



TRADE TALK

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Sciences Company

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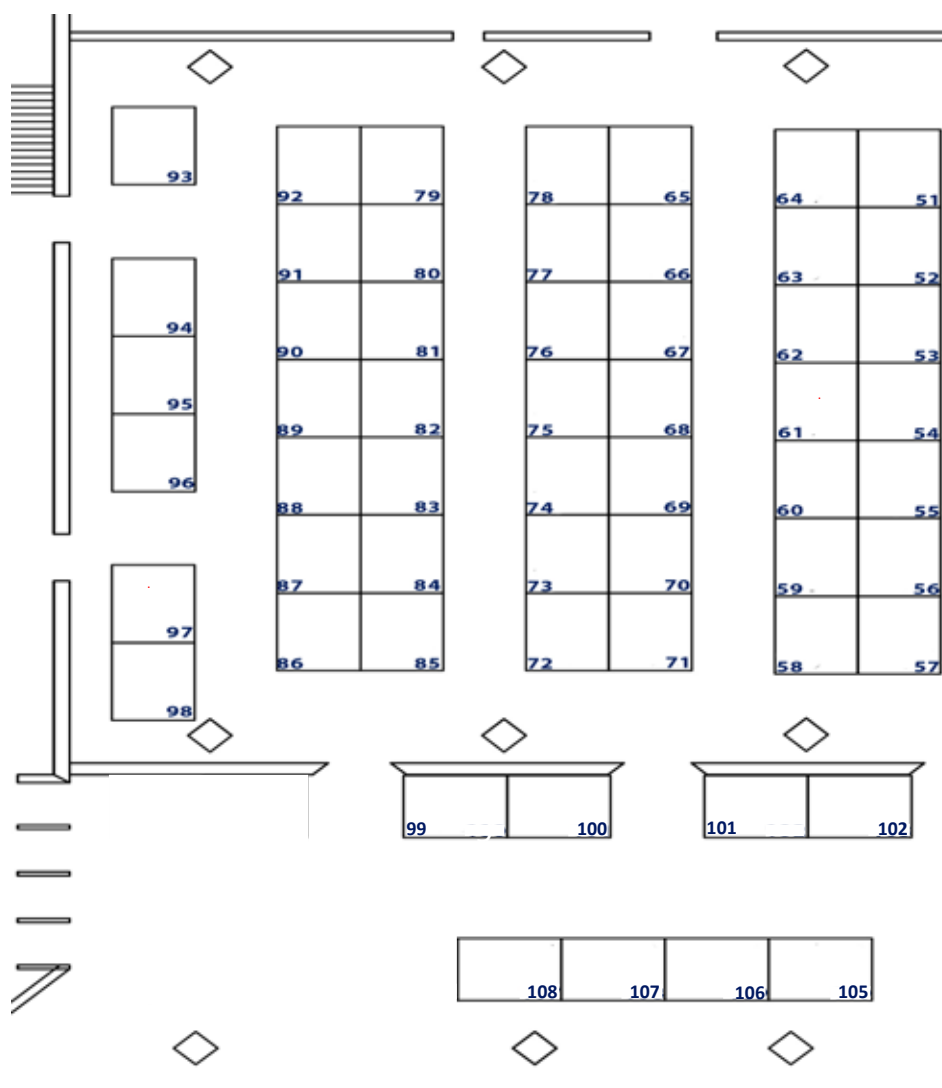
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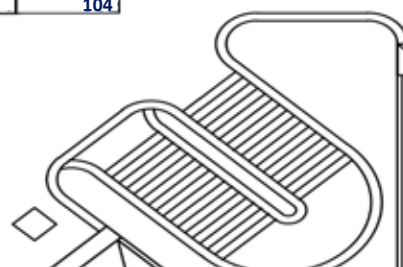
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**TRADE
TALK**

25x'25/Solutions from the Land

Booth 96

Ray Gaesser

Board Member

- Role of renewable energy in creating jobs, improving national security, reducing GHG emissions and improving public health.
- The progress on meeting the 25x'25 goal and policies and actions needed to maximize the clean energy and climate solutions the agriculture and forestry sectors can deliver in support of the global sustainable development goals.

Ernie Shae

President

- Sfl's priorities for 2026 - 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, and Florida

AARP

Booth 5

Amy Nofziger

Director, Fraud Victim Support

- Stop by booth 5 and visit Amy Nofziger, certified fraud examiner and 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 phone calls ad day. She will 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 supporting and protecting Social Security, new changes to Medicare, aging in place, fraud and scam prevention, and strengthening rural communities.

Agoro Carbon

Booth 56

Clay Craighton

Agronomist and Regional Sales Manager

- Stop by to discuss the key differences between carbon pipelines and ag carbon sequestration and what farmers and ranchers need to know.
- Find out how acres qualify for a carbon contract and what that means for a producer's bottom line.
- Discover sustainable ag best practices and co-benefits from implementing carbon-smart practices.
- Learn how to help farmers and ranchers understand carbon potential (revenue and soil health), and avoid self disqualifying.

Ashley Bruner

Marketing & Sales Director

- Hear how Agoro Carbon secured a 12-year carbon credit agreement with Microsoft.
- Learn about Agoro Carbon's local experts and industry-leading teams in grower support, science, carbon and data.
- Get the latest on the growth of the ag carbon market and what's next for Agoro Carbon.
- Learn how Agoro Carbon's input-agnostic approach sets us apart from bundling models in today's carbon market.
- Find out why demand for carbon credits remains strong, even as government support shifts.

Agricultural Economic Insights

Booth 9

David Widmar

Co-Founder & Managing Partner

- Interview AEI's Managing Partner, David Widmar, about AEI's new offerings—including County Level Production Data, and a new report on solar power's footprint on U.S. farm land—as well as farm income, macroeconomic challenges, strategies for producer success, and the budget outlook for 2026.

Brent Gloy

Co-Founder & Partner

- Swing by to discuss AEI's expanded data offerings—from County Level Production Data to reports on solar power's footprint on U.S. farm land with Dr. Brent Gloy. Dr. Gloy is also available to speak on farm income, the budget outlook for 2026, macroeconomic challenges, and strategies for producer success.

Randy Dickhut

Farmland Analyst

- Interview AEI's lead Farmland Analyst, Randy Dickhut, about current and historic trends in farmland values and our outlook for 2026!

Sarah Hubbart

Communications Strategist

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

AgriGold & LG Seeds

Booth 106

John Brien

Agronomy Division Manager, AgriGold

- Farmers face unknown - and sometimes constantly changing - weather patterns. Hear why agronomists recommend managing weather risks by planting a diverse seed lineup.
- Insights from 2025 can guide future improvements on the farm. Hear how agronomists use that information to make farmers more resilient.

Dave Hoy

Agronomy Division Manager, LG Seeds

- From disease to weather extremes to pest pressure, farmers encounter a variety of challenges. Learn how a diverse seed lineup protects yields.
- Multiple corn diseases occur together when pathogens, susceptible plants, and favorable weather align. Get tips to safeguard yields against various risks.

AgroLiquid

Booth 86

Reid Abbott

Agronomist

- Good agronomy skills can bridge the economics of high-priced inputs and ensure a ROI.
- Make sure you are getting the best bang for your nitrogen buck with a balanced fertilizer program.
- Align your crop management plan with your fertilizer budget to improve ROI.

Stephanie Zelinko

Agronomist

- Make the best use of resources; agronomics can help manage through tough market conditions.
- Are micronutrients worth the investment?
- How to use win-rates to make informed decisions.

AgSwag

Booth 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

Booth 10

Casey Jentz

Chief Operations Officer

- Ways for commercial cattlemen to make genetic progress and increase their profitability.
- Maximizing the return on investment of registered Angus genetics.

Sarah Kocher

Senior Communications Specialist

- Ways for commercial cattlemen to make genetic progress and increase their profitability.
- Maximizing the return on investment of registered Angus genetics.

John Stika

President

- Amidst the tightest supply in 5 years, Certified Angus Beef has seen record CAB acceptance rates and an increase in Prime production this year. Ask John about current supply dynamics and why cattle producers should target the Certified Angus Beef brand.
- How high is too high for beef prices at the meat counter? Discuss consumer demand with John and hear how the brand is working with its partners around the globe to increase Certified Angus Beef brand sales, ultimately driving demand for Angus genetics.

