

TRADE TALK²⁰¹³ GUIDE

AN OVERVIEW OF TRADE TALK COMPANIES,
THEIR SPOKESPERSONS AND INTERVIEW TOPICS.

SPONSORED BY:

K KOCHTM
KOCH AGRONOMIC SERVICES, LLC

FMC.

25 X '25 / Solutions from the Land

Booth: 96

Bart Ruth, Nebraska soybean farmer and Co-Chair, 25x'25 Alliance

- America's energy future- the path forward for 25x 25; Farm Bill Energy Title; How farmers, ranchers and foresters can manage the land to deliver the food and energy needed to support a growing population and economy, while importing biodiversity and health of our environment

Ernie Shea, Project Coordinator for 25x 25; Solutions from the Land; and the Native Pollinator in Agriculture Project

- Will provide additional background on the 25x 25 and the Solutions from the Land initiatives and discuss ways to reap benefits of free pollination services from native pollinators.

AGP

Booth: 86

Terry McClatchey, Marketing Manager, AGP, St. Joseph, Missouri

- Growth in AGP's international markets through its PNW export facility at the Port of Grays Harbor in Aberdeen, Washington
- Expansion of AGP's branded products - AminoPlus high performance by-pass protein for the dairy industry and SoyGold soy biodiesel
- Capital investments at AGP processing/refining plant locations including St. Joseph, MO; Eagle Grove, IA; and Dawson, MN
- Early look at new crop soybean quality

Agricultural Retailers Association

Booth: 36

Darren Coppock, ARA President & CEO

- Policy issues affecting the ag retail industry.

Agrium Advanced Technologies

Booth: 46

Bryon Strait, Marketing Manager, ESN

- Product attributes of ESN Smart Nitrogen
- Nitrogen management
- Convenience of ESN
- ESN supply and demand

Sarah Fox, Sustainability Leader

- Government programs available today and where farmers can find more information
- What role does ESN play
- What is Enhanced Efficiency Fertilizer (EFF)
- Sustainability

Matt Clover, Midwest Agronomist

- ESN production research
- Fall application of ESN
- Consistency of yield ESN provides
- Flexibility of applications for ESN
- Soil testing

Jason Gardner, Product Manager, Micronutrients

- Full line of AMP micronutrients
- Water solubility of micronutrients
- Improving soil performance and crop potential

Ben Cicora, North American Sales Manager

- ESN product attributes
- Recommended uses of ESN

Agro-Culture Liquid Fertilizers

Booth: 101

Troy Bancroft, CEO

- Fertilizer Industry Trends, IQhub future of agriculture, mentoring future agriculturists, Crop Nutrient Research, Running a successful family business

Galyann Beer, Senior Sales Manager

- Grower's buying psychology
- Industry Trends
- Grower Support customer experience and service challenges growers face through 2014 and beyond

Lonny Smith, Senior Marketing Manager

- Social/ Environmental expectations and implications
- Industry Alliances
- Responsible Nutrient Management
- Integrated Communications

AgStar Financial Services

Booth: 24

Paul DeBriyn, CEO

- Innovative Funding Solutions for Rural America
- Legislative Impacts to Agriculture
- Economics of Agriculture and Long-Term Perspectives on Ag Financing
- Interest Rates

Alltech

Booth: 21

Aidan Connolly, Vice President

- Alltech's Crop Science explores viable and natural alternatives to fungicides, improves soil health by focusing on the microbes in the soil and uses precision nutrition to increase digestibility, protein and carbohydrate content of crops, which not only improves yields and nutrient values, but can also transfer down the food chain to improved production of the animals who consume them.
- At Alltech's Algae production facility in Winchester, Ky., Alltech SP-1 was recently developed to provide a consistent source of algae with a wide range of benefits for a variety of species and improvements for both ends of the value chain. Besides seeing an increase in immunity, a decrease in mortality and increased litter size in their herds, producers who utilize feeds with this type of algae will also be able to further brand their products as value-added DHA Omega-3 enriched for consumers.

Ann Kopecky, North America Field PR Manager

- Alltech will officially launch their In Vitro Fermentation Model (IFM) this winter. A support tool for nutritionists, IFM evaluates and troubleshoots dairy rations to maximize feed efficiency and reduce the ever-rising feed costs. Using IFM, we can identify barriers to diet fermentation, formulate rations based on nutrient availability and reduce energy losses.

Alta Seeds from Advanta

Booth: 29

Barry Lubbers, Director of Sales

- Alta Seeds is the U.S. brand for exclusive genetics and premium forage and grain sorghum hybrids from Advanta, the world leader in sorghum germplasm, research and marketing. Our industry-leading seed stock began with the acquisition of two highly-regarded sorghum breeding companies in the U.S. Now Advanta US has invested in multi-million dollar infrastructure improvements to our seed facility to continue providing first-class processing and quality assurance.
- The Alta Seeds line-up of forage sorghum products features the latest technology and advanced genetics with traits such as brachytic dwarf, BMR-6, dry stalk, male sterile and photo period sensitivity.
- New herbicide tolerant hybrids developed using conventional breeding methods are being tested in 2014. These non-GMO hybrids will give growers more versatile weed control with flexible application timing and crop rotation
- Forage sorghum, sorghum-sudangrass and sudangrass hybrids in the Alta Seeds lineup provide forage growers with prolific yields and excellent nutritional quality at significantly lower costs than corn. Drought tolerant sorghums are helping farmers produce high yields and feed value equal to corn silage with cost savings of up to \$215 per acre in total production costs.

American Angus Association/Certified Angus Beef LLC

Booth: 10

Steve Suther, Certified Angus Beef LLC, Director, Industry Information

- Why should anyone care about quality in beef?
- How can you add value to your cattle herd?

Jena Thompson, American Angus Association, Asst. Dir. Public Relations

- What impact does DNA technology have on the beef business?
- How can you reduce risk when rebuilding your cow herd?

American Farm Bureau Federation

Booth: 57

Bob Stallman, President

- Farm Policy, WRDA, Ag Labor, Tax Reform

Mary Kay Thatcher, Director, Congressional Relations

- Farm Policy

American Farmland Trust

Booth: 85

Jeremy Peters, Director of Federal Policy

- Conservation Compliance: A Common-Sense Reform for Crop Insurance
- Impacts of the federal Farm and Ranch Lands Protection Program
- Climate Change and Agriculture

American Lamb Board

Booth: 90

Dan Lippert, American Lamb Board Chairman

- Program Highlights for FY 2014
 - The Strategic Industry Roadmap
 - New Sustainability Assessment Report
 - New "Curriculamb" campaign designed to educate consumers about all things American Lamb
 - The Fifth American Lamb Jam Tour with a new Target Market- Austin Texas

American Seed Trade Association

Booth: 45

Andy LaVigne, President and CEO

- The Guide to Seed Treatment Stewardship campaign, germplasm preservation, co-existence, CSS 2013

American Sheep Industry Association

Booth: 89

Burton Pfliger, Vice President

- What is happening with the lamb markets.
- Availability of funding for flock expansion.

Peter Orwick, Executive Director

- Legislative Issues: Farm Bill, Immigration--Codification of foreign worker regulations, COOL

American Society of Agronomy/Certified Crop Adviser

Booth: 6

Walter Armstrong, Chair-elect Iowa CCA Board, Technical Sales Consultant (Crop Protection), 17 year CCA

- Certified Crop Advisers are at the forefront of innovation, in the development of comprehensive, real-world strategies to combat herbicide resistance. 403 cases of weeds, worldwide, have adapted a resistance to over 148 different herbicides.

Eric Welsh, Marketing Manager

Certified Crop Adviser Program/American Society of Agronomy

- As the CCA program completes its 20th year, it has renewed its focus on the next generation of agronomy professionals: Shortage of agronomy graduates; Connecting industry-demand with education; Evaluating the - young professional - talent pool; and Cultivating relationships with educational institutions.

American Soybean Association

Booth: 42

Danny Murphy, President

Ray Gaesser, First Vice President

Patrick Delaney, Communications Director

Jordan Lanham, Communications Manager

- Farm Bill
- Harvest and Market Issues
- Biodiesel and the RFS
- Biotechnology, Labeling Issues and Industry Efforts
- Trade with China, the TPP, and TTIP Negotiations with the EU
- Transportation and Waterways Infrastructure, including the WRRDA and WRDA Bills
- EPA and Regulatory Issues, SPCC, Waters of the U.S.
- Aquaculture
- Sustainability and the Soy Industry's Sustainability Protocol
- Foreign Food Aid
- Biobased Products

American Sugar Alliance

Booth: 76

Phillip Hayes, Communications Director

Ryan Weston, Board Member

- Sugar market; Farm Bill update; foreign subsidization; new "zero-for-zero" sugar policy.

