



73rd CONVENTION | NOV 9-11, 2016

TRADE TALK

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Notes

25X'25/Solutions from the Land

Booth: 96

Bart Ruth, Co-Chair, 25x'25/Solutions from the Land, Nebraska Farmer

- Nebraska farmer, co-chair 25x'25: Will discuss progress on meeting the 25x'25 goal and policies and actions needed to maximize the clean energy and climate solutions the agriculture can deliver in support of the global sustainable development goals. Bart will also discuss the North American Climate Smart Agriculture Alliance.

Ernie Shea, President, 25x'25/Solutions from the Land

- President of Solutions from the Land: Will discuss the Delmarva Land & Litter Challenge, a multi-stakeholder collaborative working to eliminate poultry related nutrient pollution on the Delmarva Peninsula. Shea will also discuss Sfl climate smart agriculture and large landscape conservation projects in North Carolina, Ohio, Colorado and California.

Advanta Seeds

Booth: 29

Travis Kidd, Technical Development Manager, North America

- Trial and performance data for sorghum with industry-leading sugarcane aphid tolerance, the first-ever herbicide tolerant grain sorghum with the DuPont™ Inzen™ trait and additional herbicide tolerant hybrids in development with limited quantities available for 2017.
- Corn hybrids with industry-leading traits are achieving high yields in trials across the High Plains.

Tyson Meador, National Sales Account Manager, North America

- Wide selection of grain and forage sorghum hybrids for trial-topping yield and performance growers need, with standability, nutritive value and tolerance to drought and damaging pests including sugarcane aphid.
- New Alta Seeds corn with latest high-performance Agrisure® traits offers growers high yields and attractive seed pricing to help improve profitability.

AGP

Booth: 86

Terry McClatchey, Marketing Manager

- Capital investments and growth initiatives.
- New crop soybean quality.
- Soybean meal exports to Mexico and Pacific Rim markets.
- Sustainability.

Agrible

Booth: 58

Jason Little, Director of Sales**Nancy Dankle, Sales & Advertising Manager**

Agrible, an agriculture technology company, turns big data into innovative and easy-to-use products that help with decision making and increase productivity. Jason Little and Nancy Dankle will discuss the company's main product, Morning Farm Report, and how it differs from other big data options.

Agrium—ESN Smart Nitrogen

Booth: 46

Doug Akromas, Product Innovation Manager & Technical Center Site Facility Manager**John Niemeyer, ESN Marketing Representative****Scott Russell, ESN Marketing Manager**

- Tech center: Agrium's new state-of-the-art research and development center in Greeley, Colorado.
- ROI: Making sure the nitrogen investment is there when it's needed most.
- Regulatory: Aligning with sustainability requirements and 4R best practices to protect the local environment.

AgStar Financial Services

Booth: 24

Mark Greenwood, Senior Vice President of Relationship Management

- Managing through the economics of the grain industry.
- Forecasts for the protein industry.
- The expansion we're seeing in the pork industry.
- Overall financial management tips and the importance of risk management to every operation.

Alltech

Booth: 21

Amanda Gehman, Research Project Manager

- A lifetime approach to antibiotic-free production: As the Veterinary Feed Directive (VFD) approaches, what viable solutions and alternatives for antibiotics exist for producers and how can they adopt these options with minimal disruption in their operations?

Nikki Putnam, Registered Dietitian Nutritionist

- Future-proofing for food companies: The 'consumer push' continues for more "natural" or traceable production and antibiotic-free, functional foods. What programs can livestock and poultry producers implement to keep their animals healthy and productive, while meeting these ever-increasing customer demands?

Jenn Norrie, On-Farm Communications Manager

- ONE 2017: From technological innovations to consumer demands and new regulations, what are the disruptors in agribusiness today? How do we embrace it? Disruption is the theme of ONE: The Alltech Ideas Conference in Lexington, Kentucky, this May 21-24. Stop by for a chance at a \$1,000 travel stipend, and learn about 'My Farm, My Future', a unique video contest for farmers.

American Angus Association/Certified Angus Beef LLC

Booth: 10

Allen Moczygemba, Chief Executive Officer

- The Angus breed's leadership role within the industry.
- Opportunities available for quality-minded producers.

Kara Lee, Production Brand Manager, Certified Angus Beef LLC

- In its most recent fiscal year Certified Angus Beef ® brand reached a billion pounds of sales.
- As the cowherd rebuilds and prices trend downward, raising quality becomes even more important.
- Best management practices to get cattle to grade.

American Farm Bureau Federation

Booth: 57

Zippy Duvall, AFBF President

Dr. Bob Young, Chief Economist

- Hear about all the front-burner agricultural policy topics, such as TPP, the farm economy, agricultural labor, regulatory reform and more from AFBF President Zippy Duvall and AFBF Chief Economist Dr. Young.

American Farmland Trust

Booth: 85

John Larson, Senior VP of Policy and Programs

- Learn what's behind AFT's high resolution national maps of past and present agricultural land cover/use.
- Learn why women who rent out farmland are so important to the future of agriculture yet remain significantly underserved.
- Learn what young and beginning farmers need to succeed.

American Lamb Board

Booth: 90

Jim Percival, Board Member

- Highlights from three recent research studies related to quality and flavor.
- New 12 Lamb Crop Best Practices Fact Sheets.
- Tri-Lamb Young Leader Forum.
- Friendsgiving Promotion.

American Seed Trade Association

Booth: 45

Andrew W. LaVigne, President and CEO**Tracy Tally, First Vice Chair**

- Plant Breeding Innovation.
- Environmental & Conservation and Cover Crop Seed: Why Quality Seed Matters.

American Sheep Industry Association

Booth: 89

Burton Pfliger, President

- Snapshot of the current lamb market and how it compares with other commodity prices.
- New educational materials—English and Spanish versions of the Sheep Handling Video and a Revised Sheep Production Handbook.
- Promotion of the 2017 ASI Annual Convention being held in Denver, CO., keynote speaker is Temple Grandin.

American Soybean Association

Booth: 42

Ron Moore, President

Wade Cowan, Chairman

John Heisdorffer, At Large Governing Committee Member

- ASA's advocacy for trade policies that benefit soybean farmers, including the recently finalized Trans-Pacific Partnership (TPP) and the opening of Cuba as a market for American soy.
- ASA's industry-leading work on early farm bill discussions, including potential fixes to the ARC program and the relationship between agriculture and anti-hunger groups.
- ASA's view on the 2016 elections and what they'll mean for farmers and industry.
- ASA's work on the implementation of the GMO labeling law.
- ASA's advocacy for biofuels, a progressive RFS and renewal of the biodiesel tax credit.
- ASA's ongoing pressure on both the U.S. government and its foreign counterparts, including China, to streamline the system for biotechnology trait approvals.
- ASA's continuing efforts to eliminate the Clean Water/Waters of the U.S. (WOTUS) rule.
- Soybean growers' cooperative work with industry partners on pollinator health issues.
- ASA's leadership on precision agriculture data issues, as well as educating farmers about data issues through the Transparency Evaluator.
- ASA's push to encourage congressional commitments to transportation infrastructure improvements.
- ASA's role in the discussion on new plant breeding techniques, and how they can help move the industry further.

American Sugar Alliance

Booth: 76

Phillip Hayes, Director of Media Relations

Luther Markwart, Vice Chairman

- US Sugar Policy.
- Global sugar market.
- Foreign sugar subsidies.
- Biotech Issues.

AMVAC Chemical Corporation

Booth: 11

Joyce Koranda**Ben Marion**

- New higher concentration insecticides for increased efficiencies and convenience in control of trait resistance rootworms, including extended diapause and Western variant.
- New AMVAC products, S.M.A.R.T. Options.

Animal Agriculture Alliance

Booth: 97

Kay Johnson Smith, President and CEO

- Learn about current and historical trends in animal rights activism and how farmers and industry leaders can protect against misinformation.
- Discuss how animal rights activist organizations are targeting youth and college students, using religion and pressuring restaurants and retailers.
- Hear about what the Alliance is doing to secure the future of animal agriculture.