Lindsay Graber Runft

Director of Producer Communications

American Bankers Association

Student Internship

Booth 97

Ed Elfmann

Senior Vice President, Agricultural & Rural Banking Policy

- Learn how producers can use ACRE-included in the One Big Beautiful Bill Act-as a tool to drive down costs.
- Discover why the Farm Bill matters to bankers and what their top priorities are.
- Hear key takeaways from the ABA Agricultural Bankers Conference (Nov. 12-14)

American Coalition for Ethanol

Booth 62

Brian Jennings

CEO

- RFS: RVOs for 2026 and 2027, SRE reallocation plan
- E15 legislation and regulation
- 45Z Clean Fuel Tax Credit
- Record corn crop/state of the ethanol industry/marketplace
- ACE partnership with USDA, DOE and ethanol companies to access new tax credits and markets (monetizing low-carbon farming practices)

Ron Lamberty

CMO

- NEW - E15 & Flex Fuel Cost Calculator
- Flex fuel retailing from marketer perspectives
- Retail station ethanol equipment requirements and cost
- Growth/setbacks of E15, E85 markets, including California E15 efforts
- RINs and ethanol economics
- Global market development for ethanol and coproducts

American Farm Bureau Federation

Booth 57

Joby Young

Executive Vice President

- MAHA
- Regulatory reform
- Farm Bill
- Farm economy
- Labor

Faith Parum

Economist

- Farm economy
- Disaster relief
- Trade
- Energy
- Thanksgiving dinner cost survey

Bailey Corwine

Communications Manager

- Rural mental health
- Thanksgiving dinner cost survey

Mike Tomko

Director of Communications

- Thanksgiving dinner cost survey

American Feed Industry Association

Booth 46

Constance Cullman

President and Chief Executive Officer

- Discover a groundbreaking new report from the Institute for Feed Education and Research (IFEEDER) that investigates the need to secure the future of critical feed inputs-vitamins and amino acids. Also learn what else the leading feed research nonprofit is working on.
- A lot has changed in the geopolitical landscape over the past several months, come ask questions to the new chair of the International Feed Industry Federation (IFIF) about the policies impacting the future of the animal food trade.
- From rendering inedible protein to repurposing byproducts and coproducts of food processing, find out the latest techniques and science focused on feed's role in national and international sustainability.
- If you have questions about how changes at the FDA, led by the Make America Healthy Again movement, are impacting animal food, come chat with our regulatory expert about food additives, ingredient approval pathways, food dyes and generally recognized as safe status.
- The feed industry is focused on the passage of laws that protect American agriculture (Securing American Agriculture Act), support the US economy (Mitigation Action and Watermen Support Act of 2025) and reduce the confusion and regulatory burden on feed manufacturers (Innovative FEED Act and PURR Act). Come speak to our regulatory expert about what is making its way through Congress and why each is absolutely crucial.

American Lamb Industry

Booth 90

Ben Lehfeldt

President

Jeff Ebert

Chairman

- American Lamb Board's new educational programs
- New research RFP
- Lamb sales trends
- Targeted grazing/solar grazing opportunities with sheep
- Import and trade effects on the US lamb industry
- US and global wool trade inconsistencies over the years
- US Ag workforce and the utilization of the H2A work visa in the sheep industry

American Soybean Association

Booth 42

Caleb Ragland

President

Scott Metzger

Vice President

- Visit ASA's booth to connect with President Caleb Ragland (KY) and Vice President Scott Metzger (OH) for insights on policy priorities shaping the U.S. soybean industry, including trade, MAHA, biofuels, input costs, and broader farm economy challenges.

American Sugar Alliance

Booth 76

Luther Markwart

Chair; Executive Vice President and CEO, American Sugarbeet Growers Association

Rob Johansson

Director of Economics and Policy Analysis

- Sugar policy provisions in the reconciliation package represent the most significant update in 40 years.
- The Trump Administration, bipartisan members of Congress, and food manufacturers agree that American sugar production is essential to American food security.
- Sugar producers continue to face economic challenges and foreign subsidies.

AMVAC Chemical Corporation

Booth 11

Wen Carter

AMVAC® Product Development and Technical Agronomy Manager

- Highlight how AMVAC is addressing regulatory challenges, promoting stewardship and ensuring farmers maintain access to proven technologies that safeguard yield, profitability and long-term sustainability. These reliable solutions continue to support diverse farming operations and help growers remain resilient in an evolving agricultural landscape.

Animal Agriculture Alliance

Booth 88

Student Internship

Hannah Thompson-Weeman

President and CEO

- Increased activist pressure targeting food brands, including shareholder proposals, protests, and personal campaigns
- Information about increased animal rights movement funding
- Insights from 2025 activist conferences and recently updated reports, including the Animal Activist Groups Web
- Advice on farm and plant security, including hiring, preparing for protests, and threat monitoring

Emily Ellis

Director, Communications and Content

- Meat's role in a healthy diet and the Alliance's new Meat Matters Guide
- U.S. animal agriculture's contributions to sustainability goals
- Animal rights-led ballot measures, legislative trends, and ongoing animal theft trials
- Advice for communicating with consumers
- Highlights of Alliance programs: College Aggies Online, Animal Ag Allies, and the 2026 Summit

BASF Agricultural Solutions

Booth 58, 59

Kim Tutor

Technical Marketing Manager - Plant Health

- Stop by to learn about key pressures farmers experienced in 2025
- Fungicide best practices and the impact of BASF performance-driven fungicides
- Plant the planning seed now to harvest stronger yields and better ROI in 2026
- Seeing is believing: Farmer highlights from the Real Results Yield Challenge

Josh Putman

Technical Marketing Manager - Herbicides

- Stop by and 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 innovations from BASF including Zidua, Liberty ULTRA and Surtain.

Brady Spangenberg

Marketing Director, Crop Protection

- 0% financing is back - supporting farmers, easing stress and enabling early-season planning
- 11% of BASF revenue is reinvested in R&D: hear highlights from the past five years
- Real Results Yield Challenge: a financial and agronomic opportunity to help farmers reach their highest yield potential
- Innovation pipeline preview: what's next from BASF

Bayer

Booth 2, 3, 4

- We will have a variety of spokespersons on hand, representing all of Bayer's key products and initiatives. Representatives from DEKALB, Asgrow, Channel, Digital Farming, WestBred Wheat, Crop Protection, Vyconic, Corn traits, and agronomists are expected to attend.

Beck's

Booth 25

Student Internship**Matt Bennett***Beck's Grain Marketing Consultant, AgMarket.Net*

- Latest corn and soybean outlook: global demand, crop conditions, and price trends
- Strategies to manage risk in volatile markets
- U.S. ag trade factors: exports, competition, and policy shifts
- Beck's commitment to farmer profitability through real-time insights

Scott Dickey*Beck's Regional Agronomy Manager - Western Region*

- Learn about Beck's Practical Farm Research (PFR) studies from 2025 and how these results can help drive innovation and profitability for farmers.

BigIron

Booth 108

Student Internship**Mark Stock***Co-Founder and Co-Owner*

- Trends in farm ownership
 - What is the market impact of the largest population of agricultural producers retiring in the next five years?
 - How have interest rates affected value of farmland being sold?
 - How are foreign investors influencing the farm economy?
 - Commodity pricing
 - How have commodity prices affected rental rates?
 - How do commodity prices affect the value of farm machinery?
 - How are record livestock prices impacting real estate and machinery sales?

Boehringer Ingelheim Swine

Booth 48

JD Fiechtner, DVM*Senior Key Account Veterinarian*

- Learn about the launch of INGELVAC CIRCOFLEX® AD, the first and only commercial vaccine to contain both PCV2a and PCV2d genotypes of porcine circovirus Type 2 (PCV2).
- Chat with Dr. JD Fiechtner about the current state of PCV2 for swine producers, evolving strains and why a vaccine with optimized protection could be helpful addition to PCV2 vaccination protocols.

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Case IH

Booth 87

David Gerou

High Horsepower and Crop Production Product Specialist

- Producers are continuing to look for more multi-use and efficient equipment to help them address the challenges of modern farming. This year, Case IH is rounding out its tractor lineup to provide solutions for operations of every size and type. From their most powerful Steiger® 785 Quadtrac® to its versatile Farmall line-up, these new solutions are designed with elevated performance, durability and comfort, and include all the necessary tech from the factory. Case IH experts will share what farmers are looking for in a new tractor.

Lance Meyer

Regional Precision Manager

- Precision technology is helping today's farmers tackle a wide range of challenges from rising costs and labor shortages to increasingly complex day-to-day operations. Platforms like Case IH FieldOps empower farmers with simplified, integrated and flexible solutions tailored to their unique operational demands. Farmers can also save time, fuel and labor cost with sub-inch guidance solutions that help to achieve repeatable accuracy. Learn how Case IH blends AI, telemetry and expert guidance to drive efficiencies on farming operations.

Cattlemen's Beef Board

Booth 50

Ryan Moorhouse

Chair, Cattlemen's Beef Board

- Beef Checkoff sponsorship of Little League World Series
- Interesting upcoming projects of the Beef Checkoff
- CBB's commitment to producer outreach and communications
- Beef Checkoff funding challenges and opportunities

Cheryl DeVuyst

Vice Chair, Cattlemen's Beef Board

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

Central Life Sciences

Booth 1

Miya Butler

Regional Sales Manager

- Stored Grain Protection
 - Stored grain insects interfere with overall grain quality and marketability, creating ripple effects throughout the supply chain. The U.S. loses up to \$2.5 billion annually due to stored grain insects, and as much as 10% of grain is destroyed post-harvest. Protecting grain in storage is critical, for both commercially stored grain and on-farm storage, which is rising due to market fluctuation. Central Life Sciences' Bug Free Grains team develops solutions that support pre-bin, on-grain, and rescue treatments, with products like Gravista® Insecticide, now available in a quart size for maximized pre-bin applications, Diacon® IGR, and Centynal® Synergized. By leveraging insect growth regulators, synergists, and insecticides, we help producers prevent insect problems before they become costly losses.