AMVAC Chemical Corporation

Booth: 11

Ben Marion

Janine Smiley

Katana Ewbank

- The continued growth of corn rootworm population pressure, and the resistance of corn rootworm to traits in corn hybrids, and how growers can manage these issues effectively.
- Where and why growers in certain areas are seeing more need to manage nematodes in corn fields.
- The importance of being proactive in the development of weed management strategies and effectively manage hard to control and resistant weeds in their fields.

Animal Agriculture Alliance

Booth: 97

Kay Johnson Smith, President and CEO

- The oldest national non-profit organization speaking on behalf of farmers and ranchers, the Alliance is excited to discuss our latest Animal Rights Conference Report, how the Meatless Monday campaign is misrepresenting their participation levels, and other animal rights activist campaigns and targets. The Alliance will also provide an outlook on upcoming legislation affecting animal agriculture including Farm Protection (aka "ag gag") legislation.

Emily Meredith, Director of Communications

- As the Alliance monitors animal rights activist campaigns, it also proactively engages in the spaces and with the populations being most heavily targeted by activists. In that vein, the Alliance is excited to discuss our upcoming initiatives, current communications and outreach efforts including our College Aggies Online, the creation of our new virtual library housing 25+ years of animal rights historical documents and our new Farm Security Kit.
 - Questions are also welcome on the Alliance's outreach efforts with both Panera Bread Company and Chipotle.
 - Lastly, the Alliance is excited to announce the theme of our upcoming Stakeholders Summit, May 8-9, 2014 in Arlington VA "Cracking the Millennial Code," where we will examine hot-button issues including antibiotics, animal welfare, sustainability and communication through the lens of a Millennial.

Arysta LifeScience

Booth: 82

Kevin Staska, Product Manager, Fungicides

- More and more growers are using FORTIX™ Fungicide, which gives them the flexibility of a “one and done” early application, either with their last herbicide or foliar fertilizer application. Growers can count on FORTIX™ Fungicide applied whenever and however they want to provide season-long fungicide benefits under normal conditions. Come see Kevin Staska, Product Manager, Fungicides, Arysta LifeScience, Booth #82, to learn why FORTIX Fungicide can be applied early to maximize returns.
- Some fungicides provide great preventive control of tough diseases but don't give plants what they need to be healthy and strong. Others give great plant health benefits but aren't strong across multiple diseases. With EVITO® Fungicide, plants get fast-acting and long-lasting disease control. In Booth #82, Kevin Staska, Product Manager, Fungicides, Arysta LifeScience, will explain how EVITO has all the benefits of leading strobilurins, plus how it gets into the plant faster and lasts longer.

Chad Effertz, Herbicide Development Manager

- Annoying. This may be a word some wheat growers use to describe bothersome weeds. But there's another word that growers recognize when they use EVEREST® 2.0 Herbicide to fight key grass and broadleaf weeds: relentless. EVEREST® 2.0 is the only product that provides Flush after flush control with built-in safener technology. Come see Chad Effertz, Herbicide Development Manager, Arysta LifeScience, Booth #82, to find out more of how EVEREST 2.0 is safe on wheat and relentless on weeds.
- The cleaner the field, the higher the yield! Adding PRE-PARE® Herbicide to glyphosate burndown jumpstarts the growing season, providing residual control of weeds that pop up once glyphosate stops working; young wheat gets the head start it needs, and growers garner higher yields. PRE-PARE® gets past early wild oat/green foxtail flushes that can rob yields. Visit Chad Effertz, Herbicide Development Manager, Arysta LifeScience, Booth #82, to learn how PRE-PARE helps growers yield more spring wheat.

Association of Equipment Manufacturers (AEM)

Booth: 73

BASF Corporation

Booth: 60, 61

Luke Bozeman, Technical Market Manager, Herbicides

- Luke Bozeman provides technical support for BASF herbicide products including **Engenia™** herbicide, which will be the latest innovation in the modern Advanced Weed Control system. Bozeman is available to discuss the following topics:
 - **Engenia** herbicide – for dicamba-tolerant soybeans and cotton – will be a new tool for growers to control the toughest broadleaf weeds, including those resistant to glyphosate. We expect to launch **Engenia** herbicide for use in the 2015 growing season, following USDA approval of the dicamba-tolerant trait.
 - The **On Target Application Academy (OTAA)** program is in its second year and has trained more than 3,000 grower, retailer and custom applicators on herbicide application best practices to date. We plan to expand the reach of OTAA in 2014 through the addition of an online training program and more locations for in-person events.

Brianne Reeves, Ph.D., Technical Market Specialist, Fungicides

- Dr. Brianne Reeves is a member of the BASF Plant Health technical team. She supports field research efforts and manages technical training for **Priaxor®** fungicide. Reeves is available to discuss the following topics:
 - Advanced Plant Health – **Xemium®** fungicide, an active ingredient in **Priaxor** fungicide, provides growers with Advanced Plant Health benefits. Reeves will explain the concept of Advanced Plant Health and will describe how these benefits will continue to help growers get the most out of every acre.
 - **Priaxor** fungicide – A beneficial tool for growers that provides longest-lasting disease protection, consistent performance and Advanced Plant Health benefits to maximize yield potential in soybean and corn fields. Reeves can discuss recent research, grower success stories and application recommendations.

Kaleb Hellwig, Innovation Specialist

- As a BASF Innovation Specialist, Kaleb Hellwig serves as a trusted partner to help growers manage their operations more effectively. Based in Missouri, Hellwig partners with growers to provide sound agronomic recommendations, product expertise and advice on new tools and technologies. Hellwig is available to discuss the following topic:
 - Grower Engagement – BASF is committed to partnering with growers to ensure they're helping them become smarter in everything they do. The Innovation Specialist team was born from this focus. Hellwig can explain the new program and how it allows growers and Innovation Specialists to work together to solve problems and increase yield potential.

Bayer HealthCare

Booth: 72

Jim Lovin, Product Manager

- Bayer has recently received approval from the FDA to market ProstaMate™ and OvaCyst™ reproduction management products.

Dr. Larry Hawkins, Senior Veterinary Technical Services Representative

- Bayer has recently received approval from the FDA to market ProstaMate™ and OvaCyst™ reproduction management products. In addition, Dr. Hawkins will discuss Baytril®100 and Bayer's portfolio of insecticides.

Bruce Brinkmeyer, Manager, Insecticide Products

- Bruce will discuss the latest developments and product information for fly and pest management.

Todd Firkins, Livestock Category Manager

- Baytril® 100 is now approved to treat two new pathogens in swine and to control BRD in cattle.

Beck's Hybrids

Booth: 58

Scott Beck, Vice President

Ryan Parkin, Marketing Communications Manager

Ashley Fischer, Media Relations Coordinator

- Midwest farmers yield more than 300 Bu./A. in the Beck 300 Challenge. What was their 300 Challenge recipe?
- Illinois farmers continue to see corn rootworm resistance in their fields. What do they need to know to prepare for next year's crop?
- Weed resistance is on the rise in the Midwest. How is Beck's Hybrids preparing farmers for the fight against weed resistance?
- Treated vs. untreated seed. What are the benefits of Beck's Escalate yield enhancement system?
- Beck's continues to grow in southern Illinois with plans to purchase property in the Effingham region. The new property will serve as a distribution and Practical Farm Research (PFR)® facility.
- The Why I Farm movement honoring the American farmer continues to grow across the Midwest, reaching nearly 3 million people. How can you and your listeners join the movement?

Cargill AgHorizons

Booth: 43

Steve Becraft, Crop Inputs Manager- Cargill AgHorizons

Jody Longshore, Director of Corporate Responsibility, Cargill

Mark Klein, Communications Director

- The definition of sustainability seems to depend on whom you ask. For many farmers and ranchers, sustainability is about preserving the land and passing it on to the next generations. What are Cargill's food customers saying about this important topic and what does that mean for farmers?

Tom Legner, Product Territory Manager Cargill Crop Insurance

- The 2013 crop year is a world of difference from 2012. Susan and Tom return to the Trade Talk this year to discuss the decisions farmers will want to consider for a changed market environment.

Case IH

Booth: 51

Ryan Schaefer, Manager, HHP Tractor Marketing

- More than 20 new High Horsepower Tractors launched for 2014 Tier 4B Final Engines

Nathan Weinkauff, Harvest Marketing Manager

- New Case IH Header Models and Manufacturing Center New Axial-Flow Combine Models

Rob Zemenchik, Crop Production Marketing Manager

- New Ecolo-Tiger 875
- New Early Riser 5 Series Planters

Cattlemen's Beef Board

Booth: 50

Dave Zino, Executive Chef

- Dave will be on hand to talk about the latest culinary food trends, flavor versus taste, and how the checkoff works with culinary professionals to showcase how beef fits any menu.

Weldon Wynn, Chairman

- Weldon will be on hand to talk about how the beef checkoff is making decisions more strategically, with fewer dollars.