Hannah Thompson, Director of Communications

- Learn about the Alliance's reports from major animal rights conferences and events.
- Hear about the Alliance's College Aggies Online scholarship program, now in its 8th year. CAO helps students learn to be confident communicators about agriculture while competing for scholarship funds.
- Be the first to get the inside scoop on the Alliance's 2017 Stakeholders Summit, set for May 3-4 in Kansas City.

Arysta LifeScience

Booth: 82

Chris Wooley, Marketing Manager, Seed Treatments

- Seed treatments help ensure wheat seeds germinate and establish good stands in spite of diseases/pests that maybe present.
- Arysta LifeScience wheat seed treatments provide excellent control of the key wheat seed and seedling disease commonly faced by growers: RANCONA V RTU, RANCONA CREST, RANCONA CREST WR and RANCONA V100 PRO.

Lynn Justensen, Senior Technical Sales Specialist, Row Crop Fungicides

- Two new products from Arysta LifeScience will feature patented formulation technology that is liquid fertilizer-compatible: TEPERA Fungicide and TEPERA PLUS Fungicide/Insecticide.
- These easy-to-use products for corn and soybean growers do not require dilution to go into solution with liquid starter fertilizers and stay in solution with minimal agitation; can also be applied with water.

Balance™ GT

Booth: 108

Lindsey Seitz, Brand Manager of MS Technologies™

- Learn about the Balance™ GT Soybean Performance System, a collaboration between MS Technologies™ and Bayer. Pending regulatory approvals, Balance™ GT will provide soybean growers with high-yielding, elite genetics and control over glyphosate resistant weeds.
- Receive information about the benefits of the new Balance® Bean herbicide, featuring residual control with a unique reactivation technology.

BASF Corporation

Booth: 60, 61

Chad Asmus, Technical Marketing Manager

- Engenia™ herbicide will be the most flexible and advanced formulation of dicamba from BASF, offering growers a new tool for effective weed control in dicamba-tolerant soybeans and cotton. Mr. Chad Asmus will share the benefits of Engenia herbicide and how its additional site of action will help growers control tough broadleaf and glyphosate-resistant weeds.

Daniel Waldstein, Ph.D., Technical Market Manager

- Daniel Waldstein, Ph.D., provides technical marketing expertise for a variety of BASF herbicides used for pre-emergence application. Zidua® PRO herbicide, new for the 2017 season, is a valuable tool to help address weed resistance. Dr. Waldstein can provide insights on its three sites of action, and ability to control tough weeds.

Caren Schmidt, Ph.D., Technical Marketing Manager

- Caren Schmidt, Ph.D., provides technical positioning, training and product use recommendations. In-furrow fungicides offer many benefits from improved root growth and seedling vigor to improved cold tolerance and higher yields. Dr. Schmidt will discuss new and upcoming improvements to BASF's in-furrow fungicide portfolio.

Bayer Animal Health

Booth: 72

Dr. Larry Hawkins, Senior Technical Services Veterinarian

- Hear the latest clinical field study results regarding Zelnate® DNA Immunostimulant and BRD: The study examined how Zelnate may improve health and performance outcomes when used on arrival, and to observe the potential benefits of delaying the MLV vaccine until after initial stress and Mannheimia haemolytica challenges are experienced.

Bruce Brinkmeyer, Product Manager for Livestock Insecticides

- Learn more about an updated, convenient pour-on insecticide for lice control: Clean-Up™ II Pour-On Insecticide with IGR is a ready-to-use formula that requires only one application to kill adult lice, nymphs, and eggs (nits).

Boehringer Ingelheim Vetmedica, Inc. (BIVI) - Swine Division

Booth: 103

Jeff Worstell, Director of Market Access, Swine

- In a challenging market it is more important than ever to maximize health, reduce variation and minimize performance losses. Learn how a strong health management and vaccination program is key to preventing disease.

Dr. Craig Jones, DVM, Director, Cattle Professional Services

- In January, the Veterinary Feed Directive goes into effect for the cattle industry;
- learn how it affects your listeners and approaches they can take.
- Bovine Viral Diarrhea costs cattle operations up to \$1.4 billion annually. Type 1b is the most predominant strain - learn how it spreads and how to prevent it.

Cargill AgHorizons

Booth: 43

Kevin Loeffler, Strategic Marketing Specialist

- There's no one-size-fits-all grain contract any longer, and Cargill's approach to diversifying contracts to help mitigate risk is a key component to a strong marketing plan. When commodity prices are low, farmers choose to store grain on the farm. Cargill can help identify the costs associated with on-farm storage and possibly uncover a more profitable alternative.

Tom Halpenny, Assistant Product Line Lead, Risk Management

- Despite the continued outlook for low commodity prices, developing a strategic marketing plan can help farmers spread their risk and manage cash flow throughout the year. Diversification is becoming increasingly important in managing grain contracts. Cargill's breadth and depth of grain marketing contracts provides multiple options for farmers to take advantage of.

Matt Hagedorn, Advisory Sales Leader

- Not all information is the same. With Cargill's global footprint, Cargill Ag Marketing Services provides insights from every corner of the globe to help customers make better grain marketing decisions, and their team of advisors meet with customers one-on-one to build and execute diversified grain marketing plans.

Case IH

Booth: 51

Leo Bose, AFS Marketing Manager

- The latest updates to Case IH precision farming and how they contribute to High-Efficiency Farming.
- Case IH cableless Autonomous Concept Vehicle.

Chris Lursen, Tillage Marketing Manager

- The rugged new Case IH Tiger-Mate 255 Field Cultivator.
- Learn about the need for a high-efficiency seedbed for High-Efficiency Farming.

Tony McClelland, Planter Marketing Manager

- The latest updates on the 2000 Series Early Riser planter with factory-fit Precision Planting technology.
- Learn about the impact of precise seed placement on High-Efficiency Farming.

Cattlemen's Beef Board

Booth: 50

Joan Ruskamp, CBB Secretary/Treasure

- Joan will discuss the checkoff's Food Waste Challenge and sustainability efforts in our industry.

Dave Zino, Checkoff Executive Chef

- Dave will guide you through the ways the checkoff is helping consumers to track their food waste, alter their shopping habits and incorporate beef recipes that use leftovers and kitchen essentials to reduce how much food they throw away.

Central Life Sciences

Booth: 1

Tracy Harris, Senior Director of Professional Agricultural Sales

- Producers lose over \$1 billion annually from horn fly infestations. Altosid IGR keeps pastured cattle below the economic threshold of 200 flies/cow improving cattle health.
- ClariFly® Larvicide interrupts the life cycle of house, stable, face and horn flies protecting dairy and feedlot cattle from diseases that impact comfort and profitability.

Mark Newberg, Director of Corporate Affairs & Government Relations

- Starbar® utilizes innovative technology and effective active ingredients to manage the insect pest challenges facing commercial integrators, farmers and rural residents.
- Centynal™ and Diacon IGR insecticides offers broad-spectrum control of stored grain insects to help treat and prevent infestations in stored wheat, rice, corn, barley, animal feed and more.

CHS Inc.

Booth: 41

Richard Plackmeier, Market Analyst, CHS Hedging

- Learn about global grain supply and price trends, and strategies farmers might consider to manage risk and maximize profit.

Mark Biedenfeld, Vice President of CHS Aligned Solutions

- CHS and its member-cooperative owners create tremendous local economic impact through jobs, property and payroll taxes, community stewardship and patronage. Mark will discuss these facts and others gleaned from a recent CHS study on the value of cooperatives.

Todd Monroe, Lubricants Marketing Manager

- Learn how the Cenex Total Protection Plan Warranty provides growers with piece of mind, up to and including full engine replacement.

