



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 Board Member

- Progress on meeting the 25x'25 goals, 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.
- The status of the North American Climate Smart Agriculture Alliance and their 2018 objectives and priority activities.

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

- Ohio Smart Agriculture: Solutions from the Land Initiative. A diverse coalition of agricultural, environmental and food security leaders are building a 21st century strategy and action plan to help Ohio agriculture become more sustainable and relevant in addressing 21st century challenges.

Advanta Seeds

Booth: 107

Tyson Meador, National Sales Account Manager, North America

- Trial-topping yield from an extensive selection of grain and forage sorghum with standability, nutritive value and tolerance to drought and damaging pests across a wide range of environments.
- High-yielding Alta Seeds corn offers growers industry-leading Agrisure® traits with competitive seed pricing to help improve profitability.

Rusty Bevel, Central Region Sales Manager

- New Aphix™ lineup of four grain sorghum hybrids with the highest tolerance to sugarcane aphids, top end yield potential and broad adaptability.
- New ADV S6504 Sorghum-Sudangrass with exceptional regrowth, yield potential and the BMR-6 trait to give producers a forage with excellent nutrition and digestibility.

Zach Eder, PhD, Technology Development Manager

- Recent trial data proves the elite sugarcane aphid tolerance of Aphix™ grain sorghum hybrids and reveals the impact of the pest on more susceptible hybrids.
- Breakthrough grain and forage sorghum hybrids in the Alta Seeds development pipeline deliver advanced genetics and proven resistance to pests and diseases.

Ag Processing Inc. (AGP)

Booth: 86

Adam Piper, Marketing Manager

- New facilities.
- High Oleic production program.
- Biodiesel expansion.
- Soy processing expansion.

AgXplore

Booth: 108

Kim Tart, National Sales Manager

- Growers taking advantage of low anhydrous prices should protect their investment with a nitrogen stabilizer. NZONE GL keeps nitrogen in the root-zone—and keeps nitrogen out of groundwater. Research proves NZONE GL reduces leaching by 47%. The alternative claims to reduce leaching by 16% and is a toxic, xylene-based formulation.

Shane Van Fleet, Technical Director

- Shane introduces AgXplore's new triple-action nitrogen management aid, Contain MAX. This powerhouse formulation includes NBPT to control nitrogen volatility, NZONE to control nitrogen leaching and microbes to increase nitrogen uptake. The overall result of Contain MAX is improved soil fertility, reduced environmental impact, and increased crop performance.

American Angus Association/Certified Angus Beef LLC

Booth: 10

Clint Mefford, Director of Communications**Kelli Retallick, Director, Genetic Service**

- How can genomic technology through Angus Genetics Inc. improve producers' bottom line?
- What value can registered Angus bulls offer in the commercial marketplace?

Kara Lee, Production Brand Manager

- Can the Certified Angus Beef® brand continue to grow?
- What opportunities and challenges are quality minded producers facing in today's market?

American Farm Bureau Federation

Booth: 57

Zippy Duvall, AFBF President

- AFBF President Zippy Duvall will discuss the leading agricultural issues of the day.

John Newton, Director of Market Intelligence

- Dr. Newton will discuss economic topics, risk management, markets and how rural America is performing overall.

American Farmland Trust

Booth: 85

John Piotti, President

- As part of its "Saving America's Farmland" initiative, AFT will soon release the most precise high-resolution map of agricultural land ever undertaken.
- AFT will also release analyses that examine how much agricultural land has been lost in recent decades and how much the U.S. is project to lose through 2040.

American Lamb Board

Booth: 90

Jim Percival, American Lamb Board Chairman

- New Consumer Positioning Targeting Millennials.
- Flavor Research Results.
- Lamb Menu Trends.
- Long Range Plan Updated.

American Seed Trade Association

Booth: 45

Andrew W. LaVigne, President and CEO

Tracy Tally, ASTA Chair

- Plant breeding innovation: what does the future hold for gene editing and other evolving plant breeding methods?
- Cover Crop Seed and Soil health (including 2017 Cover Crop Survey findings)
- Trade/ Global seed movement .
- Farm Bill priorities.

American Sheep Industry Association

Booth: 89

Mike Corn, President

- Innovations in the wool industry.
- Benefits of Public Lands grazing.
- Priorities for the new administration.

Peter Orwick, Executive Director

- Priorities for the new administration.
- 2018 Farm Bill.
- ASI efforts to build sheep numbers.

Chase Adams, Policy and Information Director

- Benefits of Public Lands Grazing.
- 2018 Sheep Industry Convention.
- Sheep and Wool handling and sustainability.

American Soybean Association

Booth: 42

Ron Moore, President**John Heisdorffer, Vice President**

- 2018 Farm Bill.
- Biodiesel and the RFS.
- Biotechnology.
- Budget.
- Regulation.
- Sustainability
- Tax Policy.
- Trade.
- Transportation Infrastructure.