Cheminova

Booth: 38

Deneen Sebastian, Director of Marketing

- Keeping Seedbeds Clean for Corn, Cotton, Soybeans and Peanuts
 - Growers who want to keep winter weeds out of seedbeds to avoid early weed competition the following spring now have more choices. Launching this fall, CRUSHER™ Herbicide is a selective herbicide that offers both burndown and residual control of annual grass and broadleaf weeds. CRUSHER, from Cheminova, contains two active ingredients: thifensulfuron and rimsulfuron, and can be used in fall to early winter or spring to clean up fields in preparation for corn, cotton, soybean or peanut planting. This strategy means an early advantage to managing planting decisions and ensuring a healthier start to the growing season.
- More Crop Protection Options
 - Growers looking for more affordable fungicide options and rotation partners to manage resistance have a friend in Cheminova. 2014 will see the introduction of two new azoxystrobin fungicides in 2014. EQUATION™ Fungicide, for use on row crops, and AZAKA™ fungicide which will be marketed to the peanut and specialty crop grower. Azoxystrobin has been manufactured and sold by Cheminova elsewhere in the world since 2011. The expected Federal registration of EQUATION and AZAKA will be in May 2014.
 - In addition, Cheminova is launching CERCOBIN Fungicide, a thiophante methyl fungicide for use on crops including dry and edible beans, soybeans, sugar beets, cucurbits, stone/pome fruit, peanuts, tree nuts, grapes and onions. It provides both curative and preventative disease control properties and is a great rotational fungicide with our other products. Federal registration for CERCOBIN is expected in February 2014.
- Foliar Fungicide Use on Corn and Soybeans
 - The use of foliar fungicides in corn and soybeans has grown in the past years, with a focus on a separate pass over their fields. Growers are busy; and when it comes to their crops, they are always looking for ways to save time and money without sacrificing performance. That's why more and more growers are using FORTIX™ Fungicide, which gives them the flexibility of a "one and done" early application, either with their last herbicide or foliar fertilizer application, allowing them to be more efficient while still receiving the benefit of a fungicide application. Growers can count on FORTIX – applied whenever and however they want to provide season-long fungicide benefits under normal conditions.
 - Deneen Sebastian, Director of Marketing for Cheminova, North America, will share additional information on why FORTIX Fungicide can be applied early in the growing, improving plant health and maximizing return on every acre with just a single application.

CHS Inc.

Booth: 41

Maria Abbott, Product development specialist

- Find out why starter fertilizers are so hot, and how farmers are using them to accelerate growth and boost yields.

Joe Barker, Branch Manager, CHS Hedging

- Get the inside track on where commodity markets are heading over the next 30 days; global crop production updates and which foreign buyers are in the market and why.

Cate Sprout, Human Resources staffing manager

- Find out why veterans, foreign workers and recent college grads are calling agriculture their new career.

The Climate Corporation

Booth: 106

Greg Smirin, Chief Operating Officer

Jim Ethington, VP of Product

- How data science will change agriculture and introduce Climate | Basic and Climate | Pro within Agriculture Decision Science
- How Climate | Pro can increase grower profitability by over \$100 per acre
- How growers can register now for Climate | Basic to receive daily decision support at no cost
- Comment on the Monsanto acquisition

CME Group

Booth: 18, 19

Tim Andriesen

Managing Director, Agricultural Commodities & Alternative Investments

- **Non-Standard Options Come of Age:** Recently, CME Group has introduced non-standard options products that provide farmers with a variety of cost-effective ways to manage volatility around weather, USDA reports and other factors that can impact grain prices. Among these new options are Short-Dated New Crop Options, which enjoyed their one-year anniversary and surpassed 1 million contracts traded since inception in 2013. Weekly Options and Calendar Spread Options have also experienced significant growth, while offering farmers, producers and commercial participants viable ways to manage grain and oilseed price risk.
- **Grain Marketing:** As harvest comes to a close for North American farmers and producers, attention will turn to grain marketing plans for 2014. So, what role should futures and options play in farmers' hedging and risk management plans in the coming year? CME Group offers a variety of risk-management products that are an essential part of every farmer's grain marketing mix.
- **Markets and Food Security:** American farmers will continue to play an important role in feeding a growing world. At the same time, global agricultural production will need to increase significantly to feed 9 billion people by 2050. CME Group believes futures markets will play an integral role in helping to increase agricultural production and feed a growing world.
- **Risk Management Education:** In 2013, CME Group and the National 4-H Council joined together to increase the public's understanding of the important role agriculture commodities and hedging with futures play in successful farming. An interactive experience called "The Commodity Carnival" was developed by the two organizations and traveled to 130 state and county fairs in 11 states to build agricultural literacy and highlight what it takes to successfully manage the risks in bringing agricultural commodities to market. This is just one of the ways CME Group is working to educate the next generation of industry participants about risk management, in addition to the annual CME Group Trading Challenge.

Scott Shellady, SVP Derivatives, Trean Group

- Expert market commentary on factors impacting grain futures prices in 2013.
- Ag futures price outlook in 2013 and beyond.
- General commentary on open-outcry trading of futures options.

CropLife America

Booth: 31

Kellie Bray, Senior Director, Government Affairs

Mary Emma Young, Director, Communications & Marketing

- Pollinator health and the role of the crop protection industry, including The Guide to Seed Treatment Stewardship.
- Current federal and state regulatory issues impacting the end users of crop protection products.
- CropLife America's Tell Me More: a multimedia platform with the goal of educating readers and helping them become advocates for modern agriculture.
- The benefits of crop protection products, including insecticides, herbicides and fungicides.

Dairy Management Inc.

Booth: 81

Brad Scott, CA Dairy Producer and Member, National Dairy Board

- Brad will discuss how the national dairy checkoff is working on:
 - Powerful Partnerships - which the dairy checkoff is using to grow dairy sales in new ways.
- Promoting Dairy's Image to Consumers - now more than ever, consumers want to know where their food comes from. Learn how dairy producers are connecting with consumers about dairy farming practices and how dairy fits into a healthy diet.

Midwest Dairy Representative

- A Midwest Dairy representative will discuss how the local dairy checkoff is working on:
 - Powerful Partnerships - the dairy checkoff is working to grow dairy sales in new ways.
- Promoting Dairy's Image to Consumers - dairy producers are connecting with consumers about dairy farming practices and how dairy fits into a healthy diet.
- Fuel Up to Play 60 - encourages and rewards students and schools who make healthier food choices, including dairy, and who stay active.

Dow AgroSciences

Booth: 22

John Laffey, Enlist™ field specialist

- Enlist Weed Control System plot and learning opportunities
 - Highlights from this summer's education and training opportunities for the Enlist Weed Control System at the Dow AgroSciences Technology Centers
 - A look ahead to the additional training and educational opportunities for 2014

Kent Bennis, Market development specialist, SureStart

- Planning for 2014 weed management
 - Why flexibility in application timing is important, especially in a rainy spring
 - How the new NXT herbicide portfolio from Dow AgroSciences will enhance weed control for growers next season
 - What growers should consider to optimize yield potential

John Long, Mycogen Seeds customer agronomist

- 2014 seed selection
 - How to evaluate yield data when making seed purchase decisions
 - Tips for selecting corn hybrids and soybean varieties for planting next spring

DuPont Pioneer

Booth: 66, 67, 68

Reed Mayberry, Senior Marketing Manager, Corn

- DuPont Pioneer Corn Seed Products

Andre Trepanier, Senior Marketing Manager, Soybeans

- DuPont Pioneer Soybean Seed Products

Matt Snyder, Product Manager, Digital Marketing Platforms

- Pioneer Field360 Services

Joe Foresman, Director Services, Americas

- DuPont Pioneer Services Offerings

John Shanahan, Agronomy Research Manager

- DuPont Pioneer Agronomy Services and Research

Elanco

Booth: 78

Colleen Parr Dekker, Elanco Global Communications

- Enough: The fight for a food-secure tomorrow. What solutions should we consider as we seek to feed a growing global population? How can agriculture better tell our story? What can individuals do to show their support for innovation and modern ag practices? Join us as we highlight the latest white paper from Elanco President, Jeff Simmons.

Grady Bishop, Director, US Swine Operations

- Paylean is a safe, proven and valuable tool for the US swine producers and a technology used around the world to help close the global food gap. What role will Paylean play in a globally competitive US swine industry in the future? How do we continue to ensure access to technologies and access to trade?

Jamee McNair, Director, Beef Marketing

- Introducing Viralign 6® For decades, veterinarians and beef producers have had to rely on cross-protection from commonly used cattle vaccines that include bovine viral diarrhea (BVD) virus 1a and 2 to protect against 1b infections. Come learn about Viralign 6, the first combination modified-live vaccine to provide targeted protection against BVD virus 1b, the most predominant BVD virus subtype.
- Optaflexx is an FDA-approved feed ingredient that helps cattle increase the amount of lean meat rather than fat using fewer natural resources. How big is the impact? By using productivity-enhancing technologies like Optaflexx, US Beef producers can save 18 million more metric tons of CO₂eq - equal to the annual emissions from 3 million U.S. cars. Join us to discuss these and other benefits of this proven technology.