Brian Hupp

National Account Manager

- 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. Starbar® products offer a complete line of fly bait solutions, including QuikStrike®, DuraStrike®, and Cyanarox® that can be scattered or used in a fly bait station. Using Starbar® baits near the ground helps control flies where they feed. Starbar® products have 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®. 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 Cattle Armor 1% Synergized Pour On. Starbar® products have delivered reliable results that have been trusted by livestock professionals for more than 40 years.

Certified Agriculture Dealers

Booth 93

Lyle Orwig

Chief Marketing Officer

- Learn about the only agriculture program in the automotive industry, the Certified Agriculture Group.
- AgPack and their new partners are bringing farmers and ranchers an ROI on their truck purchase.
- AgWagon: the first purpose-built farm/ranch truck, designed BY farmers and ranchers FOR farmers and ranchers.

Angela and Jackie Ganter

Pro Rodeo Athletes

- “Outriding the Devil” will be premiering during the NFR, sponsored by The Certified Agriculture Group. Angela Ganter is a champion barrel racer, and this docudrama tells the story of Angela’s battle with Stage 4 breast cancer and her amazing comeback.

CLAAS

Booth 80

Student Internship

Dennis Ogle

Head of Sales, Self-Propelled Harvesters, CLAAS of America

- Learn how CLAAS equipment helps farmers save time and money with smart and reliable equipment.
- Get the scoop on what’s new with CLAAS, from expanding facilities to their latest new product announcements.
- Hear about how the new JAGUAR 1000 series performed in the field this fall.

Daryl Theis

Head of Central Region, CLAAS of America

- Learn how CLAAS equipment helps farmers save time and money with smart and reliable equipment.
- Get the scoop on what’s new with CLAAS, from expanding facilities to their latest new product announcements.

Clean Fuels Alliance America

Booth 37

Greg Anderson

Board Member, Clean Fuels

- Hear about the soy industry outlook and investments in domestic soy markets.
- Learn about new market opportunities in biodiesel, renewable diesel, and SAF.

Tom Verry

Director of Outreach and Development

- Learn about the Clean Fuels Alliance Foundation and its research and education initiatives.
- Discuss the biodiesel and renewable diesel industry's investments to expand markets for farmers.

Paul Winters

Director of Public Affairs and Federal Communications

- Discuss market impacts from developments on the Renewable Fuels Standard, federal tax credits (45Z), trade and other federal issues.
- Hear about policy initiatives to expand markets for biodiesel, renewable diesel in rail, marine, and other transportation sectors.

Corn Refiners Association

Student Internship

Booth 18

John Bode

President and CEO

- Make America Healthy Again and “radical transformation” of the U.S. food system
- Markets for American agriculture, including trade policy
- The economic importance of food manufacturing to rural economies
- Electric grid reliability and why it is important for American manufacturing

James Glueck

Executive Director, Plant Based Products Council

- USDA's BioPreferred Program and why it matters for American farmers
- The Farm Bill and its importance for American ag biomanufacturing and rural communities
- The growth potential of the ag bioeconomy for American farmers and consumers
- The national security imperatives and supply chain resiliency of a strong ag bioeconomy
- PBPC's annual consumer research and polling data

Corteva Agriscience/Pioneer/Brevant Seeds

Booth 66, 67, 68, 69

Brianna Gehrig

Retail Sales Agronomist, Brevant Seeds

- Brevant® seeds continues to expand retailer access to industry-leading corn and soybean traits. The next generation of Brevant brand Enlist E3® soybeans features 100% Corteva genetics and more varieties with Peking resistance to SCN than ever before. Stop by for tips on selecting seed that drives yield and protects crop health.

Kaitlyn York

Retail Business Manager, Brevant Seeds

- Heavy corn disease pressure is driving seed decisions for next season. Hear about how technology from Brevant seeds is delivering big yield wins with improved early season emergence and agronomics to defend fields against diseases like tar spot and Goss's wilt. Plus, learn more about what farmers can expect from their ag retailers going into 2026.

Eric Scherder

U.S. Crop Protection -- U.S. Technical Lead, Corteva Agriscience

Ron Geis

U.S. Crop Protection, Market Development Specialist, Corteva Agriscience

- Farmers scout throughout the season to see how their crop protection choices performed. What worked? What needs to change? Eric Scherder, Ph.D., and Ron Geis will discuss how plans for protecting next year's crop begin in the 90 days after harvest. Learn how:
 - Forcivo fungicide can ward off tar spot, southern rust and more with three active ingredients.
 - A proven nitrogen stabilizer prevents leaching and keeps nitrogen available for the spring crop.
 - New products have expanded the herbicide portfolios for cereals (Tolvera herbicide), corn (Resicore® REV and Kyro® herbicides) and soybeans (Kyber® Pro, Sonic® Boom and Enversa herbicide) to offer exceptional pre- and postemergence weed control solutions.
 - The Enlist® weed control system continues to deliver on grower expectations with weed control, on-target applications and tank-mix flexibility.

Ryan Schnoes

District Leader – Biologicals, Corteva Agriscience

- Learn how Pioneer® brand NEXTA™ biological products help farmers close the yield gap and push their true yield potential higher next season. Find out how these biological products work to minimize environmental stress factors, keep productivity up, and help unlock a new frontier in yield potential.

Abe Smith

Range & Pasture Specialist, Corteva Agriscience

- Learn the latest about a breakthrough in pasture management. NovaGraz herbicide preserves white clover and annual lespedeza while controlling weeds, which helps producers improve forage production and soil health. When winter hits, it's easy to think about what didn't get done before the first frost. Find out how producers can prepare for pasture success year-round.

Brandon Walter*U.S. Corn Portfolio Marketing Leader, Pioneer*

- Learn how Pioneer® brand corn products performed in 2025 with early harvest results from products featuring Vorceed® Enlist® corn and PowerCore® Enlist® corn. Help farmers prepare for 2026 with the most advanced above- and below-ground insect protection combined with agronomic traits to defend against diseases and protect yield.

Chris Pritchett*U.S. Soybean Portfolio Marketing Leader, Pioneer*

- Pioneer® brand Z-Series soybeans continue to bring genetics that represent a generational leap forward in yield potential and agronomic performance. Learn about Z-Series soybean performance in 2025 and how these soybeans deliver improved agronomics against key pests in 2026, such as soybean cyst nematodes (SCN), Phytophthora and more.

Adelai Dolch*Portfolio Marketing Leader, Pioneer Complementary Crops and PhytoGen cottonseed*

- Mid-South farmers continue expanding acres planted to Pioneer® brand winter canola hybrids after exceeding yield expectations again in 2025. Find out how the winter canola program, launched two years ago by Corteva Agriscience and Bunge Chevron Ag Renewable LLC, helps farmers increase revenue streams while meeting demand for sustainable biofuels.

CROPLAN Seed

Booth 77

Randy Mette*Seed Product Manager*

- Gain key insights from this season to help inform next year's seed decisions.
- Learn how local CROPLAN retailers can support agronomic decision-making.

Dennis Christie*Crop Protection Product Manager, WinField United*

- Discuss tips and best practices for sharpening crop protection plans for next year.
- Learn how new SuperLock adjuvant can improve crop protection performance.

CropLife America

Booth 33

Alexandra Dunn*President and CEO*

- "Farmer Voices Matter" is a CropLife America initiative to raise awareness on the importance of and confidence in pesticides in producing healthy food.
- Making America Healthy Again (MAHA) impact on agriculture and food.
- CLA also offering new tools for farmers to understanding the Endangered Species Act.
- Key policy updates, including market access issues impacting farmers.

Edge Dairy Farmer Cooperative

Booth 13

Laura Hensley and others

Chief Marketing Officer

- The Voice of Milk organizations - Edge, Dairy Business Assoc. and MN Milk - work on behalf of dairy farmers to champion for sound policy at the federal, state and local levels. Stop by to meet with farmer-members and key staff to discuss how the latest policy and regulatory issues are impacting dairy farms in the Upper Midwest. Federal Policy expert Michael Torrey will join the Edge team to add insights from Washington.
- Immigration reform
- Trade and tariffs
- Farm Bill 2.0
- MAHA report impact on dairy
- The Voice of Milk sets new strategy

Elanco

Booth 91

Dr. M. Wayne Ayers

Beef Technical Consultant

- New World screwworm
- Asian Longhorned tick
- Lice
- Parasites
- The pests threatening U.S. cattle production are making national headlines. Visit with our veterinarians to learn more about those pests and how Elanco is helping producers protect their herds' health

Dr. Ron Tessman

Beef Technical Consultant

- Stop by our booth to learn more about Elanco's newest cattle vaccines, including Nuplura PH+5, a new low-endotoxin vaccine developed to protect calves from several respiratory diseases, and Pradalex (pradofloxacin injectable), for the treatment of bovine respiratory disease (BRD) and swine respiratory disease (SRD).

Farm Credit

Booth 23, 24

Student Internship**Brian Schrock***Territory Manager, AgDirect*

- How are commodity prices and tight margins affecting equipment purchase decisions for producers?
- Buyer trends: auctions, leasing, and refinancing are on the rise
- Dealer inventory management and 2026 outlook
- If you're covering the intersection of ag economics, equipment trends, and rural finance, this is a conversation you won't want to miss.