Ellen Thompson, Director, National Teach Ag

- Since 2011, the CHS Foundation has granted nearly \$1.1 million the National Teach Ag Campaign to support the development and retention of agricultural education teachers. Ellen will discuss the critical need for ag educators and how teachers are preparing tomorrow's leaders.

Annette Degnan, Enterprise Marketing Communications

- CHS is owned by farmers and operates energy, grains and foods businesses in rural towns, most likely in your coverage area. Annette connects reporters to respected sources with expertise on everything a farmer needs to plant, grow and market healthy, profitable crops.

CME Group

Booth: 18, 19

Tim Andriesen, Managing Director, Agricultural Products, CME Group

- Why every producer should include cost-effective futures options in their marketing plans for 2016.
- CME Group's successful launch of European Union Wheat futures and options.
- Collaboration with Purdue University on Ag Economy Barometer, a monthly farmer sentiment survey for measuring the health of the U.S. agricultural economy.

David Widmar, Senior Research Associate, Purdue University

- Reflections on one year of collecting Purdue University/CME Group Ag Economy Barometer monthly farmer sentiment survey data.
- Economic factors driving farmer sentiment toward the U.S. ag economy.
- Agribusiness leader insights about the health of the ag economy.

Cotton: The Fabric of Our Lives

Booth: 9

Craig Brown, Vice President, Producer Affairs, National Cotton Council

- Current challenges and opportunities for cotton producers.
- China's role in the world cotton economy and how that impacts U.S. growers.
- International marketing efforts by Cotton Council International.

Kim Kitchings, Senior Vice President, Consumer Marketing, Cotton Incorporated

- "Renew Your Faith in Cotton" Campaign—new markets and innovations in cotton.
- How to best reach today's consumer.
- The Sustainability of Cotton.

Steve Verett, Executive Vice President, Plains Cotton Growers, Inc

- Looking ahead to the next Farm Bill for cotton.
- Technological advances and their impact on cotton production.
- Helping ensure a bright future for the cotton industry.

CropLife America

Booth: 33

Kellie Bray, Senior Director, Government Relations

- The past, present and future of the regulatory process in the crop protection industry.
- The importance of agriculture in the next administration.
- Food Quality Protection Act (FQPA) at twenty years.

Genevieve O'Sullivan, Director, Communications and Marketing

- Are you #AgLoudAgProud? Why and who knows it?
- Have you had "The Talk?" A humorous and innovative approach to explaining crop protection.

Dow AgroSciences

Booth: 22

John Chase, Commercial Leader, Enlist™ weed control system

- John Chase will discuss the essential qualities growers should look for in a herbicide program. He will cover the need for effective control of tough weeds, on-target application and flexibility. Chase will explain how the Enlist system offers these benefits and, importantly, the use of multiple modes of action.

Bridgette Readel, Northern Plains Market Development Specialist

- Heavy moisture and increased sunflower acres have caused a resurgence of Canada thistle in wheat fields. As growers rotate back to small grains, PerfectMatch™ herbicide can help manage the infestation while providing the broadest spectrum of control in one product.

Andrew Hoffman, Agronomy Marketing Manager, Mycogen Seeds

- Each growing season is different, bringing new challenges for growers to overcome. As growers make decisions for 2017, they should choose hybrids

that fit their agronomic and operational needs. Plus, with Mycogen's new value-based pricing, growers can align those choices with what drives value on the farm.

DuPont Crop Protection

Booth: 68

Ken Carlson, Product Development Manager, Cereals Herbicides

- New powerful tools for cereals growers: Sentrallas® and Travallas™ herbicides.
- Solutions to control kochia and other yield-limiting weeds.
- More profit from wheat – tips for growers to maximize ROI.

Dave Johnson, Product Development Manager, Soybean Herbicides and Traits

- Anticipated registration of DuPont™ FeXapan™ herbicide plus VaporGrip™ technology for use on RoundUp Ready 2 Xtend® soybeans, and its role in combatting resistant weeds.
- What herbicide-resistant weeds cost U.S. farmers.
- Resistance today; tools for tomorrow.

Brody Benton, Marketing Manager, North Central

- Why more modes of action deliver better disease control – or do they?
- Does fungicide use pay?
- Strategies to get the most from your farm team.

DuPont Pioneer

Booth: 66, 67

Ryan French, Senior Manager, Marketing–Corn

- Pioneer® brand corn and forages products.
- Pioneer® brand Qrome™ products.

Travis Kriegshauser, Senior Services Manager–EncircaSM Services

- EncircaSM Nitrogen service.
- Decision Agriculture.

Les Kuhlman, Senior Research Scientist–Soybeans

- Pioneer® brand soybean products.
- Accelerated Yield Technology (AYT) 4.0.

Jeff Mathesius, Agronomy Research Manager

- Pioneer® GrowingPoint® Agronomy.
- New Corn Belt-wide potassium and phosphorus fertility trials.

Mark Reisinger, Senior Manager, Marketing–North America Seed Treatment

- Pioneer Premium Seed Treatments for corn and soybeans.
- Lumisena™ for soybeans, providing outstanding protection against Phytophthora.

Exede Internet

Booth: 101

Matthew Farr, Director of Marketing Communications & Customer Experience

- Learn about the new satellite, launching in 2017, which will deliver faster speeds and better data plans for Exede, the satellite internet service that farmers and rural communities depend upon.

Alex Miller, Content Editor

- Updates on the new Exede Business plans, offering high-speed service in places where other providers don't go, as well as backup service no matter which ISP you use.

Farm Credit

Booth: 23

Mark Jensen, Chief Risk Officer, Farm Credit Services of America and Frontier Farm Credit

- Leads the longest-running and most comprehensive tracking system for farmland values in Iowa, Nebraska, South Dakota and Wyoming. Benchmark farmland study has expanded in the past year to also include eastern Kansas.
- Responsible for tracking current economic conditions and trends and their impact on agricultural lenders and producers.

Carl Horne, Young, Beginning and Small Program and Outreach Manager, Farm Credit Services of America and Frontier Farm Credit

- Manages the Development Fund, a one-of-a-kind lending program for YBS producers that demonstrates Farm Credit's commitment to growing the next generation of agricultural producers.
- Works with YBS producers to find solutions to their unique business challenges.

Tanner Ehmke, Senior Economist, Grains, Oilseeds, Ethanol, CoBank

- What's ahead for grain markets: A 3-5 year outlook.
- Learn about grain and oilseed transportation and storage issues in the face of record harvests.
- Challenges for ag retailers in this current commodity down-cycle.

Farmers Business Network

Booth: 15

Charles Baron, Co-Founder, Vice-President of Product

- FBN is the fastest growing network in ag, democratizing information to level the playing field with big ag. Co-Founder Charles Baron will discuss how FBN helps growers turn their farm data into profit, crowdsource millions of acres of yield data to select seeds, reveal what growers are really paying for inputs, and how their manufacturer direct, online buying system is saving growers up to 50% on farm inputs.

Farmers Edge

Booth: 25

Jon Labine, Regional Sales Manager**Chris Evenson, Solution Sales Specialist**

- Delivering on the promise of decision ag.
- Learn about the myths and realities of big ag data.
- Taking the US by zone: why more growers are using zone soil sampling vs. grid soil sampling.
- Introducing N-Manager: a zone based N management tool driven by field-centric data.

Farmers National Company

Booth: 69

Randy Dickhut, AFM, Senior Vice President, Real Estate Operations**Sam Kain, ALC, GRI, ABRM, Assistant Vice President/National Sales Manager**

- Hear about the most recent movements in land values (from coast to coast)
- Learn about cash rent and land value trends for 2017.
- What over \$2.65 billion in land sales and more than 1,200 auctions over the past five years have taught us in the land market.
- Learn why land values and rents haven't collapsed with the current low commodity prices.

