



TRADE TALK

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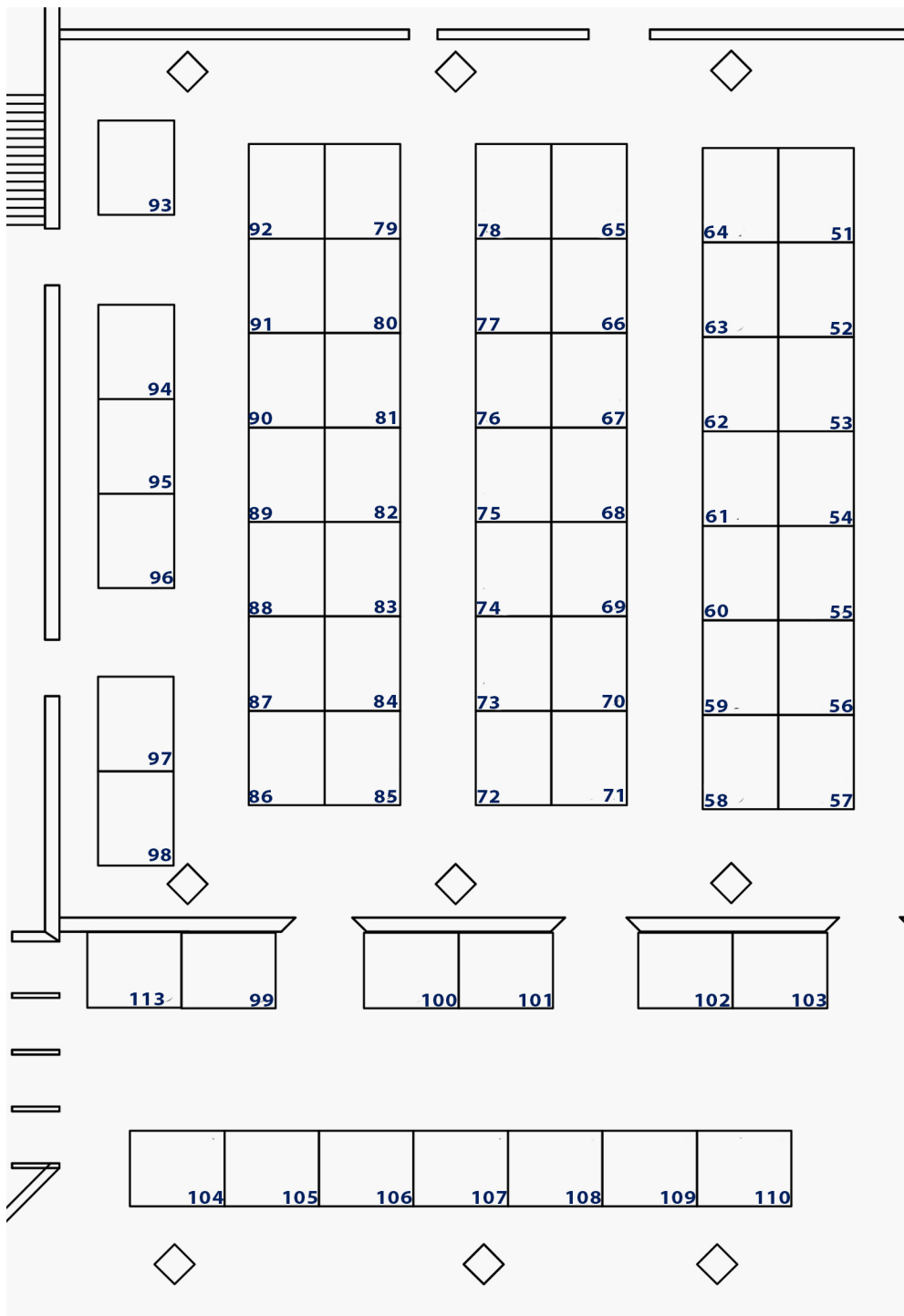
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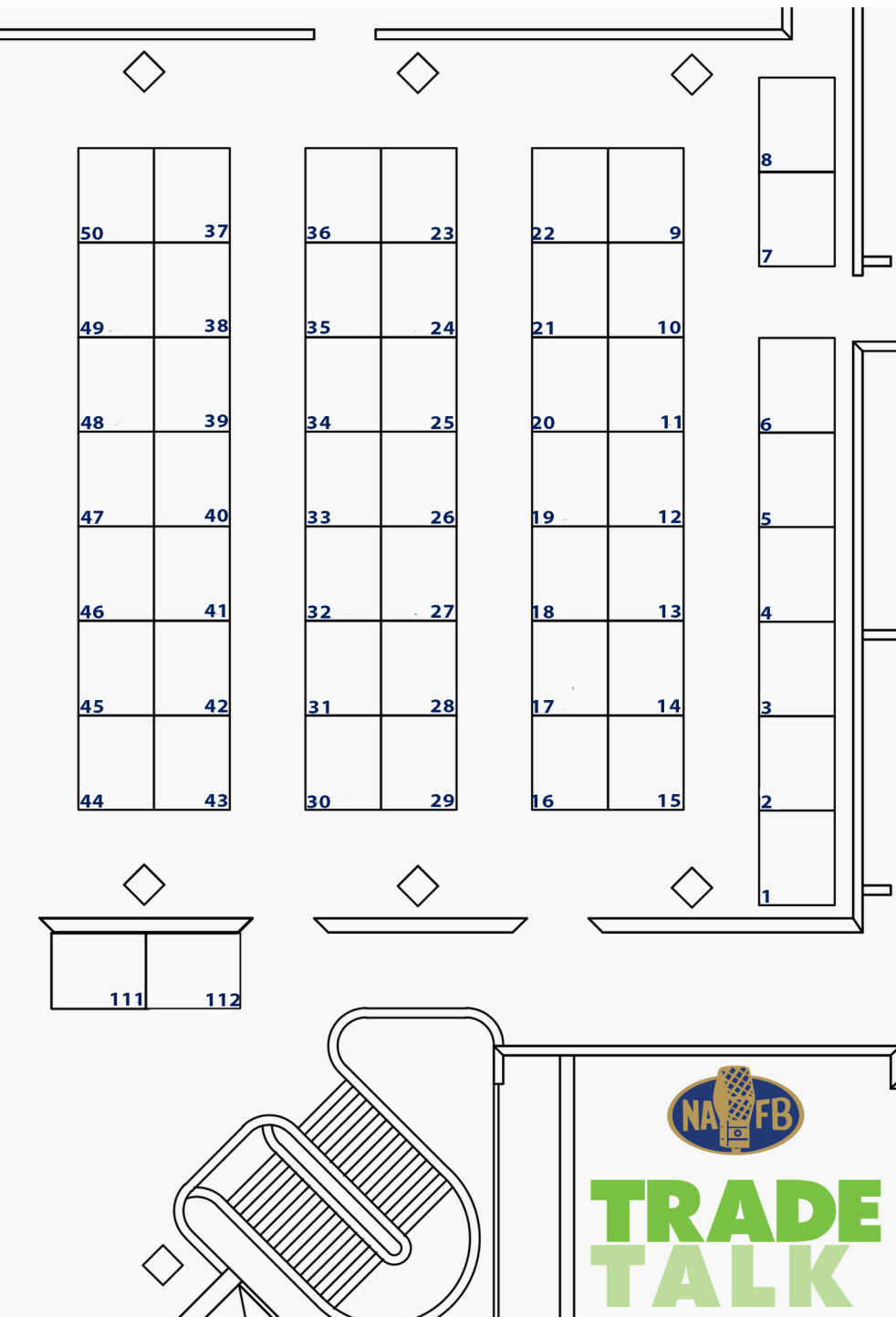
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Exhibitors offering internship opportunities for students are indicated with **Student Internship**.





25x'25/Solutions from the Land

Booth 88

Bart Ruth

Co-Chair, 25x'25; Solutions from the Land (SfL) Board Member

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

Don Villwock

SfL Strategic Advisor and Co-Chair Indiana Smart Agriculture (INSA) Work Group

- INSA's Climate Smart Agriculture Action Plan
- Circular food and agriculture systems that reduce external inputs, close nutrient loops, regenerate soils and minimize agriculture's impact on the environment.

Marilyn Cummins

SfL Communications Team

- SfL's priorities for UNFCCC COP 29 in Baku, Azerbaijan
- SfL's new invasive species initiative
- Updates on our work underway in Iowa, Ohio, Missouri, and Florida

AARP

Booth 5

Amy Nofziger

Director Fraud Victim Support

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

Sean Voskuhl

AARP Oklahoma State Director

- Meet AARP Oklahoma State Director Sean Voskuhl and learn about issues that impact Americans aged 50-plus.
- Find out more about important advocacy efforts in supporting and protecting Social Security, new changes in Medicare, aging in place, fraud and scam prevention, and strengthening rural communities.

Agoro Carbon Alliance

Booth 56

Ryan Winter

Grower Success Manager

- Discover the benefits of reduced fall tillage and agronomic recommendations on how to transition tillage practices. Discuss winter forage management strategies, such as forage caching and supplemental feeding. Learn about sustainable ag practices that maximize water infiltration and increase the water-holding capacity of soil. Learn why long-term agronomic support can make all the difference to farmers and ranchers who want to benefit from soil carbon practices.

Ashley Camp Bruner

Global Marketing & Communications Manager

- Hear about new partnerships that improve confidence in the carbon market and open new opportunities.
- Discuss the future potential of the ag carbon market and the progress of Agoro Carbon.
- Learn what carbon buyers are looking for when purchasing carbon credits.