Tanner Ehmke*Lead Economist, Grains and Oilseeds, CoBank Knowledge Exchange*

- Fall grain harvest: what does a record corn, soybean and grain sorghum harvest and trade uncertainty mean for storage and transportation logistics? Plus, what surprises could catch the market off-guard?
- Soybean export market conundrum: can other countries fill the void left by China?
- Global competition for wheat is heating up. Can the strong pace of U.S. exports continue?
- Producer margins and crop planting decisions: what's the path to profits in 2026?

Megan Roberts*Principal Quantitative and Economic Analyst, Compeer Financial*

- Stop by to connect with Compeer Financial's seasoned agricultural economist, who has a broad background in farm economics, agribusiness education and policy analysis.
- Discuss ways Compeer Financial is helping farmers navigate economic challenges and opportunities in a year with low grain prices, strong livestock prices and a lot of uncertainty.
- Get updates on the latest in macroeconomic trends and how they are affecting monetary policy.

Farmers National Company

Booth 61

Cole Nickerson

Area Sales Manager - Western Region

- Where are land values headed?
 - Let's discuss current land values across the Midwest and the direction we see them heading.
 - What is supporting current land values in spite of the struggling ag economy?

Steve Morgan

Area Sales Manager - South Central Region

- Farm leasing in 2026
 - What is driving demand for farm leases?
 - What will impact farm leases in 2026?

Firestone Ag

Booth 35

Bill Durivage

Senior Agricultural Product Strategy Manager

- Learn how selecting the right tire for the job can help farmers maximize performance, efficiency and return on investment, while sharing expert insights to help farmers make the smartest decision for their operation.

Greg Jones

Senior Manager of Field Engineering

- Come to the booth to learn how tire design and smart tire management improve wear life, impact ROI on tire investments and reduce downtime.

Jamey Smart

Vice President

- Stop by to interview Vice President of Firestone Ag Jamey Smart on the current state of the ag tire market and where it may be headed in 2026.

Jamie Shepard

Regional Sales Manager

- Learn how choosing the right tire for the job can boost performance, efficiency and ROI while avoiding costly pitfalls.
- Hear how smart tire design and maintenance can help farmers extend tire life, reduce downtime and help get the most from their tire investments.

FMC

Booth 16

Gail Stratman

Regional Technical Manager

Todd Cogdill

Technical Service Manager

- What the 2025 foliar disease boom taught us
- Expanding the insecticide toolbox in 2026
- Economics of weed management: Thinking beyond next season

Matthew Pye

North American Technical Manager, Plant Health

- Biologicals - are they the crop optimizer?

Fortiva

Booth 71

Noah Cosby

Fortiva Ruminant Product Manager

- Amulet and EfficienZ seamlessly integrate into your ration to support immune resilience and optimize feed efficiency.
- Backed by data, these additives help reduce health setbacks and treatment costs - delivering a measurable return through added pounds, improved carcass quality, and fewer vet interventions. Smart nutrition, proven results.

Great Plains Ag

Booth 8

Student Internship

Mark Decker

President of Sales & Service, Great Plains Ag & Land Pride

- 50th Anniversary vision and future direction
- Strategic market response and organizational evolution
- Sustainability systems and soil health leadership

Tony Wisker

VP of Sales, Great Plains Ag

- Stealth Pro Line innovation and development
- Advanced no-till technology solutions
- Regional market focus and product adaptations
- Industry partnerships and collaborations

GROWMARK

Booth 39

Lance Ruppert

Carbon Capture & Biologicals Lead

- GROWMARK's Endure Carbon has the ability to connect growers and carbon buyers at multiple levels in the value chain to help enable agricultural carbon markets. Endure Carbon includes offset, inset, and enhanced rock weathering market opportunities for growers as well as access to Indigo Ag's Carbon by Indigo program. In addition to carbon markets, GROWMARK has expanded its biological product line to align with the expanded role of biologicals in agriculture. Come by and visit with Lance Ruppert, GROWMARK's carbon capture and biological lead, to learn about the latest carbon market opportunities and biological products for growers in North America.
- 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

President and CEO

- Year-round E15 and what it would mean to corn growers.
- The EPA's 2026-2027 renewable volume obligations (RVOs) and why it's critical for EPA to finalize its proposal.
- The increasingly important connection between fuel ethanol and agriculture.
- The 45Z clean fuel production tax credit and its role in spurring potential investments across rural America.
- The growing demand abroad for American ethanol exports and how America's ethanol trade surplus makes it an obvious candidate to benefit from more bilateral trade deals.

Helena

Booth 103

Student Internship**Derek Emerine***National Agronomist*

- Learn about breaking discoveries from a nationwide study of soil and tissue data.
- Understand how nutritional insights will help growers manage high fertilizer prices.
- Find out which nutrient deficiencies will impact buying decisions most next season.

Jason Gregory*Brand Manager, Coron and Nutritionals*

- Discover data-driven strategies for managing high fertilizer prices next season.
- Understand the critical role of micronutrients in successful fertility programs.
- Find out about innovative nutritional technology in development.

Illinois Soybean Association

Booth 74

Andrew Larson*Director of Government Relations & Strategy*

- Stop by the ISA booth to discover why growing the biofuel industry is essential to the success of Illinois and U.S. soybean farmers.
- Explore the future of biodiesel

Eileen Pabst*International Markets Specialist*

- Discover how ISA is targeting emerging international markets to expand opportunities for Illinois soybean farmers.
- Market diversification for U.S. soybeans

Indigo Ag

Booth 38

PJ Smith

Global Product Manager

- Stop by to interview PJ about Indigo's new biottrinsic® Nemora FP, an EPA registered soybean bionematicide seed treatment with anti-hatch technology.
- Learn how Nemora achieves a 68% reduction in SCN egg hatch
- Find out how farmers can get Nemora for spring planting

Bryan Randall

Senior Agronomy Lead

- Ask Bryan how Indigo's portfolio of biological solutions protect crops against weather, disease, and pest pressures and promote plant and soil health.
- Learn more about Indigo's testing program, and how we are finding value-added solutions for growers.

International Fresh Produce Association

Booth 104

Mollie Van Lieu

Vice President, Nutrition and Health

- MAHA priorities for the produce industry and the road ahead
- Programs that grow fruit and vegetable demand while advancing public health
- Global efforts to boost produce consumption, including EU cardiovascular health
- The Dietary Guidelines for Americans and their influence on fruit and vegetable intake

Rebeckah F. Adcock

Vice President, U.S. Government Relations

- Key reforms to the H-2A program and agricultural labor policy
- The Farm Bill process and advancing specialty crop priorities, including the need for short-term economic aid for struggling operations
- Trade challenges and opportunities shaping the fresh produce sector

John Deere

Booth 44, 45

Michael Porter

Go-to-Market Manager, Large Tractors and Tillage

- John Deere's autonomous tillage solution gives farmers flexibility during busy seasons by freeing time and labor for critical tasks like planting and harvest. The system's perception kit uses 16 roof-mounted cameras for 360-degree visibility and integrates with existing precision ag tools, delivering efficiency and productivity in the field.

Bergen Nelson

Go-to-Market Manager, Harvesting Equipment

- John Deere's harvest automation updates improve precision, productivity and ease of use for operators of all experience levels. Bergen will discuss Predictive Ground Speed Automation that adapts to waterways, ditches and terraces; new weed detection to reduce downtime; and precision upgrades that boost harvest efficiency.

Josh Ladd

Go-to-Market Manager, Application

- John Deere See & Spray enables farmers and applicators to reduce herbicide use, improve efficiency and support stewardship. Josh will share how the technology helped the 2025 growing season deliver measurable results and how it continues to evolve with new capabilities such as above-canopy spraying, faster application speeds and broader row spacing.

Erin Jost

Go-to-Market, Digital Tools

- In today's ag economy with tighter margins, data-driven tools are essential for helping farmers make more informed decisions across every acre. Today's ag economy demands smarter decisions across every acre. Erin will discuss how the John Deere Operations Center, Precision Essentials kit and G5 Advanced License help farmers cut inputs through better machine management; streamline operations by automating repetitive tasks; and enable remote diagnostics for more efficient, profitable and sustainable farming.

Koch Agronomic Services

Booth 89

Cody Hornaday

Technical Agronomist

- As the 2025 crop year comes to a close, Technical Agronomist Cody Hornaday will walk through some of the technical and agronomic learnings from this year.
- New nutrient management options and adoption of micronutrients were hallmarks of the 2025 growing season; Cody will walk broadcasters through how these agronomic factors impacted farmers in 2025 and how they can be implemented looking into 2026.

Tim Laatsch

Director of Agronomy

- Especially as farmers continue to evaluate their bottom lines and return on investment, Director of Agronomy Tim Laatsch will take a look at what's coming for the 2026 crop year.
- As inputs for the coming year come into focus, Tim will highlight the importance of nutrient management and protection, and as well as new seed enhancement options.

Livestock Marketing Association

Booth 47

Jara Settles

Vice President of Risk Mitigation & General Counsel

- Animal health hot topics: New World screwworm, HPAI impacts, the ADT program and Scrapie eradication.
- Livestock transportation rules: The HELP Act and 28-hour rule enforcement impact.

Kristen Parman

Vice President of Membership Services

- Common Ground Coalition: A group that believes they're stronger together and must stand united to preserve the nation's food supply. Stop by to learn about their objectives and progress.
- The World Livestock Auctioneer Championship: In its 62nd year and headed to South Dakota.
- Livestock markets and marketing amid record-shattering sale prices.