Firestone AG

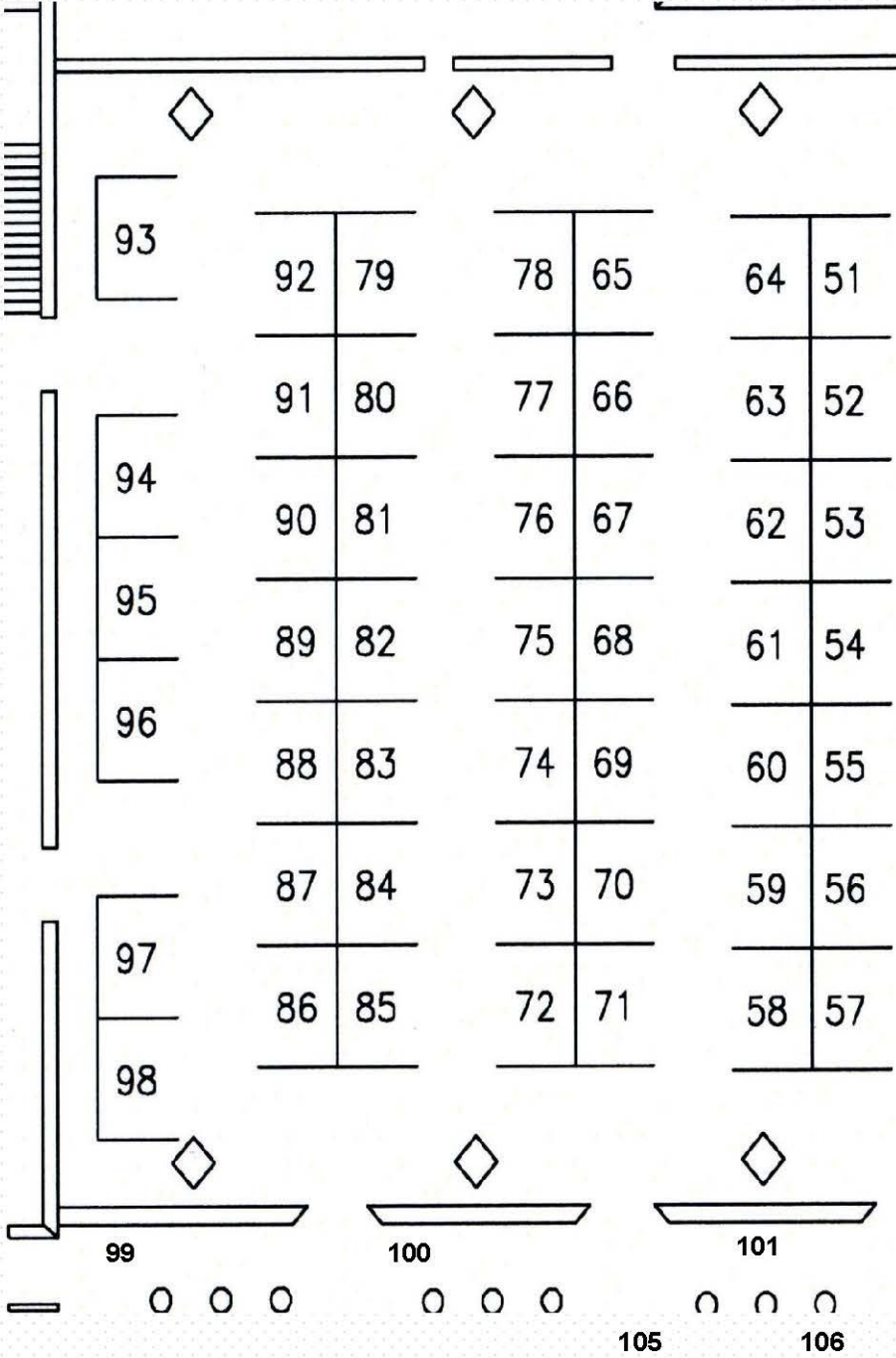
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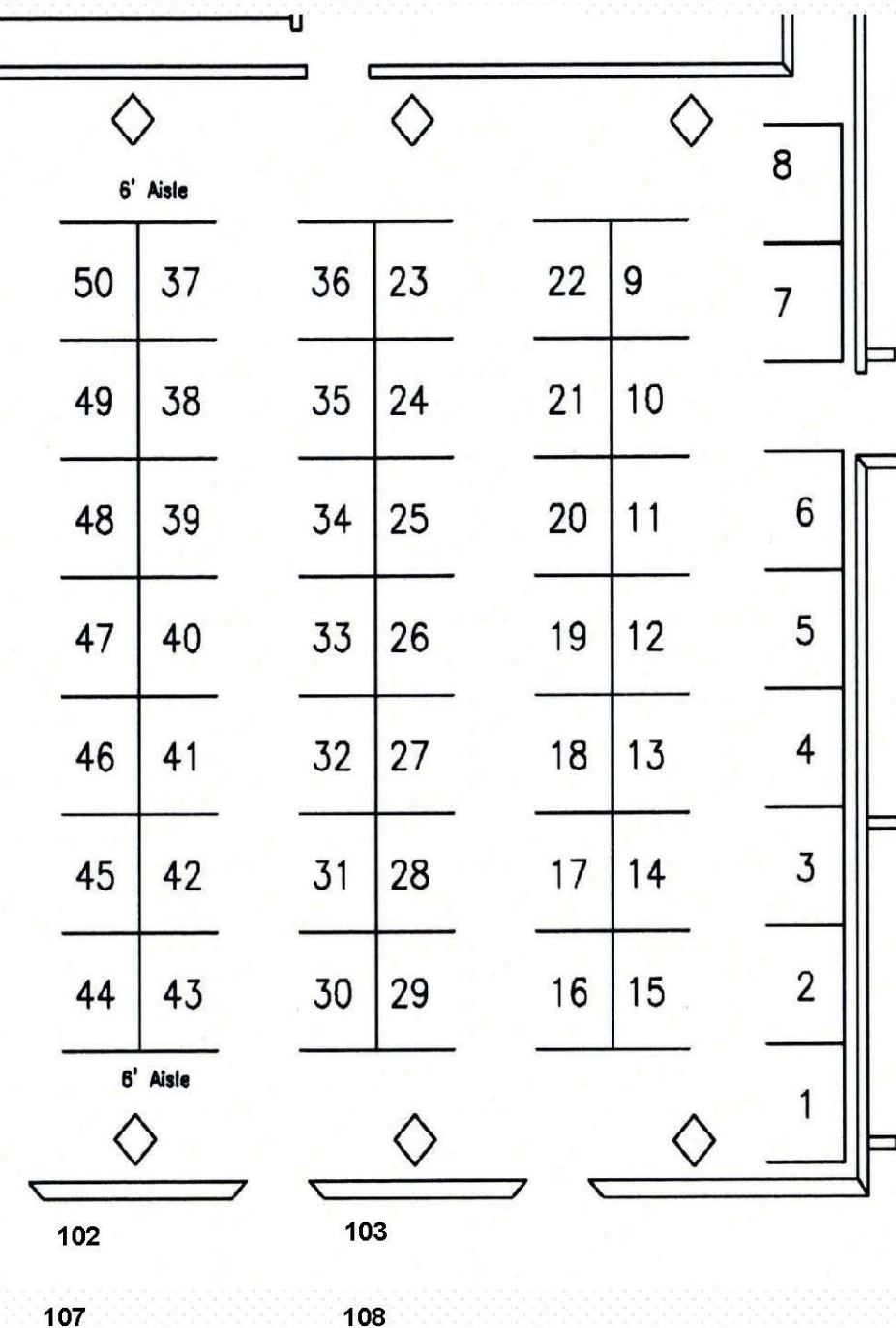
Tom Rodgers, Executive Director of Global Agricultural Solutions

- Founded in 1900 in Akron, Ohio, Firestone has a long history of bringing quality and durability to American farms. From our AD2 technology to our new rubber tracks, Firestone continues to introduce products that are designed for the way we farm today.

Brad Harris, Field Engineer

- The Destination Farm line of radial implement tires from Firestone features AD2 technology -- which reduces soil compaction -- and provides the same nine-year warranty as all of Firestone agriculture tires. AD2 technology helps farmers carry a higher load, offers better traction, reduces soil compaction and even helps save on fuel.





