



# TRADE TALK

2014

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**25 X '25 / Solutions from the Land**

Booth: 96

*Bart Ruth, Nebraska soybean farmer and co-chair 25x25 Alliance*

- Progress on meeting the 25x25 goals, policies and actions needed to maximize the clean energy and climate solutions the agriculture and forestry sectors can deliver. Biofuel and biogenic carbon policies, plans for reframing the national energy conversation, and also the critical need for federal funding for renewable energy.

*Fred Yoder, Ohio corn farmer and a Solutions from the Land Board Member*

- The mission of Solutions from the Land. A new not-for project organization formed to advance the following vision: By 2050, U.S. farmers, ranchers and foresters will be recognized, valued and rewarded for managing land sustainability to produce food, fiber and energy while simultaneously improving biodiversity and the health of the environment.

*Andrew Cotter, Program Manager – Renewables and Distributed Generation for the National Rural Electric Cooperative Association:*

- 25x25's energy for economic growth initiative which is helping rural electric coops develop distributed scale renewable energy generation programs to meet local power needs.

*Ernie Shea, Project Coordinator for 25x25, President of Solutions from the Land*

- Additional background on the 25x25 and Solutions from the Land initiatives and discuss recent activities and the priorities of both efforts.

**ADAMA**

Booth: 25

*Christa Miller, Marketing Communications Leader*

- Introducing ADAMA - NEW ADAMA (Pronounced "Adam-ä") is the new global entity (name) for Makhteshim Agan and its 40+ subsidiaries. In 2014, ADAMA entered a new era to unite under one company, one name, one brand and one promise to Simply. Grow. Together. ADAMA's priority is to deliver practical crop protection solutions as simply as possible for its worldwide customers.
- NIMITZ™ nematicide - NEW (Tomatoes, peppers, cucurbits) First new chemical nematicide in 20 years. Highly efficacious with simplified application and unprecedented user safety. Non-gas formulation. Eliminates fumigant management plans, field monitoring, buffer zones and extensive PPE.

*Dave Downing, Brand Leader*

- Voxien™ Formulations - NEW. Voxien™ brands are a family of distinctively formulated ADAMA products, individually engineered to reduce impact on the worker and the environment in addition to delivering consumer-friendly benefits without sacrificing performance. Ideal for grower regarding new California VOC guidelines. Voxien brands: ABBA Ultra®, Vulcan™.

- ADAMA + Roundup Ready PLUS® - 2015 Updates (SE, Delta, TX, AZ cotton). Cotoran® 4L, Direx® 4L & Pyrimax® 3.2L cotton herbicides included in 2015 Roundup Ready Plus program.
- 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 resistance management. Ideal for sedges. Controls 22 grasses/38 broadleaves. Reduces reliance on glyphosate & PPO add-ons.
- 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. 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.

## **AGP**

Booth: 86

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

- Continued growth in AGP's international markets through its PNW export facility at the Port of Grays Harbor in Aberdeen, Washington.
- Capital investments at AGP's processing, refining and biodiesel plant locations including major expansion at Hastings, Nebraska soybean processing plant.
- Growth in AGP's branded products – AminoPlus high performance by-pass protein for the dairy industry and SoyGold soy biodiesel.
- Early look at new crop soybean quality.

## **Agricultural Retailers Association**

Booth: 36

*Brian Reuwee, Director of Communications*

*Gary Farrell, Ag Enterprise Supply, Cheney, WA*

- Launch of ResponsibleAg, an independent federal regulatory compliance program for fertilizer storage and handling facilities.
- ARA policy positions and updates: Executive Order 13650: Improving Chemical Facility Safety and Security; CFATS; WOTUS; transportation challenges.
- Trends in Ag Retail: Cover Crops, Precision Agriculture, Conservation.

**Agrium Wholesale**

Booth: 46

*Alan Blaylock, Ph.D., Manager Agronomy*

- ESN® SMART NITROGEN® is the only controlled-release nitrogen designed for agriculture that delivers a significant return on investment through increased nitrogen efficiency.
- ESN is backed by over 800 crop years of testing by independent, third-party researchers.
- ESN technology delivers N when the crop needs it, with significant reductions in the risk of loss to the soil, air and surrounding watershed.

*Sarah Fox, Sustainability Initiative Lead*

- ESN significantly reduces N loss, providing substantial benefits to the environment. In the US, National NRCS and local EQIP programs offer grower incentives for the use of ESN.
- ESN aligns with the 4Rs of Nutrient Stewardship's concept of applying the right nutrient source at the right rate, at the right time, and in the right place.

*Todd Latimer, Marketing Manager, Agricultural Specialties*

- ESN technology provides season long nitrogen benefits for corn, cotton, canola, wheat, potatoes, and forage crops. ESN makes sure crops get the nitrogen they need, when they need it.
- ROI Calculator: With increased yields comes increase profit potential. Now, with the online ROI calculator, you can see the potential return on investment before applying ESN. Visit [www.smartnitrogen.com](http://www.smartnitrogen.com).

**Agro-Culture Liquid Fertilizers**

Booth: 101

*Albert Bancroft, Marketing Dept. Manager**Brian Waugh, Sales Account Manager*

- Research driven and farmer trusted, Agro-Culture Liquid Fertilizers has been manufacturing enhanced efficiency, low injury-potential plant nutrition products with superior application flexibility for more than 30 years. Which means the technology in AgroLiquid fertilizers isn't just innovative, it's proven and reliable. Every field, every time.

**AgStar Financial Services**

Booth: 24

*Rod Hebrink, President and CEO*

- Global agriculture trends and changes, investments in rural America and economics of agriculture

**Alltech**

Booth: 21

*Ann Hess, North America Field PR Manager*

- Alltech Unveils 2014 Harvest Analysis Results: The Alltech Mycotoxin Management Team will be releasing their annual North America Harvest Analysis Survey. Find out the latest results from the 2014 crop, the potential mycotoxin challenges for 2015, ways to protect livestock health and performance in the coming year and what prestigious awards the Alltech 37+ Mycotoxin Analysis Program recently won.

*Danielle Palmer, North America PR Coordinator*

- Alltech Crop Science – Helping Crops in Drought and Other Stressful Conditions: Producers continue to grapple with volatile weather patterns that cause severe challenges, like this year's drought in the South and West. Since 1994, Alltech Crop Science has been providing growers worldwide with natural solutions, including a patented technology that helps reduce the harmful effects of abiotic stress in plants, such as in a drought. Alltech Crop Science offers soil health products that support root development and contribute to a healthy soil agrobiome, making plants better able to resist abiotic stress.

*Nikki Putnam, Registered Dietitian Nutritionist*

- The Future of Farming: DHA Omega-3. What is DHA Omega-3 and why does it matter to animals, producers and consumers? How do producers position DHA omega-3 functional foods? Why does the source of DHA matter?

**Alta Seeds from Advanta**

Booth: 29

*Barry Lubbers, Director of Sales*

- Alta Seeds, the U.S. brand for exclusive genetics and premium forage and grain sorghum hybrids from Advanta, will introduce the first herbicide tolerant grain sorghum hybrids in 2016. This advance in non-genetically modified (non-GMO) sorghum genetics will give growers greater ability to control yield-limiting grassy weeds. This is one of many technologies Advanta is developing to enhance performance of its genetics.
- In response to grower demand, Alta Seeds continues to develop new forage hybrids with the Brachytic dwarf trait. The Brachytic dwarf trait reduces the distance between leaves (internodes) on a sorghum plant resulting in a short, stout plant that nullifies lodging concerns and has comparable production to taller plants. The new Brachytic hybrids feature early and medium maturities that can be used for double-cropping or late planting.
- Advanta is funding sorghum studies with Texas Tech University to provide data detailing the competitiveness of forage sorghum silage with corn silage. The studies will evaluate nutritional, economical and agronomic performance. The studies are underway and results are expected in 2015.

**American Angus Association/Certified Angus Beef LLC**

Booth: 10

*Bryce Schumann, CEO*

- How are sales of registered Angus animals performing despite a record-low U.S. cattle inventory?
- What is the state of the Angus business and plans to move the industry forward?

*Dan Moser, President, Angus Genetics, Inc.*

- What is Angus Genetics Inc., and how does it serve Angus breeders and the overall beef industry?
- How is DNA testing being utilized in beef cattle selection, and how can seedstock and commercial breeders alike take advantage of DNA technology, especially in this phase of herd expansion?