Mahindra Ag North America

Booth 102

- As part of Mahindra Group's Automotive and Farm Sector, the number-one-selling farm tractor company in the world based on volume, MAGNA delivers reliable products to rural property owners, ranchers, and homesteaders through our network of hundreds of family-owned dealers.
- Learn why consumers considering horsepower, attachments, and implements choose Mahindra tractors.

Merck Animal Health

Booth 15

Dave Sjeklocha, DVM

Cattle Technical Services Manager, Merck Animal Health

Deana Hardee, DVM, MS

Technical Services Veterinarian, Merck Animal Health

- Gain insights into economically significant parasites and the latest in parasite management protocols for cattle.
- Take a fresh look at Bovine Respiratory Disease (BRD) in today's market dynamics and find out what steps cattle producers can take to mitigate their risk and stay ahead.

Missouri Soybeans

Booth 98

Casey Wasser

Chief Executive Officer

- Vision for Missouri Soybeans
- Missouri Soybeans is focused on farmer profitability and future growth.
- Farmers face tight margins, volatile global markets and rising input costs. Leadership matters now more than ever.
- As the new CEO, Casey Wasser is focused on delivering real value by increasing demand for soy, reducing barriers for farmers and expanding market opportunities both at home and abroad.
- Missouri farmers should stay connected with Missouri Soybeans through meetings, outreach events and membership - ensuring their voice drives the direction of the organization.

Bryan Stobaugh

Director of Licensing and Commercialization

- Growing Acreage and Farmer Adoption
 - SOYLEIC soybeans are ready to scale, and we need farmers to grow them.
 - Demand for healthier, high-oleic oils is growing rapidly, but current acreage isn't keeping pace with the opportunities in food, feed and fuel.
 - Missouri Soybeans is working with seed partners and processors to expand SOYLEIC acreage across Missouri and beyond. Farmers who grow SOYLEIC not only see premiums but help meet market demand for this unique bean.
 - Farmers should talk to their seed dealer about SOYLEIC varieties for next season and explore opportunities to secure premiums in their local market.
- Expanding Crush and Dairy Implementation
 - Building demand through crush capacity and livestock nutrition
 - To fully unlock the value of SOYLEIC, we need more crush facilities to process the beans and expand into markets like dairy feed.
 - SOYLEIC meal enhances dairy rations by improving milk fat and overall product quality, while crush investments create local markets that boost farmer profitability. SOYLEIC is actively seeking partnerships with crush plants and dairies to accelerate adoption.
 - Farmers, processors and feed partners should connect with Missouri Soybeans to discuss how SOYLEIC can fit into their operation and capture new value streams

Garrett Riekhof

Missouri Soybean Association Board Member

- Current Burdens Farmers Face
 - Constant shifts in regulations and technology approvals create uncertainty, slow down decision-making, and add cost to our operations. At the same time, fertilizer, seed, equipment, and fuel prices remain high, leaving farmers with razor-thin margins.
 - Global market pressures - from trade disputes to currency swings - directly cut into the prices Missouri farmers receive for their crops.
 - Farmers are resilient and resourceful, but we can't carry the burden alone. We need fair policies, reliable technologies, and strong markets to keep Missouri agriculture competitive and sustainable.
- Farmers are concerned about persistently high input costs, particularly fertilizer. It is more important than ever to take every opportunity to incentivize domestic production of the key bulky fertilizers-nitrogen, phosphorus, potassium, and sulfur-to strengthen supply chains and reduce farmer risk.

Mosaic

Booth 83

Matt Sowder

Director of Field Solutions

- Learn about the three pillars of nutrient use efficiency and their role in maximizing return on fertilizer investment (ROFI).
- Discover how Bio Crop Nutrition products like BioPath and PowerCoat® make nutrients more accessible to maximize the ROFI of what is already being applied.

Dr. Ross Bender

Director, Product Development

- Hear about the latest R&D and innovations in advanced crop nutrition from The Mosaic Company.
- Find out what return on fertilizer investment (ROFI) is, why it matters, and how growers can maximize it for greater profit potential.
- Learn how performance fertilizers like MicroEssentials and Aspire build the foundation for strong ROFI.

National Cattlemen's Beef Association

Booth 49

Ethan Lane

Vice President, Government Affairs

- Ethan Lane will be available to discuss the current status of New World screwworm and its impacts on the cattle and beef industry. He will also be available to discuss the current updates on NCBA policy priorities in Washington, D.C.

Gene Copenhaver

President-Elect

- Gene Copenhaver will be available to discuss current issues impacting the cattle and beef industry. He will also be available to discuss his priorities for the association during the year ahead when he will be serving as NCBA president.

Dr. Nancy Jackson, DVM

Chair, Federation of State Beef Councils

- Dr. Nancy Jackson will be available to discuss NCBA's work as a contractor to the Beef Checkoff. She can also speak to the importance of the Federation of State Beef Councils and the role it plays to unite the work of state beef councils across the United States.

National Corn Growers Association

Booth 40

Jed Bower

President, NCGA

Kenneth Hartman Jr.

Chairman

- Biofuels, trade, ag policy, corn economics, MAHA

Krista Swanson

Chief Economist

- Corn economics

Matt Frostic

First Vice President

Neil Caskey

CEO

- Biofuels, trade, ag policy, corn economics, MAHA

National Crop Insurance Services

Booth 29

Dr. Tom Zacharias

President

- Crop insurance is the cornerstone of the farm safety net that farmers and ranchers rely on to protect them in times of disaster. In 2024, 543 million acres, including thousands of acres of specialty and organic crops, were protected by crop insurance across all 50 states. This protection, totaling more than \$192 billion in liability on growing crops and livestock protection, is a critical risk management tool that helps farmers recover when Mother Nature strikes.

National Farm Medicine Center

Booth 79

Jerry Minor

Chief, Pittsville (Wis.) Fire Company

- Why farmers trust firefighters to provide safety advice
- Specialized agricultural safety-training clinics now available for rural fire departments nationwide
- The challenges and rewards of being a rural firefighter

Melissa Ploeckelman Brown

Outreach Specialist

- National action plan for the safe participation of youth in agriculture
- Rural firefighter agricultural safety-training clinics now available nationwide
- Farm injuries are not “accidents”- the case for a terminology shift
- Stop, Think, Act: the all-purpose safety strategy

Scott Heiberger

Communications Manager

- National action plan for the safe participation of youth in agriculture
- Tickborne illness: stop by for your free tick removal kit
- Tell a Story, Save a Life: embedding safety messages into first-person injury accounts
- Stop, Think, Act: the all-purpose safety strategy

National Farmers Union

Student Internship

Booth 34

Mike Stranz

Vice President of Advocacy

- Family farmers are in a financial crisis. 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.
- Congress must act on H-2A reform to ensure farmers have a reliable, skilled workforce.
- Trade policy should put U.S. producers first. Fixing unfair deals is critical to farm viability.

Anne Steckel

Sr. Advisor

- 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 family farmers, and a stronger rural economy.

National Grain & Feed Association

Booth 82

Max Fisher

Chief Economist and Treasurer

- The Harvest Economy: the economic importance and impact of America's grain and feed industry
- Legislative priorities: the Farm Bill, US Grain Standards, Surface Transportation Reauthorization
- Trade and CFTC-related issues
- NGFA's annual CEC and Trade Show in Indianapolis, Ind., Dec. 7-9

National Pork Board

Booth 78

Neal Hull

Director of Domestic Market Development

- The “Taste What Pork Can Do” brand campaign reaches younger consumers with digital-forward advertisements about pork’s taste/texture, convenience and balance.
- Developed with help from a cross-section of industry professionals, the long-term campaign aims to boost domestic demand.
- Research has helped NPB understand where, when and how to reach consumers.
- NPB staff consult with 42 state pork associations to strengthen local efforts of the “Taste What Pork Can Do” brand campaign.
- Point-of-sale materials, incremental ads and displays that drive in-store purchases are taking the brand campaign to the retailer level, helping consumers move one step closer to making a purchase.

National Pork Producers Council

Booth 65

Student Internship

Lori Stevermer

NPPC Immediate Past President

- California Proposition 12
- Environmental sustainability
- Farm Bill
- Foreign animal disease

Scott Hays

Missouri Pork Producers Association Executive Director

- International trade and tariffs
- Line speeds
- Producer perspective
- Workforce

Seth Mitchell

Nebraska Pork Producers Association Executive Director

- Animal health
- California Proposition 12
- Workforce
- Young Pork Advocates

Lucy Russell***NPPC Director of Producer Engagement***

- Grassroots initiatives and outlook
- Legislative Education Action Development Resource (LEADR)
- Make America Healthy Again (MAHA)
- Neil Dierks Scholarship
- Pork Leadership Institute (PLI)
- U.S. Pork Center of Excellence (USPCE) Swine Legacy Scholarship

Colby Ferguson***Texas Pork Producers Association Executive Director***

- Texas Pork Producers Association Junior Ambassador Program
- Workforce

National Sorghum Producers

Booth 26

Tim Lust***CEO*****Amy France*****Board of Directors Chair***

Sorghum Farmers Need Action:

- Trade is critical to sorghum's future: With China's sorghum purchases paused (accounting for ~90% of sorghum exports), U.S. growers face immediate challenges in moving grain. NSP is pressing for both renewed access in China and expanded opportunities in key new markets such as India, Vietnam, and Mexico.
- Biofuels drive demand: The Clean Fuel Production Credit (45Z) represents the most significant near-term income opportunity for sorghum farmers. NSP is advocating for clear, workable rules so growers can fully participate. Coupled with the push for year-round E15, sorghum stands to be a leading feedstock for low-carbon biofuels.
- Farm policy must evolve: The One Big Beautiful Bill Act delivered critical safety net updates for farmers, but the next step is a forward-looking "Farm Bill 2.0" to ensure long-term stability. Sorghum farmers need certainty on policy to ensure they are capable of weathering volatile markets.