FMC Agricultural Solutions

Booth: 16

Tom Quade, Technical Manager

Flavio Centola, Product Manager

- FMC expands its fungicide portfolio.
- Biologicals gain traction in 2016.
- Disease pressures and fungicide performance – GrowForward.com.
- Weed pressures and weed management.
- 3RIVE 3D™ Application System Update.
- FMC develops robust product pipeline.
- How to preserve new herbicide tolerant trait technologies.
- Managing resistant weeds.
- The Minute by FMC is back.

Grassland Oregon

Booth: 62

Risa DeMasi, Co-Founder, Director of Marketing and Communications

- Learn how farmers are getting an immediate return on cover crops.
- Leader in cover crop research and breeding, will share data and experiences from farmers using cover crop varieties bred to meet specific needs. Learn how farmers are utilizing quality tested, innovative genetics to meet (and exceed) long term restorative and short term economic goals.

GROWMARK

Booth: 17

Chuck Spencer, Executive Director, Corporate & Government Relations

- Endure is the GROWMARK/FS System sustainability initiative. Corporate and social responsibility is engrained in the GROWMARK culture. We take caring for natural resources very seriously, and place priority on applying business ethics, investments in communities, and engaging our employees to make certain the environment is protected in the future.

Lance Ruppert, Director, Agronomy Marketing

- The Endure sustainability platform involves those activities, processes, products, and services that endure over time and deliver benefits that are social, environmental, and economic. Endure's agronomy activities include: 4R Advocate Program; Pollinator Seed Program; Stewardship Pledge; N Month; N Management Specialists Training; Enduring Farmer/Enduring Farm; and Cover Crop Seed Program.

GROWTH ENERGY

Booth: 14

Tom Buis, CEO

- RFS.
- 2017 RVOS.

- RVP.
- E15 expansion.
- GE plans on Consumer engagement – GetEthanol.com.
- Foreign Market Development/Exports.

Irrigation Association

Booth: 13

John Farner, Government and Public Affairs Director

- Learn about the latest irrigation technologies being employed to increase yield and conserve water.
- Learn the latest on drought conditions throughout the United States and how agricultural water availability is affected.
- What is the future of agricultural irrigation in the U.S. and how will it affect water supplies.

JCB

Booth: 38

Ray Bingley, General Manager of Agriculture

- Learn about on-farm materials handling equipment and the high speed Fastrac tractor. JCB offers a vast range of products, including agricultural telescopic handlers, articulated telescopic handlers, wheel loaders and skid steer loaders. Dedicated material-handling equipment is increasingly replacing tractors with loaders to stack, lift, load, power attachments and move things around the farm.

John Deere

Booth: 44

Doug Felter, Marketing Manager

- Doug will discuss new products and technology on John Deere nutrient application equipment. This includes Self-Propelled Sprayers with the new ExactApply Nozzle Control System, AutoTrac Vision and Row Sense, and the new F4365 High-Capacity Nutrient Applicator.

Jake Flanders, Product Manager, John Deere Intelligent Solutions Group

- Jake will discuss the latest John Deere Precision Ag Technology including the John Deere Operations Center which is a centralized portal to help farmers access, view, manage, and share data and information to help improve efficiency and profitability on the farm.

Beverly Flores, Communications Manager, John Deere Intelligent Solutions Group

- Beverly will discuss the future of Precision Ag and how John Deere is partnering with other companies to bring customers the best solutions to manage their farms and ranches.

K·Coe Isom

Booth: 6

Kevin Mills, Partner, CPA

- Working through income and an estate tax planning for your family business has never been more important than it is today. Unprecedented opportunities exist for farm producers to lower their income taxes, eliminate their estate tax exposure, and successfully transition operations to the next generation.

Jim Rein, Partner, Head of Estate Planning and Next Generation Division

- New President, New Tax Rules?
- Big tax changes are looming for farm businesses. The new President's tax proposals could reduce or eliminate estate and gift tax benefits, leading to a higher tax burden and loss of equity. How do new proposals differ from current tax policy? Come learn how to prepare your farm business.

Emily Johannes, Director of Sustainability

- Farm Sustainability: A Journey, Not a Destination
- Farming practices are highly scrutinized by the food supply chain. The ability to measure and prove your sustainability on the farm creates business opportunities and a "triple bottom line" return: economic, social and environmental. Learn tools to measure and manage sustainability and communicate to buyers within the food industry.

Kinze Manufacturing, Inc.

Booth: 7

Phil Jennings, Service Manager

- Brand new to the Kinze line-up, Single Auger Grain Carts – Simplicity, reliability and innovation that you expect from Kinze.
- Kinze Vacuum Meters – Superior meter ensures planting accuracy.
- Retrofit Kits - Update your existing Kinze planter with the latest yield and profit boosting technologies.

Koch Agronomic Services, LLC

Booth: 32

Dr. Greg Schwab, Director of Agronomy

- Koch Agronomic Services (KAS) develops technology solutions focused on maximizing plant performance while minimizing environmental impact.
- Greg will discuss solutions that help control ammonia volatilization and minimize nitrate leaching and denitrification to improve nitrogen management.

Dr. Ryan Bond, MBA, Vice President of Strategic Marketing & Innovation

- Koch Agronomic Services (KAS) was formed in response to global market needs for innovative solutions to elevate overall crop productivity.
- Ryan will share how KAS is committed to delivering exceptional value through a combination of innovative products and excellent service to its customers.

Kubota Tractor Corporation

Booth: 105, 106

Kent Brown, Senior Product Manager, Kubota Ag Tractors**Dave Palmer, Senior Product Manager, Kubota Implements****Dee Warren, Marketing Manager, Land Pride****Mark Decker, Vice President of Sales, Land Pride**

- Integration of the Kubota, Great Plains Mfg. and Land Pride brands to best optimize the collective commitment to North American agriculture and rural markets.
- Enhanced line-up of Kubota M5, M6 and M7 High Horsepower Tractors
- New innovations to the full line of Kubota Hay Tools and the addition of the new BV4580 Series round baler.

Livestock Marketing Association

Booth: 80

Jennifer Aiman, President, Payment Assurity Services

- Payment Assurity Services (PAYS): LMA PAYS is a risk management tool developed to protect livestock auction markets against buyer payment default. The membership service is a direct response to market volatility and the risks associated with acting as an agent in the sale of cattle.

Chelsea Good, Vice President of Government and Industry Affairs

- Ag policy issues relevant to livestock marketing sector.
- Packers and Stockyards Act reform and associated legislation; Animal Disease Traceability; Transportation.

Kristen Parman, Vice President of Membership Services

- LMAAuctions.com, LMA's online auction platform received an update making the website more user-friendly and accessible across all devices.
- 70th Anniversary of Livestock Marketing Association and 54th World Livestock Auctioneer Championship to be hosted by Public Auction Yards in Billings, Montana (June 2017).

Andy White, 2016 World Livestock Auctioneer Champion

- White is spending his reign selling at livestock auction markets and attending industry events across the U.S.; crowned in June 2016 after beating field of 30 other high-caliber livestock auctioneers.
- 54th World Livestock Auctioneer Championship to be hosted by Public Auction Yards in Billings, Montana (June 2017).

Lindsay Graber Runft, Director of Marketing and Communications

- Any additional topics or need interviews.

Merck Animal Health

Booth: 28

Dr. Brent Meyer

Dr. Tim Parks

- Driven by Prevention. Merck Animal Health is committed to leading in prevention and animal care to ensure healthier, more productive animals and ultimately a safe, efficient production of food. The company is investing in ways to provide improved diagnostics, an even greater vaccine portfolio, and tools to help farmers continuously improve the way they handle and manage cattle.