AgReliant Genetics

Booth 109

Brett Leahr

AgriGold agronomist

- Picking the right hybrids is the first line of defense when mitigating diseases like tar spot. Get tips on navigating agronomic challenges.
- Does your hybrid flex by girth, length or kernel depth? Learn why this is an important consideration when making 2025 seed selections.

Bryant Luers

LG Seeds agronomist

- Farmers face a wide range of challenges, from disease to weather extremes to pest pressure. Find out how diverse genetics protect yields.
- Learning from 2024 can be used to improve on the future. Hear how agronomists use that information to make farmers more resilient.

Agricultural Economic Insights

Booth 9

David Widmar

Co-Founder & Managing Partner

- Interview AEI's managing partner, David Widmar, about farm income.
- Macroeconomic challenges, strategies for producer success, and the budget outlook for 2025.

Randy Dickhut

Farmland Analyst

- Interview AEI's lead farm analyst, Randy Dickhut, about current and historic trends in farmland values and our outlook for 2025!

Brent Gloy

Co-Founder & Partner

- Swing by to discuss farm income, the budget outlook for 2025, macroeconomic challenges, and strategies for producer success with Dr. Brent Gloy.

AgroLiquid

Student Internship

Booth 86

Galynn Beer

National Strategy & Product Management Lead

- Good agronomy skills can bridge the economics of high-priced inputs and ensure a ROI.
- Is it time to get comfortable with lower yields? For years we've been pushing the yield envelope, but does increased yield always equate to the best profit – or the highest ROI?
- Align your crop management plan with your fertilizer budget to improve ROI.

Stephanie Zelinko

National Agronomist

- Fertilizer is a big investment that's too important to risk. A soil test helps determine what nutrients you need.
- Develop a crop nutrition strategy that makes the best use of financial resources, but don't cut inputs that will make money. Where should fertilizer dollars be focused to balance yield and economics?
- AgroLiquid has compiled data to develop win-rates to determine the likelihood of achieving a positive response from a fertility program. How can win-rates help a grower make decisions?

American Angus Association/Certified Angus Beef LLC

Booth 10

Kara Lee

Director, Producer Engagement

- The cow herd is at a record-low number. Discuss with Kara how cattle producers can best prepare for a herd rebuild, while keeping the consumer top of mind.
- Ask Kara how farmers and ranchers can leverage genetics to increase profitability.

Dr. Kirsten Nickles

Sustainability and Animal Care Scientist

- Visit with Dr. Nickles on how Certified Angus Beef is working with others in the beef community to advance sustainability in the supply chain.
- Land Stewardship, an educational course recently launched with Noble Research Institute, provides information on how producers can strengthen their land management practices.
- Raised with Respect, a campaign in partnership with Sysco: Now in its second year, Raised with Respect is supporting farmers and ranchers with producer education, while helping to ensure demand for beef.
- Working Grasslands Conservation Initiative is a collaboration with Ducks Unlimited, furthering the symbiotic relationship between cattle and ducks and bolstering ecosystems on ranches.

Kelli Retallick-Riley

President of Angus Genetics Inc. (AGI)

- Maternal tools for cattlemen
 - As the cattle industry prepares for herd rebuilding, maternal genetics should be top of mind for both seedstock and commercial cattlemen. Maternal genetic tools and AGI's technical services can help them make data-based decisions and increase the profitability of their herd.
- Genetic tools for cattlemen
 - Breeders' data collection efforts drive genetic progress in the beef industry. In cooperation with Angus breeders and their families, Angus Genetics Inc. continues to leverage the world's leading beef genetics database and produce science-based solutions that positively impact producers and supply chain partners.

American Coalition for Ethanol

Booth 62

Brian Jennings

CEO

- Post-election outlook for ethanol
- RFS: RVOs for 2026 and beyond, SREs
- ACE partnership with USDA, DoE and ethanol companies to access new tax credits and markets
- IRA: Biofuel tax credits, biofuel infrastructure, climate-smart ag
- E15 legislation and regulation
- State of the ethanol industry/marketplace

Ron Lamberty

CMO

- Flex fuel retailing from marketer perspectives
- Retail station ethanol equipment requirements and cost
- USDA Higher Blends Infrastructure Incentive Program (HBIIIP)
- Ethanol and EVs (ACE's Hybrid Electric Flex Fuel Demonstration Project)
- Growth/Setbacks of E15, E85 markets
- RINs and ethanol economics
- Global market development for ethanol and coproducts

American Farm Bureau Federation

Booth 57

Courtney Briggs

Senior Director, Government Affairs

- Regulatory Reform
- WOTUS
- PFAS

Terri Moore

Vice President, Communications

- Consumer trust in farmers
- Rural mental health
- Ag Innovation Challenge
- Farm Dog of the Year

Joby Young

Executive Vice President

- Farm Bill
- Taxes
- Trade
- Sustainability

Zippy Duvall

President

- Farm Bill
- Farm economy
- Labor
- Dairy

American Lamb Board

Booth 90

Jeff Ebert

Chairman

- Climate Smart Grant
- Targeted Grazing Workshops
- Lamb Jam

American Sheep Industry Association

Booth 89

Peter Orwick

Executive Director

- Farm bill priority for sheep, agrivoltaics /solar grazing with sheep, wool marketing programs, 2025 ASI Annual Convention in Scottsdale, Arizona

American Soybean Association

Booth 42

Josh Gackle

ASA President

Caleb Ragland

Vice President

- Visit booth 42 to chat with ASA President Josh Gackle (North Dakota) and Vice President Caleb Ragland (Kentucky) about the farm bill, biofuels, crop protection, trade and other key policy issues impacting U.S. soybean farmers.

American Sugar Alliance

Booth 76

Luther Markwart

Board Member; Executive Vice President & CEO, American Sugarbeet Growers Association

- American food manufacturers and consumers enjoy a reliable and abundant supply of sugar thanks to American sugarbeet and sugarcane farmers.
- No-cost sugar policy is a win for consumers, producers, and food manufacturers. Without it, our sugar supply chain would be subject to volatile markets distorted by foreign governments' subsidies.
- Bipartisan members of Congress agree that sugar policy is part of a strong Farm Bill and essential to American food security.

Rob Johansson

Director of Economics and Policy Analysis

- American food manufacturers and consumers enjoy a reliable and abundant supply of sugar thanks to American sugarbeet and sugarcane farmers.
- No-cost sugar policy is a win for consumers, producers, and food manufacturers. Without it, our sugar supply chain would be subject to volatile markets distorted by foreign governments' subsidies.
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AMVAC

Booth 11

Jeff Ellis

AMVAC® Technical Service Manager

- Farmers can rely on INDEX® Liquid At-Plant Insecticide to defend against the costly effects of corn rootworm and keep corn standing tall.
- Find out how BioWake Prime™ performed in its first year of commercial availability and how it pairs well with INDEX® or Aztec® in extreme pressure situations.

Wen Carter

AMVAC® Marketing Manager

- Launched in 2024, ZALO™ Herbicide enabled by ProLease™ technology provides excellent postemergence control with multiple modes of action.
- With dicamba availability still undetermined for the 2025 season, find out how farmers can rely on new ZALO™ Herbicide, plus other proven performers as effective alternatives in their herbicide programs next season.

Animal Agriculture Alliance

Booth 97

Student Internship

Hannah Thompson-Weeman

President and CEO

- Increased shareholder proposals from animal rights activist organizations
- Activist pressure campaigns targeting food brands on animal welfare
- Fresh insights from 2024 activist conferences and recently updated reports such as the Major Animal Activist Groups Web
- Unique insights into farm and plant security, including hiring, preparing for protests, and threat monitoring

Emily Ellis

Manager, Communications and Content

- U.S. animal agriculture's contributions to the UN's Sustainable Development Goals
- University plant-based commitments and their impact on student nutrition
- Animal rights extremist-led ballot initiative campaigns
- Advice for engaging about animal agriculture with consumers and external audiences
- Highlights of Alliance programs: College Aggies Online, Animal Ag Allies, and the 2025 Summit

BASF Agricultural Solutions

Booth 58, 59

Bill Backhaus

Midwest Agronomist for BASF Agricultural Solutions

- Bill Backhaus, Midwest Agronomist, is an expert in soybeans, BASF's new germplasm, what's new for BASF for 2025 including Xitavo® soybeans and future game-changing innovations. He can speak to the more than a decade of research and development behind BASF's new germplasm and what it means for farmers.

Kim Tutor

Technical Marketing Manager - Plant Health for BASF Agricultural Solutions

- Kim Tutor, one of BASF's fungicides experts, will discuss corn, wheat and soybean fungicides. At harvest, farmers see the benefits of BASF fungicide applications, or the impact disease had on yield. Kim can highlight signs of disease, emphasize the best timing for proactive field scouting, and the inclusion of fungicides in farmers' 2025 plans.

Josh Putman

Technical Marketing Manager for BASF Agricultural Solutions

- Josh Putman is an expert in herbicides with a focus on BASF's corn herbicide portfolio. BASF's Sustain™ herbicide offers a new encapsulation technology that improves application flexibility across application windows, delivering eight weeks of residual activity. He will highlight the importance of a diverse weed management plan in the upcoming season.