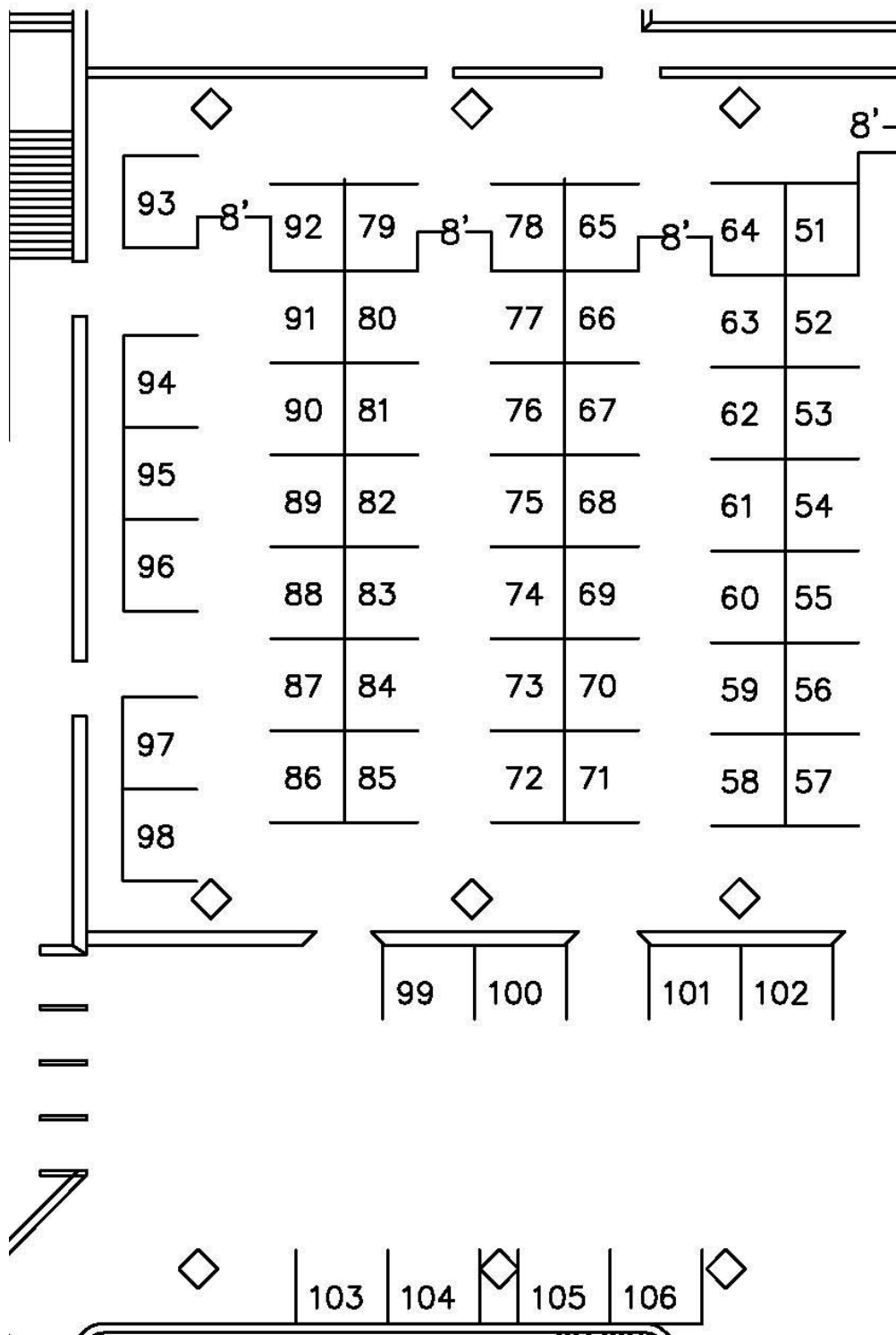
Exede by ViaSat

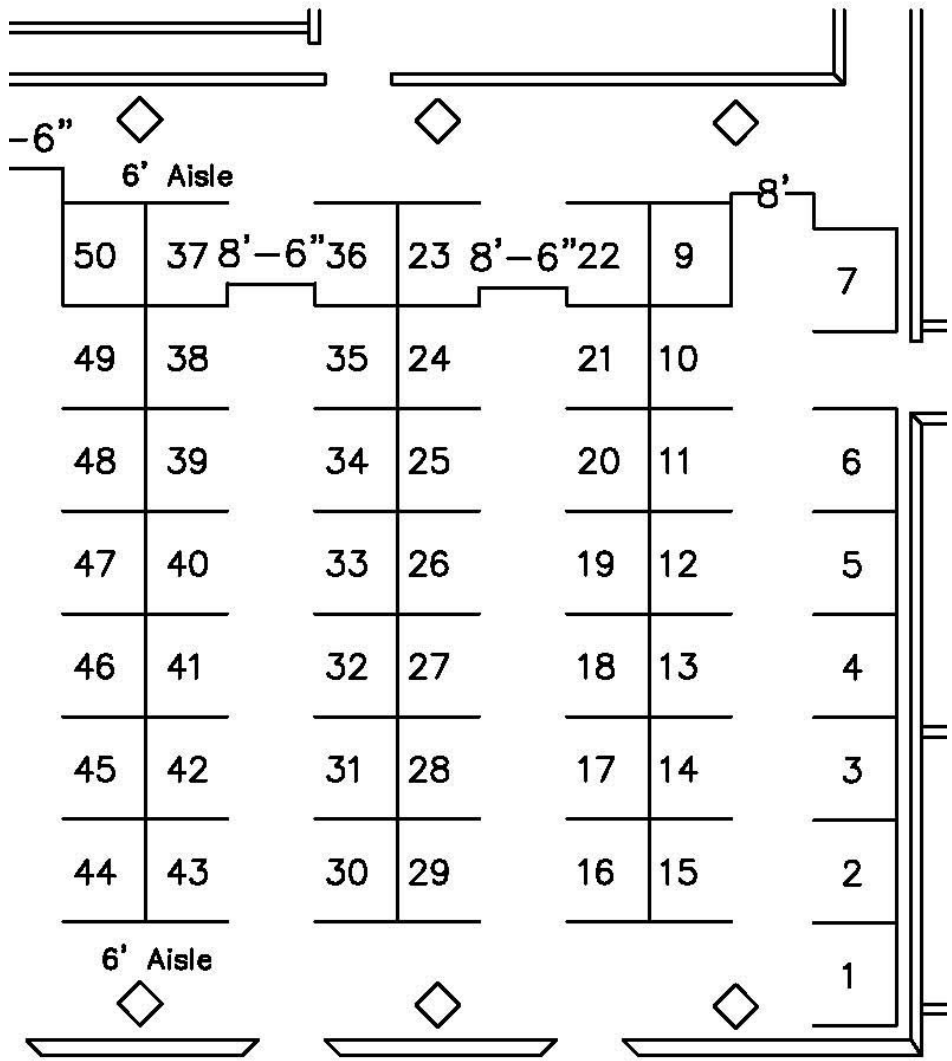
Booth: 35

Matthew Farr, Director of Marketing Communications

Harry Thibedeau, Sales Support Specialist

- Offered by satellite innovator ViaSat, Exede Internet is an alternative to slow DSL or cable services that enables customers to get state-of-the-art satellite broadband service at a reasonable prices. New for 2013 is Exede Voice home phone service, which enables customers to replace expensive phone company landlines with a service designed to work with Exede satellite Internet. We'll discuss the technology, the service plans and our company and answer questions about how it all works.
- We'll discuss the groundbreaking technology behind Exede Internet service, powered by ViaSat-1, the world's most powerful communications satellite. Since being introduced in early 2012, Exede Internet has enabled hundreds of thousands of Americans - particularly in rural areas - to get 12 Mbps service. Unlike terrestrial broadband, which oftentimes never reaches some rural areas, Exede Internet is available virtually anywhere today.





FamilyFarms Group

Booth: 102

Harold Birch, Founder & Executive Vice President

- Learn more about the concept behind FamilyFarms Group and the factors that led to the organization's development including consolidation and global competition
- Developing and seeking out new technology innovations for our clients
- Our vision for the future; where does FamilyFarms Group see the row crop industry in the future

Rob Sladek

Partner in JCS Family Farms in IA and Team Member of FamilyFarms Group

- Working together with other producers who approach farming in a business-manner, sharing best practices through peer group interactions
- Commitment to FamilyFarms Group through long-term strategic positioning and what it means to be a Team
- Innovations in technology in agribusiness brought directly to us from FamilyFarms Group
- The opportunity that allowed by wife and I to return to the family farm

Greta Erwin, Marketing & PR Specialist

- Making farm operations more profitable, with enhanced value for future generations
- How does FamilyFarms Group work at Keeping Families on the Farm
- Other areas, aside from technology, that FamilyFarms Group can provide help to family farms

Farm Credit

Booth: 23

Paul Anderson | Senior Vice President | Chief Credit Officer |

GreenStone Farm Credit Services | East Lansing | Mich.