American Sugar Alliance

Booth: 76

Phillip Hayes, Director of Communications**Luther Markwart, Chairman**

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

American Veal Association

Booth: 21

Dale Bakke, President, American Veal Association**Marissa Hake, DVM, Veal Calf Veterinarian, @calfvet**

- The American Veal Association is reaching a significant milestone, the shift to group-housing for milk-fed veal. Industry leaders set a goal ten years ago to transition to a new way of raising veal and that goal will be met by the end of 2017.
- Come learn about today's veal, where it is raised and the innovations that have occurred – you'll be surprised by all the changes.
- As a sponsor to the Hall of Fame Reception, you'll also get a chance to enjoy today's veal!

AMVAC

Booth: 11

Jim Lappin, Crop Marketing Manager

- Introduction of four products in 2018 season.
- AMVAC SMART Solutions for more choice and flexibility in growers' cultural practices.
- 2017 corn rootworm survey conducted by the Iowa Soybean Association and insect and weed control strategies, regardless hybrid characteristics.

Animal Agriculture Alliance

Booth: 97

Kay Johnson Smith, President and CEO

- Industry leader with more than two decades of experience in monitoring and responding to animal rights activist group tactics.
- Learn about the Alliance's 30-year history of bridging the communication gap between farm and fork.
- Hear about how activist groups are targeting restaurant and retail brands with 'pressure campaigns'.

Casey Whitaker, Communications Manager

- Social media guru with expertise in sharing positive information about animal agriculture with key stakeholders and correcting misinformation.
- Gain insights into how farmers and ranchers can become active online and handle negativity from detractors.
- Learn about the Alliance's College Aggies Online scholarship program.

Terry Wehrkamp, Director of Live Production, Cooper Farms, Alliance Board Chairperson

- Animal agriculture expert with 30+ years of experience in turkey, swine and egg production at one of the largest vertically integrated companies in the U.S.
- Get a producer's perspective on activist campaigns and how farmers and ranchers can stay informed.
- Learn the value of the Alliance to stakeholders across ag.

Arysta LifeScience

Booth: 82

Chad Effertz, Head of Research & Development

- Arysta LifeScience recently introduced EVEREST 3.0 Herbicide, the advanced flucarbazone formulation (patent pending) with new carrier technology, adding greater stability of active ingredients. The added stability of EVEREST 3.0 means enhanced performance, longer shelf life and unsurpassed ease of use for growers.

Lynn Justesen, Senior Technical Sales Specialist

- Two of the newest in-furrow products from Arysta LifeScience 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 or special equipment to go into solution with liquid starter fertilizers.

BASF Corporation

Booth: 60, 61

Justin Clark, Technical Marketing Manager

- Learn about practices farmers can implement to ensure their crops get off to a strong start after planting.
- Get information on Stamina® F4 Cereals fungicide seed treatment, the latest addition to BASF's seed treatment portfolio and the first cereal seed treatment fungicide to contain four modes of action.

Daniel Waldstein, Technical Market Manager

- Learn how rainfall affects herbicide performance, and the considerations growers need to make when developing their plans for next year.
- Learn about the new BASF Rainfall Tool, which shows compiled historical rainfall data by specific geography, enabling growers to choose the right herbicides for their individual growing conditions.

Chad Asmus, Technical Marketing Manager

- Gather information on spray application best practices growers need to consider before their sprayers hit the fields next year.
- Learn about programs available to growers, such as the On Target Application Academy, the BASF nozzle program and additional equipment programs that can help growers embrace proper stewardship practices.

Bayer

Booth: 99, 100

Darren Wallis, VP, Communications, Crop Science Division

Cheryl Lesko, Director of Development, Agriculture; National 4-H Council

- Talk with two national leaders in promoting STEM education about the importance of inspiring the next generation of science and agricultural innovators.
- Learn more about the newly created “Science Matters” initiative, which will create experiential and educational opportunities in science and agriculture for young people across the country.

Thorsten Schwindt, Senior Product Manager

- New Delaro® fungicide can help growers get the edge they’re looking for. With a broader spectrum of disease control and best-in-class dual-mode-of-action residual for improved plant health, top-performing hybrids and varieties will have the protection they need to help growers achieve their personal best.

Nick Tinsley, SeedGrowth Technical Representative

- America’s #1 seed treatment is getting even better. Poncho®/VOTiVO® 2.0 will help enable corn seed to thrive and reach its full genetic potential – providing the same trusted protection against insects and nematodes, with increased nutrient uptake for even better yield potential.

Chip Graham, SeedGrowth Technical Representative

- COPeO® Prime is the latest seed treatment innovation for cotton from Bayer SeedGrowth. COPeO Prime optimizes yield potential by protecting cotton roots from nematodes, leading to stronger roots and healthier plants.

Bayer Animal Health

Booth: 72

Dr. Jim Sears, Senior Technical Services Veterinarian

- Learn about strategic deworming. Cydectin® (moxidectin) Pour-On, now from Bayer, is the only cattle dewormer with a unique active ingredient to fight key parasites.
- Find out how to stop lice. Clean-Up™ II Pour-On Insecticide with IGR requires only one application to kill adult lice and eggs.