Bayer

Booth 2, 3, 4

DEKALB/Asgrow

- Agronomists will be on-hand for a look back at 2024 and a look ahead at 2025, including new products for the upcoming season

Channel Agronomists

- Channel Seedsman will be on-hand to talk about the Channel brand, and a look ahead to the 2025 season

WestBred Wheat

- A WestBred Wheat representative will be on-hand to talk new products, and what to expect in the 2025 season

Bayer Crop Protection

- Representatives will be on-hand to talk Bayer PLUS rewards and what's new from Bayer's broad portfolio of crop protection products

Climate Digital Farming Solutions

- A Climate DFS representative will be on-hand to talk about the new FieldView Drive2.0 and updates for the 2025 season

Bayer Carbon Program

- A representative from Bayer's Carbon Program will be on-hand to give updates on what's new for Carbon in 2025

Beck's

Booth 96

Nate Firle

Product Characterization Research Manager

- **Root Reveal™**
Beck's is revolutionizing hybrid characterization with Root Reveal™, a cutting-edge tool that examines root architecture and volume to better understand plant performance. This innovation helps farmers by aligning hybrid selection with agronomic management practices, ensuring optimized crop growth and higher yields for more successful farming outcomes.
- **Beck's Escalate® seed treatment**
Learn more how Beck's Escalate® seed treatment ensures top-tier protection and enhanced performance for every seed. Unlike other companies, Escalate comes standard with every bag of Beck's Corn, Soybeans, Wheat, and Alfalfa at no extra cost, providing farmers with unbeatable value and peace of mind.

Kala Jenkins

Government Affairs Advocate

- **Plant Breeding Innovation**
Plant breeding innovation, like genome editing, offers solutions to the challenges faced by agriculture. To unlock its full potential, we need clear, science-based policies that are harmonized both domestically and internationally. This alignment will drive global collaboration, support investment, create jobs, and enhance sustainability in agriculture.
- **Crop Protection**
Farmers rely on crop protection tools to maintain healthy yields, but growing regulatory restrictions limit their options. With key products increasingly regulated, managing pests becomes harder. Supporting science-based regulations and fostering innovation ensures farmers have access to diverse, effective solutions, balancing agricultural success with environmental responsibility.
- **Farm Bill**
The Farm Bill provides vital support to U.S. agriculture, helping farmers manage risk and produce food, feed, and biobased products. It strengthens rural communities and ensures a secure food supply. Better seeds lead to better crops, contributing to agricultural resilience and improved quality of life for all.

Benson Hill

Booth 101

Aaron Robinson

Vice President of Product Management

- Hear how driving seed innovation can unlock soy quality traits to meet the demand for better feed, food, and fuel.
- Learn from VP Aaron Robinson about Ultra-High Protein, Low-Oligosaccharide soybean varieties designed for broadacre animal feed markets.

Biglron

Booth 103

Student Internship**Tim Kipper***Director of Equipment Sales*

- Maximize your return on investment. Learn how Biglron's unreserved, online auctions help sellers achieve higher sales for their land, livestock, and equipment.
- Market conditions change quickly. Biglron tracks massive amounts of data to determine where the market is headed. Learn about current trends from our industry experts.

Boehringer Ingelheim Animal Health

Booth 48

David Shirbroun*David Shirbroun, DVM, Boehringer Ingelheim*

- Dr. Shirbroun can discuss cattle health topics like:
- Tips to reduce stress. Minimizing cattle stress maintains strong immune defenses against disease.
- Beat liver flukes to the punch. Proactive steps can help producers stay ahead of this unique parasite.
- Biosecurity tips for disease prevention. The right protocol keeps outbreaks at bay.

Case IH

Booth 87

Kendal Quandahl*Precision Technology Segment Lead*

- As farmers face challenges from rising costs to increasingly complex operations, precision technology can provide an important boost to efficiency and the bottom line. Learn how Case IH is helping make farmers' lives easier with seamless, easy-to-use technology, including a new mobile app and more tech built in at base.

Ryan Lepp*Harvesting Product Marketing Manager*

- Case IH is celebrating "The Year of the Combine" in 2024 with the launch of the revolutionary AF series and the new 160 and 260 series combines. Case IH offers a combine for every producer with the industry's largest lineup from Class 6 to Class 10 plus.

Cattlemen's Beef Board

Booth 50

Andy Bishop

Chair, Cattlemen's Beef Board

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

Ryan Moorhouse

Vice Chair, Cattlemen's Beef Board

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

Greg Hanes

CEO, Cattlemen's Beef Board

- Basic overview of the Beef Checkoff
- Beef Checkoff contracting organizations and the work they provide
- Beef Checkoff funding challenges and opportunities

Central Life Sciences

Booth 1

Dennis Meyer

Consultant

- Protecting livestock from profit-robbing flies with ClariFly® Larvicide and Altosid® IGR
- How the Altosid IGR® price drop improves ROI for cattlemen who are more squeezed than ever
- How flies are linked to the spread of costly livestock diseases
- Why fly control may be an employee retention tactic with help hard to find
- Developing comprehensive insect control strategies on agricultural operations with a full lineup of baits, traps, and sprays for the control of flies and other insects
- What new solutions Starbar is launching to expand its industry-leading portfolio
- Why and how fly baits need to be rotated to maximize effectiveness

Nancy Stratinsky

Business Manager

- Protecting stored grain from insects costing the industry \$2.5B annually with solutions for any storage strategy, without fumigants
- Gravista D Insecticide – new grain protectant that is ideal for on-farm storage
- Why insect control may increase profits amid higher grain buying standards
- How to control fire ants in almond, citrus, pastures and hay

Certified Agriculture Dealers

Student Internship

Booth 25

Patrick Driscoll

CEO

- This all-new truck is engineered to “outfarm and outranch them all.”
- Talk with Pat Driscoll or Lyle E. Orwig, and/or Michael Hixon, Fox Factory about the first purpose-built agricultural pickup now available.
- Designed by more than a dozen farmers and ranchers, FOR farmers and ranchers, this truck will exceed every expectation today’s agriculture puts on its equipment. The AGwagon is available on all domestic manufacturer HD chassis; Ford, Chevrolet, GMC and RAM.
- Each AGwagon will be meticulously assembled at the FOX Factory in Trussville, Alabama plant alongside another FOX Factory favorite, the Black Widow trucks.

CHS, Inc.

Booth 41

Sean O'Toole

Commodity broker and director, CHS Hedging

- With decades of commodity marketing and risk management experience, Sean O'Toole can help provide year-end planning and risk-management tips for farmers and ranchers as well as commodity and market updates to support sound decision making for a strong start to the new year.

Will Stafford

Manager, federal affairs, CHS

- As a representative of CHS in Washington D.C., Will Stafford is available to discuss how the 2024 election may impact farmers and the agriculture industry. He can also speak about the latest happenings in farm policy and what farmers might expect for the next Farm Bill.

Tony Headrick

Director of Brokerage Services, CHS Hedging

- World markets continue to experience heightened volatility due to a variety of geopolitical and other risks. Tony Headrick can share his perspective on the key trends and shifting dynamics driving the energy and fertilizer sectors and the implications for U.S. farmers and ranchers.

CLAAS

Booth 80

Daryl Theis

Head of Central Region, CLAAS of America

- Learn about the latest CLAAS news and trends
- Available to discuss changes to dealer sales network

Clean Fuels Alliance America

Booth 37

Heather Buechter

Director, Communications

- Learn how biodiesel and renewable diesel are essential to America's farms and food security.
- Discuss the clean fuels industry's effort to coordinate growth of feedstocks, fuel production and markets.

Tom Verry

Director, Outreach and Development

- Learn how the U.S. biodiesel and renewable diesel industry is using record amounts of U.S. soybean oil.
- Continued growth toward the industry's vision of 6 billion gallons of U.S. production and use will rely on growing availability of U.S. soybean oil.

Greg Anderson*Governing Board Member*

- Learn how uncertainty over federal tax and RFS programs is undercutting the economic and environmental benefits of the clean fuels industry and harming soy farmers.
- Greg Anderson is also a member of the Nebraska Soybean Board.

Donnell Rehagen*CEO*

- Progress and challenges in achieving Clean Fuels' vision for producing and using 6 billion gallons of biodiesel, renewable diesel, and sustainable aviation.
- To continue the path of sustainable growth, Clean Fuels' vision is feedstock neutral and supports fair international trade.

CME Group

Booth 18, 19

Anne Krema*Director of Commodity Research & Product Development*

- Managing risk with futures can help provide producers with protection when markets are uncertain. Join Anne Krema, Director of Research and Product Development at CME Group, to learn about how market participants, more than ever, are turning to CME Group to hedge price risk in the current cattle cycle, grain and oilseed markets and more.

Corteva Agriscience/Pioneer**Student Internship**

Booth 66, 67, 68, 69

Sam Ingram*Ph.D., U.S. Range & Pasture – Field Scientist, Corteva Agriscience*

- Learn about a new, first-of-a-kind product that takes out tough pasture weeds while preserving white clover and annual lespedeza – and all their benefits. The new herbicide meets a long-standing need because until now, producers couldn't control broadleaf weeds without also removing white clover in their pastures.
- El Niño to La Niña: Hear what this major weather event means to cattle producers and get tips on how they should prepare.

Brandon Walter*U.S. Corn Marketing Lead, Pioneer*

- Learn how the newest genetics available in Vorceed® Enlist® corn and PowerCore® Enlist® corn are performing with initial 2024 harvest results – and hear about more local hybrid options in 2025 with the most advanced above- and below-ground insect protection to stay ahead of corn rootworm and other key pests next season.

Luke Davies*U.S. Marketing Lead, Pioneer & PhytoGen*

- First-year harvest results are in from the new Pioneer® brand Z-Series soybeans. Stop by to get an update on how initial performance results are looking.