- How commodity prices are affecting land values in Michigan and northeast Wisconsin: Do you expect commodity markets to decrease from historical high prices, and will land values change as a result? What has GreenStone done to prepare for that correction? How is GreenStone prepared to assist its customers with transitioning from record farm income levels to a more normalized commodity price range?
- GreenStone's work with young, beginning and small farmers in Michigan and northeast Wisconsin: What is GreenStone doing to invest in young, beginning and small farm operators? How is GreenStone working with Michigan State University to increase outreach to the Hispanic community in southwest Michigan? Is GreenStone involved in the urban agriculture movement in Detroit?

Amy Gales | Executive Vice President | Regional Agribusiness Banking Group | CoBank | Greenwood Village | Colo.

- Outlook for cooperatives: How important is the cooperative model to American agriculture? What is the current outlook for the nation's co-ops in the wake of last year's drought and what can we expect from them in the future?
- Outlook for commodities: What's new in the commodities markets? How is this impacting the financial needs of the nation's farmers and ranchers?
- The next generation of agriculture: There's been a lot of talk about the aging of America's farmers and ranchers. What's being done to promote the participation and success of the next generation in ag? I understand CoBank recently announced a major initiative to support agricultural education at the university level. Can you tell me about the program and the universities it supports?
- The strength of the Farm Credit System and its value to agriculture: The past few years have been very challenging for the financial services industry. How are the Farm Credit System and CoBank doing?

Doug Stark | President and Chief Executive Officer | Farm Credit Services of America | Omaha | Neb.

- Land Values: What trends are you seeing in farmland prices in your area? Where are prices headed? What are the key drivers of change in land values? How will these drivers affect farmland prices in the short-term? In the long-term? Is farmland still a good investment? How will the prospect of lower commodity prices affect cash rents?
- Agricultural Economy: In terms of production, what are you seeing coming out of the harvest season? With crop prices having fallen from where they've been the last several years, what will be the impact on farm profitability? How will lower corn and soybean prices affect livestock producers? What can farmers do to prepare for weaker crop prices? How is the new farm bill (or lack of a farm bill) affecting producers in your territory?
- Young and Beginning Farmers: What are the challenges facing young and beginning producers today? Where do you see the greatest opportunities for young and beginning farmers? Does it make sense for young and beginning producers - who may not have much in the way of land or other assets - to invest time in creating a business plan?

Bill York | Chief Executive Officer | AgriBank | St. Paul | Minn.

- Farmland values: What is the outlook for farmland values in your area? How is the overall U.S. agriculture economy performing?
- International ag trends impacting American farmers: What are the current challenges & opportunities for American farmers in the international marketplace?
- The role of young farmers and non-traditional ag in feeding a growing world population: What efforts are being made to support those new to farming? How can traditional and non-traditional agriculture work together to create a balanced approach to meet the needs of a growing world population?

Farm Safety For Just Kids

Booth: 100

Dave Schweitz, Executive Director

Tracy Schlater, Marketing Director

- Electronic delivery system
- New rural roadway safety resources
- Outreach coordinators

Farmers National Company

Booth: 69

Jim Farrell, President and CEO

Kenton Springer, Assistant Vice-President Marketing

- Farmers National Company posted a record real estate sales volume for the third year in a row! For the fiscal year ended in September, our agents sold 179,500 acres of farmland for \$731 million. The bull market in agriculture has been in place since 2006. Recent land auctions indicate a strong market, despite lowering income prospects for the next year. Will falling grain prices this fall dampen farmer enthusiasm to buy or rent land?

Stop by our booth to discuss fundamentals that have fueled the six year long bull market in agriculture and the prospects for a strong market next year.

The Fertilizer Institute

Booth: 12

Kathy Mathers, Vice President, Public Affairs

- Agriculture and Water Quality - the good, the bad and the ugly, Impact of the West, Texas fertilizer plant explosion on agriculture, 4R Nutrient Stewardship

Laura Kubitz, Manager, Public Affairs

- New Natural Gas supply - what it means for the fertilizer industry, Water Resources Reform and Development Act

FMC Agricultural Solutions

Booth: 16

Roger Webster, FMC Representative

Bentley Curry, FMC Representative

Paul Redhage, FMC Strategic Communications Manager

- FMC representatives will be at booth #16 to talk with broadcasters about timely and relevant information for growers in your listening area. This year's topics of discussion include resistance management and best practices in a variety of crop segments. Additionally, FMC representatives will be available to discuss new solutions such as Authority® Elite, Authority® Maxx and Marvel™ herbicides in addition to upcoming and pending crop protection products.

Grain Systems, Inc.

Booth: 62

Andy Stednitz, Director of Farm Sales, North America

- GSI Acquires Johnson System Inc - Providing GSI with new growth opportunities that offer our Dealers additional quality products and system solutions to enhance the productivity and efficiency of their customers' operations.
- GSI Innovative New Products Introduced in 2013 - 40-Series Grain Bin and Vision N2 Network Dryer Control System.
- Tips & Best Practices for Grain Handling - Keys to proper grain handling, maintenance, storage and safety.

GROWTH ENERGY

Booth: 14

Tom Buis, CEO

Michael Frohlich, Director of Communications

- The RFS is working
- Corn is plentiful and trading at prices before the RFS2 was enacted in 2007 - It's time to put Food vs. Fuel to bed
- America's farmers and ethanol vs. Big Oil - It's all about Market Share
- Ethanol is a dollar less expensive than gasoline - Ethanol provides consumers a choice and savings.
- E15 is the most tested fuel change in our nation's history and it's time for higher blends like E15 to enter the marketplace

John Deere

Booth: 44

Jarrod McGinnis, Division Marketing Manager

- Jarrod will discuss the features and benefits of the new 7R and 8R family of tractors. These are the most productive row crop tractors ever designed and built by John Deere and feature Final Tier 4 Engines, large comfortable CommandView III cabs, 10 inch display, e23 PowerShift Transmissions, and even a small refrigerator in the cab to keep beverages cool!

Chris Batdorf, Product Marketing Manager

- Chris will discuss the latest precision technology from John Deere including Wireless Data Transfer, JD Link Telematics, Remote Display Access, and other new technologies to help customer gain even more productivity on the farm.

Barry Nelson, Manager, Media Relations

- Barry will discuss the new products introduced by John Deere for 2014, John Deere's participation in AG Day (March 25th), and a variety of issues important to producers throughout the U.S.

Kinze Manufacturing

Booth: 7

Phil Jennings, Service Manager

- Harvest News: The Next Step for Kinze Autonomy - Learn about Kinze's continued progress with its autonomous harvest system.
- Harvest News: Partnership with Beck's Hybrids - Hear about a new project in which Kinze and Beck's Hybrids collaborated to evaluate the benefits of multi-hybrid planting in a field.
- Planter Preparation During Winter Months - Proper planter maintenance is critical to ensuring productivity and efficiency. Learn tips for making sure the mechanics and electronics on the planter are ready when the spring planting window opens.

Koch Agronomic Services

Booth: 32

Greg Schwab, Director of Agronomy

- Up to 40 percent of nitrogen can be lost through ammonia volatilization when growers use surface-applied urea. Dr. Greg Schwab will explain how nitrogen stabilizers can protect against all three forms of nitrogen loss for both UAN and urea. Preventing nitrogen loss can lead to maximum yields for growers.

Ron Restum, Vice President North American Sales

- For those interested in more efficient plant nutrients, Koch Agronomic Services, LLC is the only global plant nutrient technology provider who continuously delivers solutions that exceed expectations for the benefit of people, plants and the environment. KAS is focused on finding ways to best serve its customers, adding agronomists and sales and marketing team members to develop and deliver the next generation of products and technology.

Kubota Tractor Corporation

Booth: 104, 105

Kent Brown, Agriculture Equipment - Business Development Manager

- Kubota Innovation: L and M Series Tractors

David Palmer, Sr. Product Manager - Hay Tools

- Kubota Product Introduction: New Line of Hay Tools and Spreaders

MachineryLink, Inc. / FarmLink, LLC

Booth: 9

Traci Hayes, Marketing Coordinator

Dan Alcazar, Vice President, Sales and Marketing

- Combine rental program

MANA

Booth: 25

Herb Young, Brand Leader

- **Nimitz™ nematocide - NEW (Tomatoes, peppers, curbits)**
First new chemical nematocide in 20 years. Highly efficacious with simplified application & unprecedented user safety. Non-gas formulation. Proven to reduce human & environmental impact. Eliminates fumigant management plans, field monitoring, buffer zones & extensive PPE. Registration expected early 2014.