Norma Ritz Johnson***Executive Director, United Sorghum Checkoff Program***

- New human food studies: First-ever clinical trial on whole grain sorghum's health benefits
- Strong 2025 crop year with updated production and quality highlights
- Sorghum for silage: big growth in use as a versatile, cost-effective feed option
- Expanding demand in human food, aquaculture, and pet food markets
- Continued international market expansion, with new markets and events like Export Sorghum
- Low input costs, drought tolerance, and crop rotation benefits for 2026 planting decisions

NewLeaf Symbiotics

Booth 21

Natalie Breakfield

VP, Research & Discovery

- Are your listeners struggling with the unpredictability of pest and disease pressure? Natalie talks about biocontrol with NewLeaf, priming the plant for season-long protection in 2026.
- Broad-acting EPA-registered bioinsecticide TS201 and EPA-registered biofungicide TS601 help to add additional modes of actions to farmers' integrated pest management plans.

Aaron Kelley

Chief Commercial Officer

- We're three years into ag's down economy, yet NewLeaf continues to grow through performance. Aaron discusses the juxtaposition between biotech yielding results and farmers' quest for improved ROI.
- NewLeaf technology expects to double applied acreage in CY26. Aaron discusses technologies impacting that growth and preliminary 2025 field findings.

Nofence

Booth 107

Meghan Filbert

Community and Partnership Manager

- Stop by to learn how Nofence's pioneering virtual fencing technology helps farmers boost profitability with reliable, scalable solutions built to last.
- Learn how Nofence enables regenerative, rotational grazing that improves the health of pastures, reduces fire risk, and contributes to broader conservation goals.

Charles Hord

Sales Specialist

- Discover how Nofence saves ranchers thousands each year by lowering labor, fencing, and feed costs through efficient herd management.
- Learn how Nofence gives producers greater control, visibility, and peace of mind through simple, real-time technology. Nofence allows farmers to manage operations remotely, with alerts that support quick, confident decisions.

Novonesis

Booth 32

Dr. Steve Lerner

Senior Scientific and Business Advisor

- Discover how probiotics support gut health and immunity, improve feed efficiency and enhance overall animal health.
- Learn how the strains in Novonesis products matter when it comes to getting the most out of probiotics for beef, dairy, swine and poultry.

Courtney Shriver

Key Account Manager, Plant Health

- Learn how to combat early-season stress and protect your seed investment for optimal return at the end of the season with the Prescriptive Biosolutions approach from Novonesis.

Nutrien

Booth 12

Student Internship

Amy Crozier

Senior Marketing Representative

Mark Howell

Senior Agronomist

- 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 with Nutrien's Senior Agronomist, Mike Howell, features industry experts breaking down the latest crop nutrition research and news.
- Nutrien eKonomics recently released two new calculators to help growers and agronomists make more informed and profitable crop management decisions - the profit planner and dry fertilizer blender.
- Nutrien is a global provider of world-class fertilizer solutions and inputs, including potash, nitrogen and phosphate fertilizer products, designed to meet the needs of farmers and growers.

Nutrien Ag Solutions

Booth 6

John Maman

Nutrien Financial - Director of Business Development

- NAVIGATING THE 2026 FINANCIAL LANDSCAPE
 - Following a challenging 2025 marked by high interest rates, tight capital, and volatile commodity prices, farmers are entering the 2026 season with a heightened level of uncertainty in financial planning. Nutrien Financial offers expert guidance and practical tools to help farmers evaluate profitability, manage risk, and make informed strategic decisions throughout the year. By leveraging tailored financing solutions, integrated crop planning, and market insights, farmers can navigate uncertainties, optimize cash flow, and position their operations for a more resilient and successful 2026 season.

Jeff Garlich

Director, Product Development, Nutrien HUB

- NUTRIEN HUB INTEGRATES RETAIL, FINANCE, & AGRONOMY FOR SMARTER FARMING
 - Nutrien Ag Solutions has expanded its Nutrien HUB, a digital platform that integrates retail services, agronomic insights, environmental data, and financing into one streamlined tool for US farmers. The platform enables farmers to submit credit applications, manage payments, access paperless statements, view financing offers, track weather insights, and collaborate on crop planning - all from a single, secure portal. With additional capabilities in development, including enrollment in competitive financing programs, the Nutrien HUB empowers farmers to make faster, smarter decisions, streamline operations, and maintain greater control over both agronomic and financial aspects of their farms.

Jake Walker

Loveland Products - Director of Marketing

- LOVELAND PRODUCTS - 2026 PORTFOLIO LINEUP
 - Loveland Products is driving innovation in agriculture with a rapidly growing portfolio spanning biologicals, biostimulants, adjuvants, crop protection, and more. By integrating cutting-edge science with practical, field-ready solutions, the company empowers farmers to maximize crop performance, enhance sustainability, and optimize farm efficiency. With a focus on breakthrough technologies and market-leading products, Loveland is setting the standard for delivering the next generation of tools that help farmers succeed today and into the future.
- TITAN XC CELEBRATES 100 MILLION ACRES OF FARMER SUCCESS
 - Nutrien Ag Solutions is celebrating a major milestone as Titan XC reaches 100 million acres treated across the US, helping farmers maximize the efficiency of their dry fertilizer applications. This biocatalyst accelerates the breakdown of phosphorus and potassium, making nutrients available to plants more quickly, enhancing root development, and optimizing yield potential. Farmers nationwide are seeing tangible results, including higher crop yields and stronger returns on investment - even under challenging economic conditions.

Elizabeth (Lizzie) French

Waypoint Analytical, Manager of Soil Biology

- **REVOLUTIONARY TOOL INTRODUCED TO DECODE SOIL HEALTH**
 - Waypoint Analytical introduces its new “Soil Biology Report”, a comprehensive tool designed to assess and enhance soil health by focusing on microbial activity. Unlike traditional soil tests that primarily measure nutrient levels, this report delves into the functional genes of soil microbes responsible for cycling essential nutrients like nitrogen, phosphorus, potassium, and sulfur. By evaluating microbial processes such as nitrogen fixation, nitrification, phosphorus and potassium solubilization and sulfur oxidation, the report provides insights into the soil's biological fertility and its capacity to decompose residues and cycle nutrients. This holistic approach to soil analysis now enables farmers and agronomists to identify underlying causes of field variability, validate the effectiveness of soil amendments, and make informed decisions to optimize soil health and crop productivity.
- **MAXIMIZING YIELDS AND ROI THROUGH SMARTER SOIL ANALYSIS**
 - Maximizing farmer ROI begins with healthy, productive soil - because every decision about fertilizer, irrigation, and crop management has its roots in the soil beneath the field. Understanding the complex interactions of nutrients, water, and microbial activity is critical to driving higher yields, reducing input costs, and improving long-term sustainability. As one of the largest agricultural and environmental testing laboratories in the US, Waypoint Analytical delivers science-based data and some of the industry's most advanced soil testing capabilities - empowering farmers to optimize inputs, maximize yields, and achieve long-term sustainability.

Phospholutions

Booth 73

Craig Dick

Vice President of Sales and Marketing

- RhizoSorb® is setting a new standard for phosphorus efficiency in modern agriculture. Discussions will center on how RhizoSorb enables farmers to maintain or increase yields while reducing applied phosphate by up to 50 percent, supported by more than four years of on-farm research across 18 states. Emphasis will be placed on the economic advantages - helping growers save \$2 to \$3 per acre while improving nutrient utilization and the environmental benefits of minimizing phosphorus loss to waterways and preserving a finite global resource. In addition, we will highlight the experiences of our retail and grower partners who have validated these results in the field, demonstrating that RhizoSorb consistently delivers both agronomic performance and sustainability.

Pivot Bio

Booth 51

Pivot Bio Agronomists

- Advancing Nitrogen Efficiency with Pivot Bio PROVEN® G3 and New Cotton Technology
 - Learn how Pivot Bio's newest nitrogen-fixing technology, PROVEN G3, is redefining in-season nutrition with a weatherproof, on-the-root source of nitrogen.
 - Hear how PROVEN G3's three modes of action feed the crop daily, enhance nutrient uptake, and strengthen stand establishment for more consistent yield potential.
 - See early field results showing stronger root development and strong yield advantages in corn treated with PROVEN G3.
 - Get an introduction to Pivot Bio's new cotton product - bringing the proprietary same gene-edited microbial advantage to a new crop and region.
 - Learn how Pivot Bio agronomists are working alongside growers to optimize nitrogen plans for resilience across variable weather and soil conditions.

