in Congress
- Gas prices
- Farm economy
- 45Z Clean Fuel Tax Credit; Status of USDA, DOE, and Treasury pieces to 45Z puzzle
- Monetization of farming practices under 45Z
- General state of ethanol industry, U.S. Corn crop/marketplace

Ron Lamberty

Chief Strategy Officer

- Retailer E15 & Flex Fuel Cost Calculator
- RINs and ethanol blending economics in face of high pump prices
- California E15 legislation and regulation
- Flex fuel retailing from marketer perspectives
- Retail station fueling equipment compatibility
- Ethanol exports and trade

American Farm Bureau Federation
Booth 57

Courtney Briggs
Managing Director, Government Affairs

- WOTUS
- Conservation
- Biofuels
- Thanksgiving Marketbasket Survey

Virginia Houston
Managing Director, Government Affairs

- Trade
- Labor
- Livestock Issues
- Thanksgiving Marketbasket Survey

Mike Tomko
Director of Communications

- Thanksgiving Marketbasket Survey
- Farm State of Mind

Joby Young
Executive Vice President

- Farm Bill
- Labor
- Beef Prices
- Farm Expenses
- Thanksgiving Marketbasket Survey

American Lamb Industry
Booth 90

David Fisher
Chairman, American Lamb Board

- AMP Grant
- Research
- Educational workshops
- Sheep IQ
- Gather & Graze

Mike Michener
Executive Director, American Sheep Industry Association

- Learn how new ASI leadership is connecting with sheep producers
- ALB and ASI have a new producer resource website: SheepIQ.com
- Latest updates in the 201 Trade Case

American Seed Trade Association

Student Internship

Booth 102

Janae Brady

Senior Director, Government Affairs

- Current impact of trade & tariffs on the seed industry
- What the current status of the Farm Bill means for seed producers
- Learn about the value of the National Plant Germplasm System (NPGS) and what opportunities there are for continued modernization and strengthening of the system
- What does the election mean for ag policy?

Bryan Gerard

Chair

- Current impact of trade & tariffs on the seed industry
- What the current status of the Farm Bill means for seed producers
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Andy LaVigne

President & CEO

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American Soybean Association

Booth 42

Scott Metzger

ASA President

Dave Walton

ASA Vice President

ASA is on the front lines of the policy debates shaping the future of U.S. soy. Visit booth #42 to connect with president and Ohio farmer Scott Metzger and vice president and Iowa farmer Dave Walton (IA) and get the latest on trade and markets, biofuels, crop protection, the farm economy, and more.

American Sugar Alliance

Booth 76

Dr. Rob Johansson

Director of Economics and Policy Analysis, American Sugar Alliance

- The Trump Administration, bipartisan members of Congress, and food manufacturers agree that American sugar production is essential to rural economies and American food security
- American sugar producers continue to face depressed sugar prices and lost sales due to a flood of over-quota foreign sugar imports
- American sugar producers continue to deal with a host of economic challenges

Luther Markwart

Senior Advisor, American Sugarbeet Growers Association

- The Trump Administration, bipartisan members of Congress, and food manufacturers agree that American sugar production is essential to rural economies and American food security
- American sugar producers continue to face depressed sugar prices and lost sales due to a flood of over-quota foreign sugar imports
- American sugar producers continue to deal with a host of economic challenges

AMVAC Chemical Corporation

Booth 11

Wen Carter

Product Development and Technical Agronomy Manager

- Stop by to talk with Wen Carter about where Duro LQ™ At-Plant Insecticide fits in a 2027 corn insect management plan
- Hear how corn growers are using Impact® Herbicide to control grasses and tough broadleaf weeds
- Discuss four newly acquired brands that keep proven chemistry available for row and specialty crops

Animal Agriculture Alliance

Student Internship

Booth 88

Emily Ellis

Director, Communications and Marketing

- 2026 animal rights ballot measures and legislative trends
- Farm Bill developments and activist lobbying efforts claiming to represent farmers
- Animal agriculture's role in global sustainability
- Meat's contribution to a healthy diet
- Advice for communicating with consumers
- Highlights of Alliance programs: College Aggies Online, Animal Ag Allies, and the 2027 Summit

Hannah Thompson-Weeman

President and CEO

- Growth in animal rights movement funding, now exceeding $1B annually
- Increased drone use by activists and security recommendations
- Animal rights campaigns targeting farms and brands with specialty welfare claims and certifications
- Activists' use of AI-generated content and what to do about it
- Activism trends to be aware of in 2027

BASF

Booths 58, 59

Nick Fassler

Director, Technical Services

- 0% financing is back - supporting farmers, easing stress and enabling early-season planning
- Innovation pipeline preview: what's next from BASF
- Begin planning now to harvest stronger yields and better ROI in 2027

Josh Putman

Technical Marketing Manager - Herbicides

- Hear what challenges farmers experienced in the fields with weeds, plus highlights about herbicide best practices
- Learn more about the rising resistance to HPPD herbicides and the threat this poses to farmers' yields
- Hear about the latest herbicide innovations from BASF

Katie Strathman

Technical Service Representative

- Learn about key pressures farmers experienced in 2026
- Hear more about fungicide best practices and the impact of BASF performance-driven fungicides

Bayer
Booths 2, 3, 4

Kyel Richard
Director, External Communications, Bayer Crop Science

Spokespersons from a variety of Bayer products and initiatives will be available, including: DEKALB, Asgrow, Channel, Bayer Crop Protection, Digital Farming Solutions, WestBred, Biofuels by Bayer, and more.

Beck's
Booth 25

Kala Jenkins
Government Affairs Advocate

- Stop by to learn more about the policy issues and conversations shaping agriculture today, what they could mean for farmers, and how Beck's stays engaged in the discussions that impact the industry

AJ Woodyard
Commercial Product Insights Lead

- Learn how Beck's is changing the conversation around product selection with SeedIQ™, a system that uses proprietary research and product data to help farmers move beyond one-size-fits-all recommendations and select products based on how they farm, with insights to help manage those products throughout the season

BigIron
Booth 108

Sara Baker
Marketing Manager

Ryan Harbur
Regional Sales Manager

- Seasonality & Market Conditions
  How is the current agricultural market influencing the traditional seasonality of equipment sales and equipment values?
- Commodity Values & Equipment Values
  With commodity values continuing to fluctuate in 2026, what impact are you seeing on equipment values? Are buyers and sellers adjusting their expectations accordingly?
- Retirement & Transitioning Out of Agriculture
  For farmers considering retirement and thinking an auction may be the right path for transitioning out of agriculture, what are the first steps you would recommend they take?

Boehringer Ingelheim Animal Health

Booth 48

Greg Cline, DVM

Senior Key Account Veterinarian, Swine

- When feed costs put pressure on profitability, protecting gut health and feed efficiency becomes even more important
- Learn how Lawsonia infection can affect feed efficiency and pig performance, including research exploring the value of vaccination for protecting feed efficiency
- Discuss strategies for making every pound of feed count through effective Lawsonia vaccination

Nathan Meyer, PhD, DVM

Senior Veterinarian, Cattle Key Accounts

- From reviewing BRD records to preparing for the upcoming calving season or New World screwworm, Dr. Meyer will share practical insights to help producers evaluate performance, strengthen biosecurity and prepare herds for the season ahead

Case IH

Booth 87

Leo Bose

Customer Segment Lead

Combine for Every Producer: From small farms to large-scale operations, Case IH offers a robust combine portfolio designed to meet every producer's harvesting needs. Learn how Case IH is equipping combines with the latest technology to help producers work smarter, operate more efficiently and harvest with confidence.

Josh Moore

Precision Manager

Tech for Every Producer: From factory-fit technology and automation to retrofit and aftermarket solutions, Case IH gives producers flexible options to bring precision technology into their operations. Learn how Case IH can help producers connect to machines, manage data, automate tasks and make more informed decisions about every acre, pass and input.