Dave Downing, Brand Leader

- **Voxien™ - NEW (Formulation innovation, time-relevant regulatory info)**
A next-generation EC formulation technology. Encompasses grower/consumer benefits. Clean air compliant. Improves handler safety. Voxien designated products feature lower odor, fewer PPE requirements and/or reduced signal words. Voxien brands: ABBA Ultra®, Paradigm™, Vulcan™.
- **MANA + Roundup Ready PLUS® - 2014 Updates (SE, Delta, TX, AZ cotton)**
Cotoran® 4L, Direx® 4L & Pyrimax® 3.2L cotton herbicides included in 2014 Roundup Ready Plus program. \$2 per acre grower incentive. MANA geography expanded to Texas & Arizona.
- **Pummel™ herbicide - NEW (Resistance mgt, soybeans)**
Superior early pre-plant/pre-emergence tool with improved crop safety. Hosts two modes of action. Exhibits long residual for proactive weed resistance management. Ideal for sedges. Controls 22 grasses/38 broadleaves.
- **Torment™ herbicide – NEW (Resistance mgt, soybeans)**
Premier weed control with flexible application option: pre-emergence to early post. Product of choice for weeds resistant to glyphosate & HPPD/triazine inhibitors. Offers two modes of action. Controls 65 grasses/broadleaves. Up to 45 days residual activity.

Matt Bradley, Brand Leader

- **Custodia™ fungicide - NEW (Corn, soybeans, wheat)**
Proactive disease control solution. Powered by two modes of action. Delivers systemic mobility for greater plant protection. Mitigates crop stress factors. Broader application timing for extended crop growth periods vs. competitors. Expands timing for disease control creating more robust grain fill/better yields. Available Jan. 2014.

Sara Thieding-Zinck, Marketing Leader

- **Diamond® insecticide – Label Update (Approved on soybeans/peanuts)**
Widely popular insecticide on cotton/sugarcane for tarnished plant bugs plus others. Mode of action targets chitin development causing insect to produce a weakened/malformed exoskeleton. When applied early at larvae/nymph stage, Diamond prevents juveniles from reaching the next growth stage, therefore helping to boost yields.

Merck Animal Health

Booth: 28

Brent Meyer, D.V.M., Technical Services Veterinarian

- Lung protection: Bovine Respiratory Disease (BRD) continues to take a substantial economic toll every year on the cattle industry, in addition to the health toll it takes on cattle. Merck Animal Health offers resources from a portfolio of treatment options to a highly informational BRD Blog.

Jim Miles, Senior Marketing Manager

- Responsible Beef: Launched in May 2013, this campaign empowers cattle feeders to spread their messages of responsible beef production through educational workshops and our website. Cattle farmers and ranchers continue to raise more beef using fewer resources, while maintaining a remarkable dedication to their cattle, their land, their communities and their businesses. Merck Animal Health is working with producers to help spread this message of commitment and dedication through the Responsible Beef program.

Merial

Booth: 47

Joe Dedrickson, D.V.M., Ph. D, Director, Merial Field Services

- The economic impact of parasite control in cattle and the importance of developing strategic deworming protocols.
- The latest on the industry's newest technologies in parasite control.
- Bovine Respiratory Disease (BRD) - keys to success against the disease are prevention and early treatment.

Monsanto

Booth: 2, 3, 4

Morgan Dugan, Channel Brand Lead

- Channel harvest results, growth throughout the Corn Belt, and Channel Achievement Series.

Rick Myroup, Dekalb Marketing Manager

- Dekalb harvest results, new products, and breeding program

Luke Samuel, Corn Insect Traits Manager

- Corn Root Worm management and portfolio of products.

Jessica Simmons, Corporate Marketing Communications Lead

- Monsanto's new America's Farmers general awareness campaign, announce the new America's Farmers Grow Leaders scholarship program, and provide updates on America's Farmers Grow Rural Education.

Norm Sissons, U.S. Oilseeds Product Manager

- Soybeans.com, new website launching to serve as a resource to help educate growers on Roundup Ready 1 post patent.

Rebecca Waller, Asgrow Marketing Manager

- Asgrow's yield results, new products and 4P system - plan, plant, protect, perform

The Mosaic Company

Booth: 83

Dr. Kyle Freeman, Senior Manager of New Product Development

- Visitors to The Mosaic Company's booth (#83) will learn about trends in fertilizer, gain insight into the important role micronutrients play in balanced crop nutrition and hear about new products and resources from The Mosaic Company that can play a pivotal role in high-yield cropping systems.

National Association of Conservation Districts

Booth: 63

Earl Garber, President

- NACD Summer Board Meeting & Soil Health Tour; Conservation districts & the local delivery system; Farm Bill & Appropriations

National Biodiesel Board

Booth: 37

Alan Weber, Ag Economist

Greg Anderson, Nebraska Soybean Farmer Leader

Kaleb Little, NBB Communications Specialist

- Recent research from Informa Economics shows that biodiesel continues to expand market potential for U.S. soybean oil and profit opportunities for soybean farmers. According to the study, biodiesel contributed to a \$15 billion increase in soybean-oil revenues between 2006 and 2012. Over that time period, this raised the price of soybeans by 74 cents per bushel. Hear from a farmer, economist, and a biodiesel expert on how biodiesel continues to benefit farmers year after year.

National Bison Association

Booth: 52

Dave Carter, Executive Director

- Bison is the fastest-growing sector of the meat industry, but we are dedicated to maintaining our position as a niche in the marketplace. Bison ranching also represents one of the brightest opportunities for new producers. Mr. Carter can highlight the success in connecting with consumers and producers. And, with the U.S. Senate likely to designate November 2nd as National Bison Day, Mr. Carter can discuss why bison deserves to be named as our National Mammal.
- Mother Nature has created some serious challenges for livestock producers across the United States. How have bison herds fared through the recent extreme weather conditions?

Peter Kohl, National Bison Association Producer

- Mr. Kohl is an active bison rancher who markets meat directly to consumers at farmers' markets and other venues. He can discuss the opportunities and challenges in being a part of this growing business.

National Cattlemen's Beef Association

Booth: 48

Colin Woodall, Vice President of Government Affairs

- Country of Origin Labeling, Farm Bill, Federal Lands Grazing

Bob McCan, President Elect

- Trade, Trans Pacific Partnership, Border Security / Immigration, 2014 Convention

Clay Burtrum, Federation of State Beef Councils

- History of the Federation, Federation's role in the Beef Checkoff, Relationship between the Federation and the NCBA.

National Corn Growers Association

Booth: 40

Martin Barbre, President

Chip Bowling, First Vice President

Rick Tolman, CEO

Mark Lambert, Sr. Communications Manager

Janice Walters, Communications Manager

- Ethanol: Still a Smart Choice
- Navigating WRDA
- What's on Board with Commodity Classic
- Corn's Commentary on the Farm Bill

National Crop Insurance Services

Booth: 20

Tom Zacharias, President

- Essential Strengths of Crop Insurance, Farm Bill

National Farm Medicine Center

Booth: 79

Scott Heiberger, Communications Specialist

- The Wisconsin Rollover Protective Structure (ROPS) Rebate program. It is a practical solution to the serious and preventable problem of death from tractor rollovers.
- Farm MAPPER (Farm Mapping to Assist, Protect and Prepare Emergency Responders). This feasibility project proved the value of using Quick Response (QR) codes to provide emergency responders on-site information about hazards (e.g., chemicals, gas cutoff valves) and physical layouts of agricultural operations.
- A little dirt can't hurt - there are immunological benefits to growing up in a farm environment. Can we pass those benefits on to the non-farm population? One of our studies is looking at childhood exposures unique to farm environments, and how those exposures promote immunologic development limiting the severity of allergies and asthma.
- How do we make the culture of safety work for the culture of agriculture? Research has identified and characterized many safety issues, and recommended solutions. Yet agriculture remains our nation's most hazardous industry. Adoption of evidence-based best safety practices has been slow compared to other industries. We believe, however, that change will come not merely from information dissemination, but through tangible initiatives. Will give examples.

National Farmers Union

Booth: 34

Roger Johnson, President

- 2013 Farm Bill, Country-of-Origin Labeling

National FFA Organization

Booth: 99

National Grain & Feed Association

Booth: 84

NGFA President Randy Gordon

- NGFA Perspectives on Farm Bill
 - NGFA's efforts on the farm bill have focused on right-sizing and reforming the Conservation Reserve Program to allow productive land to exit to help meet the growing demand for food, feed, exports and biofuels. But NGFA has concerns over some aspects of both bills that could distort producer planting decisions and trigger trade complaints against U.S. agriculture and other U.S. business interests from foreign countries. How can these concerns be addressed by Farm Bill conferees?
- CFTC-Proposed Rule Would, Dramatically Increase Customer Risk -- What is Being Done?
 - Grain hedgers and futures commission merchants (FCMs) have relied on a long-standing interpretation of the Commodity Exchange Act by the Commodity Futures Trading Commission (CFTC) related to requirements for FCMs to cover trading obligations. Unfortunately, in the name of customer protection, a new CFTC proposal that would dramatically increase futures market customer risk has thrown that interpretation into question. What's being done by the NGFA and farm groups to address this challenge?
- Upgrading the Deteriorating Inland Waterway Infrastructure and Ports -- Show Us the Money!
 - The Senate has passed, and the House later this fall will consider, legislation that would authorize badly needed lock modernization projects, reform and streamline the U.S. Army Corps of Engineers process for approving projects, and address dredging of harbors. But neither bill as currently drafted would provide the money needed to actually do the work. What's the status of the bills and what's being done to try to get the needed funding?
- Unprecedented New Food and Feed Safety Rules Coming Down the Pike -- What Elevators and Feed Mills Need to Do to Prepare!
 - Numerous changes are coming given the Food and Drug Administration's (FDA) ongoing efforts to implement the Food Safety Modernization Act (FSMA). Feed, feed ingredient suppliers and pet food manufacturers need to prepare for the impacts of FDA's new rules. The rule will require feed and pet food manufacturers to conduct a hazard analysis and implement preventive controls to address "reasonably foreseeable" hazards that are "reasonably likely to occur" to assure that products are safe.