Merial

Booth: 47

Dr. Joe Dedrickson, Field Veterinary Service Director

- Learn about SYNCHSURE™ (cloprostenol sodium), a prostaglandin recently introduced by Merial.
- Hear how LONGRANGE® (eprinomectin) can help producers maximize their profitability in the current cattle market.
- Find out how ZACTRAN® (gamithromycin) can benefit operations as the winter months approach.
- Enter to win an Apple Watch®.

Midwest Dairy Association

Booth: 78

Lucas Lentsch, CEO

- Hear from the organization's first new CEO in 35 years.

Chris & Adriane Heins, Heins Dairy Farm

- Chris & Adriane Heins, Missouri dairy farmers Find out what they've learned from hosting hundreds of health and food professionals on their dairy, publishing a blog and telling their dairy story.

Monsanto

Booth: 2, 3, 4

Matt Muckerman, Asgrow/DEKALB Brand Execution Manager

- Matt will discuss DEKALB® Disease Shield™ corn performance, the 2017 DEKALB product lineup, and an enhanced online tool to help DEKALB farmers optimize seed selection and seed planting rates.

Jessica Simmons, Asgrow/DEKALB Regional Marketing Manager

- Jessica will discuss Asgrow® Roundup Ready 2 Xtend® soybean performance and the 2017 Asgrow product lineup.

Brock Helgersen, Channel Brand Lead

- Brock will focus on Seedsmanship at Work and the value of the Channel seedsman to customers. He'll also provide details on the Field Check Up Series and Products Placed to Perform.

Matthew Bennett, Grain Marketing Consultant, Channel

- Matt will review current commodity market conditions and recommend strategies for growers to minimize risk.

Brian Leake, Advocacy and Communications Manager

- The America's Farmers Grow Ag Leaders scholarship program, sponsored by the Monsanto Fund, is again giving rural high school seniors and college students the opportunity to earn a \$1,500 scholarship in an ag-related field of study. This year, more than \$500,000 in scholarships will be awarded! Applications open November 15.

Ryan Rubischko, North America Dicamba Brand Chemistry Manager

- Ryan will focus on the Roundup Ready Xtend Crop System and updates for the 2017 growing season.

Tom Eickhoff, Agronomic Systems Lead

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

Brent Craig, North America Seed Applied Solutions Lead

- Monsanto has a unique approach to seed-applied solutions, utilizing novel chemistries and microbials through collaboration, discovery and partnership. Brent will discuss how chemical seed treatments and microbial products – like the new B-300 SAT corn inoculants – can work together to help farmers improve yield.

Dion McBay, Sustainable Development Lead

- Learn about Monsanto's efforts working with farmers to help reduce agriculture greenhouse gas emissions.

John Fietsam, Wheat Technical Product Lead

- Learn about WestBred wheat's commitment to providing the highest quality seeds, solutions and success for wheat growers, including updates on Optimal Seeding Rates, Certified Seed and further enhancements Monsanto's wheat business is making for the wheat industry.

Rick Myroup, Senior Director, Commercial Marketing, Climate Corporation

- Hear about the leading Climate FieldView™ digital ag platform and how it's helping more than 100,000 U.S. farmers seamlessly collect, store and visualize their data in one place, easily analyze seed performance through digital maps, and optimize inputs with advanced planting prescription and nitrogen monitoring tools.

National Association of Conservation Districts

Booth: 63

Brent Van Dyke, President-Elect

- Learn how farmer-led, voluntary conservation measures are preventing Endangered Species Act listings and other regulations from the western range to the Chesapeake Bay watershed. Brent will also speak to NACD's objectives for the next farm bill and how the country's 3,000 conservation districts are engaging partners and leveraging resources nationwide.

National Biodiesel Board

Booth: 37

Greg Anderson, Nebraska Soybean Board Leader, NBB Governing Board

- What do California and New York City have to do with farmers in the Midwest? These and other state markets are driving biodiesel demand higher. Come see what recent state policy successes are doing for farmers' bottom lines.

Tom Verry – National Biodiesel Board Director of Outreach

- Last year the biodiesel industry utilized 25 percent of the oil from our domestic soybean crush and nearly a quarter of all of the US produced animal fats. Come learn how biodiesel brings 63 cents per bushel back to soybean farmers while adding value to the livestock industry.

Kaleb Little – National Biodiesel Board Senior Communications Manager

- A 2-billion-gallon biodiesel market for the fourth consecutive year doesn't just happen. The Renewable Fuel Standard, biodiesel tax incentive, a national education campaign, and many other factors play into the successes seen by America's Advanced Biofuel. There's always news in the biodiesel world.

National Bison Association

Booth: 52

Dave Carter, Executive Director

- Eating our National Mammal? Absolutely. Legislation this year established bison as our National Mammal. Consumers demand is spurring restoration.
- Defying gravity. Commodity prices are softening. Bison aren't a commodity.
- It's about the animal. Ranchers saved bison from extinction a century ago. Today's ranchers are assuring the integrity of the species.

National Cattlemen's Beef Association and Federation of State Beef Councils

Booth: 48

Colin Woodall, Vice President of Government Affairs

Craig Uden, President Elect

- Trans-Pacific Partnership, Market Volatility, Endangered Species Act reform, EPA regulations, Foreign Animal Disease.

Jerry Effertz, Federation Division Vice Chairman

- State beef council participation in key promotion efforts through the Federation.
- How the Federation is reacting to challenges to beef promotion/the Beef Checkoff Program brought on by reduced cattle numbers.

National Corn Growers Association

Booth: 40

Wesley Spurlock, President**Kevin Skunes, First Vice President****Chris Novak, CEO****Jon Doggett, Executive Vice President**

- 2016 Election; Record Corn Crop and Building Demand; Trans-Pacific Partnership and Trade.

National Crop Insurance Services

Booth: 20

Dr. Tom Zacharias, President**Dr. Mechel Paggi**

- Crop insurance is the linchpin of the farm safety net and is relied on by farmers and ranchers across the United States to protect them from adverse weather conditions and volatile markets.

National Farm Medicine Center

Booth: 79

Scott Heiberger, Communications Specialist

- NextGen Ag Work Guidelines for hired and family youth.
- Making your farm safe for agritourism.
- AgInjuryNews.org clippings database - what are the injury trends?

National Farmers Union

Booth: 34

Roger Johnson, President

NFU's priority issue areas, including:

- Consolidation in Agriculture.
- Farm Economy.
- Trans-Pacific Partnership.
- Climate Change.

National Grain & Feed Association

Booth: 84

Randy Gordon, President

- Most recent Surface Transportation Board proceedings.
- NGFA's latest FSMA training events.
- Farm bill priorities.
- Passing the Trans Pacific Partnership.
- Biotechnology commercialization.
- USDA's bioengineered food labeling law.

National Outstanding Farmers of America

Booth: 102

Sharon Page, OFA Event Coordinator

- Learn more about The National Outstanding Young Farmers (NOYF) Awards program honoring the outstanding achievements of America's young agriculturalists and how these to become a candidate.

National Pork Board

Booth: 71

Jan Archer, President

- Once again, 2016 will be a record-breaking pork production year, leading to abundant supplies of pork through fourth quarter and early 2017. Large supplies of pork will create strong opportunities for retailers and consumers. Find out how this will impact producers and how the Pork Checkoff is improving pork's position.

Bill Even, CEO

- In his first year as CEO of the National Pork Board, Bill is working to understand the challenges and opportunities facing the pork industry, while creating a plan to advance producers and the pork chain. Find out what the critical issues are and how the Pork Checkoff will address them.

National Pork Producers Council

Booth: 65

Neil Dierks, CEO

Dave Warner, Communications Director

- Effects on the pork industry of the Grain Inspection, Packers and Stockyards Act rule.
- Working with the next administration.

Liz Wagstrom, Chief Veterinarian

- Antibiotics and antibiotic resistance.
- Guidance 213, eliminating growth promotion uses of antibiotics.
- FMD vaccine bank.

Steve Meyer, Economist

- Economic state of the U.S. pork industry.
- Outlook for pork in 2017.