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

- Study shows high-quality beef is the surest way for cattlemen to cut risk today.
- More ways than ever to add value, get paid for it and go add more next year.

*Jena McReil, Digital Editor, Angus Journal*

- Any additional topics or need interviews

**American Farm Bureau Federation**

Booth: 57

*Bob Stallman, President**Dale Moore, Executive Director Public Policy*

- Wide range of ag policy issues.

*Mace Thornton, Executive Director Communications*

- General agricultural topics.

*Will Rodger, Director of Communications Policy*

- General farm policy.

**American Farmland Trust**

Booth: 85

*Laura Trivers, Director of Marketing and Communications*

- Farmland Protection: America continues to lose farmland at alarming rates. Hear the latest trends and actions being taken to protect our nation's vital farmland.
- Conservation: New opportunities are available to farmers to conserve natural resources. Hear about two new approaches—the Regional Conservation Partnership Program and markets for Water Quality Trading—and how these opportunities are changing the approach to conservation.
- Keeping Farmers on the Land: Farm demographics are changing as the average age of farmers continues to rise. Hear how American Farmland Trust is working with farmers and non-traditional landowners to ensure agriculture remains viable in the future.

**American Lamb Board**

Booth: 90

*Dan Lippert, American Lamb Board Chairman*

- Lamb industry roadmap.

**American Seed Trade Association**

Booth: 45

*Andrew W. LaVigne, ASTA President and CEO*

- The Guide to Seed Treatment Stewardship.
- Innovation in the Seed Industry.

**American Sheep Industry Association**

Booth: 89

*Peter Orwick, Executive Director*

- Conflict between domestic sheep and bighorn sheep. The Forest Service and BLM continue to work to remove domestic sheep from grazing allotments that might overlap with bighorn sheep habitat. ASI policy directs activity to look at the science behind these decision.
- Recommended Closing of the U.S. Sheep Experiment Station. In the winter of 2013, USDA recommended closing the only national experiment station dedicated to sheep research. Because of its location and expertise, experts at the Idaho station are conducting research that no other facility is currently able to do, including unique research on the domestic-wildlife interface that is vital to the future of the sheep industry. Talk to us to hear the latest.
- Flock Expansion – Industry Roadmap Teams. Work continues to build the viability of the sheep industry and to improve the infrastructure. Many things are happening to do this. Find out what they are...

**American Soybean Association**

Booth: 42

*Ray Gaesser, President**Wade Cowan, First Vice President**Danny Murphy, Chairman**Patrick Delaney, Communications Director*

- The potential effect of EPA's Waters of the U.S. proposed rule on soybean producers.
- The RFS and biodiesel's 2014 volume numbers.
- GMO labeling policy and the approvals framework for biotechnology traits here in the U.S., in China and in other foreign markets.
- Trade and ASA's involvement in negotiations on the Trans-Pacific Partnership (TPP) and Transatlantic Trade and Investment Partnership (TTIP), as well as impacts to soybean farmers from the discussion over country of origin labeling (COOL).

- The importance of highway and rail transportation for the soybean industry following the passage of WRRDA.
- Implementation of the 2014 Farm Bill.
- Ramifications of the precision agriculture and big data conversation for soybean farmers.
- Climate change proposals and impacts to soybean farmers and ways growers can contribute to reduced emissions.
- ASA's efforts to address rail service issues and its impact on soy growers as harvest is underway.

**American Sugar Alliance**

Booth: 76

*Phillip Hayes, Communications Director*

*Luther Markwart, Executive Vice President, American Sugarbeet Growers Association*

- Domestic sugar policy, global sugar subsidies, sugar market conditions.

**AMVAC Chemical Corporation**

Booth: 11

*Richard Porter, Product Development Manager, Midwest Region*

- Producing positive ROI in all types of corn with Granular Advantage of AMVAC soil insecticides.
- Managing weed resistance and protecting yields in corn acres with IMPACTHerbicide Program.

**Animal Agriculture Alliance**

Booth: 97

*Kay Johnson Smith, President and CEO*

- Recent activist campaigns, new Alliance initiatives to counter Meatless Monday and other detractor group efforts, and the future of Animal Ag Alliance.

**Arysta LifeScience**

Booth: 82

*Dave Coorts, Senior Technical Manager*

- Learn about the company's latest advancements in fungicide and herbicide technologies across the corn, soybean and wheat markets.
- Dave will review the latest developments in the company's growing fungicide portfolio, including the newest addition to the lineup – ASTERA with aßpro Yield Enhancer – as well as EVITO Fungicide in-furrow and FORTIX Fungicide's success and future registrations.

*Chad Effertz, Herbicide Development Manager*



- Visit with Chad to hear how EVEREST 2.0 Herbicide provides wheat growers with Flush after flush control of resistant grass and broadleaf weeds. Additionally, Effertz will offer information on PRE-PARE Herbicide's expanding wheat burndown markets.

### **BASF Corporation**

Booth: 60, 61

*Chad Brommer, Technical Market Manager, Herbicides*

- Chad provides technical support for BASF herbicide products including **Engenia™** herbicide, which will be the most technologically advanced BASF formulation of dicamba available for use in dicamba-tolerant (DT) soybeans and cotton.
- Engenia™ herbicide will be the most technologically advanced BASF formulation of dicamba, provides superior control on tough broadleaf weeds, including key glyphosate-resistant broadleaf weeds in the U.S. Commercial availability of the DT system for cotton is anticipated for the 2015 season and soybeans for the 2016 season, following United States Department of Agriculture (USDA) approval of the dicamba-tolerant trait.

*Nick Fassler, Product Management, US Crop*

- Nick is responsible for developing and implementing marketing strategies for cotton and peanut-specific herbicides. He also provides insight and management for **Clearfield®** Production System for rice, as well as **Limus®** nitrogen management, a new nutrient management product.
- **Limus®** nitrogen management combines the efficacy of two active ingredients from BASF into a patented formulation that helps reduce nitrogen losses occurring through volatilization. In addition, **Limus®** protects urea-based fertilizers and keeps nitrogen available during critical crop growth stages for more consistent yields. **Limus®** brings solutions to those in the fertilizer market who face operational challenges in the transportation, application, storage and handling of urea-based fertilizers.

### **Bayer HealthCare**

Booth: 72

*Dr. Larry Hawkins, DVM,*

- Baytril® 100 (enrofloxacin) Injectable's approval to treat and control two additional pathogens associated with SRD complex in swine, and its approval for the control of BRD in high-risk cattle.
- News and information on fly and pest management products from Bayer, including Annihilator™ Polyzone®.
- Bayer ProstaMate® (dinoprost tromethamine) and OvaCyst® (gonadorelin diacetate tetrahydrate), two proven reproduction management products.

**Beck's Hybrids**

Booth: 58

*Jim Shertzer, FARMserver Lead, FARMserver*

- Every farmer has different needs for their operation, especially when it comes to precision agriculture. But is there really a perfect solution to precision ag?
- Farmers are often overwhelmed when it comes to precision ag technologies. How do they sort through the clutter and pick the best tool for their operation?
- With harvest ending across the United States, what is the most important thing farmers should do with the data from their yield monitors?
- Flexibility in a precision ag tool. What is flexibility and why is it important to farmers?
- Data security is one of the top concerns for farmers. How does FARMserver's data security policy differ from competitors?
- FARMserver™ is a web-based, precision ag tool developed with the farmer in mind. What makes it different from other precision ag tools?

*Zach and Cole Bailey, Bailey Family Farm, Iola, IL*

- As farmers, what are they looking for in a precision ag technology?
- Why is a precision ag tool important to the success of their farm?
- What was harvest 2014 like in southern Illinois?
- For the Bailey's, weed resistance became real in 2013. How did they overcome glyphosate resistant weeds in 2014?

*Ashley Fischer, Media Relations Coordinator, Beck's Hybrids*

- Beck's continues to grow across the Midwest. How is Beck's utilizing the former DuPont Pioneer facility in Mt. Pleasant, Iowa?
- Midwest farmers yield more than 300 Bu./A. in the Beck 300 Challenge. What was their 300 Challenge recipe?
- The Why I Farm movement honoring the American farmer continues to gain momentum. How has the movement evolved? Why is it important to you and your listeners?