Cattlemen's Beef Board
Booth 50

Cheryl DeVuyst
Chair, Cattlemen's Beef Board

- Beef Checkoff programs in other countries / exports
- Recent focus areas for Checkoff research
- Beef Checkoff basics
- Exciting programs on the horizon

Terry Quam
Vice Chair, Cattlemen's Beef Board

- Beef Checkoff work to educate inner-city teachers around agriculture / On The Farm STEM Program
- The new Dietary Guidelines and how Beef is "having a moment" for consumers
- CBB's commitment to producer outreach and transparency
- Beef Checkoff funding challenges and opportunities

Central Life Sciences
Booth 1

Shea Barber
Regional Sales Manager, Agricultural Products

- Livestock Fly Control
  Fly pressure takes a heavy toll on livestock health and producer profitability, with horn flies alone costing North American cattle operations an estimated $2.3 billion every year. Central Life Sciences addresses this challenge with the first and proven feed-through, Altosid® IGR, designed to specifically target horn flies and has become the gold standard throughout the industry. ClariFly® Larvicide offers broad-spectrum protection against house, stable, face, and horn flies across the dairy, beef, swine, equine, sheep, and goat markets, to help increase milk production and weight gains, prevent disease transmission, and provide increased productivity. Together, these products give producers flexible, highly-effective fly control options, backed by experts who ensure operations get the most out of every application.
- Livestock & Ag Operation Insect Control with Starbar® Products
  Effective insect control around livestock and on agricultural operations requires a layered approach that works across environments through the use of baits, traps, sprays, and pour-ons. Starbar® products offer a complete line of fly bait solutions, including QuikStrike®, DuraStrike®, and Cyanarox® baits that can be scattered, sprayed or used in a fly bait station. Using Starbar® baits near the ground helps control flies where they feed. Starbar® products also features a strategic line of fly traps and attractants, including attractants designed to cater to specific fly species behavior including Captivator®, Trap N Toss®, and EZ Trap® products. Finally, Starbar® sprays can be applied to various places in, on and around your operation, including on animal solutions like Inhibidor™ Insecticidal Pour-On and Prolate/Lintox HD™ Insecticidal Spray & Backrubber for Livestock. Starbar® products have delivered reliable results that have been trusted by livestock professionals for more than 65 years.

Certified Ag Dealers

Booth 98

Taylor Santos

Professional Rodeo Cowboy

National contest connecting FFA chapters to Certified Ag Dealers with opportunities to win a Lincoln Welder & an AgTruckTrader Pro Rodeo Team Experience

- 4x National Finals Steer Roping Qualifier
- 2x National Finals Rodeo Qualifier
- 2020 & 2026 Cinch Timed Event Champion

Peyton Valentine

Marketing Manager

- Let us help grow your local pickup truck ad sales
- We have concrete resources your sales team can use right away
- Help local dealers utilize Certified Ag Dealer co-op funding to advertise on your farm broadcast channels

CLAAS

Booth 80

Torey Hadland

Vice President, CLAAS of America

CLAAS continues to invest in the future of North American agriculture with next-generation tractors, expanded research and development, enhanced customer experiences and evolving sales channels. Discover how CLAAS is bringing global innovation closer to U.S. farmers while building the products, technology and support needed for the field.

Frans Reijmers

Tractor Product Manager, CLAAS of America

CLAAS continues to invest in the future of North American agriculture with next-generation tractors, expanded research and development, enhanced customer experiences and evolving sales channels. Discover how CLAAS is bringing global innovation closer to U.S. farmers while building the products, technology and support needed for the field.

Clean Fuels Alliance America

Booths 37, 38

Booth 37

Matt Amick

Director of Market Development for the Missouri Soybean Association

- Matt is also Executive Director for the Biodiesel Coalition of Missouri
- Investments and market opportunities for Missouri soybeans as the biodiesel industry grows

Brett Niebling

President, Kansas Soybean Association

- Kansas soybean harvest and in-state market opportunities, with recent doubling of soy processing capacity
- Nationwide, biodiesel demand is responsible for 10% of the price farmers receive for their soybeans -- what that means for Kansas farmers

Garrett Riekhof

Missouri Soybean Association Vice President From District 4

- New market opportunities for Missouri soybeans as more soybeans are processed in state
- Harvest conditions and outlook for Missouri soybean farmers

Booth 38

Greg Anderson

Governing Board Member

- Soybean harvest and new opportunities to process 75% of Nebraska soybeans in state
- How U.S. biodiesel and renewable diesel production adds value and builds a resilient domestic market for Nebraska's soybeans

Tom Verry

Director of Outreach and Development

- Historic Renewable Fuel Standard volumes driving investments by the biodiesel and renewable diesel industry
- Clean Fuels vision for industry growth through 2050

CME Group

Booth 19

Candice Lucas

Senior Director of Agricultural Commodity Products

Futures and options help market participants manage risk and volatility. Join Candice Lucas, senior director of Agricultural Commodity Products at CME Group, to learn more about how the world's leading derivatives marketplace innovates alongside customers to provide them tools to pursue opportunities in ag markets.

Corn Refiners Association

Student Internship

Booth 18

James Glueck

Executive Director, Plant Based Products Council

- The ag bioeconomy and its demand potential for American farmers
- How the Farm Bill can promote a strong ag bioeconomy
- Why promoting biomanufacturing is a national security imperative
- PBPC's annual consumer research and the demand for plant-based products
- Work to provide tax incentives that would grow American biomanufacturing infrastructure

Paul Noe

President and CEO

- Promoting domestic and international markets for American agriculture
- The Make America Healthy Again movement and what it means for American farmers
- The economic importance of food manufacturing to rural America

Corteva Agriscience/Pioneer/Brevant Seeds

Booths 66, 67, 68, 69

Booth 66

Carol Anderson

Rural Minds Program Director

- Pioneer is teaming up with multi-platinum country music star Chris Janson and Rural Minds through the Hats Off to Farmers campaign to support farmer mental health. The campaign includes a $100,000 Pioneer commitment, with additional proceeds from special-edition hats supporting Rural Minds' Deep Roots Mental Wellness Program.

Stacie McNinch

U.S. Portfolio Marketing Leader, Pioneer Corn

- Early 2026 yield results tell how Pioneer® brand corn products with Vorceed® Enlist® and PowerCore® Enlist performed in a challenging growing season.
- Learn how kernel weight and density impact corn yield potential and how farmers can use this information to better assess hybrid performance and plan for next season.
- Discover how advances in breeding, traits and gene editing are creating new opportunities for the future of Pioneer® brand corn products, with more innovation coming in the next decade than in the brand's first 100 years.

Regan Ragsdale

Product Marketing Manager, Pioneer Soybean

- Pioneer® brand Z-Series soybeans continue to provide next-generation yield potential and agronomic advantages to help farmers overcome hurdles in 2026.
- Learn how soil sampling, genetics, agronomic management and new tools like Victrato® seed treatment can help growers defend against soybean cyst nematode (SCN), the No. 1 yield-robbing pest in soybeans.

- Explore the latest in Pioneer® brand Plenish® high oleic soybeans, including agronomic and yield performance and the ROI they offer growers and dairy farmers.

Booth 67

John Long

Retail Sales Agronomist, Brevant Seeds

- Strategic seed selection is key to overcoming emerging risks such as red crown rot. These threats shouldn't only be dealt with as they arise. Farmers need strong defense from the start. Find out how retailers can help their customers protect their acres before the season begins with Brevant® brand products.

Tyler Stastny

Retail Sales Agronomist, Brevant Seeds

- The yield threat farmers can't always see could be the costliest. Soybean cyst nematode (SCN) robs North American farmers of $1.5 billion in yield loss every year. SCN are microscopic pests that destroy roots without showing obvious above-ground symptoms. Hear how farmers and retailers can uncover and overcome SCN pressure.

Booth 68

Shelby Schaa

Portfolio Marketing Leader, Hoegemeyer

- At Hoegemeyer, we've built something groundbreaking: nine generations and ninety years of proven innovation, driven by farmers helping farmers push what's possible. Rooted in a Nebraska family of researchers and plant breeders and now fueled by a global agricultural science powerhouse, what's next in farming starts here.

Booth 69

Jason Gibson

Technical Field Agronomist, Corteva

- Weed escapes at harvest can offer an early warning for next season's challenges. For farmers who had weeds standing behind the combine this year, improving weed management in 2027 is essential. Hear from Gibson about the tools available to corn farmers and how they fit into a program approach.
- Tar spot is showing up in fields earlier. What does that mean for fungicide applications? Discover why aligning fungicide applications with disease development and crop stage can make a significant difference in protecting yield potential and ROI.

Grant Harms

Technical Field Agronomist, Corteva

- Launched this year, Verpixo™ fungicide is a new solution for sugar beet growers to control Cercospora leaf spot -- the industry's most economically devastating fungal disease. Hear more about this addition to the specialty fungicide portfolio from Corteva and how farmers can incorporate it into their crop protection program.
- Farmers put Tolvera® herbicide to the test across 1 million cereals acres this season. Visit with Harms to discuss how the herbicide performed against some of farmers' toughest broadleaf and grass weeds in wheat, durum and barley and what those results could mean for next year's weed control decisions.