- Keeping Workers Safe - What Education is NGFA Providing?
 - o Learn what the NGFA is doing in concert with the National Corn Growers Association and other producer groups to encourage safe bin entry practices, both on-farm and at commercial grain and feed facilities. In addition, find out about a recently developed NGFA guidance to assist grain handlers in evaluating if a "boot pit" is a Permit Required Confined Space (PRCS) under the Occupational Safety and Health Administration's (OSHA) standards.

National Pork Board

Booth: 71

Karen Richter, President, National Pork Board

Dale Norton, Vice President, National Pork Board

Chris Novak, CEO, National Pork Board

Kevin Waetke, Vice President of Strategic Communications, National Pork Board

Cindy Cunningham, Assistant Vice President of Communications, National Pork Board

- Consumers are recognizing the value, versatility and quality of U.S. pork, through Pork Checkoff-funded efforts. Learn how pork is becoming the fastest growing protein in foodservice and how an aggressive marketing campaign is positioning pork as the go-to protein.
- Pork Checkoff is working to confront emerging issues that threaten producers' profitability. Learn how producers are addressing emerging disease issues, and telling their positive story of sustainability and modern production.

National Pork Producers Council

Booth: 65

Nick Giordano, VP & International Trade Counsel

- Pork Exports, Country-of-Origin Labeling, Trade Agreements -- Trans-Pacific Partnership, Transatlantic Trade & Investment Partnership (U.S.-EU FTA)

Randy Spronk, President

- Renewable Fuels Standard (Ethanol), EPA Regulations, 2013 Farm Bill, including "King Amendment"

Dr. Howard Hill, President-Elect

- Antibiotics, FDA Guidance 209, Animal Well-Being

Dallas Hockman, VP Industry Relations

- Sow Housing, Animal Activist Attacks, Industry Outreach

Steve Meyer, Economist

- Pork Industry Economics, Prices

National Sorghum Producers

Booth: 26

J.B. Stewart, Chairman

- RFS Pathways for Sorghum
- Sorghum Production on the Rise
- International Demand for Sorghum
- The Farm Bill, and What it Means for the Sorghum Industry

Novartis Animal Health

Booth: 15

Dr. Mike Moore, Professional Services Veterinarian

- How a Good Calf Vaccination Program Pays Off During Low Supplies - Cattle supplies are low and getting healthy calves to market is even more critical. Protecting the high value of the calf crop with a sound vaccine program only makes good business sense.
- Emerging Cattle Health Trends - With drought conditions still persisting, proper protein and mineral supplementation are more important than ever as forage quality and quantity are low, leading to cows that are mineral- and vitamin-deficient.

Novozymes BioAg

Booth: 80

Cathy Soanes, North American Customer Solutions Manager

Margi Schmidt, Northern Marketing Specialist

- The market for agricultural biological products is \$1 billion and growing at a rate of 10 to 15 percent per year. Learn why the biologicals segment has become one of the fastest-growing input categories in agriculture.
- Learn about key technology platforms and products including LCO Promoter Technology, QuickRoots, Optimize, TagTeam LCO and JumpStart LCO.
- Learn how key acquisitions - TJ Technologies and Natural Industries - have helped strengthen Novozymes' position as the world leader in bioinnovation.

NREL - Wind Powering America

Booth: 1

Ian Baring-Gould, Distributed Wind Energy

- Distributed Wind Energy
- Community Wind Projects
- Small Wind Turbines
- Financial Incentives for Wind Projects
- Proper Siting of Wind Projects, Including Wind Energy Myths

POET

Booth: 5

Jeff Broin, POET Founder, Executive Chairman of the Board

Matt Merritt, POET, POET-DSM Public Relations Director

- The outlook for ethanol today and in the future. POET-DSM's commercial cellulosic ethanol plant under construction today. Biomass harvesting as a new revenue stream for farmers. The importance of the Renewable Fuel Standard to farm income and rural economics.

Progressive Agriculture Safety Day® Program

Booth: 17

- The Progressive Agriculture Safety Day program will offer a Farm Safety Quiz during Trade Talk. You ask the quiz questions and we provide the answers!
- To date, more than 1.2 million children and adults have learned these and similar tips at Progressive Agriculture Safety Days in their communities. You can help us reach more youth by providing your listeners with our tips and encouraging them to host Safety Days. Visit www.progressiveag.org for a list of Safety Days in your listening area.

Rabo AgriFinance

Booth: 87

- Rabo AgriFinance, a leading U.S. ag lender, offers journalists access to its global team of more than 80 analysts worldwide, who have expertise in sectors from protein to produce, inputs to oilseeds. These experts monitor and evaluate global market events that influence agriculture around the world and are able to offer insight upon request.

Don Close, Senior Analyst, Rabobank Food & Agribusiness Research (FAR) and Advisory Group

- Don is well-respected in the cattle industry and has particular expertise in markets and cattle feeding. His research on international markets offers a unique, global perspective that impacts your listener's operations.

Ram Truck

Booth: 103

David Sowers, Head of Ram Truck Marketing

- In partnership with Case IH and the National FFA Organization, Ram Truck has named 2013 "The Year of the Farmer." We're excited to talk about our commitment to the agricultural community and increasing the visibility of America's farmers.
- On the product front, Ram is bringing even more class-exclusive innovation and best-in-class capability to its award-winning line of trucks. For 2014, Ram 1500 becomes the first and only light-duty pickup to benefit from durable, efficient diesel technology with the introduction of the Ram 1500 EcoDiesel.

Raven Industries

Booth: 49

Ryan Molitor, Marketing and Business Development Manager

- Benefits of precision technology
- Direct Injection technology for all seasons
- Data Management for ag retailers and producers through Slingshot
- Multiple hybrid planter control with Raven's product - OmniRow
- Accurate yield monitoring for growers and ag retailers

Renewable Fuels Association

Booth: 56

Bob Dinneen, President & CEO

Dawn Moore, Communications Director

- Renewable Fuel Standard (RFS)
- E15
- Blend Wall
- Trade and Import/Export Issues
- Blender Pumps and E85

SFP

Booth: 64

Michael Berry

- Maximizing Nitrogen Efficiency
 - With grain prices fluctuating, efficiency will be the focus for growers in 2014. Lower crop prices make ensuring fertility and maximizing yields more important than ever. Nitrogen stabilizers, such as NutriSphere-N® Nitrogen Fertilizer Manager, and split-shot applications of nitrogen are two practices farmers can use to improve nitrogen use efficiency, help their crops reach their full potential and improve their balance sheet.

Reggie Underwood

- Phosphorus - Just as Important as Nitrogen
 - Farmers tend to concentrate on nitrogen prices, application and efficiency, but phosphorus is just as important and often not managed as tightly. Given record-high rental prices for quality farmland and fluctuating grain prices, efficient phosphorus utilization will be all the more important in 2014. Use of AVAIL® Phosphorus Fertilizer Enhancer helps reduce phosphorus fixation, leaving more of it available for plant uptake, and less likely to benefit the next potential tenant farming that land.

Jeff Thompson

- Improve Winter Ventilation in Swine Confinement Facilities
 - With winter fast approaching, proper ventilation of swine confinement facilities will be a challenge for producers. Build-up of ammonia, hydrogen sulfide and other noxious gases can quickly challenge the best ventilation systems, pose a threat to worker and animal health and interfere with swine feed conversion. Use of More Than Manure® Nutrient Manager has been proven to significantly reduce levels of ammonia and other gases in confinement areas when the product is added to manure pits.

Stewart-Peterson

Booth: 98

Bryan Doherty, Senior Market Advisor and author of Top Farmer Intelligence

- Bryan Doherty's message to agriculture is, "Be prepared for anything." That's because we are running businesses at a time when literally anything can happen to change market direction. Rather than predict where markets will go, Bryan focuses on helping producers position themselves for whatever the market may do. He is the author of Top Farmer Intelligence, one of the most consistent among advisory services. For almost 25 years, Bryan has provided strategic and customized marketing advice to his clients and taught seminars around the country on commodity market outlook and strategy.