**Cargill AgHorizons**

Booth: 43

*Randy Giroux, Vice President of Food Safety, Quality and Regulatory**Tony Neuman, Marketing Communications Manager**Kate McDermott, Media Relations*

- Keeping pace with investments by our farmer customers – we will have speakers ready to address how Cargill has been investing in its facilities, programs and technology to maintain access to key markets.

**Case IH**

Booth: 51

*Dan Klein, Crop Production Marketing Manager*

- Now, thanks to Case IH and Precision Planting®, producers can take that technology to a new level by adding valuable new options that fit their individual needs. Learn how producers have these new options on their Early Riser® planters.

*Zach Hetterick, High Horsepower Marketing Manager*

- Zach will discuss the positive grower reaction to the newly introduced Magnum (TM) Rowtrac (TM) tractor. He can also talk about the brand's long legacy with independent tracks.

*Trevor Mecham, Director, Precision Solutions & Telematics*

- Case IH has announced its new AFS Connect 2.0™, a new farm management system that uses advanced telematics technology to help producers effectively monitor and manage their operations without compromising control of their data.

**Cattlemen's Beef Board**

Booth: 50

*Dave Zino, Executive Chef*

- Dave will be talking about "Lean Matters". Today's beef is leaner than ever due in part to production practices and post-harvest trimming. It is a win/win for the rancher and the consumer.

*Kim Brackett, Chair*

- Kim will be on hand to discuss the most comprehensive study ever rendered about the Return on Investment (ROI) of beef checkoff assessments, as well as checkoff program achievements. She will also discuss the FY15 checkoff plan of work.

**Certified Crop Adviser/American Society of Agronomy**

Booth: 6

*Dave Wilcox, Nutrient Reduction Specialist, CCA-Kansas*

- Voluntary or regulated, Certified Crop Advisers (CCA) pioneer in-field applications for profitable nutrient management tactics! The topics will cover CCA involvement in the creation of Nutrient Reduction Strategies, Water Quality Issues, and Profitable-Sustainability.

*Eric Welsh, Program Manager—Marketing & Communications*

- The Future of Agriculture: Certified Crop Advisers (CCA) are at the fore-front of many state's efforts to develop and implement nutrient reduction strategies. CCAs are here to help find new strategies to mitigate on-farm issues related to the overloading of nutrients.
- The CCA Program is unveiling 4 new specialty certifications that validate expertise over-and-above our CCA Professional Credential.

- The American Society of Agronomy has utilized a new education software to provide a more convenient platform for the use of an updated and more substantial Professional Development Portfolio. More webinars and self-paced learning opportunities from the foremost experts in Agronomy!
- The CCA-Candidate Status has opened more doors at Universities, Colleges, and Technical Schools. More and more agronomy departments are using the ICCA exams as outcomes assessments to evaluate their curriculum.

### **Cheminova**

Booth: 38

*Deneen Sebastian, Director of Marketing*

How will commodity pricing impact fungicide applications in 2015?

- Growers will be looking for ways to save money on fungicide applications in 2015. The use of FORTIX early (at herbicide timing) in corn has shown to be as beneficial as VT application in both yield and disease control. The early application helps the grower save money on aerial application with the benefit of season long fungicide benefits.
- FORTIX is also registered on soybeans where an early application has also shown a benefit. For 2015 wheat will be added to the label.

Cheminova will also be offering in 2015 azoxystrobin-based products that will offer more affordable options for growers.

- The importance of clean fields to start the year.
- Research has shown that clean, weed free fields in the spring can have significant value for corn growers. Higher soil temperatures, greater soil moisture, and less harborage for overwintering pests can create less field work in the spring allowing growers to plant closer to the optimal date.

HARROW Herbicide gives growers the application flexibility to control grass and broadleaf weeds when applied fallow, preplant, premergence and postmergence in field corn.

- HARROW contains two active ingredients: rimsulfuron and thifensulfuron and is an affordable option when compared to Basis® or Basis Blend herbicides.
- More crop protection options.
- Introduce RHYME for the California grape market.
- Additional crops on the TOPGUARD label.
- TOPGUARD Terra for cotton root rot in the SE.

### **CHS Inc.**

Booth: 41

*Annette Degnan, Enterprise Marketing and Communications Director*

- CHS will provide news and information about winter propane supply and distribution issues, global commodity market trends, corporate and CHS Foundation giving to support America's ag teachers and related education and farm safety initiatives, and plans to proceed with construction of a \$3 billion nitrogen fertilizer plant near Spiritwood, N.D.

**CME Group**

Booth: 18, 19

*Tim Andriesen**Managing Director, Agricultural Commodities & Alternative Investments*

- Growth of Grain Options in a Bearish Market: Over the last several years, producers have enjoyed high prices for Corn, Soybeans and Wheat. But recently a variety of demand and supply factors – such as record yields in 2013 and expectations for bin-busting yields again this year – have resulted in declines in prices for key grains and oilseeds. These market dynamics have led to record growth of agricultural options at CME Group as farmers, producers and commercial participants look to agricultural options to mitigate price risk, lock in margins and manage cash flows in a bear market. Come hear about the variety of new, non-standard options available to producers to customize their grain marketing plans and manage price risk.
- New “Risk Ranch” App from CME Group Teaches Risk Management to Kids of All Ages: In 2014, Based on its Commodity Carnival game with the National 4-H Council, CME Group developed a fun and fast-paced, single-player app called “Risk Ranch.” This free download for Android and iOS devices challenges players to take on the role of a modern-day farmer and bring your steer to market. Avoid risks, allocate coins wisely and purchase Futures to protect your investment. It’s up to you to safely raise your steer and make a profit in a totally new world! Risk Ranch is available on the web, in the App Store and through the Android Market, and recently was named the 2014 Platinum Award Winner for Best Children’s App by the Best Mobile App Awards.

*Scott Shellady, SVP Derivatives, TJM Investments*

- Expert market commentary on factors impacting grain futures prices in 2014.
- Ag futures price outlook in 2014 and beyond.
- General commentary on open-outcry trading of futures options.

**Compass Minerals Plant Nutrition**

Booth: 103

*Carly Sabourin, new products manager, Compass Minerals*

- Nu-Trax P+, a new fertilizer designed to deliver better early-season nutrition.
- The traditional challenges associated with phosphorus and zinc availability to young plants.
- How farmers and retailers can become phos bosses.

*Steve Jones, territory manager, Compass Minerals*

- Why the importance of zinc is not so micro.
- The role of zinc in plants and root development.
- How Wolf Trax Zinc DDP is better than other zinc fertilizer sources at delivering the nutrition crops need.

**CropLife America**

Booth: 31

*Kellie Bray, Senior Director, Government Affairs**Mary Emma Young, Director, Communications and Marketing*

- Pollinator health and the role of the crop protection industry
- 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.

**Dow AgroSciences**

Booth: 22

- Yield is the ultimate test for farmers. Visit the Dow AgroSciences booth for interviews on advanced technologies that help farmers maximize yield potential.

**DuPont Crop Protection**

Booth: 68

*Jenny Goodman, Midwest Marketing Manager**Bob Leifker, Midwest Marketing Manager*

- Growers are making seed and crop protection decisions for next year. Talk with DuPont Crop Protection experts about lessons learned in 2014 and strategies for 2015 to help growers break the "green bridge," better manage fungicide and herbicide resistance, and more to get the most from every acre.

**DuPont Pioneer**

Booth: 66, 67

*Ryan French, Senior Marketing Manager, Corn*

- DuPont Pioneer® Corn Seed Products

*André Trepaniér, Senior Marketing Manager, Soybeans & Intellectual Property*

- DuPont Pioneer® Soybean Seed Products, Plenish® high oleic soybeans and intellectual property

*Dan Uppena, Business Manager*

- Encirca<sup>SM</sup> services

*Rick Radliff, Senior Manager, Agronomy*

- DuPont Pioneer® Agronomy Services, Pioneer® GrowingPoint® Agronomy

*Chuck Broughton, Global Sales & Marketing Director –seed treatment enterprise*

- New DuPont™ Lumivia™ insecticide seed treatment as part of the PPST 250 offering.
- Newly formed DuPont Seed Treatment group and what it means for customers.