Eric Scherder, Ph.D.

U.S. Agronomy Leader for Herbicides and Nitrogen Stabilizers, Corteva

- The impending El Niño is expected to bring warmer temperatures this fall, leaving farmers with fewer ideal days to apply anhydrous ammonia. Visit with Scherder to discuss how farmers can navigate this compressed application window and use nitrogen stabilizers to manage loss risk.
- As herbicide resistance grows more complicated, Corteva continues to expand access to new soybean herbicide options -- now with the launch of Enclosa™ herbicide. Learn more about the new solution and the broader soybean herbicide portfolio from Corteva.
- Weed control conversations are shifting from "What should I spray" to "How should I build my weed management program?" Scherder can talk about how Enlist One® herbicide plays an essential role in combating notorious weeds and mitigating resistance issues.

Abe Smith

Range & Pasture Specialist, Corteva

- Successful cattle operations start with healthy pastures. UltiGraz℠ Pasture Weed & Feed is now available in more states for the 2027 season, so producers can combine fertilizer and DuraCor® herbicide into one pass. Get the latest on innovations from Corteva that help producers maximize their lowest-cost feed source: grass.

CROPLAN Seed

Booth 77

Carl Scholting

Seed Product Manager

- Learn from Carl how CROPLAN Seed's revamped Answer Plot program and Proving Ground field trials are delivering more local, ROI-driving insights
- Explore how the new CROPLAN Seed M5 protocol helps growers maximize seed decisions on every acre

Tyler Steinkamp

Crop Protection Product Manager, Winfield United

- Interview Tyler on next season's key crop protection decisions
- Explore WinField United's revamped Answer Plot program and the top three insights that came out of this summer's field events

CropLife America

Booth 33

Alex Dunn

President & CEO

- The Political and Regulatory Outlook for Crop Protection
- State Legislative Forecast
- Global Pesticide Policy and Trade
- Farmer Voices Matter Campaign

Edge Dairy Farmer Cooperative
Booth 61

Heidi Fischer

Dairy Farmer and Edge President

Heidi, along with fellow board member Christina Zuiderveen, D.C. policy advisor Michael Torrey and Edge CEO Tim Trotter will discuss results of the mid-term elections and how they may impact dairy farmers. Top of mind topics for dairy farmers are workforce reform, Farm Bill and trade issues.

Elanco
Booth 109

Dr. M. Wayne Ayers

Beef Technical Consultant

- Available to discuss the connection between immunology and vaccines as it relates to disease control

Dr. Robin Falkner

Beef Technical Consultant

- Available to discuss cattle husbandry and calving tips in advance of the spring calving season. Dr. Falkner can also answer feedlot questions.

ENAI
Booth 40

Mike Thompson

Key Account Manager

Bryan Randall

Senior Agronomy Lead, CCA

- Biological crop protection from within: the endophyte difference
  - Speak with ENAI's crop experts about how beneficial microbes that establish within plant tissues support crop protection and plant performance with season long impacts and complement the tools farmers already use in the field
- Earning a place in the 2027 crop budget: evaluating the value of biologicals
  - Talk with ENAI's crop experts about where biologicals fit in a farmer's crop plan, how to evaluate costs and potential returns, and which field results matter when making purchasing decisions
- Beyond the plot photo: the evidence behind biological performance
  - Hear from ENAI's agronomists about what farmers, ag retailers and seed companies should look for when comparing biological products; from results across seasons and locations to consistency of performance under relevant field conditions

Farm Credit

Booths 23, 24

Student Internship

Tanner Ehmke

Lead Economist, Grains and Oilseeds, CoBank Knowledge Exchange

- U.S. soybean crush is record large and growing. What's the outlook for 2027?
- Corn farmers are bringing in a smaller harvest. How do end users adjust?
- The U.S. harvested the smallest wheat crop in decades. Are farmers planting more winter wheat this fall?
- The Mississippi River barge fleet is rapidly aging. How does that affect U.S. grain and oilseed exports and basis?

Ben Laine

Senior Dairy Analyst, Terrain

- Cheese, the New Dairy Byproduct: Consumers' demand for whey is strong. So strong that cheese production almost feels like a byproduct of producing whey. Ben shares his dairy price outlook and discusses the growing dependence on exports for butter and cheese.
- 20,000-Dairy Farm Future: Ben predicts that by the end of this decade, the dairy industry will consolidate to 20,000 dairy farms. Consolidation will make milk production less responsive to price movements. Ben discusses what that means for dairy farms of all sizes.
- Big Trend Watch -- Weight Loss Drugs: Americans' diets are adapting alongside the growing and changing use of weight loss drugs as they become more accessible. Ben covers potential impacts to dairy of caloric declines, shifts toward nutrient-dense items, and out-of-home dining choice changes.

Tyler Leighton

Senior Vice President, Insurance

- Discuss how crop insurance has evolved from protecting bushels to protecting margins
- As crop insurance programs continue to change, what producers need to know to avoid leaving critical financial risks uncovered
- Why calculating and protecting a farm's breakeven point is becoming one of the most important risk management decisions today
- Why the risk management strategy that works for one operation may be the wrong fit for another

Megan Roberts

Ag Economist, Compeer Financial

- Discuss shifting farm margins, including higher crop prices and tighter livestock revenue, and what those changes could mean for producer profitability
- Explore shifting input costs, inflation and interest rates, along with ways to analyze breakevens and manage cash flow heading into the next crop year
- Learn about Rural Vitality, Compeer's long-term commitment to helping rural communities thrive, and how farm financial health, local businesses and strong rural communities are connected

Farm Rescue (booth donated by Sumitomo)

Booth 64

Terry Johnston

Development Officer

Kaleigh Reller

Marketing & Communications Strategist

- Harvest Assistance in 2026: How Farm Rescue's 300+ skilled volunteers are helping farm families through harvest when illness, injury, or hardship makes it difficult to get the work done. This harvest, Farm Rescue has families signed up for assistance in Nebraska, Illinois, Iowa, Wisconsin, Minnesota, South Dakota, North Dakota, and Kansas. 1,300 farm families have been assisted since Farm Rescue was founded in 2005 and it serves 11 states.
- Combine Fundraiser: Farm Rescue is raising funds to purchase a combine to help meet the growing need for harvest assistance across our expanding 11-state footprint.
- Can-Am Auction at the National Farm Machinery Show: In collaboration with Can-Am and BigIron, Farm Rescue's upcoming auction and how agricultural businesses and individuals can support the organization's mission.

Farmers National Company

Booth 84

Steve Morgan

Area Sales Manager

- Midwest farmland values: Where are we today and what's expected entering the fall sales season?
- Competition in farmland leasing: What factors keep driving the leasing market?

Kayleigh Witter

Farmland Advisor

- The Generational Transfer of Land. How will this dynamic effect the agricultural land market in the coming years?
- Unlocking Farmland's Potential: Proactive management matters in today's tightening ag economy.

Firestone Ag
Booth 35

Bill Durivage

Senior Agricultural Product Strategy Manager

- Stronger stalks and more aggressive crop residue are increasing stubble damage risk. Hear how tire selection and maintenance can help farmers protect their investment.
- Maintaining next year's crop yield starts now as heavy harvest equipment can create lasting compaction. Get practical tips farmers can use to manage compaction.

Greg Jones

Senior Manager, Field Engineering

- Inflation pressure is one of the easiest things to overlook, but it can directly affect traction, tire wear, fuel efficiency and compaction. Learn why getting PSI right matters and how farmers can better manage it.

FMC
Booth 16

Gail Stratman

Regional Technical Service Manager

Lily Ziehmer

Technical Service Manager

- Rethinking Weed Control When the Odds Seem Stacked Against Us
- Navigating Evolving Disease Dynamics
- Fungicide Your Way: A New Era of Flexibility in Disease Management
- From Ear to Pod: Managing the Complex Insect Pest Landscape

Fortiva
Booth 71

- New crop, new challenges. What's in the feed matters.
- Beef: As cattle enter receiving and winter feeding periods, understand how feed inputs can influence getting cattle started, maintaining intake and supporting performance
- Dairy: Learn why evaluating new-crop feed ingredients matters for digestive health and how nutrition strategies -- including postbiotic technologies -- can help support cow health and production
- Swine: Explore how digestive challenges can affect more than the gut, including the connection between nutrition, immune response and whole-animal health
- Poultry: Understand how inflammation and digestive disturbances can take away from performance and how nutritional strategies can help support gut and overall bird health

GDM: Mustang Seeds and AgriGold

Booth 106

Melissa Bell

AgriGold Eastern Division Agronomy Manager

- Bell can discuss ways farmers can connect yield maps with in-field observations to identify yield-limiting factors
- Bell will share how seed choices should consider more than just yield data; considering strategic hybrid or variety placement, genetic diversity, and proven and consistent products can help manage risk and improve productivity

Austin Horn

Mustang Seeds Brand Leader

- Backed by GDM, Mustang Seeds takes a local approach, selecting and testing products specifically for North Dakota, South Dakota, Minnesota and Wisconsin. Learn what's new in the 2027 corn and soybean lineup and how regionally focused product development helps growers maximize performance in their unique growing conditions.