StollerUSA

Booth: 13

Jeff Morgan, Marketing Director

- How can growers manage unfavorable growing conditions and things going on inside the plant to achieve better yields? How does crop stress affect genetic expression and yield potential? How does an imbalance in plant hormones affect plant development and what causes an imbalance? Why are root tips considered to be the "brains" of the plant? How does applying Bio-Forge help producers achieve more yield? Why is interest in StollerUSA plant performance products growing?

Syngenta

Booth: 53, 54, 55

Bruce Battles, Technical Solutions Development Manager- Corn

- Syngenta Bug Squad provides farmers with corn insect control insight, recommendations and solutions
- Elite team of experts helps farmers take a more proactive, integrated and long-term approach to corn insect control

Hope Hart, Technical Lead, Research & Development

- Agrisure Duracade trait delivers unmatched corn rootworm control with novel mode of action
 - First corn rootworm trait launched with insect resistance management in mind

Caydee Savinelli, Ph.D., Entomologist and Syngenta Pollinator and IPM

Stewardship Lead

- Syngenta is committed to promoting and protecting bee health
- Syngenta is working with beekeepers and researchers to identify solutions that will improve the health of bees

Pat Steiner, Head, Corn Crop Portfolio

- New combinations, a broader genetic pool and innovative digital breeding process, have helped Syngenta genetics achieve an extraordinary rate of genetic gain
- Syngenta introducing 102 corn hybrids for the 2014 planting season to add to already robust portfolio of breakout Golden Harvest and NK brand hybrids
 - Lineup includes 60 hybrids containing new-to-market genetics
 - Additional 42 hybrids contain upgraded trait versions of proven high-performing genetics

United Soybean Board / Soy Checkoff

Booth: 30

Jim Stillman, USB Chairman, soybean farmer from Emmetsburg, Iowa

- The importance of U.S. soy quality to U.S. soybean farmers' ability to meet customer demands and farmers' bottom-line profitability.

Bob Haselwood, USB Treasurer, soybean farmer from Berryton, Kan.

- The soy checkoff's efforts to support the U.S. soybean industry through the development of new uses for soy.

US Custom Harvesters Inc.

Booth: 39

Kent Braathen, President

Dan Misener, Board Member

Glen Jantzen, Board Member

Tracy Zeorian, Board Member

- Importance of the custom harvester as another option to the American farmer at harvest.
- Custom Harvester lifestyle.
- Bills in the Transportation Committee regarding the fuel tank size. Currently, we are allowed to haul up to 119 gallons of diesel fuel to our equipment. If passed to law, these bills would allow us to haul up to 1,000 gallons. Would benefit other Ag businesses and the American farmer. Bill numbers are H.R.1026 and S.485.
- Immigration Reform policy and the H2A employee.

U.S. Environmental Protection Agency

Booth: 74

Kris Lancaster, Agricultural Public Affairs

Karl Brooks, Region 7 Administrator

- Outreach to the agricultural community and regulatory updates such as nutrient reduction efforts in the Midwest.

U.S. Farmers & Ranchers Alliance (USFRA)

Booth: 70

Lisa Lunz, USFRA Board Member

- Results of USFRA's Consumer Survey on the issue of transparency in food - Recap and Results of the Food Dialogues:Boston

Doug Wolf, USFRA Board Member

- Results of USFRA's Consumers Perceptions of American Agriculture Research -USFRA's FoodSource - Making transparent information easy to find

Randy Krotz, USFRA Executive Director

- Farmland the Documentary by James Moll Update -Results of USFRA's 2013 Focus on Antibiotics and Biotechnology -USFRA's Priorities and A Look Ahead

U.S. Grains Council

Booth: 59

*Alan Tiemann, Secretary/Treasurer**Marri Carrow, Director of Communications*

- Trade Deals: The U.S. Gets Back in the Game (TTP, T-TIP)
- Collateral Damage: Trade Promotion and the Farm Bill
- When the Piles Return: Looking Again to Exports
- Innovation and Global Food Security
- Value of Trade in a Complex Global Environment
- Market Recovery Worldwide
- What Global Customers are Saying: Our Yearlong Dialogue

U.S. Meat Export Federation

Booth: 75

*Mark Jagels, Chair-elect**Joe Schuele, Communications Director*

- Year-to-date results for U.S. beef, pork and lamb exports; importance of meat exports to livestock and grain producers; role of checkoff programs in promoting exports through USMEF; market access issues such as China remaining closed to U.S. beef and Russia closed to U.S. beef and pork; impact of free trade agreement negotiations (TPP and T-TIP); farm bill deliberations; possible consequences of country-of-origin labeling dispute with Canada and Mexico.

U.S. Soybean Export Council

Booth: 33

- U.S. Soybean Sustainability Assurance Protocol and certification tool
- The importance of U.S. Soybean Exports
- The importance of USDA Foreign Agricultural Services funding

U.S. Wheat Industry**National Association of Wheat Growers and U.S. Wheat Associates**

Booth: 27

*Bing Von Bergen**President, National Association of Wheat Growers, Farmer and Seedsman*

- Ongoing farm bill debate; federal budget and appropriations for research, market promotion and more; strengthening the wheat industry through innovation

*Melissa Kessler**Director of Communications, National Association of Wheat Growers*

- Ongoing farm bill debate; federal budget and appropriations for research, market promotion and more; strengthening the wheat industry through innovation

Brian O'Toole, Secretary-Treasurer, U.S. Wheat Associates, Farmer and Seedsman

- Export market development and the farm bill; China and Brazil wheat demand; successful export strategies

Steve Mercer, Vice President of Communications, U.S. Wheat Associates

- Export market development and the farm bill; successful export strategies; strengthening the wheat industry through innovation

USDA Foreign Agricultural Service

Booth: 93

Michael Scuse, Under Secretary, Farm and Foreign Agricultural Services

- Enhancing economic opportunities for U.S. agriculture through USDA's commodity, credit, conservation, insurance, and export programs.

Phil Karsting, Administrator

- The new FAS administrator will share the latest on issues affecting U.S. agricultural trade and exports.

Ellen Dougherty, Deputy Director, Public Affairs and Executive Correspondence

USDA / Farm Service Agency

Booth: 94

Michael Scuse, Under Secretary, Farm and Foreign Agricultural Services

- Farm Bill passage up in the air; how will USDA and FSA assist farmers who still face uncertainty because of crop and livestock losses in 2013?
- FSA service center employees continue to shrink because of retirements and buy outs; what's the impact?
- Farmers and ranchers need immigrant laborers to harvest crops and manage livestock
- Markets are very dependent on crop reports that FSA documents. When will the next crop report happen and will it report the October numbers as well as the November number?

USDA-National Agricultural Statistics Service

Booth: 95

Joe Prusacki, Director, Statistics Division

- Current agricultural statistics estimates, including the November 8 Crop Production report, and outlook for 2014.

Renee Picanso, Director, Census and Survey Division

- Update on the 2012 Census of Agriculture.

USDA / Natural Resources Conservation Service

Booth: 91

Jason Weller, Chief, USDA Natural Resources Conservation Service

- Soil health
- Edge-of-field monitoring of voluntary conservation practices Voluntary conservation on private lands

USDA Rural Development

Booth: 92

USDA Rural Development Official

- At USDA Rural Development - We are committed to helping improve the economy and quality of life in rural America. Through our programs, we touch rural America in many ways.
- Our financial programs support such essential public facilities and services as water and sewer systems, housing, health clinics, emergency service facilities and electric and telephone service. We promote economic development by supporting loans to businesses through banks , credit unions and community-managed lending pools. We offer technical assistance and information to help agricultural producers and cooperatives get started and improve the effectiveness of their operations. We provide technical assistance to help communities undertake community empowerment programs.
- USDA Rural Development has a \$192 billion portfolio of loans and administers loans, loan guarantees and grants through our programs. We achieve our mission by helping rural individuals, communities and businesses obtain the financial and technical assistance needed to address their diverse and unique needs.

Valent U.S.A. Corporation

Booth: 88

Thad Haes, Field Marketing Development Specialist

Cary New, Senior Account Executive

Jim Masilak, Account Supervisor

- Seed Protection/AP3-New product pending November registration.
- Spring pre-emergence herbicides (Valor, Valor XLT, Fierce)

WinField

Booth: 77

Eric Spandl, Technical Marketing Manager

- Eric is dedicated to improving spray application performance for farmers and can discuss state-of-the-art adjuvant technologies.
- Eric can discuss the benefits of using adjuvants for agricultural spray applications, such as minimizing spray drift and protecting crop input investments.

Dan Adcock, WinField Regional Product Manager – Midwest Region

- Dan is knowledgeable about Midwest CROPLAN seed varieties and can offer tips for growing a variety of corn and soybean hybrids in adverse conditions based on performance.
- An expert in hybrid placement strategies and variable planting, Dan can provide insight on selecting the right hybrid for your environment



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