Tyler Stastny

Retail Sales Agronomist, Brevant® seeds

- Tar spot, soybean cyst nematode (SCN) and Goss's Wilt are three key threats robbing farmers of high yield potential across the Corn Belt. Get tips to help manage these diseases; discover how Brevant® brand corn and soybeans can help farmers overcome obstacles in 2025 with the latest trait innovations and genetics; and learn how Brevant seeds is researching SCN and digging into test results alongside ag retail.

Chris Klumke

Nitrogen Stabilizer Development Specialist, Corteva Agriscience

- New 2024 on-farm trial results showcase the proven benefits of applying a nitrogen stabilizer. Learn how this data reinforces how the use of a nitrogen stabilizer helps keep more nitrogen in the ammonium form come spring so corn can maximize yield potential.

Drake Robards

Soybean Herbicides Product Manager, Corteva Agriscience

- The Corteva soybean herbicide portfolio is expanding to help growers stay ahead of evolving weed control challenges. Be among the first to hear about two new preemergence herbicides, which will allow soybean growers to customize their weed control programs to fit their unique acres. Plus, learn how new Enversa™ herbicide drives to the soil to create a residual barrier, controlling weeds late in the season.

Eric Scherder

Ph.D., U.S. Crop Protection – Commercial Launch Leader, Corteva Agriscience

- Don't let growers settle for next best in soybeans – or corn. Hear how Enlist® corn gives growers flexible weed control with four herbicide tolerances plus robust insect trait packages. With more than 65% of the U.S. market, many growers have experienced Enlist E3® soybeans firsthand. Learn how they also can grow Enlist corn and continue to follow best management practices to protect the efficacy of the technology, including Enlist® herbicides.
- New for 2025! Tolvera™ herbicide gives northern Plains and Pacific Northwest spring and winter wheat, durum and barley growers broad-spectrum broadleaf weed and grass control that doesn't control the way they farm. Via a new active ingredient in the cereals market, Tolvera herbicide improves resistance management and delivers outstanding crop-rotation flexibility to important cash crops, including field peas, lentils, canola, chickpeas, soybeans, sunflower and many others.
- With winter wheat acres expanding across areas where moisture always challenges productivity, find out how Quelex® herbicide with Arylex™ active gives growers an important resistance-management tool, along with advanced weed control, that helps maximize yield potential and boost profit potential.

Ron Geis

Market Development Specialist, Corteva Agriscience

- Get revved up for next season with Resicore® REV herbicide. New to the Corteva corn portfolio, Resicore REV herbicide is the ideal foundation for a premier weed control program. Learn how the product's three distinct modes of action help stave off herbicide resistance while controlling more than 75 broadleaves and grasses.

And hear why multiple modes of action, both preemergence and postemergence, are essential to help growers build a strong program approach to weed control.

- Plus, tar spot once again plagued some corn farmers this season. Share our expert's advice on how to prepare for next season and how Aproach® Prima fungicide can be a valued solution.

CropLife America

Booth 33

Alexandra Dunn

President and CEO

- Stop by to hear President and CEO, Alexandra Dunn, provide her perspective on what farmers can expect from the Endangered Species Act and how it will affect the 2025 growing season, pesticide registration delays at EPA, and how these factors and more are contributing to U.S. agricultural competitiveness and global trade.

CROPLAN

Booth 77

Robert Cossar

Market Activation-Seed

- Discuss three key tips for 2025 seed success, including how to leverage data and local expertise to achieve peak performance and greater returns.

Isaac Anderson

Market Development Agronomist

- Learn how growers can leverage a whole-acre approach to unlock top yields and achieve better ROI in a challenging market.

EarthOptics

Booth 46

Dr. Lars Dyrud

Chief Executive Officer

- Hear how the next generation of digital agriculture benefits farmers
- Get to know more about the value of digital de-commoditization
- Learn about enhanced soil health through complete soil profile measurement

Todd Martin

Founder and Chief Growth Officer

- Hear about EarthOptics advanced crop placement tools and how they enhance input optimization and climate-smart outcomes
- Get the scoop on how soil measurement technology creates data that drives farm and ranch sustainability and profitability

Edge Dairy Farmer Cooperative

Booth 13

Tim Trotter

CEO

Michael Torrey

National policy expert

- Insider views on the presidential election
- Midwest farmers discuss their involvement in sustainability programs and outcomes of year-one Climate-Smart projects.

Environmental Protection Agency Region 7 Student Internship

Booth 74

Meg McCollister

Region 7 Administrator

- Engages with the agricultural community to ensure environmental equity for all citizens and inform EPA rulemaking

Venus Welch-White

EPA Office of Agriculture and Rural Affairs Acting Director

- Focuses on topics at the intersection of agricultural and environmental policy, including EPA compliance with the Endangered Species Act (ESA), the renewable fuels standard and federal biofuels policy, and agriculture engagement with EPA

Doug Jones

Region 7 Agriculture Advisor & EPA Office of Agriculture and Rural Affairs

- Focuses on agriculture-sector engagement through partnerships and support activities that advance environmental outcomes

Shannan Beisser

Region 7 Lead Press Officer

- Engages with Ag media in Iowa, Kansas, Missouri, and Nebraska

Envu Range and Pasture

Booth 99

Justin Hossfeld

National Sales Manager and Sixth-Generation Rancher

- Four years after the launch of Invora®, a revolutionary herbicide for eliminating mesquite and huisache, early adopters are seeing unprecedented long-term results. Learn how Invora and other Envu products are controlling invasive species and restoring native prairie ecosystems.
- Share the Spark wildfire prevention program
- Exciting new Envu product coming soon

Farm Credit

Booth 23, 24

Jase Wagner

President & CEO

- Hear from Compeer Financial President and CEO about innovative solutions to bridge the rural funding gap.
- Learn about Farm Credit empowers farmers through financial literacy.
- Stop by to hear from Jase Wagner about adapting to market shifts.

Tony Jesina

Senior Vice President, Insurance

- Stop by for an overview of producers' financial standing at the end of 2024 and key considerations for 2025 financial planning.
- Learn about effective risk management tools and strategies from Farm Credit Services of America's Insurance Senior Vice President, Tony Jesina.

John Newton, Ph.D.

Executive Head

- Stop by for insights from Terrain's John Newton on what the new Administration and Congress mean for agriculture.
- Given the outlooks for commodity prices, interest rates and liquidity, learn about Terrain's outlook for the farm economy in 2025.
- Get updates on the status of the Farm Bill and Federal Milk Marketing Order as legislators and policymakers navigate important farm programs.

Jacqui Fatka

Lead Industry Analyst, Farm Supply and Biofuels

- Hear about future revenue opportunities with SAF and RD from CoBank's Lead Industry Analyst on Farm Supply and Biofuels.
- Learn about net farm income, farm input outlooks and farmland values from CoBank's Jacqui Fatka.

Farm Rescue

Booth 73

Terry Johnston

Development Officer

- Farm Rescue has assisted more than 1,100 farm families in crisis since 2005. In addition to providing that support, the economic impact is staggering. For every dollar donated, we make \$10 possible on the farm and in rural communities, according to an economic impacts study.

Farmers Business Network

Booth 113

Charles Baron

Co-Founder

- Cyber November Deals for Farmers.
- The latest on AI and its impact on ag.
- How farmers can make more money through sustainable practices - FBN's Gradable platform paid out over \$30M in premiums in 2024 Recapping 10 years of FBN and the vision for the future.

Ian Loar

SVP Platform

- Chemical price outlook for 2025.
- Chemical price transparency and pricing variances across counties, states, and regions.
- Our leading delivery network and how it benefits farmers.
- AcreVision: providing farmers with unprecedented insights into land values.

Cody Bills

Head of Commodities

- What the Fed rate cut means for farmers.
- 2025 Market Outlook and Grain Marketing Strategies.
- FBN's range of flexible financing options.

Farmers National Company

Booth 61

Paul Schadegg

Senior Vice President Real Estate

- The real estate market is shifting.
- What is motivating land buyers?
- What does the future hold for land ownership?
- Where does the land market go from here?

Matt Gunderson

Senior Vice President, Strategic Relations

- The ag economy is changing, what does the future look like?
- What are 2025 cash rents looking like?
- Large transitions in farmland ownership in the next 20 years.
- What creative opportunities are available for landowners?

FFA

Booth 21

Grant Norfleet

2023-24 National FFA Secretary

- Recently retired National FFA Secretary Grant Norfleet will be present to discuss FFA, the milestone of a million members, how the organization is preparing him for his career and filling the talent pipeline, and the importance of our alumni and supporters.

Firestone Ag

Booth 35

Greg Jones

Senior Manager, Global Field Engineering

- Avoid downtime and damage from overloading tires – Producers often buy newer, heavier implements or add after-market components to their tractors without considering the added weight this puts on tires and the detrimental effects. We'll share best practices to prevent overloading.
- Making rides smoother for those long days – As farmers increasingly travel greater distances on the road—constantly hauling between field and storage, for example—we'll explain how tire design helps provide a comfortable, smooth ride and extends wear life on the road and in the field.

Dusty Hininger

Sales Training Manager

- Save fuel – as much as 4%. Learn how proper tire management helps reduce fuel use.
- Choose the right tire for the job – Today's farmers have many challenges, not the least of which is getting the best return on their investment. How do they choose the right tire for the job and the budget? What are the risks with a poor choice?

FMC

Booth 16

Matthew Pye

Biologicals Subject Matter Expert

- Learn how growers can effectively integrate biologicals into their operations to enhance performance and profitability.
- Discover the new Ethos Elite LFR insecticide/biofungicide, launching in 2025 as part of the growing FMC biological portfolio.
- Discuss the powerful synergies between biological and synthetic chemistry for optimized crop protection.