Great Plains Ag

Student Internship

Booth 8

Lewis Wenell

Territory Manager, Great Plains Ag

A soil health message rooted in productivity: "Harvest Starts Here."

Our review of current trends in production agriculture:

- Cover crops
- Input efficiency
- Technology
- Market outlook: How do commodity prices impact on-farm decisions?

Tony Wisker

VP of Sales, Great Plains Ag

50 Years of Great Plains: Innovating ag solutions since 1976

A system-based approach to vertical tillage:

- Defining true vertical tillage
- Common tillage misconceptions
- The future of tillage practices

GROWMARK

Booth 39

Sabrina Burkiewicz

External Communications Manager

- As growers face increasing pressure to maximize yield and profitability, understanding the strategy and genetics behind seed decisions has never been more important. **Tyler Osborne**, GROWMARK Soybean product manager, will discuss the future pipeline of HiSOY varieties and genetics currently in development to help growers learn what will be driving performance in the field in the years to come.
- GROWMARK's carbon expert **Lance Ruppert** will also be on hand to discuss GROWMARK's newest carbon partnerships, the complexities of the 45Z Clean Fuel Production Credit, and GROWMARK's FS Amplivo™ line of products, which represents a new standard in plant performance by combining best-in-class biologicals, nutritionals, organic acids, stimulants, and plant hormones with proprietary technologies.
- GROWMARK is an agricultural cooperative serving almost 400,000 customers across North America, providing agronomy, energy, facility engineering and construction, and logistics products and services, as well as grain marketing and risk management services.

Growth Energy

Booth 14

Emily Skor

CEO

- Growth Energy CEO Emily Skor will be in the booth and ready to discuss the post-election landscape for the ag and biofuel industries. Specifically she'll also be able to offer her considerable insight on topics like the vital importance and urgency of year-round E15, the value of the 45Z clean fuel production tax credit, the role of the Renewable Fuel Standard (RFS) in securing long-term stability in the American biofuels market, and what all of these policy priorities mean for farmers and rural communities.

Helena Agri-Enterprises

Student Internship

Booth 103

Josh Byford

Seed Director

- Learn how Helena is redefining seed selection by leading with agronomic expertise, local insight and grower-specific recommendations designed to maximize performance from the very first decision
- Discover how Helena Future Plots is helping bring local insights and real-world performance data to the forefront of seed selection
- Understand why Helena is redefining the role of a seed partner by connecting genetics, agronomy and support throughout the growing season

Matt Scuffham

Seed Manager

- Learn what Helena's seed specialists learned from this season's field observations, trials and local performance data, and how those insights are shaping recommendations for next year's crop
- Discover how Future Plots testing helps turn real-world results into actionable guidance, giving growers a clearer picture of which hybrids and varieties are best suited for their acres next season
- Understand how Helena combines seed recommendations with season-long agronomic support to help growers maximize genetic potential from planting through harvest

Illinois Soybean Association

Booth 74

Jeff O'Connor

ISA Market Development Committee Chairman

- New uses for soy
- 2026 Illinois corn/soy growing season (northern Illinois)
- Hosting international customers (2026 Soy Connext)
- USSEC Soy Excellence Center GAP member
- Upcoming ISA trade mission to Africa

Eileen Pabst

Market Development Manager

- Illinois soybean exports
- International demand and uses for soy
- Market access initiatives (Chicago Consulates and MOUs)
- ISA's 2027 Soybean Summit

Abigail Peterson

Director of Agronomy

- Illinois Soybean Checkoff-funded research
- Field Advisor (ISA's agronomic and management advice platform)
- ISA's On-Farm Trial Network

Tim Scates
ISA Government Relations Committee Chairman

- Farm Bill
- 2026 corn/soy growing season (southern Illinois)

Rob Shaffer
ISA District 6 Director

- Biofuels
- 2026 corn/soy growing season (central Illinois)
- Upcoming ISA trade mission to Africa

International Fresh Produce Association
Booth 104

Samantha Ayoub
Director, Workforce & Business Policy

- Stop by for data and statistics from an ag economist
- Discuss how labor, trade, and packaging uncertainty are all affecting specialty crop growers

John Torres
Vice President, U.S. Government Relations

- Farm Bill priorities and their impact on the fresh produce and floral markets
- Discuss food safety concern related to fresh produce in light of this summer's cyclospora outbreak
- Connect on the latest policy and regulatory developments affecting the fresh produce and floral supply chain

John Deere
Booths 44, 45

Taryn Fischels
Product Marketing Manager

- JD, John Deere's AI assistant: How JD is designed for agriculture and helps farmers more easily find relevant information and insights across John Deere digital tools to answer questions about their equipment and operation

Ray Gherardini
Manager-Precision Upgrades

- Precision Upgrades: How farmers can add newer precision technology to equipment they already own, helping bring additional capabilities to existing machines and get more value from their equipment

Justin Heimsoth
Marketing Manager-Harvest

- Harvest Automation: How John Deere is advancing automation during harvest and helping operators use technology to improve the harvesting experience and get more from their machines

Carlton Self

Marketing Manager-Large Tractors and Tillage

- John Deere 8 Series Tractors: What's new for Model Year 2027, including updates designed to enhance operator comfort, refinement and performance across planting, tillage, harvest and transport applications

Koch Agronomic Services

Student Internship

Booth 89

Matt Fryer

Technical Agronomist

- With the 2027 crop year quickly approaching, Technical Agronomist Matt Fryer will take a look at what growers and retailers should consider as they evaluate inputs for the coming growing season
- Matt will highlight the importance of soil testing to ensure operational efficiency and nutrient management and protection to help secure bottom lines

Mary Kay Mower

Senior Product Marketing Manager

- With an eye on 2027, Senior Product Marketing Manager Mary Kay Mower will discuss how micronutrients have shifted from specialized afterthought to a critical management priority and how farmers can put them to good use moving forward
- As seed enhancement options become more prevalent, Mary Kay will discuss options and why adding a seed enhancement product may be the right choice in 2027

Merck Animal Health

Booth 15

Tyler Dewey

Associate Director of Cattle Sales

- Feedlot cattle represent a significant investment, and operational pressures continue to rise as cattle are fed longer and marketed at heavier weights. Hear how the next evolution of real-time cattle monitoring with SenseHub® Feedlot V2 helps crews identify issues earlier, focus attention where it matters most and improve operational efficiency.

Travis Kellenberger

Associate Director Marketing, Identification

- From health records to performance data, cattle operations generate valuable information every season. Ask Travis how the new ALLFLEX® LINK reader helps producers capture EID and monitoring data more efficiently and accurately to make better cattle management decisions and safeguard their business.

Midwest Council on Agriculture

Student Internship

Booth 21

Allison Stock

Executive Director

The Midwest Council on Agriculture brings together farmers, ranchers, agribusinesses, commodity organizations, agricultural lenders, and rural leaders from across the nation's agricultural heartland to advance shared policy priorities and strengthen the Midwest's voice in Washington, D.C. As agriculture faces increasingly complex challenges, the Council provides a unified platform for collaboration, consensus-building, and advocacy, ensuring that the interests of Midwest agriculture are effectively represented in federal policy discussions. Together, our members help shape policies that support the long-term competitiveness, profitability, and sustainability of agriculture and rural communities throughout the region.

Mosaic

Booth 83

Jackie Barron

Senior Manager of Public Affairs

- Learn how rising sulfur prices are influencing phosphate fertilizer prices
- Explore what this spike in input costs means for the fertilizer industry in the near future

Keith Byerly

Field Solution Agronomist

- Explore how fertilizer rate reductions may have contributed to lower-than-expected yields in 2026
- Learn how growers can use the principles of advanced crop nutrition to reach their yield goals and maximize return on fertilizer investment (ROFI) in 2027
- Find out how complementing performance fertilizers like MicroEssentials® and Aspire® with Bio Crop Nutrition products like BioPath® and PowerCoat® builds the foundation for strong ROFI

Roland Leatherwood

Field Solution Agronomist

- Learn how crop residue left behind after harvest can result in additional costs for growers in the form of extra tillage, added fuel, planter wear and lost efficiency.
- Discover how Renuvis Enzara™, a new enzyme-based technology from Mosaic Biosciences®, is designed to accelerate residue breakdown, improve planting conditions and help growers get more from the systems they already run.