POET

Booth 7

Doug Berven

Vice President of Corporate Affairs

- POET's acquisition of a facility in Obion, TN
- POET ranked the 15th largest container shipper in the U.S.
- How year-round E15 can boost corn markets

Practical Farmers of Iowa

Booth 101

Jon Bakehouse

Row Crop Farmer and PFI Member

- Talk with a farmer directly about improving soil health, installing prairie strips, establishing trees and shrubs, cover cropping and more.
- Hear Jon's insights from participating in 14 PFI on-farm research trials - from cover crop termination timing to cutting nitrogen rates.

Jack Boyer

Row Crop Farmer and PFI Member

- Discuss cover cropping, farmer-led research, reducing nitrogen rates, integrating small grains and more.
- Learn about Jack's participation in 30 PFI on-farm research trials, testing everything from biologicals to using cover crops for weed suppression.

Morgan Jennings

PFI's Field Crops Viability Coordinator

- Learn about Practical Farmers of Iowa (PFI), a nonprofit with nearly 9,000 members helping farmers to build resilient farms via farmer-led events, on-farm research, business support and more.

Propane Education and Research Council

Booth 81

Mike Newland

Director of Agriculture Business Development

- Backup Power & Resilience: Explore how propane systems provide reliable energy during grid outages and peak demand events.
- Economic Value & Incentives: Review new research on propane's cost savings compared to diesel/electric, plus available incentives like the Propane Farm Research Program and REAP grants.
- Propane Farm Equipment Versatility: Learn how farmers are using propane-powered irrigation engines, grain dryers, livestock and greenhouse heating systems, and soil steaming/flame weeding technology to improve efficiency, protect yields, and reduce chemical and fuel costs.
- Future Innovations in Ag Propane: See what's next in propane-powered equipment and technology for agriculture, with early insights from the latest research.

PTx

Booth 28

Bryce Baker*North America Tactical Marketing Director*

- Stop by to interview Bryce about any topics related to precision ag and technology, including Precision Planting and PTx Trimble products.
- The PTx business is accelerating the ability for farmers to retrofit their existing equipment with the latest technology, allowing all farmers to access the latest technology without needed to buy new equipment.

Mike Schlitt*Strategic Marketing Manager*

- Stop by and talk to Mike about new products and trends in precision ag that are impacting how farmers run their operations.
- In his role, Mike's team focuses on new products coming to market, and Mike can speak to the latest innovations on the market from PTx.

Purina Animal Nutrition

Booth 70

Dr. Olivia Genther-Schroeder*Senior Technical Innovation Manager, CMR & Dairy*

- How calf stress management impacts lifetime productivity and what producers can do to proactively manage these inevitable stressors.
- The role of the microbiome in calf immunity, digestion and growth and how to lay the groundwork for lifelong gut health in the calf stage.

Ted Perry*Director, Beef Cattle Technical Services*

- Breeding season risk management strategies to reduce embryonic loss and maximize calf weight.
- Tips for supporting cattle during critical transitions: weaning, calving and breeding.

Laurence Williams*Beef-on-Dairy Specialist*

- Market trends driving the growth of the beef-on-dairy sector and why they're becoming an essential part of the supply chain.
- Key findings from the second edition of the Beef-on-Dairy Industry Report.

Purple Wave Auction

Booth 52

Doug Mehner

Territory Sales Manager

Travis Templeton

Field Events & Marketing Specialist

- Learn about Purple Wave Auction and our no reserve online auctions for construction, ag, fleet and government equipment.
- Explore how Purple Wave Auction is the easiest, most straightforward way to buy and sell equipment in the marketplace.

Rabobank

Booth 17

Stephen Nicholson

Global Sector Strategist for Grains & Oilseeds, Rabobank

- Visit with Stephen - Global Grains & Oilseeds Sector Trends
 - Each commodity cycle is different, how is this down cycle different and what makes it particularly worrisome?
 - Farmland values are showing softness across the U.S. Corn Belt, what is the downside potential for farmland prices?
 - In down cycles, U.S. agricultural policy becomes more important, what are the short-term and long-term impacts of recent legislation?

Lance Zimmerman

Senior Beef Analyst

- Visit with Lance - U.S. Beef Cattle Sector 2026 Outlook
 - Expectations for the beef cow herd rebuild, total cattle inventories and beef supplies into 2030
 - Opportunities for the beef industry as US consumer demand reaches highs not seen since 1983
 - Unintended consequences of record-high cattle and beef prices for market participants

RCIS

Booth 72

Tim Leier

Vice President of Technical Claims, West Region

- Discover how RCIS is streamlining the claims process with faster communication, real-time updates and efficient reporting - saving farmers time when it matters most.
- Learn how tools like text messaging, direct deposit and precision ag platforms help growers get paid more quickly and easily stay connected with adjusters throughout the season.

Stefanie Wolfe

RCIS Sales & Service Manager, Great Lakes Region

- Explore why risk management planning is critical going into 2026, and how new policies, market shifts and expanded crop insurance benefits are shaping the future for farmers, ranchers and growers.
- Learn how our agents, innovative coverage options and technology modernization are helping growers protect their operations with greater confidence and efficiency.

Renewable Fuels Association

Booth 43

Geoff Cooper

President and CEO

- RFA priority one: nationwide, year-round E15
- Renewable Fuel Standard: going strong at 20
- 45Z tax credit status check
- Tariff impacts on opportunities for U.S. ethanol
- New ethanol uses and bioproducts

Robert White

Senior VP, Industry Relations & Market Development

- Ethanol strengthens the farm economy
- E15 and fuel retailers: What we, are seeing
- Status report on automakers and FFVs
- Ethanol market development update

Streamline Ag

Booth 92

Paul Konrad

Managing Director

- Biologicals in agriculture: How to sort through the noise and determine what biologicals work for U.S. farmers.
- Streamline Ag: The company has undergone rapid growth in recent years to emerge as a major player in crop inputs.
- Evolution of Agriculture: Technology today allows a tailored approach to agriculture. New areas of growth include:
 - Impactful delivery systems for biologicals
 - Natural solutions to replace synthetic inputs
 - Better understanding of how seed and biologicals work together to improve plants and soil

Allen Hensley

Technical Sales Specialist

- Crop input considerations: Texas-area crops including corn, cotton, watermelon, more.
- De-risking cotton: Solutions to improve cotton stands, decrease replanting and lowering inputs for farmers.
- Biologicals in agriculture: How to sort through the noise and determine what biologicals work for U.S. farmers.

Trent Friesen

Business Development Manager

- Crop input considerations: Midwest crops including corn, soybeans, wheat, silage for beef and dairy, and more.
- Cut fertilizer costs, improve phosphorus concentration: With rising fertilizer costs affecting the bottom line for farmers, new solutions have emerged to unlock more phosphorus in your soil.
- Biologicals in agriculture: How to sort through the noise and determine what biologicals work for U.S. farmers.

Swine Health Information Center

Booth 105

Dr. Lisa Becton

Associate Director

- Learn about the latest ongoing H5N1 flu research
- Wean to harvest biosecurity takeaways for producers
- New World screwworm and how it can affect pigs

Syngenta

Booth 53, 54, 55

Dean Grossnickle

Technical Development Lead

- Upon EPA registration, Opello insecticide will help protect corn crops from corn rootworm and other soil-dwelling insect pests via a formulation designed to offer tank-mix compatibility with starter fertilizers. The product is powered by PLINAZOLIN® technology, a new active ingredient with no known resistance or cross-resistance to other insecticides.

Val Dolcini

Head of Public Affairs, North America

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

Tyler Harp, Ph.D.

Technical Product Lead

- Disease management lessons from 2025: Discuss the intense disease storm growers faced this season and management strategies to stay ahead in 2026 with help from plant-health fungicides.
- Protecting yield and crop quality from Fusarium / Gibberella ear rots and mycotoxins.

Dale Ireland, Ph.D.

Technical Product Lead

- Introducing Victrato seed treatment: Preview an upcoming soybean seed treatment for nematodes, Sudden Death Syndrome, Red Crown Rot and early-season suppression of foliar diseases.
- Maximizing seed investment return: How Syngenta seed treatments can help soybeans emerge healthier and stronger, reducing the replant risk and ultimately boosting potential ROI.

Matt Dolch

Corn Traits Manager

- Syngenta is leading the fight against corn rootworm with Durastak, the industry's first 3 Bt protein stack for corn rootworm control. This powerful new tool will be commercially available for the 2027 season, giving farmers an innovative tool to help protect their yields against above-and below-ground pests.

Jared Benson

Head of Soybean Portfolio Strategy

- Syngenta and M.S. Technologies, L.L.C. are co-launching a breakthrough herbicide-tolerant soybean trait stack that will provide farmers tolerance to more active ingredients than any soybean trait in the industry, including glyphosate, glufosinate, 2,4-D and multiple HPPD herbicides. This trait stack will unlock new options for pre-emergence weed control in soybeans.