Gail Stratman

Regional Technical Manager

- Delve into the key crop diseases that defined 2024 and how they are influencing 2025 decisions.
- Analyze the performance results of Adastrio™ fungicide after its first year of availability.
- Explore how Xyway® brand fungicides are driving farmer efficiency and delivering season-long protection benefits.

Madison Wozniak

Technical Service Manager

- Examine the implications of the compounding weed seed bank and what that means for weed control in 2025.

- Evaluate the need for overlapping residual herbicides as we approach the next growing season.
- Discover the upcoming innovations in herbicide active ingredients from FMC that will shape the future of weed management.

Fortiva

Booth 71

- We're moving beyond additives to focus on foundational ingredients that are the building blocks of animal nutrition and health. We are investing heavily in innovation — discovering new ingredients, proving their effectiveness, and bringing them to market. Our critical active ingredients can be an essential part of animal health, now and into the future.

Great Plains Manufacturing

Booth 8

James Shurts

President, Ag Division

- Learn more about how Great Plains Ag is:
 - Solving industry challenges
 - Building strategic collaborations
 - Adapting to market shifts

Tony Wisker

VP of Sales & Marketing, Ag Division

- Learn more about how Great Plains Ag is:
 - Planning innovative product line expansion and the Stealth Pro Line evolution

GROWMARK

Booth 52

Lance Ruppert

GROWMARK Strategic Market Development Manager

- Endure Carbon encompasses all carbon program offerings at GROWMARK, an agricultural cooperative serving almost 400,000 North American customers. Endure Carbon has the ability to connect growers and carbon buyers at multiple levels in the value chain to help enable agriculture carbon markets. Endure Carbon includes offset, inset, and enhanced rock weathering market opportunities for growers. Come by and visit with Lance Ruppert, GROWMARK's carbon capture expert, to learn about the latest market opportunities for growers in North America.

Student Internship

Growth Energy

Booth 14

Chris Bliley

Growth Energy Senior Vice President of Regulatory Affairs

Joe Kakesh

Growth Energy General Counsel

- Bioethanol and sustainable aviation fuel (SAF)
- Guidance about the 45Z clean fuel production credit and what it could mean for climate smart agriculture
- E15: finding a year-round federal fix and seeking approval in California
- What's next for the Renewable Fuel Standard (RFS)
- Research from the EFI Foundation showing bioethanol's road to net-zero and net-negative emissions
- Litigation on the RFS and small refinery exemptions (SREs)
- The EPA's tailpipe emissions rule

Helena Agri-Enterprises, LLC

Student Internship

Booth 111

Austin Anderson

Brand Manager, Adjuvants and Water Management Tools

- Learn about new adjuvant technology to strengthen weed control in 2025.
- Get introduced to Cohort®, an adjuvant specially designed for products like Liberty® herbicide.
- Discover how Helena's adjuvant leadership can help growers save on pesticide investments.

Craig Davidson

Product Manager, Nebraska

- Take a look forward at important weed control issues for growers in 2025.
- Learn how Helena uses adjuvant technology to create sustainable herbicide applications.
- Explore ways to help growers improve ROI next season with adjuvants.

Illinois Soybean Association

Student Internship

Booth 107

Brady Holst

Illinois Farmer and ISA Market Development Chair

- Farmer Brady Holst shares the latest research on the economic impact of infrastructure to keep soy competitive. Hear the latest growing season update from the No. 1 soybean-producing state as well as innovative, ISA-funded agronomic and new uses research.

Indigo Ag, Inc.

Booth 38

Shannon Gnad

Director, Agronomy

- Hear the latest updates from the field on biological product trials, customer feedback and adoption, and market trends.

Raj Iragavarapu

Senior Director, Product Strategy

- Ask about the biologicals product pipeline and innovations.

Corey Nikkel

Director, Sales Enablement

- Learn about Indigo's proprietary CLIPS device, a new no-touch method for farmers to apply flowable powder products to their seed.

John Deere

Booth 44, 45

Student Internship

Tyler Hogrefe

Production & Precision Ag Marketing Manager

- Tyler will provide updates to results seen with See & Spray™ technology, saving farmers an average of 59% in herbicide mix in the 2024 growing season. He also will discuss how farmers can update their sprayers with precision upgrades to improve spray performance.

Bergen Nelson

Go-to-Market Manager, Harvesting Equipment

- Stop by and visit with Bergen Nelson to learn about the technology solutions available on the S7 and X9 combines. Bergen also will provide updates on front-end equipment and new technologies incorporated into the machines from John Deere.

Anthony Styczinski

Go-to-Market Manager, Planters & Air Seeders

- Visit with Anthony to discuss planting and seeding equipment as well as precision upgrades and how farmers can use those to update existing machines to get the most from their equipment and technology. Visit about the new line of C-Series Air Seeders and how farmers' input played a key role in the equipment's improvements.

Ryan Stien

Go-to-Market Manager, Digital Technology

- Talk with Ryan about how farmers should look at precision ag as a system. Learn about how incorporating core technology, connected machines, advanced software and the John Deere Operations Center™ are helping growers be more efficient, productive, and profitable.

Livestock Marketing Association

Booth 47

Mike VanMaanen

Owner of Eastern Missouri Commission Co. and President of LMA

- Learn about the association's producer profitability initiative, which seeks solutions that will help livestock farmers and ranchers get in business and stay in business.
- Talk about the biggest barriers to producer profitability and why they matter to auction market owners.

Jon Schaben

2025 World Livestock Auctioneer Championship host

- Hear about the latest plans for the World Livestock Auctioneer Championship, now in its 61st year of competition, from a host who is also a former champion.
- Learn about the economic impact of livestock auction markets on their rural communities.

Chelsea Good

Vice President of Government & Industry Affairs and Legal

- Discuss Farm Bill provisions to allow livestock auction owners to own or invest in small or regional packing plants.
- Talk about expiring Tax Cuts and Jobs Act provisions that are critical to the livestock industry.
- Learn how LMA works to fight unnecessary regulation and unfunded mandates in the livestock sector.

Mahindra

Booth 100

Susan Moriarty

Head of Communications & Events

- Learn about Mahindra's Compact and Subcompact tractors, including the 1100 models (20-26HP) and 2100 models (23-26HP).
- Discover the ROXOR side-by-side, the toughest 55HP turbo diesel engine UTV with a heavy-gauge steel frame and body.
- Hear about the growth in lifestyle farming, defined as farms with less than ten acres, which makes up 43% of the total farms in the U.S. and Mahindra's focus on this growing element of the farming industry.

Merck Animal Health

Booth 15

Erica Tessmann

Marketing Manager for Dairy Monitoring Technology, Merck Animal Health

- Dairy Monitoring Technology
 - Learn about new SenseHub® Dairy Youngstock — the industry's first monitoring technology for dairy calves from birth through the first 12 months of life.
 - Find out how it makes it easier for dairy producers to detect and locate calves and heifers that need attention.

Jason Nickell, DVM, Ph.D, DACVPM

Director of Insights and Outcomes for Merck Animal Health

- Beef Monitoring Technology
 - Learn how beef producers are using monitoring technologies to gather data and insights in real time that allow them to assess animal care needs more efficiently and accurately.
 - Find out how new SenseHub® Cow Calf and SenseHub® Feedlot are changing the game for cow/calf, stocker and feedlot producers.

Missouri Soybeans

Student Internship

Booth 98

Garrett Riekhof

Farmer & Missouri Soybean Association treasurer

- Learn how current and upcoming policies, such as biodiesel tax credits and the Farm Bill, are influencing the future of farming. This farmer-leader will discuss the regulatory landscape, its impact on the agricultural community and what it means for producers.

Kyle Durham

Farmer & Missouri Soybean Merchandising Council past chairman

- Learn how Missouri's soybean checkoff is driving innovation through a vast research portfolio and building on past successes, like the creation of the biodiesel industry. This farmer-leader will highlight key checkoff investments that are creating demand for soybeans both domestically and abroad while paving the way for future opportunities to deliver meaningful results for farmers.

Gary Wheeler

Missouri Soybeans Executive Director and CEO

- Join the Missouri Soybeans CEO to discuss the power of checkoff sellback, highlighting how strategic investments are not only strengthening today's markets but also positioning us to tackle challenges we haven't even faced yet. Learn about the future direction of the organization and how we're working to secure lasting success for Missouri's farmers.

National Cattlemen's Beef Association

Booth 49

Ethan Lane

Vice President, Government Affairs

- Ethan Lane will be available to provide insight into 2024 election results and impacts on the cattle and beef industry. He will also discuss the upcoming session of Congress and the issues that will be critical to farmers and ranchers across the country.

Buck Wehrbein

President-Elect

- Buck Wehrbein will be available to discuss NCBA's work in the areas of traceability, the Farm Bill and several other key priorities for cattle producers. He will also provide insights into NCBA's 2025 policy priorities.

Dan Gattis

Federation Division Chair

- Dan Gattis is available to discuss recent Checkoff-funded research conducted by NCBA as a contractor to the Beef Checkoff. He will provide information about advances in determining red meat yield. In addition, Dan can discuss other areas of work being conducted by NCBA as a contractor to the Beef Checkoff program.

National Corn Growers Association

Booth 40

Neil Caskey

CEO

Harold Wolle

Chairman

Kenneth Hartman Jr.

President

Jed Bower

First Vice President

- Farm Bill
- Expanding foreign markets
- Addressing tariffs
- Expanding access to ethanol

National Crop Insurance Services

Booth 29

Tom Zacharias

President

- Crop insurance is the cornerstone of the farm safety net and a vital risk management tool for America's farmers and ranchers. Learn more about the importance of crop insurance today.