National Cattlemen's Beef Association
Booth 49

Kim Brackett
President-Elect

NCBA President-Elect Kim Brackett will discuss her priorities for the association during her 2027 presidency, including the challenges and opportunities facing America's cattle producers, key industry policy issues and NCBA's ongoing efforts to protect and strengthen the U.S. cattle industry.

Ethan Lane
Senior Vice President, Government Affairs

Ethan Lane will be available to provide analysis from the 2026 election and discuss the potential impact on cattle producers, agricultural policy, regulatory priorities and the beef industry's legislative agenda in the next Congress.

National Corn Growers Association
Booth 56

Matt Frostic
President

Bill Leigh
First Vice President

Bryan Goodman
Senior Director of Communications

Nicole Hasheider
Vice President of Marketing and Communications

- Diversifying demand for corn
- E15
- Farm Bill
- USMCA

National Crop Insurance Services
Student Internship
Booth 29

Tom Zacharias
President

Crop insurance is a cornerstone of the farm safety net, helping farmers and ranchers manage risks from severe weather, natural disasters, and volatile markets. By providing dependable financial protection, it enables farmers to recover from losses, plan for the future, and continue supplying the food, fuel, and fiber on which the United States and the world depend.

National Farm Medicine Center

Booth 79

Melissa Ploeckelman Brown

Research Education Outreach Specialist

- Why an aging farm workforce is creating safety challenges and what recent farm fatality data say about risk factors
- Increased grain entrapment concerns following wet harvest conditions with practical prevention strategies
- Agricultural safety training with a free mapping tool that helps livestock and poultry producers strengthen biosecurity and disease response planning

Scott Heiberger

Research Communications Manager

- How we can maximize benefits and minimize risks for children who grow up and/or work in agriculture
- Tickborne illness is on the rise. Outdoor workers, particularly farmers and farmworkers, are at increased risk. Stop by for your free tick removal kit and learn about the latest research.

National Farmers Union

Student Internship

Booth 34

Rob Larew

President

- Farm policy is not working for family farmers and ranchers and the farm safety net no longer reflects the realities of farming today
- NFU is fighting for real reform that includes: A Farm Bill that works for family farmers, breaking the power of corporate monopolies, knowing where your food comes from, and growing markets here at home

Anne Steckel

Sr. Advisor, Biofuels

- E15 and E30: Year-round access and higher blends are key to strengthening the rural economy and cutting fuel costs
- The Renewable Fuel Standard should continue to drive growth in biodiesel, renewable diesel, and new markets like sustainable aviation fuel and marine applications
- In a time of global uncertainty, expanding biofuels offers energy security, new markets for farmers, and a stronger rural economy

Mike Stranz

Vice President of Advocacy

- Family farmers are facing extreme financial challenges. It's time to rethink the farm safety net and stabilize the farm economy.
- Fairness for Farmers: Agriculture faces a monopoly crisis. Farmers deserve a competitive, resilient marketplace.
- Trade policy should put American farmers and ranchers first. Unfair deals and increased imports only undercut our markets.

National Grain & Feed Association

Booth 82

Mike Seyfert

President & CEO

- Legislative priorities: U.S. Grain Standards, Surface Transportation Reauthorization, WRDA, 2026 Farm Bill
- Trade
- CFTC-related issues
- Transportation
- Feed
- NGFA's CEC Trade Show in St. Louis, Mo., Dec. 8-10

National Oilseed Processors Association

Student Internship

Booth 52

Ryan Locke

Vice President, Engagement

Devin Mogler

President & CEO

- Renewable Fuels & Farm Economics -- Renewable diesel, biodiesel and SAF demand and what it means for oilseed farmers and rural economies
- RFS & 45Z -- How federal biofuel policy is shaping demand for U.S. soybeans and other oilseeds
- Growing U.S. Crush Capacity -- Investment in domestic oilseed processing and the new market opportunities it creates for farmers
- Low-Carbon Fuel Markets -- California and emerging state programs and efforts to keep U.S. agricultural feedstocks competitive and eligible
- Oilseed Market Access -- Traceability, sustainability and land-use requirements affecting farmers, processors, and biofuel markets
- Soybean Meal & Global Markets -- Growing markets for U.S. soybean meal and opportunities to strengthen U.S. competitiveness
- Trade & U.S. Competitiveness -- Global trade dynamics affecting U.S. oilseeds, vegetable oils and soybean meal
- Seed Oils, Nutrition & MAHA -- What the science says about vegetable oils, consumer perceptions, and the evolving food policy conversation
- The Future of U.S. Oilseeds -- Expanding opportunities for soybeans, canola and other oilseeds across food, feed and fuel markets

National Pork Board

Booth 78

Kent Harrison

Assistant Vice President of Channel Marketing

- Farmers learn, adapt and help build demand; Built for What's Next connects their input with NPB's priorities
- Ground pork's appeal to younger consumers
- Retail partnerships that bring pork to meatcases
- Alignment with the Taste What Pork Can Do® brand campaign

Marisa Rotolo, DVM, Ph.D.

Director of Swine Health

- Farmers learn, adapt and advance production; Built for What's Next recognizes their input and the NPB priorities moving the industry forward
- National Swine Health Strategy
- PEDV elimination priority and state-led elimination pilot programs
- Producer input through the Swine Health Advisory Committee

National Pork Producers Council

Student Internship

Booth 65

Mikayla Dolch

NPPC Manager of Marketing and Digital Communications

- Lois Britt Memorial Pork Industry Scholarship
- Neil Dierks Scholarship
- U.S. Pork Center of Excellence (USPCE) Swine Legacy Scholarship
- NPPC internship opportunities in communications, government affairs, and resource development

Jeanette Merritt

Indiana Pork Producers Association Director of Communications

- USMCA and the importance of trade
- Importance of the Dietary Guidelines for Americans
- Relationships between state and national organizations

Duane Stateler

NPPC Immediate Past President

- Farm Bill and California Proposition 12
- Year-round agricultural workforce needs
- U.S. Swine Health Improvement Plan (U.S. SHIP)

Jennifer Tirey

Illinois Pork Producers Association Executive Director

- Importance of pork in USDA purchases and school lunch programs
- Ultra-processed foods and Make America Healthy Again (MAHA)

National Sorghum Producers

Booth 26

Tim Lust

National Sorghum Producers CEO

- China trade and sorghum market access: Turning recent negotiations into tariff relief, dependable purchases and boats on the water
- 45Z Clean Fuel Credit: What new federal guidance means for sorghum, qualifying farm practices and more
- Farm Bill priorities: Delivering a five-year Farm Bill, nationwide year-round E15 and a lasting home for Food for Peace at USDA

Norma Ritz Johnson

United Sorghum Checkoff Program Executive Director

Clint White

Incoming United Sorghum Checkoff Program Executive Director

- Sorghum's cost advantage in focus: Why sorghum deserves a closer look as farmers weigh input costs for 2027
- New opportunities at home: Spotlighting Checkoff efforts to build domestic demand in pet food, aquaculture and other high-value markets
- Sorghum's next chapter in food: Exploring emerging nutrition research, new product opportunities and partnerships to introduce more consumers to sorghum
- Inside the next wave of sorghum research: Highlighting advances in genetics, new technologies and production tools aimed at improving crop performance
- Fresh momentum for forage sorghum: Showcasing new research and opportunities to meet livestock and dairy producers' feed needs

Nationwide Insurance

Booth 46

Sarah Onnen

Director, Staff Operations

- As ATV and UTV use grows on farms, safety is increasingly important. Learn how Nationwide is helping make rider safety a priority. Nationwide spokespersons will discuss practical rider tips, youth education and resources that help rural families reduce risk, encourage responsible operation and prevent injuries and fatalities.

Laramie Sandquist

Sr. AVP - Risk Management

- As ATV and UTV use grows on farms, safety is increasingly important. Learn how Nationwide is helping make rider safety a priority. Nationwide spokespersons will discuss practical rider tips, youth education and resources that help rural families reduce risk, encourage responsible operation and prevent injuries and fatalities.