**Eco Agro Resources**

Booth: 108

*Andrew Semple, CEO*

*Norm Davy, EVP, Global Sales and Marketing*

- New PENXCEL technology improves the performance of a line of enhanced efficiency fertilizer products. It works to get better coverage, speeds blending and improves performance and safety.
- The lineup of products from Eco Agro Resources with PENXCEL technology includes:
  - N YIELD Nitrogen Stabilizer - performs better under tougher conditions than the industry standard.
  - N-BOUND Nitrogen Stabilizer - helps prevent denitrification and leaching of nitrogen.
  - PHOS GAIN Phosphorus Enhancer - helps P remain in an available form longer.

**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 reasonable prices. The technology is also taking off in the air, with JetBlue and United both now offering Exede to provide high-speed service to passengers in flight. We also have some exciting new plans available for business and residential customers we'll be talking about.
- 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*

*Leona Cox, COO*

- Challenges and opportunities of growing Non-GMO crops.
- Government Programs: The ARC/PLC dilemma.
- "Lean" Management: Cutting waste from farm operations.
- FDIC's caution to banks about loaning to farming operations.

### **Farm Credit**

Booth: 23

*Mike Hechtner,*

*Central Region President, Regional Agribusiness Banking Group, CoBank*

- Outlook for cooperatives: How important is the cooperative model to American agriculture? What is the current outlook for the nation's co-ops 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?
- Exploring Public Private Partnerships: What's being done to promote and grow rural America and the next generation in ag? CoBank has recently announced three initiatives that support an infusion of capital in rural America through public private partnerships. Can you tell me about the current public private partnerships CoBank is engaged in?
- The strength of the Farm Credit System and its value to agriculture: How are the Farm Credit System and CoBank doing?

*Brian O'Keane*

*Executive Vice President, Banking and Finance and Chief Financial, AgriBank*

- Interest rate outlook: What are interest rates going to do in 2015? How are farmers responding? Poll results from the AgriBank District CFOs regarding the outlook for 2015.
- Interest rate risk management: What strategies and solutions are available to help producers manage interest rate risk? A new AgriBank report highlighting how farmers can manage interest rate risk.
- Economic state of U.S. agriculture in America's heartland: What are the top trends facing American agriculture and how will they impact farmers?

*Doug Stark*

*President and CEO, Farm Credit Services of America*

- Land Values: What trends are you seeing in farmland prices in your area? What impact will \$3 corn have on land values? On cash rent?
- Lower Grain Prices: What impact will lower grain prices have in the short term? In the longer term? How can producers position themselves to weather the downturn in prices? What conversations should producers be having with their lenders?
- Overall Agriculture Economy: What notable trends do you see emerging for livestock producers? The ethanol industry? What do you see as the greatest challenges and opportunities for producers in the next several years?



**Farm Foundation, NFP**

Booth: 107

*Wayne Honeycutt, NCRS Deputy Chief for Science & Technology*

- How soil health impacts crop resilience, water quality, air quality, environmental issues, and plant health.
- The need for coordinated research to address the many unknowns of soil and soil health.
- The new NRCS Soil Health Division.
- With apologies to the Tina Turner classic, Honeycutt says, "What's Soil Got To Do With It?" The answer: Everything.

*Wally Tyner, Purdue University Agricultural Economist*

- The economic and environmental benefits and costs of cover crops.
- The links between sustainable residue removal and use of cover crops.
- Research on quantifying the long-term benefits of cover crops in terms of improved soil health and productivity.

*Mary Thompson, Vice President of Communications*

- The Soil Renaissance focuses on four issues critical to the advancement of soil health: a standard to measure soil health, tools to quantify the economics of soil health, soil health research needs, and education tools.
- How to become part of the Soil Renaissance.

**Farm Safety For Just Kids**

Booth: 100

*Dave Schweitz, Executive Director*

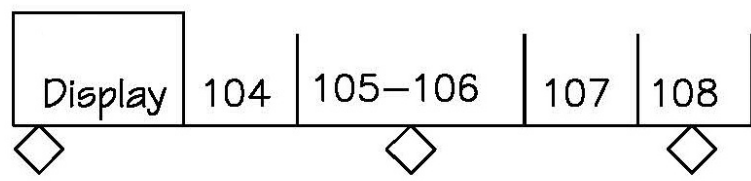
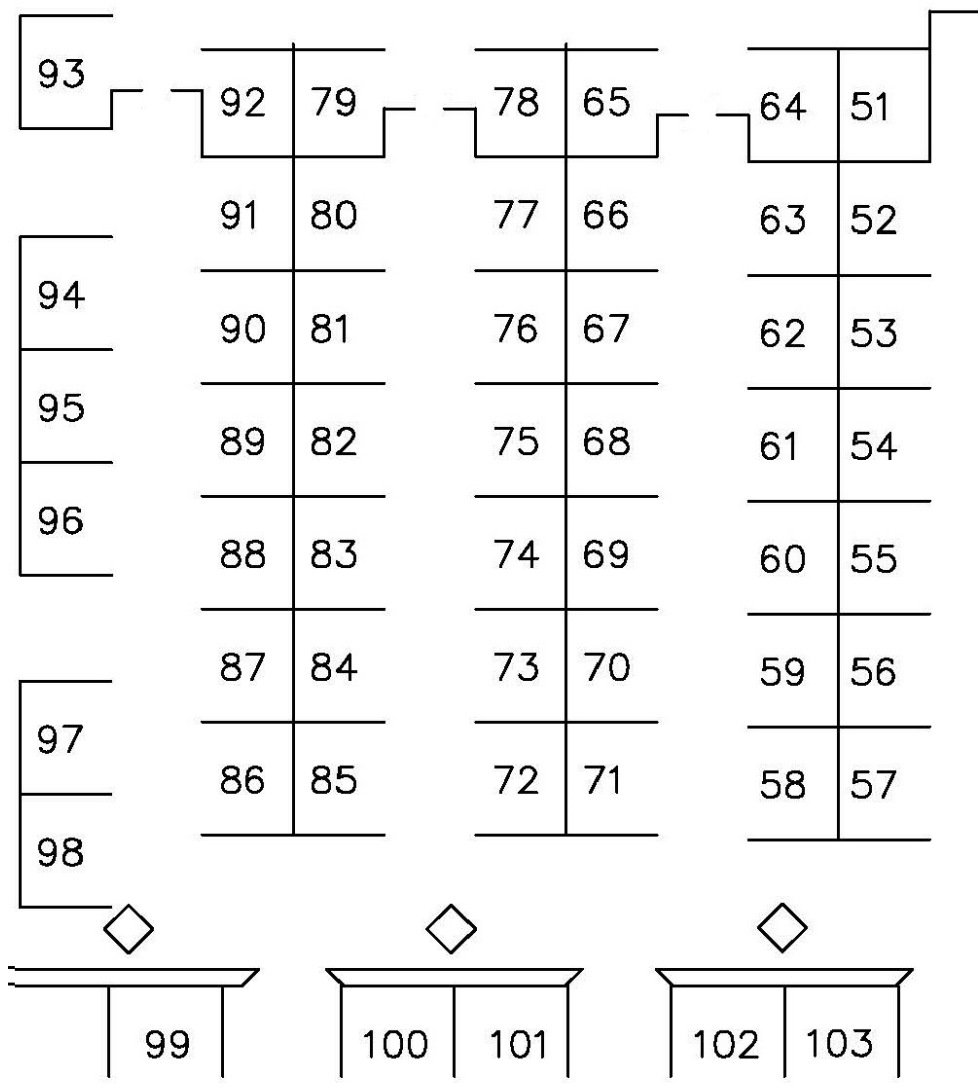
- Updated rural roadway safety materials are available.
- Grain safety resources have been added to the website.
- New farm safety PSAs are available.
- Outreach coordinators in 7 states (Indiana, Iowa, Kansas, Nebraska, Ohio, South Dakota, Wyoming) are available for farm safety presentations.