National Farm Medicine Center

Booth 79

Scott Heiberger

Communications Manager

Melissa Ploeckelman

Outreach Specialist

- Highly Pathogenic Avian Influenza A (H5N1) – helping dairy and poultry farmers strengthen prevention efforts.
- Children and adolescents who live on farms are less likely to medically present with suicidality (suicidal thoughts, attempts, self-harm) as compared to their non-farm counterparts.
- Calling farm “accidents” what they are: preventable injuries.
- Cultivatesafety.org – a one-stop resource for agricultural safety and health information.

National Farmers Union

Booth 34

Rob Larew

President

- Farm Bill: The 2025 crop year is just around the corner, and farmers deserve the certainty of a five-year farm bill reauthorization in 2024.
- Fairness for Farmers: Agriculture faces a monopoly crisis. Farmers need a competitive, resilient marketplace.
- 2024 Election: What a new Congress and new administration may bring for family farmers and ranchers in 2025.

Anne Steckel

Sr. Advisor

- Biofuels: Promote the growth of clean, renewable transportation fuels by removing barriers to higher blends of ethanol and supporting advanced biofuels.

National Grain & Feed Association

Booth 82

Mike Seyfert

President and CEO

- Transportation capacity and policy priorities for the ag supply chain
- Legislative priorities post-election: the Farm Bill, NASS reports, WRDA
- Labor challenges and new OSHA regulations
- The importance of maintaining the Columbia-Snake River dams
- NGFA's annual CEC and Trade Show in Kansas City, Mo., on Dec. 10-12

National Pork Board

Booth 78

- SMEs will be available to discuss Consumer Connect, a Pork Checkoff-funded tool helping the supply chain understand consumers’ motivations, needs and emotions about pork. By focusing on what’s important to consumers in seven unique segments, the industry can improve its positioning, activation, and measurement approach in the marketplace — ultimately making pork more relevant and generating long-term, sustainable demand.

National Pork Producers Council

Student Internship

Booth 65

Lori Stevermer

President

- Environmental sustainability
- International trade
- Market and consumer trends
- Pork producer perspective
- Swine traceability

Bryan Humphreys

Chief Executive Officer

- Activist activity
- California Proposition 12 and Massachusetts Question 3
- Labor
- Line speeds
- Pork purchases
- State of the industry

Maria C. Zieba

Vice President of Government Affairs

- International trade
- Swine traceability

Chase Adams

Assistant Vice President of Domestic Policy

- Beagle Brigade
- Farm Bill

Dr. Ashley Johnson

Director of Food Policy

- Dietary guidelines
- General vaccines and antibiotic use
- Line speeds
- mRNA

National Sorghum Producers

Booth 26

Amy France

Board of Directors Chair

Greg Ruehle

Executive Director

Discover why:

- Sorghum farmers need the security of a new five-year farm bill;
- Congress should prioritize swift economic disaster assistance for the 2024 crop year; and
- How the Clean Fuel Production Credit, 45Z, poised for 2025, promises significant income for sorghum growers, who need clear, certain rules.

Norma Ritz Johnson

Executive Director

- Low input costs, drought tolerance, and crop rotation benefits.
- Improved grass control with new technologies.
- Sorghum for silage: a versatile feed option.
- Global markets update and export opportunities.
- Current production update from across the U.S.
- Sorghum's sustainability benefits in modern agriculture.
- Overview of Sorghum Checkoff's new 5-year strategic plan.
- Developing new markets in human food, aquaculture, and pet food.

NewLeaf Symbiotics

Booth 32

Brent Smith

CEO and President

- Biologicals hold significant potential to add to farm management options. Hear about NewLeaf's pipeline demonstrating biologicals' future through bioinsecticides, biofungicides, GHG emissions, nitrogen use efficiency and biostimulants.

Aaron Kelley

Chief Commercial Officer

- Coming off its inaugural season, the results with revolutionary corn rootworm bioinsecticide TS201 speak for themselves. Hear what farmers say about its impact.

Novonesis

Booth 7

Dr. Steve Lerner

*Senior Scientific and Business Advisor - North America
at Novonesis*

Courtney Shriver

Strategic Account Manager specializing in plant health partnerships at Novonesis

- Whether added to a crop field or livestock feed ration, biological solutions enhance plants' and animals' natural biology and ability to overcome challenges, maximize productivity and optimize health. They exemplify how biosolutions help enable animals and plants to thrive no matter the stressors they face.
- In livestock and poultry, probiotics help to support gut health, which in turn supports immunity, improves feed efficiency and enhances overall animal health. Learn how the strains in Novonesis products matter when it comes to getting the most out of your probiotic.
- In production agriculture, biologicals can combat early-season stress and protect a farmer's seed investment for optimal return at the end of the season. Learn how farmers can leverage proven products to optimize ROI.
- Hear more about how Novonesis combined animal health and plant biosolutions offerings provide farmers good bacteria and beneficial microbials to improve their operations.

Nutrien Ag Solutions

Booth 6

Ron Calhoun

Loveland Products, Senior Portfolio Manager, Plant Nutrition

- Nutrien Ag Solutions® commitment to innovation and sustainability remains unwavering, and we're here to show how our technology can bring growers the next step in sustainable nitrogen management.
- For the first time ever, we are excited to introduce our newest innovation, N-FINITY™, a biologically based nitrogen use efficiency solution. A first-of-its-kind offering, this product is designed to enhance your soil's ability to fix, recruit and liberate nitrogen in the root zone. With this evolution, growers can increase a plant's nitrogen availability and uptake, effectively managing their nitrogen investment, reducing carbon footprint and providing crops with access to nitrogen all season long.
- Available for the 2025 growing season, N-FINITY's groundbreaking technology makes it the most flexible and robust nitrogen management tool in agriculture today.

John Maman

Nutrien Financial, Director of Business Development

- NAVIGATING THE FINANCIAL 2025 LANDSCAPE FOR GROWERS: In the current financial environment, growers are confronted with high interest rates and less-than-ideal commodity prices, tightening the availability of capital. Learn the insights growers can make throughout the year to project profitability, and effectively respond to market dynamics even when many factors remain beyond their control.
- ENHANCING CASH FLOW WITH NUTRIEN FINANCIAL: Access to sufficient capital is a common challenge, especially for newer farmers. Discover how Nutrien Financial's solutions can diversify capital sources, offering more flexibility in crop marketing and adapting to economic or weather-related conditions. Learn about Nutrien Financial's tailored solutions, competitive rates, and integration of crop planning with capital management to improve grower's financial position.

Todd Pester

DynaGro Seed, Senior Manager, North America Seeds Product Management

- NEW PORTFOLIO LINE-UP: Dyna-Gro introduces 13 new corn and 18 new soybean products, developed with top-tier agronomic traits, showcasing their commitment to bringing the latest innovations to their portfolio. As a trusted brand for nearly 40 years, Dyna-Gro stands out through extensive testing, best-in-class traits, and exclusive retail channels, ensuring exceptional performance and reliability for growers.

Sky Hoffman

Nutrien Ag Solutions, Sustainability Manager, Cornbelt

- GROWER-FOCUSED SUSTAINABILITY SOLUTIONS: Discover how Nutrien is driving sustainability through its FARMSMART platform and the flexible Sustainable Nitrogen Outcomes (SNO) Program, which incentivizes growers with a minimum of \$2 per acre for reducing applied nitrogen. Learn how these initiatives are delivering tangible benefits to both growers and the environment.

Nutrien Premium Fertilizer Technologies

Booth 12

Dr. Alan Blaylock Ph.D

Senior Agronomist

- Sulfur, the fourth major nutrient.
- Sulfur is one of the 17 essential plant nutrients vital to crop growth. As soil levels decline, sulfur can be supplemented through fertilizer.
- Nitro-gennitty gritty: Preventing loss, maximizing yield.
- Sustainable nutrient management starts with identifying and combatting nitrogen loss. Ask me about ESN® Smart Nitrogen™.

Mike Howell

Senior Agronomist

- eKonomics: Farming's go-to information resource.
- eKonomics provides free, go-to crop nutrition expertise. Ask me about our ROI tools and The Dirt PodKast.
- Sulfur, the fourth major nutrient.
- Sulfur is one of the 17 essential plant nutrients vital to crop growth. As soil levels decline, sulfur can be supplemented through fertilizer.

Pharmgate Animal Health

Booth 106

Nicholas Lauterbach, DVM

Veterinarian

- Learn about symptoms and diagnosis of today's most critical swine health challenges, including SRD and Ileitis, and veterinarian-recommended treatment options.
- Explore a systems-approach to animal health and Pharmgate's consultative support to producers.
- Discuss biosecurity recommendations and best practices.

Lisa Wallace

Marketing Manager

- Discover Pharmgate's portfolio of animal health solutions for swine, cattle and poultry producers.

Phospholutions

Booth 108

Craig Dick

Vice President of Sales and Marketing

- Discover how RhizoSorb®, the next-generation phosphorus fertilizer, backed by 4 years of on-farm trials, is increasing growers' ROI per acre and reducing carbon emissions by 45.2%, while expanding retail partnerships.

Pivot Bio

Booth 51

Chris Turner

Chief Commercial Officer

- Learn how diversifying nitrogen sources boosted crop resiliency in 2024, even during extreme weather. Hear from Chris Turner about Pivot Bio's 91% customer satisfaction rating, new lower pricing for 2025, and a 0% financing program — designed to support farmers amid rising input costs and financial pressures.