Nofence

Booth 107

Margaret Chamas

Missouri Livestock Producer and Grazing Business Owner

- How Margaret uses virtual fencing to unlock previously ungrazable areas and grow her business
- Real-life examples of how virtual fencing works to contain livestock (even goats!), data for business management and peace of mind
- How Margaret uses Nofence to open doors to new business opportunities including targeted grazing and pasture management

Meghan Filbert

Community and Partnerships Manager

- Nofence's new satellite-enabled cattle collar and precision livestock management platform.
- Row crop, dairy and pork producers have been using precision farming technology for years. Virtual fencing is bringing it to beef, sheep and goat operations, generating grazing and animal behavior data. How can producers use that data to improve their businesses? What should they look for when choosing a technology supplier?

Novonesis

Booth 32

Dr. Steve Lerner

Senior Scientific and Business Advisor

- Cattle face ongoing health, nutritional and environmental challenges throughout the production cycle. Explore what probiotics and enzymes are and how they can help support cattle during these challenging periods.
- Learn how biological efficiency, feed innovation and data driven technologies are improving sustainable livestock production and shaping the future of the industry.

Nutrien
Booth 12

Dr. Karl Wyant

Director of Agronomy

- Soil fertility planning: Soil fertility planning strategies to help growers make informed, field-specific crop nutrient management decisions
- Fall soil sampling and nutrient prioritization: Fall soil sampling basics, how current data can inform spring nutrient management plans and how a “soil bank account” approach can help growers prioritize nutrient investments
- Potassium sufficiency -- rebuild vs. maintain: When to rebuild or maintain soil potassium levels, the risks of skipping applications and how growers can prioritize potash investments when fertilizer budgets are tight
- New and enhanced digital tools: A new eKonomics app, an input planner and a dry fertilizer calculator, plus enhanced tools including the nutrient removal calculator, help growers and agronomists make more informed, profitable decisions
- eKonomics: eKonomics is the farmer’s go-to resource for practical, farm-ready agronomy insights with the latest agronomic news and research, crop guides, webinars, CEU credit opportunities and more
- The Dirt PodKast: The Dirt PodKast, hosted by Nutrien’s agronomists, features industry experts breaking down the latest crop nutrition research and news

Nutrien Ag Solutions
Booth 6

Elizabeth (Lizzie) French

Waypoint Analytical -- Manager of Soil Biology

- LOOKING BEYOND NPK: THE POWER OF SOIL BIOLOGY
  Today’s farmers have access to more agronomic data than ever before, but turning that information into actionable decisions remains a challenge. Lizzie French explains how Waypoint Analytical’s updated Soil Biology Report helps connect soil biology to real-world management strategies by identifying opportunities to improve nutrient cycling, carbon dynamics, and soil function. With new regionalized benchmarks, enhanced soil health indicators, and corn and soybean disease risk markers, growers can better understand field variability, validate management practices, and make informed decisions that support productivity, profitability, and long-term soil resilience.

Matt Reardon

Senior Atmospheric Scientist, Nutrien Agronomy

- EL NIÑO’S NEXT MOVE: WHAT GROWERS NEED TO WATCH
  As agriculture watches the development of what could become a significant El Niño pattern, growers are asking one simple question: what does it mean for my operation? Senior atmospheric scientist Matt Reardon helps farmers cut through the noise by explaining how El Niño influences the odds of wetter or drier conditions, planting and harvest windows, and crop production here at home and around the world. While El Niño is not a crystal ball, it can provide valuable clues about the season ahead. Matt offers practical insights growers can use to better anticipate weather risks, evaluate management decisions, and position their operation for success in an increasingly uncertain climate.

- BUILDING RESILIENCE: WHEN WEATHER VOLATILITY MEETS SOIL HEALTH
  From drought and heat to intense rainfall and flooding, weather volatility is becoming one of the biggest challenges facing growers. The good news is that soil can play a critical role in helping farms withstand these extremes. Matt Reardon explores how changing weather patterns impact field conditions, moisture management, nutrient availability, and crop performance, while highlighting why healthy soils are one of the best tools farmers have for improving resilience. Growers will gain practical perspectives on making agronomic decisions that help their operations weather whatever Mother Nature delivers next.

Jake Walker

Loveland Products - Director of Marketing

- UNLOCKING MORE VALUE FROM YOUR FERTILITY PROGRAM
  Healthy soils are the foundation of productive farms, but today's growers are looking beyond traditional soil health practices and asking a new question: how can biology help improve nutrient efficiency and profitability? Loveland Products is advancing a new generation of solutions, including C^2 Technology, Biocatalyst Technologies, and N-FINITY, that work with natural soil processes to improve nutrient availability and help crops access more of the nutrients already present in the field. As fertilizer efficiency and ROI remain top priorities, these technologies are helping farmers maximize every nutrient dollar while supporting strong crop performance season after season.
- THE NEXT WAVE OF CROP PROTECTION: 17 NEW TOOLS FOR FARMERS IN 2027
  Farmers continue to face increasing pressure from resistant weeds, insect pressures, and evolving crop management challenges. To help growers stay ahead, Loveland Products is launching 17 new crop protection innovations for 2027, including six herbicides, eight insecticides, one fungicide, and two plant growth regulators, one of which is a specialized solution for cotton production. These additions strengthen an already extensive portfolio designed to provide farmers with more choices, greater flexibility, and effective solutions tailored to local production challenges. From protecting yield potential to improving operational efficiency, Loveland continues to bring new tools and technologies directly to the farm gate.

Phospholutions

Booth 73

Julia Andrus

Marketing & Communications Manager

- How farmers are using RhizoSorb® to lower phosphate fertilizer costs while maintaining yield
- How improved phosphate efficiency can help stretch U.S. fertilizer supplies while lowering costs for farmers

Craig Dick

Vice President, Sales and Marketing

- Phosphate fertilizer markets, global supply pressures and what they could mean for U.S. growers in 2027
- Latest RhizoSorb performance data and what Phospholutions has learned from 700+ trials and more than 1 million acres

Pivot Bio
Booth 51

Rick Myroup
Senior Director of Product Management

- Hear what's new for 2027, including PROVEN® G3+, expanded dry formulation options and a broader Pivot Bio crop nutrition portfolio designed to give growers more flexibility in how they manage nitrogen
- Learn about new grower programs, including three-year price lock and supply assurance, aimed at bringing greater certainty around input costs, supply and planning

POET
Booth 7

Doug Berven
Vice President of Corporate Affairs

- Year-round E15 is closer than ever -- what that means for farmers and consumers
- POET is the first official bioethanol sponsor of NASCAR
- POET Bioprocessing -- Shelbyville, IN, is expanding, doubling to nearly 200M gallons
- Antora's thermal energy storage installed at POET Bioprocessing -- Big Stone, SD
- International growth: POET opens POET de Ecuador, and POET now ranks as the 11th largest container shipper in the U.S.
- Growing biofuels markets through marine fuel and POET/Maersk's first bioethanol bunkering operation
- S&P Global Study: The potential of agriculture and biofuels to improve global food security, energy security, and rural economies

Practical Farmers of Iowa

Booth 101

Chelsea Ferrie

PFI's Crop Nutrition Systems Manager

- Learn how farmers can save on fertilizer costs while protecting water quality through PFI's N Rate Risk Protection Program

Kevin Prevo

Farmer and PFI Member

- Chat with an Iowa farmer who grows corn, soybeans and small grains using no-till and cover crops
- Learn how Kevin uses cover crops, including grazing them with cattle
- Hear about his experience with PFI's N Rate Risk Protection Program and using on-farm research to make nitrogen management decisions

Tim Youngquist

Farmer and PFI Board Member

- Meet an Iowa corn and soybean farmer making conservation part of a working family farm
- Hear how Tim uses native prairie in buffer strips and riparian zones to protect water and soil while providing wildlife habitat
- Explore how Tim grows and harvests native prairie plants for propagation

Propane Education and Research Council

Booth 81

Michael Newland

Director of Agriculture Business Development

- How propane can help farmers manage high energy costs and market volatility with more predictable energy pricing
- The Propane Farm Research Program and how producers can receive up to $10,000 for eligible equipment while providing real-world performance data
- How propane power generation can provide reliable, on-site energy for farms when grid reliability or capacity is a concern
- The growing range of propane-powered equipment available for agriculture, from irrigation and grain drying to building heat and other farm applications

PTx
Booth 28

Bryce Baker
Marketing Director

- Bryce can speak to the latest in precision ag products and trends, including AI and targeted spraying, along with autonomy

Mike Schlitt
Sales Lead

- Mike can speak to the latest in precision ag products and trends, including AI and targeted spraying, along with autonomy

Purina Animal Nutrition
Student Internship
Booth 70

Olivia Genther-Schroeder, Ph.D.
Sr. Technical Innovation Manager, CMR & Dairy

- Importance of early-life nutrition and gut health
- Whether a calf is destined for the beef supply chain or the milking herd, what happens early in life matters. Consistent nutrition and care can support health, growth and readiness for the next stage, while helping producers achieve their goals for the calf program. From milk replacer and starter intake to feeding practices, labor and cost, the full program should work together to deliver consistent results.