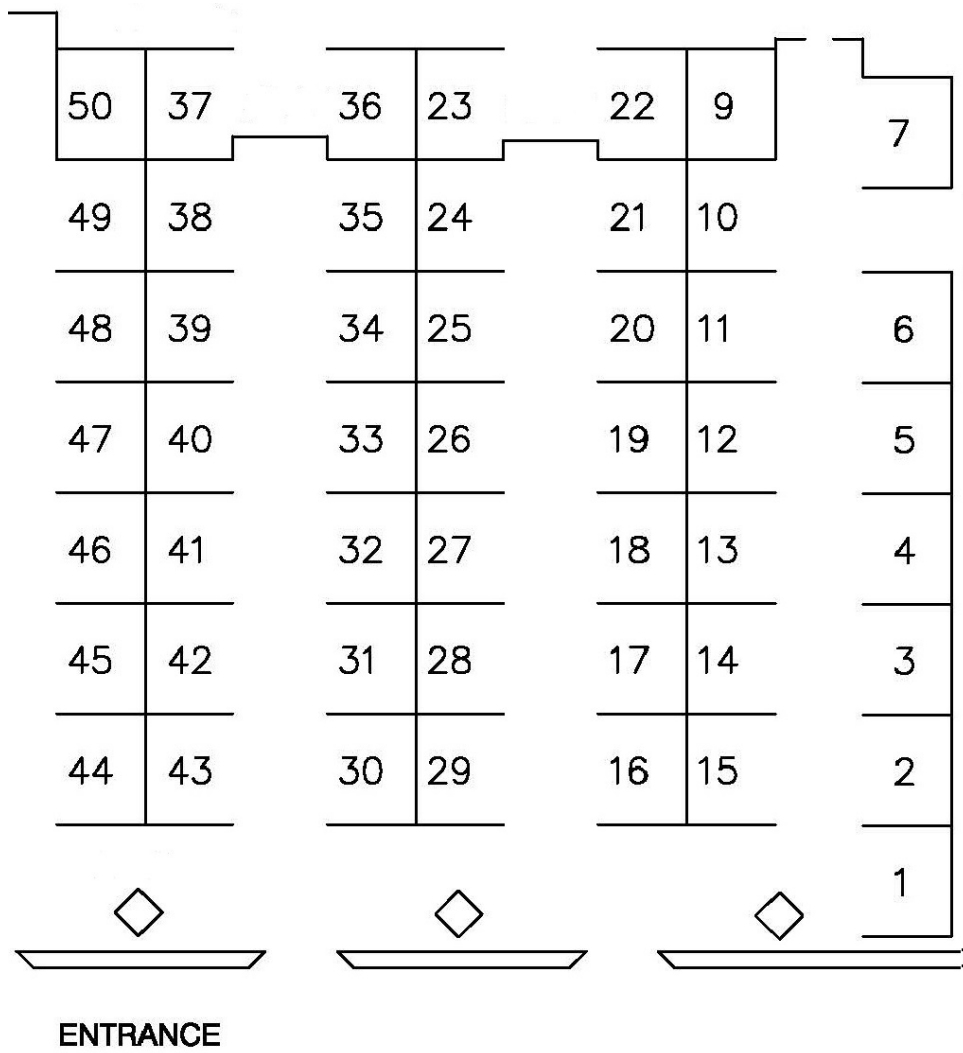
**FarmLink**

Booth: 9

*Jeff Dema, President, Grower Services*

- TrueHarvest - The first and only yield benchmarking tool comparing your fields against thousands of like fields to show your lands true potential.
- Farmer to Farmer - A managed combine share program allowing farmers to generate significant added yearly income, decrease their cost per separator hour and drastically reduce the cost of ownership.
- MachineryLink - A managed combine rental program finalizing it's 14th harvest season, serving farmers around the country.





**Farmers National Company**

Booth: 69

*Jim Farrell, President and CEO*

- Lower Grain Prices Moderate Land Values - Land values are moderating and even softening in some instances this fall as the huge crop weighs on the commodity markets. Despite the lower prices, however, top quality land continues to be in demand, showing only slight price moderation from the highs of 12 months ago. Most of the weakness in land values this fall is taking place in the lower quality land, those farms and ranches with blemishes. Our agents report that the demand for the "good stuff" is still there. Farmers National Company auctions throughout the Midwest are averaging 90 percent successful the day of the sale; 95 percent of the properties are sold by the end of the week. While buyers are still outnumbering sellers, we are beginning to see an increase in the number of acres coming on the market late fall.

**The Fertilizer Institute**

Booth: 12

*Laura Kubitz, Manager, Public Affairs*

- ResponsibleAg, 4R Nutrient Stewardship

**FMC Corporation**

Booth: 16

*Matt Hancock, Corn Segment Manager**Gail Stratman, Regional Technical Sales Lead*

- Learn about best practices for a year-long weed management program, including the value of preemergence herbicides, importance of timely applications and overall best practices in a variety of crop segments.
- Additionally, FMC representatives will be available to discuss new solutions, such as Anthem® Flex, Marvel™ and Solstice™ herbicides, in addition to pending crop protection products.

**Growing Matters**

Booth: 99

*Pete Nowak, Ph.D. Principal of AgInfomatics, LLC*

- New research demonstrating the economic and societal value of neonicotinoids in North America.
- AgInfomatics, LLC, is a group of independent agricultural economists and scientists. Dr. Nowak is former chair and professor emeritus with the University of Wisconsin-Madison Institute for Environmental Studies.
- Growing Matters is a coalition of organizations and individuals committed to scientific discourse on the stewardship, benefits and alternatives of neonicotinoid insecticides in North America. Bayer CropScience, Syngenta and Valent U.S.A. are leading this coalition with support from Mitsui Chemicals Agro, Inc.

- Agriculture and horticulture are key to nourishing families and communities. Feeding a growing population, enhancing the beauty of our surroundings, and sustaining a commitment to environmental protection are fundamental needs that matter. Crop protection products, both natural and synthetic, are important tools that protect plants from tough and invasive pests that can devastate crops and urban landscapes.

#### **GROWMARK**

Booth: 17

*Dr. Howard Brown, Director, Nutrient Management & Environmental Stewardship*

- Nutrient Management Systems, how farmers are using these systems in various watersheds throughout the US, and the impact of these systems on environmental issues.

*Beverly Long, Marketing Communications Manager, Agronomy*

- Sustainable farming practices in nitrogen management within the Mississippi River basin. N-WATCH as a tool to track nitrogen inventory in the soil.

#### **GROWTH ENERGY**

Booth: 14

*Tom Buis, CEO*

- Renewable Fuel Standard.
- 2014 RVO Numbers – as of yet unreleased, but currently the most pressing topic before the renewable fuels industry.
- E15 - growing availability and infrastructure issues.
- Further development of cellulosic biofuels.
- Food AND Fuel – not food v. fuel.
- Ramifications of midterm elections.
- Political outlook for Lame Duck Congressional Session and new Congress in convening in January 2015.

#### **Irrigation Association**

Booth: 62

*John Farner, Government and Public Affairs*

- Agricultural Water Use; Center Pivot Irrigation; Drip-Micro Irrigation; Agricultural Water Use Efficiency; Water Policy; Agricultural Policy; 2014 Farm Bill; Drought; Clean Water Act.

**John Deere**

Booth: 44

*Barry Nelson, Manager, Media Relations*

- Barry will discuss a major radio campaign to feature new products from John Deere. He will also discuss National Ag Day and the importance of agriculture in providing food, fiber, and fuel to a growing world population which will surpass 9 billion people by 2050.

*Beverly Flores, Integrated Communications Manager*

- Managing machinery, logistics, and field data through the MyJohnDeere Operations Center. This will include a discussion on Wireless Data Transfer, JDLink telematics, the MyJohnDeere Operations Center and other new technology. Beverly will discuss how to manage information securely from the cab to the cloud to be downloaded to tablets, smart phones, and computers for use by the operator and trusted advisors.

*Colin MacDonald, Product Manager*

- John Deere recently introduced the new 9R and 9RT Tractors rated in horsepower from 370 through 620 hp. The 9620R Tractor is the largest tractor ever built by John Deere. Colin will discuss key features of the tractors including the new HydraCushion Suspension which reduces or eliminates road lobe and power hop, the new e18 PowerShift transmission with Efficiency Manager, and the spacious CommandView III Cab.

**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, including advancements in technology and added features.
- Harvest News: Update on Multi-Hybrid Planters - Hear the latest information about the Kinze multi-hybrid planter, including a report on field trials and the benefits of this new technology.

**Koch Agronomic Services, LLC**

Booth: 32

*Greg Schwab, Ph.D., 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.

*Ron Restum, Vice President North American Sales*

- AGROTAIN® ADVANCED and AGROTAIN® DRI-MAXX are two new, innovative nitrogen stabilizers in the AGROTAIN® stabilizer product family.