Ryan Van Roekel

Ph.D., Senior Manager of Commercial Agronomy

- Dr. Van Roekel will share insights from the field, demonstrating how PROVEN® 40 produced healthier crops and yields during the 2024 growing season. Learn about the first new nitrogen mode of action in over a century, proven this harvest season to optimize nitrogen use, helping farmers maximize every pound of nitrogen applied while achieving their yield goals.

Practical Farmers of Iowa

Booth 102

Mark Peterson

Row crop farmer and PFI member

- Talk with a farmer directly about cover cropping, navigating farmland transfer, bringing livestock back to the land, diversifying crop rotations, improving soil health and more.
- Learn about PFI, a nonprofit with more than 8,000 members helping farmers to build resilient farms via farmer-led events, on-farm research, business support and more.

Wade Dooley

Diversified crop and livestock farmer and PFI member

- Discuss growing cover crop seed, custom drilling and grazing cover crops with a sixth-generation farmer and cover crop business owner.
- Learn about PFI's Cover Crop Business Accelerator program, cover crop cost-share and small grains cost-share from a longtime participant.

Propane Education and Research Council

Booth 81

Michael Newland

Director of Agriculture Business Development

- Learn how propane exceeds emissions compliance regulations, especially with renewable propane. New research and propane technology including flame weeding, soil steaming, poultry house sanitization, higher horsepower engines, and more. Discover how propane helps producers take back control over farms with anytime, anywhere continuous access that removes the risk of grid interruptions or blackouts.

PTx

Booth 28

Student Internship**Seth Crawford***Senior Vice President and General Manager, PTx at AGCO Corporation*

- Explore the value of a dedicated, retrofit first channel that is ready to help farmers make the most of precision ag technology for their individual farms.
- Discuss the value of retrofitting a farmer's existing equipment in the current agricultural economy.
- Learn about AGCO's new leading brand, PTx.

Andrew Sunderman*General Manager, PTx Trimble*

- Learn how PTx Trimble and Precision Planting solve problems for farmers regardless of the equipment brand they use in their operation.
- Hear how harvest can be simplified with an autonomous tractor using OUTRUN.
- Discover how PTx Trimble and Precision Planting products complement each other.

Purina

Booth 70

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

- Whether you are raising replacement heifer calves or beef-on-dairy animals, early-life nutrition lays the foundation for developing a calf capable of withstanding environmental and disease challenges. Learn how prioritizing nutrition in the early stages of development can have a positive long-term impact on calf growth and performance.

Laurence Williams*Dairy Beef Cross Development*

- Raising beef-on-dairy cattle is an innovative approach to unlocking new revenue streams for dairy producers while delivering high-quality beef to the supply chain. Learn more about why beef-on-dairy cattle are resonating throughout the supply chain.

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

- Between the decrease in beef cow numbers and the strong demand for high-quality beef, cattle prices are reaching record-breaking numbers. Learn how incorporating value-added nutrition programs for your calves can help optimize your return in today's market.

Rabo Agrifinance

Booth 17

Student Internship

Lance Zimmerman

Senior Beef Analyst for North America

Visit with Lance about the current outlook for the U.S. beef cattle sector and other topics including:

- Trends in market prices and segment profitability as the industry realizes tighter cattle and beef supplies
- Expectations for cattle slaughter and heifer retention in the second half of 2024 and 2025
- Implications from growing consumer beef demand, declining beef export volumes and increasing import sales

Andrick Payen

Grains & Oilseed Analyst

Visit with Andrick about the current North American outlook for the grains and oilseed sector and other topics including:

- U.S. commodity markets have digested a lot of bearish news—is there any bullish news out there?
- U.S. supply/demand fundamental—what does demand look like for 2024/25?
- Any surprises expected in January Crop Production Annual report—any changes to yields?

RCIS

Booth 72

Nicolas Luett

Lead Precision Ag Specialist

- The increased adoption of precision ag and the key benefits farmers should consider:
- Precision ag drives sustainability and efficiency for farmers, especially in a down economy
- More accurate data, efficient reporting and less paperwork
- Precise data allows for seasonal opportunities for farmers in 2025 to gain efficiencies

Jeff Bahr

Head of Sales & Service

- Important points for farmers as they plan for the coming year
- The importance of crop insurance agents
- Key factors for successful risk management to protect their bottom line

Renewable Fuels Association

Booth 43

Geoff Cooper

President and CEO

- Post-election policy outlook
- What's next for RFS, E15, IRA tax credits (45Z)
- Sustainable aviation fuels
- Exports/trade issues

Robert White

SVP, Industry Relations & Market Development

- World's first plug-in hybrid FFV
- Ethanol outreach to consumers & retailers
- Expanding ethanol infrastructure
- Evolving to higher ethanol blends

Swine Health Information Center

Booth 110

Dr. Megan Niederwerder

Executive Director

Dr. Lisa Becton

Associate Director

SHIC helps pork producers:

- Wean-to-Harvest Biosecurity Program Research key take-aways
- Collaboration with other pork organizations to prepare in case H5N1 hits swine herds
- Japanese encephalitis virus research

Syngenta

Booth 53, 54, 55

Steve Sterchi

Head, Product & Commercial Strategy at Syngenta

- Syngenta Seeds is excited to release its 2025 class of elite corn hybrids, bred and proven to provide what farmers need to meet today's challenges – tremendous yield potential, a range of maturity options, broad adaptability across soil types, strong agronomics, outstanding roots and stalk strength, and great late-season health.

Bruce Battles

Technical Agronomy Manager, Syngenta

- Syngenta provides innovations farmers demand, including valuable trait stacks that help protect against yield-robbing above-and below-ground pests. For 2026, Syngenta expects to launch the industry's first 3 Bt protein stack for corn rootworm control, pending EPA registration, continuing our commitment to comprehensive solutions for insect control, simplicity and choice.

Ryan Dunsbergen

Golden Harvest Soybean Product Manager

- Syngenta soybeans from Golden Harvest and NK Seeds pair elite genetics with the industry's broadest herbicide trait choices, for flexibility and outstanding yield potential. New 2025 varieties are available in a range of maturity and robust agronomic packages, and providing superior performance potential across multiple regions and varying soil types.

Dale Ireland, Ph.D.

Technical Product Lead, Syngenta Seedcare

- Introducing Victrato seed treatment: Preview an upcoming soybean seed treatment for nematodes, Sudden Death Syndrome and early-season suppression of foliar diseases – registration expected in early 2025.
- Maximizing seed investment return: How Syngenta seed treatments can help soybeans emerge healthier and stronger, reducing the replant risk and ultimately boosting potential ROI.

TJ Binns

Agronomic Service Representative, Syngenta

- Weed, disease and insect management strategies based on observation from this season. Key considerations for growers in the current down commodity market to help optimize their practices and maximize profitability.

Mary Kay Thatcher

Senior Manager of Federal Government and Industry Relations, Syngenta

- Learn the latest on the Farm Bill, EPA reviews, 2024 election impact and ag policy news from Washington, D.C.

Shawn Hock

Product Lead, Corn Herbicides at Syngenta

- Herbicide Innovation: As herbicide-resistant weeds spread, we at Syngenta are continuously enhancing our corn herbicide portfolio to meet growers' needs today and in the future.

Tessenderlo Kerley

Booth 112

Zack Ogles, Ph.D.

Manager of Agronomy

- Stop by to interview our manager of agronomy, Dr. Zack Ogles.
- New Research, from Tessenderlo Kerley and Auburn University shows:
 - How thiosulfates can improve nitrogen use efficiency and help maximize yields' protecting nitrogen investments.
 - How thiosulfates can significantly slow the rate of nitrification when compared to commercially available nitrification inhibitors.

The Fertilizer Institute

Booth 20

Corey Rosenbusch

President & CEO

- Low Carbon Ammonia
- Biostimulant Certification
- 4Rs - Advocates, Nutrient Stewardship, Acre Goal
- Sustainability Efforts
- Sustainable Aviation Fuel
- Farm Bill
- Rail and Port Strikes
- Fertilizer Markets
- Critical Minerals
- Formaldehyde TSCA
- Conservation
- Research
- USDA Fertilizer Economist Position

The Mosaic Company

Booth 83

Keith Byerly

Commercial Sustainability Lead, The Mosaic Company

Matt Sowder,

Director of Biosciences Field Solutions, Mosaic Biosciences

- Mosaic is best known for understanding what plants need when. Recent research has shown that when BioPath® was added to an early-season fertilizer application, corn plants took up and utilized 9.6 pounds more nutrients. Get the facts on crop fertility and how biological nutrient enhancers improve return on fertilizer investments.

U.S. Custom Harvesters, Inc.

Student Internship

Booth 39

David Misener

President of board of directors

- David Misener owns and operates Green Acres Enterprises, Inc., a custom farming business.
- Misener currently serves as president on the board of directors for the U.S. Custom Harvesters, Inc., and has lobbied with the organization in Washington, D.C.
- Misener would be happy to talk about the issues the industry faces.

Mark Anderson

BOD Secretary

- Mark will be discussing the current issues on which U.S. Custom Harvesters, Inc., is working/focusing.
- Harvesting trends and industry direction
- Status/recap of the 2024 harvest
- Outlook for harvest 2025
- USCHI Annual Convention 2025

Paul Paplow

Vice President

- 2024 harvest recap across the Great Plains
- Current issues USCHI members are facing.
- The mental and emotional stress that producers are facing with the downward commodity markets.