The Fertilizer Institute

Booth 20

Veronica Nigh

Chief Economist

- Market Dynamics
- Fall Application
- Critical Minerals
- Low Carbon Ammonia
- Sustainability
- 4R Nutrient Stewardship - 4R Advocates & 4R Acre Goal
- Transportation/Infrastructure
- Certified Biostimulant Program
- Farm Bill - Conservation Funding

The Purdue University and CME Group

Booth 19

- The Purdue University/CME Group Ag Economy Barometer is a nationwide measure of the health of the U.S. agricultural economy. The index is based on a monthly survey of 400 agricultural producers on economic sentiment. This partnership between CME Group and Purdue University provides an important tool for producers, economists, traders, finance industry professionals and journalists who are interested in understanding the agriculture industry and the broader global economy.

U.S. Custom Harvesters, Inc.

Booth 41

Aubree Thouvenel

Board Director

- Details of the farm labor crisis
- How custom harvesters are dealing with the labor pool options

Mychal Neumiller

Board Secretary

- Learn about this past grain harvest across the Midwest
- Problems the custom harvest industry is facing

Paul Paplow

Board President

- Who is U.S. Custom Harvesters?
- How does the organization promote the harvesting industry?

U.S. Grains and BioProducts Council

Booth 60

Andrew Brandt

Director of Trade Policy

- International Agricultural Trade Policies
- International Trade Relationships
- Biotechnology

Ellen Zimmerman

Director of Industry Relations

- State agricultural association involvement in international trade

U.S. Meat Export Federation

Booth 75

Dan Halstrom

President and CEO

- The current state of red meat exports and global demand for U.S. pork, beef and lamb, ongoing trade negotiations, market access obstacles, the value exports deliver for livestock and grain producers and the importance of market diversification and developing new markets. He can also speak to the critical role of checkoff and USDA support for USMEF's global marketing efforts.

Joe Schuele

Sr. VP of Communications

- Mr. Schuele's main role at Trade Talk is to manage interviews for Dan Halstrom and Jay Theiler. But as needed, he can discuss the current state of red meat exports and global demand for U.S. pork, beef and lamb, ongoing trade negotiations, market access obstacles, the value exports deliver for livestock and grain producers and the importance of market diversification and developing new markets. He can also speak to the critical role of checkoff and USDA support for USMEF's global marketing efforts.

John Herath

Assistant VP, Communications

- Mr. Herath's main role at Trade Talk is to manage interviews for Dan Halstrom and Jay Theiler. He can also provide b-roll from international markets, additional audio content and other key services for broadcasters. As needed, Herath can discuss the value exports deliver for livestock and grain producers and the importance of market diversification and developing new markets. He can also speak to the critical role of checkoff and USDA support for USMEF's global marketing efforts.

Jay Theiler

USMEF Chair and Executive VP of Corporate Affairs for Agri Beef Co.

- Mr. Theiler (pronounced TYLER) is the newly elected chair of USMEF, beginning his one-year term on Nov. 14, 2025. He has been active in USMEF's volunteer leadership for many years, previously serving as chair of the USMEF Exporter Committee. Theiler can discuss the value USMEF delivers for member companies and organizations, and the important role USMEF plays in uniting many diverse sectors of agriculture behind the common goal of expanding global demand for U.S. red meat. He can also speak to the critical role of checkoff and USDA support for USMEF's global marketing efforts for U.S. beef, pork and lamb.

U.S. Soybean Export Council

Booth 31

Reggie Strickland

USSEC Board of Directors and North Carolina Farmer

Janna Fritz

USSEC Board Chair & Michigan Soybean Farmer

- USSEC works in over 90 markets worldwide to:
 - differentiate the quality and value of U.S. Soy
 - elevate a preference for U.S. Soy products
 - attain access to markets for U.S. Soy
- Visit with our directors to:
 - gain insight on current global soy market conditions
 - hear about opportunities and developments in U.S. Soy's key international markets
 - understand the pivotal role of U.S. Soy's sustainability for global customers as they incorporate the Sustainable U.S. Soy brand logo on packaging labels and recognize U.S. Soy's lowest carbon footprint compared to soy of other origins
 - learn how global Soy Excellence Centers are enhancing workforce training and capacity-building in emerging markets

U.S. Wheat Industry

Booth 27

Gary Millershaski

USW Vice-Chairman and Kansas Wheat Farmer

- Increase in wheat exports in 2025
- USW's work around the world to promote exports
- Largest markets and emerging markets for U.S. wheat

United Soybean Board

Booth 30

Philip Good

United Soybean Board Chair, Mississippi Farmer

- Amid trade uncertainty, the Soy Checkoff drives domestic demand through soy inclusion in animal diets, biobased alternatives like tires, firefighting foam and bioplastics, and biofuels in railroads, maritime shipping and home heating.
- Diversifying exports into 80+ markets promoting U.S. Soy's quality, sustainability and reliability attributes.

Carla Schultz

United Soybean Board, Communication & Education Chair, Michigan Farmer

- Protecting U.S. soybean farmers' stake in the edible oils market by promoting the heart health benefits of seed oils and the economic advantages to consumers and the food supply chain.
- Addressing major yield threats and checkoff-funded research to combat soybean yield loss due to drought, soybean cyst nematode and other pests.

Keenan McRoberts

United Soybean Board, Executive Vice President of Strategy

- Soy Checkoff priorities across food, feed, fuel, industrial, exports and sustainable production market segments.
- U.S. Soy's Center for Animal Nutrition and Health (U.S. Soy CAN) supporting animal production and profit delivering solutions for nutritionists, veterinarians and producers.
- Opportunity for U.S. soybean farmers to lead the global agricultural sector in differentiated and resilient production systems.

UPL

Booth 84, 85

Gene Gengelbach

Forage Specialist, Nutrition Technical Services, Advanta Seeds

- Stop by to talk about Advanta's iGrowth® Technology, the world's first non-GMO herbicide-tolerant sorghum technology, giving U.S. growers post-emergence control of grassy weeds with IMIFLEX® herbicide- improving yield potential, reducing competition and protecting profitability across variable growing conditions.
- Also learn how iGrowth is strengthening sorghum's role in sustainable U.S. agriculture by helping farmers manage herbicide resistance, reduce tillage, and maintain soil health, aligning with the industry's sustainability and stewardship goals while advancing sorghum's competitiveness against other major crops.

Lynn Justesen

Technical Service Manager

- Stop by to learn about a new L-glufosinate soybean herbicide that delivers broad spectrum weed control while reducing application rates by 45%.
- Lynn will also be sharing insights and recommendations for tar spot and southern rust management in corn, as well as for atrazine weed resistance.

Steve Sopher

Technical Service Specialist

- Stop by to interview Steve on the importance of protecting seed investments from disease and pests, especially for growers wanting to plant early.
- He will also be introducing advanced new seed treatment solutions being added to the UPL portfolio.

Tristen Avent

Technical Service Specialist

- Tristen will be introducing a new seed safener for rice that reduces crop injury from applications of clomazone by 25-50%, allowing growers to get better weed control with less risk of herbicide bleaching.
- He will also be available to share agronomic insights from this season across crops in his Southern territory.

Valent BioSciences

Booth 64

Ben Dahlstrom

Director of Sales & Technical Services

- With so many biostimulant options available in a noisy market, learn how farmers can choose the right biostimulant solution for their farm.
- Learn about our two new biostimulant products: a novel ripening agent for sugarcane and a biostimulant designed to improve strawberry sizing and uniformity.

Drew Harmon

Technical Agronomist

- One size does not fit all. Dive into how growers can position biostimulants to drive improved crop performance and ROI.
- Learn about the Optimization Window, a period of time during the season when growers have an opportunity to boost results with the right support.

Valent U.S.A.

Booth 63

Tiffany Dean

Vice President, Sustainable Solutions

- Valent U.S.A. develops and markets products that protect crops, enhance yield potential and improve crop quality. Explore Valent's Sustainable Solution Criteria for products, including herbicides, and how they support growers' goals around sustainability, soil health and productivity, as well as Conservation Practice Standards.

Will Griffin

Segment Manager - Row Crops

- Valent U.S.A. develops and markets products that protect crops, enhance yield potential and improve crop quality. As soil temperatures dip, fall-applied herbicides can help growers manage the weed seed bank in their fields and set them up for success in #Plant26. Visit with Will Griffin about what growers should consider now, and as they build their plans for the year ahead.

Vive Crop Protection

Booth 22

George Huckabay

Lead Agronomist

- Discover how farmers are using Averland® FC nematicide to protect corn and cotton from nematode pressure, boosting yield and ROI. Pending EPA registration in Spring 2026, Averland FC will also help soybean growers manage Soybean cyst nematodes (SCN).
- Phobos FC demonstrates strong performance in peanuts, delivering consistent disease control with noticeably less leaf burn compared to standard fungicides.

Dor Kestecher

Sr. Portfolio Manager

- Vive's 2025 lab expansion and investment in the High-Velocity Commercialization Engine (HVCE) are accelerating the launch of new products across Canada and the U.S. in the coming years.
- New research highlights the strength of Vive's sugarbeet portfolio, delivering proven performance and expanded protection: AZteroid® FC 3.3 fungicide, AZterknot® fungicide, Phobos® FC fungicide, and (new) Midac® 4 insecticide.

Wyffels Hybrids

Booth 36

Robby Meeker

Wyffels Hybrids Agronomy Manager

- Post-Harvest Insights: What We Learned from 2025
- 2026 Preview: What's Coming from Wyffels including new products and performance.
- Why should I plant a diversified package in 2026?



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