AGROTAIN® ADVANCED stabilizer is a concentrated liquid formulation that shows improved performance at a reduced rate, minimizing the potential for buildup during blending and application. AGROTAIN® DRI-MAXX stabilizer is an improved dry formulation of AGROTAIN® stabilizer that adheres to urea granules without adding moisture to the blend, minimizing the potential for buildup.

#### **Kubota Tractor Corporation**

Booth: 105. 106

*Kent Brown, Agriculture Equipment Business Development Manager*

- Kubota's new line-up of High Horsepower Tractors and Tier 4 Engines
- David Palmer, Senior Product Manager Implements*
- New innovations and additions to the full line of Kubota Hay Tools

#### **Merck Animal Health**

Booth: 28

*John Graettinger, Director, Food Chain Affairs*

- The Dairy C.A.R.E. initiative supports the significant efforts of dairy producers to provide the best quality care for their animals. An extension of the Dairy Care365™ program, this new initiative focuses on providing resources on animal husbandry practices and hiring. Dairy C.A.R.E. also offers communication resources to help producers enhance awareness and understanding of their commitment to animals within their own communities.

*Brent Meyer, D.V.M., beef cattle technical services manager*

- Best practices and new technology for managing bovine respiratory disease (BRD), including Once PMH IN. Introduced earlier this year, this is the only intranasal vaccine to deliver dual bacterial pneumonia protection.

#### **Merial**

Booth: 47

*Joe Dedrickson, D.V.M., Ph.D, Field Veterinary Service Director*

- BRD is the most common and costly cattle disease, taking a substantial toll annually on animal health, productivity and welfare. With the winter months rapidly approaching, learning best practices to prevent and manage BRD is critical to any cattle operation.
- The importance of fall deworming and how producers should work with their veterinarians to determine a strategic parasite control program.

**Midwest Dairy Association****Booth: 78***Sherry Newell, Senior Communications Manager**Mike Kruger, CEO**Dairy Farmer Board Member*

- Now, more than ever, the dairy checkoff's work is critical to the industry's future. Learn how each national initiative is carried out by Midwest Dairy, and what that means to dairy farmers. It's a unique opportunity to interview Mike Kruger, Midwest Dairy's CEO, whose involvement at all levels of dairy promotion the last 30 years has made him one of the most knowledgeable people involved in the checkoff nationally. Join Mike and one of our dairy farmer board members to find out what lies ahead for dairy sales, innovation and consumer confidence.

**Monsanto**

Booth: 2, 3, 4

*Tom Eickhoff, Agronomic Systems Lead*

- Hear about Monsanto's overall corn portfolio as well as topics such as corn rootworm and drought technology.

*Jesse Hamonic, National Brands Marketing Manager*

- DEKALB Brand year in review and outlook for 2015.

*Dipal Chaudhari, Asgrow Brand Manager*

- Asgrow Brand year in review and outlook for 2015.

*Austin Horn, Crop Protection Marketing Manager*

- Since its introduction in fall 2010, Roundup Ready PLUS Crop Management Solutions has provided growers recommendations, resources and incentives to manage glyphosate-resistant and tough-to-control weeds. Learn about new tools and incentives available to growers for the 2015 season.

*Kacy Perry, Channel Brand Manager*

- Channel Brand year in review and outlook for 2015.

*Wes Hayes, Advisory Services Channel Enablement Lead*

- Learn how The Climate Corporation uses data science to provide farmers with actionable insights and recommendations through the Climate Technology Platform.

*Elizabeth Vancil, Outreach Manager*

- New for 2015, the America's Farmers Grow Ag Leaders scholarship program gives students the opportunity to earn a \$1,500 scholarship to further their agricultural education. The program launches nation-wide Nov. 15.



**Monsanto BioAg**

Booth: 80

*Margi Schmidt, Marketing Specialist*

Visit Monsanto BioAg representatives for the latest insights and information on:

- Industry-leading microbial solutions such as Optimize, TagTeam LCO and QuickRoots.
- The latest developments in the BioAg Alliance with Novozymes.
- The Monsanto's perspective on the future of microbial-based ag. biological solutions.

**The Mosaic Company**

Booth: 83

*Curt Woolfolk, Senior Agronomist*

A new era of soil crisis? With farmers across the country celebrating this season's high yields, Curt is available to discuss adjusting fertility plans to match unprecedented nutrient removal.

**National Association of Conservation Districts**

Booth: 63

*Lee McDaniel, President-Elect*

*Brent VanDyke, Second Vice President*

- Soil Health and NACD's Conservation Innovation Grant
- EPA's Proposed "Waters of the U.S." rule
- Regional Conservation Partnership Program
- Concurrent Resolution on Conservation
- NACD Annual Meeting in New Orleans

**National Biodiesel Board**

Booth: 37

*National biodiesel industry experts, farmer leaders*

*Mike Youngerberg of the Minnesota Soybean Growers Association*

- Minnesota is a clear biodiesel leader pioneering first a B2 blend standard and this summer moving through a successful B10 implementation. This is an opportunity to capture a firsthand interview of the state's experience. You can ask about how they overcame difficult hurdles, the benefits of the new law, and what motivates Minnesota Soybean as they champion America's Advanced Biofuel, biodiesel.
- Also, exciting research recently conducted shows that a healthy biodiesel industry not only benefits America's soybean farmers, but also its livestock producers. Studies showed that increased biodiesel production lowers the relative cost of meal for livestock rations and increases revenue for the

livestock sector via increased drop values. Use of animal fats attributed to biodiesel was estimated to have increased value from 2009 through 2013 at a rate of \$530 million for the beef industry, \$136 million for the pork industry, and \$51 million for the poultry industry.

- As policy uncertainty continues in Washington, how do these ups and downs affect the biodiesel industry and the soybean complex? Hear from experts how the industry is weathering the latest storm in our Nation's Capital.

#### **National Bison Association**

Booth: 52

*Dave Carter, Executive Director*

- Bison carcass prices have hit a historic high, but customer demand continues to grow. New products are needed to meet this demand.
- Livestock is increasingly blamed as one of the causes of global climate change. The National Bison Association has information on how bison (and other ruminants) are part of the answer, not the problem.
- The second annual National Bison Day, proclaimed by the U.S. Senate, was held November 1. Activities across the country recognized the important economic, cultural and environmental role of this animal.
- USDA has launched a comprehensive epidemiological study of the bison industry. Find out why this is an important initiative.

#### **National Cattlemen's Beef Association**

Booth: 48

*Philip Ellis, President-Elect*

*Jennifer Houston, Federation Division Vice Chairman*

*Colin Woodall, Vice President of Government Affairs*

- Brazil/Argentina Beef Import Proposal.
- Waters of the US proposed rule.
- Dietary Guidelines for Americans.

#### **National Corn Growers Association**

Booth: 40

*Chip Bowling*

*Jon Doggett, Vice President of Public Policy*

*Rob Elliott*

- Soil Health Partnership.
- Farm Bill Implementation.
- Ethanol.
- WOTUS.
- Corn Prices.

**National Crop Insurance Services**

Booth: 20

*Tom Zacharias, President*

*Keith Collins, Economic Advisor*

- 2014 Farm Bill, and Crop Insurance.

**National Farm Medicine Center**

Booth: 79

*Scott Heiberger, Communications Specialist*

- Heiberger is representing several organizations devoted to agricultural safety and health: National Farm Medicine Center, National Children's Center for Rural and Agricultural Health and Safety, International Society for Agricultural Safety and Health, the Upper Midwest Agricultural Safety and Health Center at the University of Minnesota, the NIOSH-supported US Agricultural Centers, and the agribusiness-driven Agricultural Safety and Health Council of America.
- The Plambeck Award-winning "Cultivate Safety" campaign has updated its website. Parents can go to [www.cultivatesafety.org](http://www.cultivatesafety.org) and find proven childhood farm injury resources.
- Two significant and preventable threats to the farm population's well-being – skin cancer and tractor rollovers – are being addressed by the National Farm Medicine Center.
- The updated [www.safeagritourism.com](http://www.safeagritourism.com) has been endorsed by the agritourism industry, and features new virtual safety walkthroughs and checklists for agritourism operators who want to do all they can to ensure a safe experience for visitors.
- The peer-reviewed *Journal of Agromedicine*, edited by the National Farm Medicine Center, focuses on human health in agriculture. The Journal can provide story ideas and the science to make your stories stronger.