John Weber, President

- State of the U.S. pork industry.
- Trade.
- 2017 Farm Bill.

National Sorghum Producers

Booth: 26

Don Bloss, National Sorghum Producers

- EPA departure from sound science in the regulatory review process increasing

burdens on U.S. farmers.

- Export demand for sorghum remains strong, closing 2016 on target with USDA projections. 2017 sales ahead of pace with seven export customers, led by China.
- Farmers in need receiving relief through farm payments, including \$0.64 PLC payments to sorghum farmers.

Tim Lust, National Sorghum Producers & Sorghum Checkoff

- EPA departure from sound science in the regulatory review process increasing burdens on U.S. farmers.
- Export demand for sorghum remains strong led by China.
- Farmers in need receiving relief through farm payments, including \$0.64 PLC payments to sorghum farmers.
- Consumer demand for sorghum increasing while the Sorghum Checkoff launched its first consumer brand and website.

POET

Booth: 5

Jeff Broin, POET Founder and CEO

- E15 (15% ethanol) fuel use is growing rapidly in the U.S., and feedback has been phenomenal.
- More and more people are learning about the health benefits of ethanol, which replaces cancer-causing agents in gasoline.
- Ethanol's role in balancing grain markets is as important as ever.

Propane Education & Research Council

Booth: 81

Cinch Munson, Director of Agriculture Business Development

- Learn about new propane farm equipment including irrigation engines, grain dryers, ag heaters, generators and more.
- Learn how farmers are using clean, American-made propane to cut costs and boost efficiency.
- Five years of PERC's Propane Farm Incentive Program demonstrate consistent benefits and rising value of propane on the farm.

Protect The Harvest

Booth: 73

Brian Klippenstein, Executive Director, Lucas Oil

- Keeping America Free and Fed. Protect The Harvest topics include results of the Massachusetts State Ballot to restrict interstate commerce of pork, eggs and veal sponsored by HSUS; Oklahoma Right to Farm; latest bullying tactics of animal rights groups targeted at retailers; and, release of Forrest Lucas' movie "The Dog Lover".

Rabo AgriFinance

Booth: 87

Chris Olson, Managing Director

- Chris works closely with farmers across the Midwest and can speak to how they're operating in an environment of low commodity prices and tight liquidity. He'll help listeners learn strategies to manage costs, work with their lender and operate in an environment where the economic equilibrium is out of balance.

Stephen Nicholson, Grains and Oilseeds Analyst, Rabobank Food and Agribusiness Research (FAR) and Advisory Group

- Steve can speak to the stressful position many of your listeners are in right now, farming on the edge of liquidity. He can visit about:
- Understanding production costs.
- Land Values and Cash Rents: the importance of analyzing profitability per acre.
- Preserving equity: Stabilizing the balance sheet and cash flow.
- Commodity Outlook for Row Crops.

Renewable Fuels Association

Booth: 56

Bob Dinneen, President and CEO

Rachel Gantz, Communications Director

- Renewable Fuel Standard and EPA's Renewable Volume Obligation.
- Export efforts—ethanol and DDGS.
- E15 and the expansion of higher-level ethanol blends.
- Cellulosic ethanol.

Rob-See-Co

Booth: 107

Rob Robinson, CEO

- Visit with Rob-See-Co's CEO on filling the void in the industry by providing the independent advantage.
- Learn why Rob-See-Co is the fastest growing independent seed company.
- Hear about Rob-See-Co's three pillars, specifically bringing simplicity back to the farm. Why having one simplified price platform is so rare and so needed right now.

Stewart-Peterson

Booth: 98

Bryan Doherty, Senior Market Advisor

- Get my take on 2017 and why I think commodity prices are poised for a recovery.
- Talk to me about what farmers can do to prepare for 2017 and how a strategic and disciplined approach may offer better long-term results.

John Heinberg, Market Advisor

- Ask me how the results of the elections may affect agriculture and what that means for smart farm marketing.
- Let's talk about 2017 and how producers can become educated on strategies that protect from downside and take advantage of upside potential.

Swine Health Information Center

Booth: 100

Dr. Paul Sundberg, Executive Director

Get the latest information about SHIC and what pork producers want to hear!

Learn about:

- Virus survival in imported feed components.
- Nationwide disease rapid response teams.
- Global swine disease survey.
- Diagnostic fee help for pork producers.
- Standardizing vet diagnostic labs info.
- Emerging swine diseases.
- \$1M+ for swine disease matrix research.

Syngenta

Booths: 53, 54, 55

Jeff Cecil, Head, Product Management

- Syngenta is launching 16 new crop protection products in 2016, with multiple launches expected over the next five years. The pace is, in large part, due to the investment Syngenta makes in research and development—more than \$1.4 billion globally each year. That translates into more than \$4 million every day.

Liz Hunt, Sustainable Solutions Lead

- Learn how growers can better understand the impact of their farming choices, make more sustainable decisions and maximize efficiency with AgriEdge Excelsior®. This whole-farm management program combines personalized service, actionable data and the latest products and technology to help growers mitigate risk and improve ROI, farm stewardship and land value.

Duane Martin, Ph.D., Commercial Traits Lead, Corn and Soy Product Marketing

- Learn about trait packages available in corn hybrids for 2017 and what growers should consider as they select traits to manage various crop pressures. The Agrisure® traits portfolio from Syngenta offers best-in-class insect control, water optimization and herbicide tolerance—providing convenient, consistent and tailored solutions for each growing environment.

Palle Pedersen, Ph.D., Head, Seedcare Product Marketing

- Learn how seed treatments can help maximize yield potential and help growers protect their seed and trait investments. Syngenta's comprehensive seed treatment portfolio offers novel active ingredients, with products available for all major crops. The recently completed Seedcare Institute in Stanton, Minn., demonstrates Syngenta's continued commitment to seed treatment advancements.

The Fertilizer Institute

Booth: 12

The Mosaic Company

Booth: 83

Dr. Ross Bender, Senior Agronomist

- Learn why growers should take a closer look at soil fertility to raise their soybean game to unexpected heights.
- Senior agronomist from The Mosaic Company tells all about how growers can elevate their fertilizer program — every acre, every field, every year.

U.S. Custom Harvesters, Inc.

Booth: 39

Glen Jantzen, Member, Board of Directors

- Learn about our organization of custom harvesters and the businesses that support them. Our support of National Ag in the Classroom and our new strategic plan.

U.S. Environmental Protection Agency, Region 7

Booth: 74

Ron Carleton, EPA Agriculture Counselor

- Farm, Ranch and Rural Communities Federal Advisory Committee, Agricultural Outreach, Pesticides, and Worker Protection Standard.

Mark Hague, EPA R7 Acting Regional Administrator**Kris Lancaster, Agricultural Public Affairs**

- Agricultural outreach in Iowa, Kansas, Missouri, and Nebraska.

U.S. Farmers & Ranchers Alliance (USFRA)

Booth: 70

Randy Krotz, USFRA CEO

- Unveiling of USFRA's SMART Farm initiative highlighting how today's farmers and ranchers use advanced technology to run a more efficient and sustainable operation.
- USFRA's latest consumer perception research highlighting what consumers and consumer food connectors are thinking about food and food production.
- Discovering FARMLAND's newest curriculum resources, including the digital exploration and interactive lesson plans launch.

Brad Greenway, USFRA Vice Chair, South Dakota Pig Farmer

- USFRA's vision for 2017 and how the SMART Farm initiative will increase consumer understanding and acceptance of today's production agriculture methods.
- How farmers and ranchers can share their sustainability story with consumers highlighting continuous improvement and commitment to air, water, soil and habitat.

Paul Spooner, USFRA Affiliate Relations Manager

- Showcasing USFRA's newest class of Faces of Farming and Ranching who will share their stories on a national stage to help shift conversations about food production.
- Update on USFRA's 100 affiliates and industry partners in addition to USFRA's affiliate benefits in helping earn consumer trust in U.S. food and agriculture.