Ted Perry, M.S.
Director, Beef Cattle Technical Services

- As calf values shift, make every calf count
- Get more cows bred: Body condition and a strong mineral program can help support reproductive performance and set up next year's calf crop.
- Put more pounds on calves: Consider where creep feeding fits to add weaning weight and capture more value from the calves you already have.
- Build value beyond weight: Starter and preconditioning programs can help prepare calves for the next stage of production and create opportunities to participate in value-added calf programs.

Rabobank

Booth 17

Steve Nicholson

North American Head-Crops

- The current state of the farm economy ... a look ahead to 2027
- Commodity prices have moved higher and provided opportunities for farmers to lock in positive margins: will higher prices persist?
- The global market may have some major impacts on US markets

Samuel Taylor

Senior Analyst

- Understand the geopolitics of fertilizer trade and supply.
- Farmer margin and economic outlook and what that means for input demand in 2026/2027

RCIS

Booth 72

Dalynn Hoch

RCIS President

- Hear why crop insurance is one of the most important risk management tools available to farmers today, as higher interest rates on operating loans, uncertain commodity prices and tight labor availability put pressure on operations heading into 2027
- Learn how crop insurance fits within the broader farm safety net and the Farm Bill, and why the need for farmer resilience makes strong risk management tools matter even more when weather and local conditions can change overnight the outcome of an entire season

Stefanie Wolfe

RCIS Sales & Service Manager, Great Lakes Region

- Explore why risk management decisions for 2027 should start earlier than ever, and how evolving coverage options give growers more ways to protect their revenue, and their production
- Learn why every operation needs its own plan, and how working with a local agent ahead of key deadlines helps growers choose coverages that fit their farm

Renewable Energy Farmers of America

Booth 110

Greg Brophy

Board Secretary/Treasurer and Colorado Landowner

- Discover why property rights should protect a landowner's ability to lease for renewable energy like any other crop
- Hear how income diversification through renewable energy leases supports a farm's long-term viability
- Learn why communities that negotiate investment and revenue-sharing early often welcome renewable energy projects, while those that wait often don't

Jeff Risley

Executive Director

- Discover why REFA formed: Unlike corn or cattle growers, landowners navigating renewable energy never had a trade group of their own until now
- Hear about membership benefits like non-legal lease review and a landowner peer network
- Ask Jeff about the common questions and missteps landowners face before signing a lease

Renewable Fuels Association

Booth 43

Geoff Cooper

President and CEO

- What the midterm election meant for ethanol
- Making progress on year-round E15
- A stronger RFS for the farm economy
- Maritime and aviation uses for ethanol

Robert White

Senior VP, Industry Relations and Market Development

- E15 and fuel retailers: What we're seeing
- California E15 sales on the way
- Status report on automakers and FFVs

Solutions from the Land

Booth 96

Ernie Shea

President, Solutions from the Land

- SfL's priorities for 2027 - bioeconomy, nutrition, conservation
- SfL's new Invasive Alien Species initiatives (global, Florida and California)
- SfL's engagement in the UN (FAO, UNFCCC, and UNEP)
- Updates on our conservation projects in Ohio, Missouri, Florida, Alabama and Georgia

Fred Yoder

Solutions from the Land Board Member

- Circular agricultural bioeconomy solutions to climate change, biodiversity loss and food & nutrition security
- Final Assessment Report on the 25x'25 Renewable Energy Campaign
- From the Ground Up: Farmer-led on-farm research and collaboration to improve performance of conservation practices in Midwest agriculture

Streamline Ag

Booth 92

Lowell Bacak

Farm Manager for Alan & Lisa Stasney JV

- In a tough farm economy, Lowell saw greater than a 4-to-1 return on Streamline Ag products in South Texas cotton.
- Lowell discusses the operation's lightest cotton spray year yet, plus yield gains in corn and rice.

Allen Hensley

Business Development Manager

- Are dairy farmers getting the most from every silage acre? Allen discusses how Streamline Ag's specialty inputs help grow more tonnage and better feed.
- Across 93 trial locations, the payoff showed up in the milk tank: 52.3 more pounds of milk per ton. Allen explains what it means for margins.

Paul Konrad

CEO

- Every input has to earn its place in 2027. Paul discusses how Streamline Ag is forging rows that return through stronger fields and greater yields.
- As a leader in specialty inputs, Streamline Ag pairs biologicals with specialty nutrition to boost seed performance. Paul shares where the category is headed.

Swine Health Information Center

Booth 105

Dr. Lisa Becton

Executive Director

- Learn about our H1N1 research
- Domestic and global disease reports
- Foreign Animal Disease recap

Syngenta

Booths 53, 54, 55

Jared Benson

Head, Soybean Portfolio Strategy, Syngenta Seeds

- Expected for 2029 pending regulatory approvals, Enlist E3® soybeans with Expance™ trait technology combine tolerance to glyphosate, glufosinate, 2,4-D choline and preemergence HPPD inhibitors. Together, they provide industry-leading herbicide tolerance and more weed management options than any other soybean trait stack.

Joe Bollman

Head of Commercial Strategy, North America Seeds, at Syngenta

- Available for the 2027 season, Durastak™ trait technology is the industry's first triple Bt protein stack for corn rootworm control. It delivers enhanced root protection, improved standability and a 9.7 bu/A average yield advantage over Duracade® under moderate corn rootworm pressure, helping protect yield potential.

Val Dolcini

Head of Public Affairs, North America, Syngenta

- How Syngenta is driving ag policy to ensure growers have access to the tools and technologies they need, while also advancing innovation and sustainability to improve crop productivity and soil health.

Kirt Durand, Ph.D.

Digital Ag Solutions R&D Manager, Syngenta

- Launching in 2027, Cropwise Explorer combines historical performance data, in-season crop information and satellite imagery into one resource. Using AI Farm Highlights, it directs attention to high priority fields, enables timely recommendations, stronger grower conversations, and actions to help minimize crop stress and protect yield potential.

Dean Grossnickle

Technical Development Lead, Syngenta

- Lower upfront cost does not always mean lower seasonal cost. Generic premixes and imitation tank mixes can create compatibility issues, inconsistent performance, crop injury and added rescue-application expenses. Syngenta formulations are designed for reliable performance and proven yield advantages, and are backed by agronomic expertise and U.S.-based support.

Tim Halpin

AI Enablement & Adoption Lead, Syngenta

- How Syngenta is navigating workplace technology trends and activating AI by equipping teams with the right skillset, mindset, and toolkit to integrate new tools effectively, streamline daily workflows, and drive productivity across the enterprise.

Dale Ireland, Ph.D.

Technical Product Lead, Syngenta Seedcare

- Red Crown Rot (RCR) continues to expand its range across Midwestern soybean acres and can cause significant yield losses. Victrato is the first federally labeled seed treatment management tool for RCR suppression, and delivers revolutionary, unparalleled potency protecting against nematodes, SDS, and RCR.

The Fertilizer Institute

Booth 20

Veronica Nigh

Chief Economist

- Strait of Hormuz -- Global Volatility
- Sulfur Supply Chain
- Fall Application
- Farm Bill
- Tariffs
- 4R Advocates
- Sustainability
- NuGIS
- Fertilizer Reporting Solutions

U.S. Custom Harvesters

Booth 41

- Details of the farm labor crisis
- How custom harvesters are dealing with the labor pool options
- Learn about this past grain harvest across the Midwest
- Problems the custom harvest industry is facing
- Who is U.S. Custom Harvesters?
- How does the organization promote the harvesting industry?

U.S. Grains & BioProducts Council
Booth 60

Andrew Brandt
Director of Trade Policy

- Trade relations and international trade policy
- Biotechnology and its role in U.S. ag exports

Ryan LeGrand
President and CEO

- Ag export outlooks
- International trade relations and market developments
- Organization's growth/expanding footprint

Jay Reiners
Chairman

- Organization's role in international ag exports
- Grower/agribusiness/member role in developing markets

U.S. Meat Export Federation
Booth 75

Dave Bruntz
USMEF Chair

- Dave Bruntz is a farmer and cattle feeder from Friend, Nebraska, who begins his term as USMEF chair Nov. 13. Dave can address the latest pork and beef export results, and the critical returns exports deliver for farmers and ranchers. He also recently led a delegation of U.S. producers to Japan.