**National Farmers Union**

Booth: 34

*Chandler Goule, Senior Vice President of Programs*

*Andrew Jerome, Communications Coordinator*

- Country-of-Origin Labeling, RFS, Trade

**National Grain & Feed Association**

Booth: 84

*Randy Gordon, President*

- Rail Service: How are things going so far in transporting the bumper harvest, and how long will service disruptions persist?

- **Biotechnology:** What are the latest efforts to address delayed regulatory approvals for U.S. biotech crops in important U.S. export markets? How are U.S. stakeholders – from tech providers to producers to grain handlers – trying to address future U.S. launches of biotech crops?
- **The New CFTC:** What impact have changes in the composition of the Commodity Futures Trading Commission had on the agency's consideration of onerous rules that could discourage the use of futures markets as risk-management tools to hedge production and price risk?

#### **National Pork Board**

Booth: 71

*Dale Norton, President, Bronson, MI*

*Brad Greenway, Vice President, Mitchell, SD*

*John Johnson, Interim CEO*

*Lisa Becton, DVM, Director of Swine Health Information and Research*

PEDV

- The U.S. pork industry has faced one of the greatest challenges in its history, in the form of Porcine Epidemic Diarrhea Virus (PEDV). This can best be described as 18 months of pain and progress. Learn more about what to expect this winter, how producers have worked to prevail in the face of PEDV and how the lessons learned are working to build preparedness and response for the next disease.

People. Pigs. Planet.

- With a new strategic plan recently unveiled, learn how the National Pork Board will build consumer trust, drive sustainable production and grow consumer demand, all with the vision of elevating U.S. pork as the global protein of choice by continuously and collaboratively working to do what's right for people, pigs and the planet.

#### **National Pork Producers Council**

Booth: 65

*Dave Warner, Communications Director*

*Dr. Howard Hill, President*

- PEDV, Antibiotics.

*Nick Giordano, VP & International Trade Counsel*

- Trans-Pacific Partnership, U.S. European Union FTA, Pork Exports.

*Michael Formica, Environment Counsel*

- EPA "Waters of the United States" Rule.

*Steve Meyer, President, Paragon Economics*

- Pork Industry Economics.

**National Sorghum Producers**

Booth: 26

*J.B. Stewart, Chairman*

- Farm Bill Implementation.
- International Markets for U.S. Sorghum.

**Nutra-Flo**

Booth: 15

*Jason Glover, Director of Product Strategy, Marketing and Business Development*

- Nutra-Flo is the manufacturer of PureGrade Liquid Fertilizer, the leading brand of starter and foliar fertilizers in North America. Nutra-Flo recently introduced the first liquid fertilizer to effectively mix with EC-based liquid pesticides. Learn about PureGrade EC and other new products that boost yields and maximize profitability for growers.

**POET**

Booth: 5

*Jeff Broin, POET Founder, Executive Chairman of the Board*

- Cellulosic ethanol - POET-DSM recently opened its first cellulosic ethanol plant in Emmetsburg, Iowa fostering a new age in transportation fuel.
- Biomass harvesting - Harvesting crop residue for biofuels production is poised to transform agriculture, giving farmers a new revenue stream with little to no additional input costs.
- Ethanol production and why it is a crucial topic today for the American farmer and consumers.
- The Renewable Fuel Standard: What's at stake and its impact on ethanol production and agriculture.

**The Propane Education & Research Council**

Booth: 81

*Cinch Munson, Director of Agriculture Business Development*

- New propane technologies for use on the farm, including propane irrigation, grain drying and ag heating.
- The propane supply outlook for winter.
- The 2014 Propane Farm Incentive Program and how farmers can earn up to \$5,000 toward the purchase of new propane equipment.

**Protect The Harvest**

Booth: 73

*Betty Doke, Representative, Lucas Oil*

- “Educating the Consumer “of the threats to our "Rural Way of Life" in agriculture, hunting, fishing and pet ownership from extreme animal rights groups.

*Brian Klippenstein, Executive Director, Lucas Oil**Mike Siemens, Volunteer, Lucas Oil*

- Interstate Trade.
- Farming Rights, Food Security issues.

**Rabo AgriFinance**

Booth: 87

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

- Don is a leading expert on the cattle industry. From herd rebuilding to ground beef consumption to drought implications, Don has insight your listeners will find valuable today and for making decisions in the future.

*Stephen Nicholson, Grains and Oilseed Analyst, Rabobank Food & Agribusiness Research*

- Steve's knowledge on corn, soybeans, wheat and a variety of other row crops means he is able to offer insight on pressing issues impacting your listeners...including land values, storage considerations and markets.

**Raven Industries**

Booth: 49

*Ryan Molitor, Marketing and Business Development Manager*

- In a soft ag economy, precision technology is one of the best ways to continue to boost yields and increase efficiency, especially without buying new iron. Raven Industries has many exciting new products to discuss including:
- Hawkeye Nozzle Control System.
- OmniRow Multi-Hybrid Control.
- Visit the booth to learn about these products and other innovations from Raven!

**Renewable Fuels Association**

Booth: 56

*Bob Dinneen, President & CEO*

- Renewable Fuel Standard (RFS), 2014 RFS blending levels
- Rail
- E15 and E85
- Trade and Import/Export Issues

**Stewart-Peterson**

Booth: 98

*Bryan Doherty, Senior Market Advisor*

- Tight corn and soybean inventories (due to a global short-fall of crops over the last five years) have incentivized producers to aggressively grow crops. High prices have increased corn acres to a record level last year and soybean acres to a record level this year. Good weather and big crops have led to supply increases. With the steep decline in corn and soybean prices, many producers are asking themselves how they are going to dig out of the hole in which they have suddenly found themselves. While there are no easy answers or quick fixes, Bryan Doherty will discuss opportunities and strategies producers could implement for marketing corn and soybeans.
- If you are a buyer of corn or soybeans for feed, recognize that the market is presenting some of the most advantageous opportunities to protect feed prices at attractive levels. Now is the time to take action if your profit margins depend on keeping input costs low. Bryan will talk about strategies to do so.
- For dairy producers, 2015 Class III milk futures prices are already discounted at least \$7.00 from their September high. It's tough to know whether cash prices will help bring prices up from these levels or if prices will decline further. Active price management and scenario planning will be very important as we move into 2015. Bryan will discuss ideas for dairy producers to actively manage both milk and feed prices in 2015.

**StollerUSA**

Booth: 13

*Jeff Morgan, Marketing Director*

*Dr. Robert Shortell, Director of Direct Sales and Marketing*

*Dr. Marcus Jones, Regional Product Development Director*

- How can growers maximize the performance of their seed and traits with Stoller products? How do Stoller products work within the plant to boost the plant's defensive and growth systems to help produce bigger root systems, healthier and more vigorous plants and ultimately, better yields? How does crop stress affect genetic expression and yield potential? How does an imbalance in plant hormones affect plant development? What causes this imbalance?

**Syngenta**

Booths: 53, 54, 55

*Jack Bernens, Head of Marketing and Stakeholder relations for Enogen® corn enzyme technology*

- Enogen® corn enzyme technology is rapidly gaining popularity across the Corn Belt because of the value it delivers and the opportunity it provides corn growers to be enzyme suppliers for their local ethanol plants.

- New Cellerate™ process technology is designed to increase an ethanol plant's production by allowing the corn kernel fiber to be converted into cellulosic ethanol. The combination of Cellerate and Enogen corn is expected to generate significant synergies when used together in dry grind ethanol plants.

*Daune Martin, Product Lead for commercial traits*

- Syngenta is introducing 52 new Golden Harvest® and NK® corn hybrids for the 2015 growing season. This builds off of an existing successful portfolio that collectively out-yielded major competitors in a majority of nearly 15,000 national yield comparisons in 2013.
- Breakout genetics and breakthrough traits and technologies have made Syngenta an industry leader in corn. Syngenta has experienced the fastest overall rate of genetic gain in corn portfolio over the past seven years and over a five-year period, brought to market four unique and superior traits – a rate unparalleled in the industry.

*Gordon Vail, Technical Product Lead for corn herbicides*

- Research shows infestations of tough broadleaf weeds in corn have gone up by 50 percent in last four years (2013 Syngenta market research) so it's no surprise that four out of five farmers are actively seeking new products with the main reason to achieve better control of tough weeds such as waterhemp, Palmer amaranth and giant ragweed (2014 Syngenta market research).
- Syngenta has developed a new corn herbicide Acuron™ that is expected to be registered for the 2015 growing season. Powered by four active ingredients, including new bicyclopyrone, and three complementary modes of action, more than 700 field trials show Acuron will deliver improved control and more consistent weed control than industry standards.