U.S. Grains Council

Booth 60

Verity Ulibarri

USGC Chairwoman

Andrew Brandt

USGC Director of Trade Policy

- The U.S. Grains Council is dedicated to developing markets, enabling trade and improving lives. With nine offices overseas and a world headquarters in Washington, D.C., the Council works to find homes for U.S. corn, sorghum, barley, ethanol and distillers dried grains with solubles. Stop by the U.S. Grains Council booth to speak with USGC Chairwoman Verity Ulibarri and USGC Director of Trade Policy Andrew Brandt about grain commodity exports, new and developing grain markets, trade agreements, tariffs and more.

U.S. Meat Export Federation

Booth 75

Dan Halstrom

President and CEO

- Mr. Halstrom can speak to the current state of U.S. red meat exports, the importance of exports to the U.S. meat industry, efforts to develop emerging markets through USDA RAPP funding and the need to improve market access for U.S. exports.

John Herath

Assistant Vice President, Communications

- John Herath is mainly on hand to manage interview requests for Dan Halstrom and Steve Hanson, but can fill in as needed for interviews.

Steve Hanson

USMEF Chairman

- Mr. Hanson is a rancher from southwestern Nebraska who began his one-year term as USMEF chairman on Nov. 8. He previously served as chair of the Nebraska Beef Council, the Federation of State Beef Councils and the Nebraska Cattlemen. He will speak to the importance of red meat exports to livestock producers and the critical role checkoff investments play in expanding global demand for U.S. red meat. He can also discuss his experience as a USMEF officer over the past four years.

Joe Schuele

Vice President of Communications

- Joe Schuele is mainly on hand to manage interview requests for Dan Halstrom and Steve Hanson, but can fill in as needed for interviews.

U.S. Soybean Export Council

Booth 31

Mike McCranie

USSEC Director, USB Director, and South Dakota farmer

Robertta Simpson-Dolbeare

USSEC Director, ASA Director, and Illinois farmer

- USSEC works in over 80 world markets to:
 - Differentiate the quality and value of U.S. Soy from other nutrition and energy products
 - Elevate a preference for U.S. Soy products in existing markets and spark demand in worldwide markets
 - Attain access to markets for U.S. Soy through cooperation with a variety of diverse global stakeholders
- Visit with our directors to:
 - Learn about current global soy market conditions
 - Hear about opportunities in U.S. Soy's key international markets
 - Understand the pivotal role of U.S. Soy's sustainability for our global customers as they incorporate Sustainable U.S. Soy on-pack labels and recognize U.S. Soy's lowest carbon footprint, nutritional advantage, high refining rate, intrinsic value, and reliability.
 - Discover the growth of the Soy Excellence Centers that enhance workforce training and capacitybuilding in emerging markets.

U.S. Wheat Associates

Booth 27

Clay Schemm

Farmer and Director, Kansas Wheat

- Farm Bill implications for wheat growers
- Policy issues ahead in 2025

Darren Padgett

Farmer and Past Chairman, U.S. Wheat Associates

- News on sustainable wheat production
- Implications of first GM wheat trait
- Update on sustainable wheat production
- What's next in wheat technology

United Soybean Board

Booth 30

Kyle Durham

Missouri farmer and United Soybean Board Farmer-Leader

- Innovation & Technology Supply Investments: Learn more about high oleic soybean expansion spanning maturity groups 0-7 and research on deeper roots that store more carbon and may be more resilient to drought or flooding.
- Soy-Based New Uses: Explore USB's research, development and commercialization in driving more than 1,000 soy-based products, including straws, firefighting foam, and bar and chain oil.

Patrick O'Leary

Minnesota farmer and United Soybean Board Farmer-Leader

- Infrastructure Improvements and Export Markets: Hear about infrastructure projects to ensure U.S. soybeans meet global demand, in addition to updates on export markets.
- Health & Nutrition Demand Investments: With animal agriculture being soy's biggest customer, find out the checkoff's role in maintaining herd health and providing anti-inflammatory benefits. Also, how soy foods provide a high-quality, complete protein for human consumption.

Jack Cornell

United Soybean Board Director of Sustainable Supply

- Farmers for Soil Health: Discover how Farmers for Soil Health provides a cost share to farmers while furthering on-farm sustainability.
- Land Use Change Initiative (LUCI): Learn how farmers define and measure land use change and a partnership across the value chain crucial for agriculture's future.
- Sustainability & Production Research: Explore research on biotech genetics and practices like cover crops that boost productivity and environmental stewardship.

UPL

Booth 84, 85

Kip Jacobs

UPL technical services manager, row crops

- Stop by to learn about the new game-changing corn herbicide that will give growers back control over the most challenging weeds, such as HPPD-resistant pigweed, leveraging the industry's first novel active ingredient in years.
- Kip will also be introducing the first bionematicide seed treatment in soybeans to contain three unique biological strains that work in unison for nematode control through multiple life stages.

Kendall Johnson, Ph.D.

UPL technical services manager – Pacific Northwest

- Hear about the new IronGate™ herbicide, which provides wheat growers with convenient, productive weed control for cleaner fields, quicker harvest and decreased weed competition.
- Dr. Johnson will be introducing a new fungicide for specialty crops that provides both preventative and systemic control of a broad spectrum of diseases using the only Group 52 fungicide on the market.

Steve Sopher

UPL technical services manager, south and east coast

- The biologicals market is crowded, and it can be difficult for growers to even know where to begin when it comes to selecting products that fit their farms. Steve will share how UPL is researching and developing new biological solutions that better help growers reach their production goals.

USDA Farm Production & Conservation

Booth 94, 95

Robert Bonnie

- USDA Under Secretary for Farm Production and Conservation
- Climate-smart agriculture and forestry
- Partnerships for Climate-Smart Commodities
- Wildlife connectivity efforts

Zach Ducheneaux

Farm Service Agency Administrator

- Farm loan programs, including streamlining efforts
- Disaster assistance
- Conservation Reserve Program
- Urban agriculture

Terry Cosby

Natural Resources Conservation Service Chief

- NRCS conservation programs
- Inflation Reduction Act
- Improvements for Tribes and Tribal producers
- Urban agriculture

Francie Tolle

Risk Management Agency Deputy Administrator of Compliance

- Federal crop insurance

USDA Foreign Agricultural Service

Booth 93

Daniel Whitley

Foreign Agricultural Service Administrator

- FY2024 agricultural export numbers market diversification climate change promoting U.S. food & agricultural products food security recent trade wins 2025 trade missions

USDA National Agricultural Statistics Service

Booth 91

Joe Prusacki

Associate Administrator

- Census Products – Census Highlights, Ag Census Maps, State and County Profiles, and congressional district profiles, recently released Zip code tabulations and more.
- 2023 Irrigation and Water Management available. Aquaculture next month.
- Learn about the upcoming TOTAL/ ARMS survey, covering production practices, resource use, and the economic well-being of American farms.

Lance Honig

Agriculture Statistics Board Chair and Methodology Division Director

- Discuss the importance of NASS data, how it's used, by whom, and more.
- Ask about the latest crop production report, other recently released data, and NASS's upcoming surveys.
- Open to the public – talk about NASS's live Stat Chat events, Agricultural Statistics Board Briefing
- Livestreams and/or USDA Data Users' Meetings.

USDA Rural Development

Booth 92

Dr. Basil I. Gooden

Under Secretary for Rural Development

- Come learn about how USDA Rural Development is lowering costs for Americans across the nation through investments in rural infrastructure, biofuels, clean energy, and more. These impacts have been made possible with funding from President Biden's historic legislative packages including the American Rescue Plan, Bipartisan Infrastructure Law, and Inflation Reduction Act.

Valent BioSciences

Booth 64

Renee Harkins

Portfolio Development Manager, Biostimulants

- Transit 500 is the third product to be certified by The Fertilizer Institute for its Certified Biostimulant Program. Learn more about this product's effectiveness.
- Valent BioSciences is proud to sponsor the new Biostimulant Innovator of the Year Award to honor growers who actively use biostimulants.

Valent U.S.A.

Booth 63

Eric Ott*Regional Manager, Field Market Development, Valent U.S.A.*

- Valent U.S.A. develops and markets products that protect crops, enhance yield potential and improve crop quality. Learn more about the intersection of on-farm sustainability practices and the role seed treatments, such as INTEGRO® SUITE Soybeans and Aveo® EZ Nematicide, provide to proactively manage pests and diseases, maximizing productivity while protecting soil health.

Vive Crop Protection**Student Internship**

Booth 22

Darren Anderson*Co-Founder and CEO*

- Learn about Vive's High-Velocity Commercialization Engine and how its advancing crop protection product development.
- Discover how 280,000 hours of nano-tech "Know How" lead to product innovations that are exceeding on-ground growth, outpacing market standards.

George Huckabay*Southern Technical Sales Agronomist*

- Find out the critical impact Averland FC nematicide is delivering to save corn and cotton yields for growers struggling with nematodes.
- Learn about the latest field trials that are showing Vive's new Phobos FC fungicide outperforming other market-leading prothioconazoles

Wyffels Hybrids**Student Internship**

Booth 36

Eric Wilson*Agronomy Manager*

- Why do Wyffels agronomists preach planting a hybrid package? Setting corn growers up for success in 2025.
- What did we learn about planting dates and more in 2024?
- We don't sell fertilizer, but we do care about the 4Rs. Let's talk about nutrient management.

Jill Carlson*Communications Manager*

- Stories from two years of partnering with Farm Rescue for Serving Those Who Serve.



National Association of Farm Broadcasting

1100 Platte Falls Road
Platte City, MO 64079
816.431.4032

NAFB.com
NAFBPlanner.com