John Herath
USMEF Assistant VP of Communications

- John Herath is USMEF assistant VP of communications. John will assist with managing and scheduling USMEF interviews and can provide B-roll, photos, background information and other resources as needed.

Ashley Michels
USMEF Director of Communications

- Ashley Michels is USMEF director of communications. Ashley will assist with managing and scheduling USMEF interviews and can provide B-roll, photos, background information and other resources as needed.

Joe Schuele
USMEF Senior VP of Communications

- Joe Schuele is USMEF senior VP of communications. He can discuss trade negotiations and trade policy issues affecting pork, beef and lamb exports and the importance of expanding market access for these products. Joe can also discuss USMEF's ongoing efforts to develop new markets and diversify destinations for U.S. red meat exports.

U.S. Soybean Export Council

Booth 31

Roberta Simpson-Dolbeare

USSEC Board Vice Chair & Illinois Soybean Farmer

Anne Meis

Soy Excellence Center Chair & Nebraska Soybean Farmer

- USSEC works in 90+ markets worldwide to:
  - Attain access to markets for U.S. Soy
  - Differentiate the quality and value of U.S. Soy
  - Elevate a preference for U.S. Soy
- Visit with USSEC representatives to:
  - Gain insight on current global soy market conditions
  - Hear about opportunities for U.S. Soy in new and developing markets
  - Understand the advantage of U.S. Soy's sustainability in global markets
  - Learn how global Soy Excellence Centers are enhancing workforce training and capacity-building in emerging markets

U.S. Wheat Associates

Booth 27

Gary Millershaski

Chairman

- Food for Peace in Action: Lessons from Kenya
  - Gary Millershaski recently returned from the USW Food Aid Learning Journey to Kenya in mid-September, where he gained a firsthand look at how U.S. food assistance programs help address hunger and food insecurity around the world.
- 2026 Crop Quality Report: Harvest Results and Customer Feedback
  - U.S. Wheat Associates began rolling out its annual Crop Quality Report in late October and is now sharing what we've learned about the quality and performance of the 2026 U.S. wheat crop with customers worldwide through a series of crop quality seminars. The report provides a comprehensive assessment of all six classes of U.S. wheat and serves as an important tool for global customers evaluating purchasing decisions.
- U.S. Wheat Export Outlook for the 2026/2027 Marketing Year
  - The 2026/2027 marketing year is nearing the halfway point, so review U.S. wheat commercial sales to date and export prospects for the remainder of the year. Topics will include current export projections, key demand trends among major importing countries and how U.S. wheat is positioned against competing exporters.

Anthony Pena

Vice President of Policy and Communications

- Farm Bill negotiations
- Legislation affecting U.S. wheat farmers

United Soybean Board

Booth 30

Tom Frisch

Secretary, United Soybean Board; Chair, Communication and Education Committee; Soybean Farmer, Dumont, Minn.

- Strengthening the reputation of U.S. soybean farmers and sharing the value of the Soy Checkoff
- The Soy Farmer Support Hub, offering free, research-backed resources for fields, operations and farmer well-being
- Animal agriculture as soy's biggest customer and new livestock advisory teams
- New soy-based technologies and uses that grow demand

Brent Gatton

Chair, United Soybean Board; Soybean Farmer, Bremen, Ky.

- The $122.5 million FY27 Soy Checkoff budget and how it boosts demand and on-farm resilience
- Protecting existing markets, accelerating new uses and opening new doors for U.S. Soy
- How farmer-leaders decide where checkoff dollars are invested
- Looking back on 2026 as USB chair

Courtney Knupp

CEO

Stop by to interview new USB CEO Courtney Knupp:

- Priorities for the Soy Checkoff under new leadership
- Maximizing every checkoff dollar and returning value to the farm gate
- Diversifying demand for U.S. Soy at home and abroad
- Global supply chain resilience and what it means for U.S. soybean farmers

USDA ERS

Student Internship

Booth 93

Kelly Maguire

Economic Research Service Administrator

- Connect with ERS leadership about the agency's expanding suite of innovative research
- Discover tools that can assist with daily reporting, including the Charts of Note series, Situation & Outlook reports, and more
- Explore key data products such as the ERS Food Dollar and Food Access Research Atlas

Thomas Worth

Resource and Rural Economics Division Director

- Discover fresh insights from the Rural America at a Glance report (publishing Nov. 17) including trends in rural population, workforce, health and economic conditions
- Ask about research on farm household income, conservation programs, rural energy use, college labor markets and rural veterinarian services

USDA Farm Production & Conservation

Booths 94, 95

Bill Beam

Farm Service Agency Administrator

- Interview Bill on FSA programs and services -- the heart of USDA's "Farmers First" agenda
- As a farmer, Bill can talk about why FSA's safety net, disaster assistance, conservation and farm loan programs matter
- He can also discuss FSA's efforts to modernize systems -- including acreage reporting -- to reduce staff workload and provide better service to farmers

Richard Fordyce

USDA Under Secretary for Farm Production and Conservation

- Interview Richard on USDA's "Farmers First" agenda, including USDA's work to strengthen the farm safety net, expand market opportunities, and modernize how producers interact with government
- The fourth-generation farmer can share a producer's view beyond Washington and what he's hearing from farmers
- Topics: regenerative agriculture and program streamlining and modernization

Confluence Genetics
Booth 91

Aaron Robinson
Chief Operating Officer

- How Confluence Genetics' VIA quality trait platforms, ProVIA®, FortaVIA® and NutraVIA®, give growers, dealers and retailers commercially available specialty soybean options for 2027, from high protein feed to food-grade markets.
- Why dairy nutritionists and oilseed processors are looking at high oleic FortaVIA soybeans, and what that end-market demand means for growers considering a specialty acre.
- How quality traits like high protein, low oligosaccharide meal in ProVIA help U.S. soybeans compete in poultry and aquaculture feed rations, and why trait quality matters beyond the commodity bushel.

Valent
Booth 63

Devonne Marshall
Market Segment Manager

- Explore Valent's portfolio of crop protection products for row crops, including the latest updates on Empera® and Empera Viragess™ herbicides

Vince Restucci
Market Segment Manager

- Understand retailer and grower considerations for the year ahead, from financing programs to purchase plans and making the most of local data

Vive Crop Protection
Booth 22

Darren Anderson
Dr. Darren Anderson, CEO & Co-Founder

- 20 years of Vive: from nanotechnology startup to crop protection innovation and proven sales success, here is what's next in the US and Canada for Vive
- Unlocking synthetic-biological hybrids: hear about Vive's latest hybrid insecticide, Bifender® Duo, and why Vive sees big potential for hybrids in crop protection

Steve Sopher
Midwest Technical Sales Agronomist

- Stopping corn & soybean nematodes with Averland FC: hear grower success stories and learn where Averland FC fits for 2027, following the 2026 label expansion into soybeans.
- Soil Mobile technology: Discover Vive's latest product platform, delivering flexible, in-season soil pest protection, long after planters stop rolling

Wyffels Hybrids

Booth 36

Jen Askew

Public Relations & Content Manager

- Connects broadcasters with timely insights on corn production, product innovation, agronomy trends, customer success stories, and the people shaping agriculture today.
- Learn about Wyffels' expansion into Indiana and Nebraska, diversified package for 2027 and more.

Andy Swanson

Area Agronomy Manager

- Lessons from 2026 to bring into 2027
- Wyffels expanded into Indiana and Nebraska
- Why should I plant a diversified package in 2027?

Zoetis

Booth 85

Dr. Mitch Blanding

Director of Beef Technical Services

- Calving season is a critical time for cow/calf producers. Dr. Blanding will share tips to help prepare the cow herd for a healthy calf crop next spring.
- Learn more about Season 3 of the Born of the Bond series from Zoetis and how Zoetis is supporting veterinarians.

Dr. Lane Giess

Global Beef Genetics Technical Service Manager

- Visit with Dr. Giess about how INHERIT Optimize® can help cattle feeders dial in management on beef and beef x dairy cross cattle.
- As the cow herd rebuilds, genetic testing is an investment in the future. Learn how cow/calf producers can use INHERIT Select® to build a more profitable cow herd.

National Association of Farm Broadcasting
1100 Platte Falls Road
Platte City, MO 64079
816.431.4032

NAFB.com
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