#### **U.S. Custom Harvesters Inc.**

Booth: 39

*Dan Misener, Treasurer*

- U.S. Custom Harvesters is an organization of custom grain and forage harvester owners. We represent the custom harvester by providing the ONLY VOICE for the industry. Our focus is to explain what our industry is all about and how we help the American farmer by providing another option at harvest time.
- It is our intent to make the Ag world aware of our services and how we can help the individual custom harvester by being a member of the organization.
- Sponsor of *The Great American Wheat Harvest* documentary. Make sure to stop by and visit with Dan about his families' involvement in the movie and how we hope it educates the general public about where their food comes from.
- Custom harvesters "harvest the crops that feed the world!"



**U.S. Environmental Protection Agency**

Booth: 74

*Karl Brooks, Region 7 Administrator*

- Waters of the U.S. proposal, Iowa nutrient reduction efforts, fuel storage regulations, agricultural outreach, and other regulatory updates.

*Kris Lancaster, Agricultural Public Affairs*

- Outreach to the agricultural community.

**U.S. Farmers & Ranchers Alliance (USFRA)**

Booth: 70

*Newly Elected USFRA Board Chairperson*

- More about FARMLAND, the documentary. Following a successful theatrical release, the film is now available on Hulu.com. Learn about additional distribution plans to reach a broad consumer audience.

*Randy Krotz, USFRA CEO*

- New York Times "Food for Tomorrow" event recap. Learnings from the panel discussion, "Big Ag, Big Food: How Being Good for the Environment is NOT about Size."
- How USFRA is bringing the consumer and farmers/ranchers together. This is an integral part of how USFRA is building consumer trust in how food is grown and raised.

**U.S. Grains Council**

Booth: 59

*Tom Sleight, President and CEO*

*Ron Gray, Chairman*

*Melissa George Kessler, Director of Communications*

- The status of crop harvest and current export environment.
- Looking to the future: robust market development programs plus an increased focus on value-added products.
- The positive impact of existing FTAs and the status of new free trade pacts.
- Communicating about technology with our overseas customers.

**U.S. Meat Export Federation**

Booth: 75

*Leann Saunders, Chairman*

*Joe Schuele, Communications Director*

- Year-to-date export results for U.S. beef, pork and lamb.
- The value export markets deliver for livestock producers, and how meat exports boost their profitability.
- The outlook for meat exports in the final quarter of 2014, and in 2015.

- Trade barriers and other obstacles faced by U.S. beef, pork and lamb in the global marketplace.
- Marketing activities and other strategies for showcasing the quality of U.S. beef, pork and lamb for our international customers.

**U.S. Soybean Export Council (USSEC)**

Booth: 33

*Jim Sutter, CEO*

- Sustainability of U.S. soybean.
- Why international customers choose U.S. soybeans.

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

Booth: 27

*Jason Scott, Secretary-Treasurer, U.S. Wheat Associates*

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

- Successful export market development strategies; export market development funding; need for wheat innovation; global wheat market outlook.

*Paul Penner, President, National Association of Wheat Growers*

*Kayla Bullerman, Communications and Marketing Coordinator, National Association of Wheat Growers*

- Farm bill implementation, wheat innovation and biotechnology, GMO labeling, Trans Pacific Partnership (TPP)

**United Soybean Board / Soy Checkoff**

Booth: 30

*Jim Call, USB Chairman, soybean farmer from Madison, Minnesota*

- The soy checkoff's focus on customers and creating global demand for soybeans.

*Bob Haselwood, USB Vice Chairman, soybean farmer from Berryton, Kansas*

- How the soy checkoff works to improve the long-term profit potential for U.S. soybean farmers.

**USDA Farm Service Agency**

Booth: 94

*Val Dolcini, Administrator*

- Farm Bill implementation, including Agriculture Risk Coverage, Price Loss Coverage, deadlines for base acre reallocation and yield updates, and the Margin Protection Plan - Dairy.

**USDA Foreign Agricultural Service**

Booth: 93

*Michael Scuse, Under Secretary, Farm and Foreign Agricultural Services*

- The latest issues and developments in international agricultural trade and domestic farm policy/programs.

**USDA National Agricultural Statistics Service**

Booth: 95

*Joe Prusacki, Director, National Operations Division*

- Current agricultural statistics estimates, including the November 10 Crop Production report, and upcoming crop, livestock, and economic surveys.

*Chris Messer, Chief, Census Planning Branch*

- Latest Census of Agriculture data and upcoming specialty studies including organic production, horticulture, and land ownership.

**USDA Natural Resources Conservation Service**

Booth: 91

*Jason Weller, Chief, USDA Natural Resources Conservation Service*

- Soils, Climate Change, Pollinators, 2014 Farm Bill conservation programs.

**USDA Rural Development**

Booth: 92

*Colleen Callahan, Illinois State Director, USDA Rural Development*

- Community Economic Development, Bioeconomy & Energy, Housing, and Local & Regional Foods Systems.
- Rural Development is known as an agency that can help build a community from the ground up. Today, we are helping rural America prepare for the global challenges of the 21st century. We work with our partners in rural communities and regions to help them realize their goals to create jobs and a stronger local economy.

**Valent U.S.A. Corporation**

Booth: 88

*Dawn Refsell, Field Marketing Development Specialist**Thad Haes, Seed Protection Marketing Manager*

- Seed Protection - first soybean seed protection chemistry in 35 years with INTEGO SUITE System;.
- Residual herbicides - importance of using a pre- and Fierce XLT, the newest residual herbicide on the market with three modes of action.
- Plant growth regulators in corn and how RyzUp SmartGrass can increase yield by up to 8 bushels an acre.

**Verdesian Life Sciences, LLC**

Booth: 64

*Ryan Bond, VP – Product & Technology Development**Jim Pullins, Marketing Manager – Seed Treatments and Inoculants**Kurt Seevers, Technical Services Manager**Michael Berry, Sr. Marketing Manager – Nutritionals*

- Verdesian Life Sciences is a plant health and nutrition company with patented biological, nutritional, seed treatment and inoculant technologies that help specialty and row crop growers and turf management professionals maximize their nitrogen and phosphorus investments.
- Take Off® is a crop nutrient assimilator that mimics a natural plant metabolite common in all crops to accelerate nutrient acquisition, assimilation, and use efficiency.
- Don't let early planting limit soybean yields. Preside CL helps soybeans produce up to 65 percent more nodule mass than soybeans treated with a conventional inoculant. More nodule mass and root development leads to better nitrogen utilization and more bushels in the bin.

**WINDEXchange**

Booth: 1

*Ian Baring-Gould, Technology Deployment Manager*

- Applications for small wind turbines.
- Community wind projects.
- Tapping into REAP for wind projects.
- Financial incentives for wind projects.
- Proper siting of wind projects, including wind energy impacts.
- Current research on the benefits of wind energy development.

**WinField**

Booth: 77

*Bob Beck, Agronomist*

- Bob will discuss steps for building a successful plant nutrition program, starting with using tissue sampling results and other data to plan for 2015.

*Tyler Steinkamp, Agronomy*

- Tyler will discuss what farmers can do now to help fight off weeds and other pests during the 2015 growing season, and he will provide information on Answer Plot Spray Clinics.

**Yamaha Motor Corp., U.S.A**

Booth: 104

*Steve Nessler, ATV/SxS Marketing Manager*

*Van Holmes, Public Relations*

- Get a firsthand look at the new 2015 Viking VI, Yamaha's latest Side-by-Side vehicle. The Viking VI has quickly become a favorite among ranchers and farmers for its comfort, convenience, durability and off-road capability. Every Yamaha Viking VI is assembled in the U.S.A. at Yamaha's factory in Newnan, Georgia. Learn about Yamaha's U.S. production and how farmers and ranchers are using the Viking VI for both farm work and recreational pursuits.
- Through its long-lasting partnerships with FFA and Ag Communicators of Tomorrow (ACT), Yamaha supports youth developmental programs for the next generation of farmers and industry professionals. Learn more about Yamaha's long-term commitment to supporting U.S. agriculture, farmers, farm families and communities.

**2014 Trade Talk Guide**

NOTES



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