TBD, One of USFRA's new Faces of Farming & Ranching

- Highlight their enthusiasm to be one of the next Faces of Farming & Ranching and some of the ways that they're sharing their story with consumers.
- Share some of their SMART Farming methods and ways that technology is helping their farm or ranch be sustainable.

U.S. Grains Council

Booth: 59

Chip Councell, Chairman**Tom Sleight, President and CEO****Melissa Kessler, Director of Communications**

- The U.S. Grains Council (USGC) promotes exports of U.S. corn, sorghum, barley, DDGS and ethanol. We'd like to talk about:
- The importance of strong trade policy like TPP and market development programs like MAP and FMD to farmer profitability;
- USGC efforts to promote exports of corn and DDGS in this large crop year
- Growing global demand for U.S. ethanol.

U.S. Meat Export Federation (USMEF)

Booth: 75

Thad Lively, Senior VP Trade Access

- Trade agreements and negotiations; market access issues for U.S. red meat; latest export results for U.S. pork, beef and lamb; impact of meat exports on profitability of U.S. livestock and grain producers.

U.S. Soybean Export Council (USSEC)

Booth: 31

Todd Gibson, USSEC board member and USB Director - Missouri

- A global perspective on USB's efforts to increase profitability by selling soy's value rather volume to position the U.S. Soy industry to meet end-user demands now and in the future.
- USSEC implements international market development and market access activities on behalf of the U.S. Soy Family.

John Heisdorffer, USSEC board member and ASA Director - Iowa

- A global perspective on ASA's advocacy for trade policies, biofuels, and biotechnology trait approvals, plus its legislative work on the farm bill and GMO labeling law.
- The U.S. Soy industry significantly satisfies the sustainability criteria that our international buyers are seeking and U.S. farmers are a critical piece of that story.

U.S. Wheat Industry

Booth: 27

Gordon Stoner, President and Montana Wheat Grower

- Farm Bill Implementation and Development of Priorities for the Next Farm Bill.
- FY 2017 Agriculture Appropriations Priorities.
- Efforts by NAWG to Revitalize U.S. Wheat Industry.
- Biotech Labeling Implementation.
- Environmental Regulations.

Dalton Henry, Vice President of Policy

- Trade enforcement action against China: Fighting for growers; upholding WTO agreements.
- Wheat exports grow as USW promotes quality and competitive prices.
- Post-election TPP status and benefits of this agreement.
- USDA export market development programs build export revenue, farm income and U.S. jobs.

United Soybean Board / Soy Checkoff

Booth: 30

Jared Hagert, soybean farmer, USB Chair, Emerado, North Dakota

John Motter, soybean farmer, USB Vice Chair, Jenera, Ohio

- Increasing Profitability by Selling Soy's Value: In times of tough commodity prices, soybean farmers need to be looking at what's next. What will bring the value of soybeans back up? The soy checkoff is focused on raising farmer profitability by looking at value instead of volume. This will position the U.S. soy industry to meet end-user demands now and in the future. Attributes in soybean meal and oil, as well as sustainable production practices, can bring more value to end-users of soy.

USDA Farm Service Agency

Booth: 94

Val Dolcini, Administrator

- Farm program and farm credit news, including updates on ARC/PLC, CRP, ACRSI, Farm Loan funding, microloans, beginning farmer and underserved farmer credit opportunities, and the promotion of biofuel uses.

USDA Foreign Agricultural Service

Booth: 93

Phil Karsting, Administrator

- The latest on issues affecting U.S. agricultural trade, including the Trans-Pacific Partnership, USDA market development programs, and final FY 2016 export numbers.

USDA National Agricultural Statistics Service

Booth: 95

Joe Prusacki, Director, National Operations Division

Joe Parsons, Director, Methodology Division and Chair, Agricultural Statistics Board

- All the latest crop and livestock reports from NASS, as well as the most recent and upcoming crop, livestock, economic and specialty surveys including the 2017 Census of Agriculture. Do you have a suggested topic or question? Send to NASS on Twitter @usda_nass #NAFB16.

USDA Natural Resources Conservation Service

Booth: 91

Leonard Jordan, Associate Chief for Conservation

- Your Stewardship Goals. Our Assistance. Updates to the Nation's largest conservation program, the Conservation Stewardship Program, provide more options to advance conservation systems while offering flexibility to participants.

USDA Rural Development

Booth: 92

USDA Rural Development Official

Valent U.S.A. Corporation

Booth: 88

Eric Miller, Flumioxazin Marketing Manager

- Product updates for the 2017 planting season.

Verdesian Life Sciences, LLC

Booth: 64

Todd Carpenter, Technical Development Manager, Plant Nutrition

- Today's low commodity prices leave little margin for error with nutrient management programs, but making major adjustments in down markets can seem risky. In reality, it only takes fine tuning your best nutrient management practices to ensure your crop is getting the right balance of uptake and utilization.

Kurt Seevers, Technical Development Manager, ST&I

- A new generation of treatments focused on delivering fertility may be the next stepping stone to improve yield potential. The technology behind Take Off ST facilitates carbon fixation and increases nitrogen utilization. Preside™ CL opens the door for added nodules, increasing nitrogen uptake and creating a healthier plant.

Bob Nutt, Crop Production Manager, Ottawa Coop

- As Crop Production Manager for Ottawa Coop, Bob Nutt has extensive experience in bringing the best products on the market to his customers. At multiple locations across Kansas, Bob has conducted in field studies with his growers to showcase the benefits of AVAIL and NutriSphere-N. Ottawa Coop is currently expanding their research with Take Off and how this product can bring value to their customers.

West Central Distribution

Booth: 49

Jesse Cler, Marketing Manager

- Wholesale distributor of farm inputs, leading the way with in-furrow and foliar technologies.

- Changing the crop protection game with a novel family of Elite adjuvants designed for the new herbicide trait technologies.
- Developed a proprietary line of fertilizers with Levesol™, the only ortho-ortho EDDHA chelating agent proven to increase phosphorus uptake.

WinField United

Booth: 77

Joel Wipperfurth, Ag Technology Applications Lead; Host of The Deal With Yield

- Discover what farmers can do to determine if they are getting good data.
- Learn about the Answer Plot® Program and the importance of trial error.

Andy Schmidt, Regional Agronomist

- Discover the challenges facing farmers when it comes to crop protection.
- Learn how StrikeLock™ adjuvant helps farmers manage tough-to-control weeds.

Wyffels Hybrids

Booth: 36

Jeff Hartz, Director of Marketing

- Choosing the right hybrids is a critical step for maximum yields and profitability, especially when corn margins are tight. Learn about factors to consider when choosing hybrids for 2017 including geography, soil type, fertility, disease resistance and insect pressure; planting different maturities and genetics for risk mitigation; considerations for continuous corn fields; and more.

Mitch Heisler, Marketing Manager

- Managing corn diseases is crucial to preserving yield and income. Tillage methods, hybrid selection and fungicide use are all factors that need careful evaluation. Learn more about their economic impacts and how to build a good long-term strategy so disease pressure doesn't rob fields of yield and profit.

Yamaha Motor Corp., U.S.A

Booth: 104

Steve Nessler, ATV/SxS Group Marketing Manager

Scott Newby, ATV/SxS Public Relations

- See firsthand Yamaha's new value-packed 2017 Kodiak 700 utility ATV and enhanced 2017 Viking Side-by-Side. Learn about Yamaha's complete off-road lineup, U.S. production facilities in Georgia, and how farmers and ranchers are using Yamaha's durable, comfortable, and capable vehicles for both farm work and recreational pursuits. www.YamahaOutdoors.com
- Learn about the Yamaha Outdoor Access Initiative and its mission to provide practical support for efforts promoting safe, responsible use of off-highway vehicles (OHVs), educate the public on proper recreational land use and wildlife conservation practices, and protect appropriate and sustainable access to public lands. www.YamahaOAI.com



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