Dr. Larry Hawkins, Senior Technical Services Veterinarian

- Hear about why now may be a good time for producers to re-evaluate their BRD protocols and consider new tools. Zelnate® DNA Immunostimulant can help rapidly strengthen an animal’s immune system to prepare it to fight a variety of pathogens, particularly during times of stress.

Boehringer Ingelheim

Booth: 47

Dr. Greg Cline, Technical Manager, U.S. Swine Business

- Learn about the ins and outs of influenza-A virus in swine including its impact on pig health and a pork producer's bottom line, how it's transmitted and what producers can do about it.

Dr. Craig Jones, Head of Professional Veterinary Services, U.S. Cattle Business

- What does judicious antibiotic use mean to your listeners? We've been asking, find out what we learned.
- A cattle health management plan includes both preventive and treatment measures, we'll talk about how to ensure it's successful.

Cargill Risk Management

Booth: 43

Ben Kuznia, Product Line Leader, ProPricing

Andy Graham, Strategic Marketing Specialist

- Grain marketing can be complicated. Knowing when to lock in basis or secure futures prices to using a contract like ProPricing are difficult decisions. There are experts at Cargill dedicated to helping farmers navigate these decisions.

Carrie Johnson, Product Line Leader, CAMS

Mike Kruse, CAMS Advisor (Northwest), CAMS

- The experts at Cargill Ag Marketing Services are an extension of a farm team's operation. They work with their clients to both build and execute on a grain marketing plan. CAMS experts can be the difference between good and great grain marketing decisions, and work closely with Strategic Marketing Specialists.

Case IH

Booth: 51

Mark Burns, Application Equipment Marketing Manager

- The Trident™ 5550 combination applicator is the industry's fastest converting combination applicator.
- Engineered on a row-crop chassis, learn how this equipment keeps operators in the field throughout three seasons of use.

Cole Carling, Maxxum®, Puma® and Optum™ Tractor Marketing Manager

- Versatile Maxxum series tractors meet the demands of farm work and field work.
- New dual-clutch transmission improves efficiency for repetitive tasks, like loader work.

Bill Weber, High Horsepower Marketing Manager

- Learn how the new Steiger CVXDrive™ tractor expands applications on and off the farm.
- Continuously variable transmission is strong, smart and simple for tasks from planting and tillage to land reclamation.

Cattlemen's Beef Board

Booth: 50

Brett Morris, CBB Chairman, Ninnekah, OK, Cow-Calf, Stocker and Dairy Producer

- Brett will discuss beef checkoff programs for fiscal year 2018, including the new Producer Image Campaign (#RethinkTheRanch), the re-launch of the "Beef. It's What's for Dinner." campaign, and the two National Beef Quality Audit reports and what they mean to beef producers.

Deb Van Overbeke, Oklahoma State University Georgo Chiga Endowed Professor of Animal Science, an NBQA Principle Investigator

- Deb will discuss the 2016 National Beef Quality Audit and how it is used to assess where all sectors of the beef industry stand on quality, and what changes need to be made to drive all sectors forward to produce safe and nutritious beef.

Central Life Sciences

Booth: 1

Mark Newberg, Director of Corporate Affairs and Government Relations

- Discover the latest additions to the Bug Free Grains lineup, Diacon® IGR PLUS and Centynal™ EC Insecticide, and their role in a comprehensive insect control program for stored grains.
- See how the Starbar line of products can provide insect control at all levels of an operation.

Tracy Harris III, Senior Director of Sales

- Hear about the benefits of controlling flies on livestock with Altosid® IGR and ClariFly® Larvicide.
- Learn how new VFD regulations are impacting producers and distributors, and how sub-registered products can provide an alternative solution to some of the restrictions.

Certified Crop Advisors/ASA

Booth: 7

Eric Walsh, Program Manager-Marketing & Business Relations

- Learn about our Sustainable Agronomy Conference (June 26-27, 2018 in Madison, WI).
- Re-launch of our Online Learning Platform & "Actionable Education" Live-Webinars.
- Specialty Certifications: 4R Nutrient Management (4R NMS), Sustainability (SSp), Resistance Management (RMS).

CHS Inc.

Booth: 41

Patrick Hessini, CHS Transportation, vice president

How to better manage your truck and equipment fleet: Tips from the pros.

- CHS Transportation operates one of the nation's largest truck fleets, logging nearly 35 million miles annually.
- Learn ways farmers can streamline transportation bottlenecks, and hear about new services available to rural America.

Steve Hyde, CHS Hedging, market analyst

How long will these lower crop prices last?

- Insights into global grain supply and price trends, and hear strategies farmers might consider to manage risk and maximize profit.

Tera Fair, CHS Foundation and Stewardship, communications specialist

How come my city cousins don't understand agriculture?

- Learn how students take expeditions to explore the future of agriculture through the online program AgCultures.

Safety first!

- Progressive Agriculture Safety Days provides education, training and resources to make farm life safer and healthier. Hear about tactics used to protect farm families.

CME Group

Booth: 18, 19

Tim Andriesen, Managing Director, Agricultural Products

- Why precision risk management tools, like short-dated options, should be in every producers' marketing plan for 2018.
- Collaboration with Purdue University on the 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 two years 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.

Compass Minerals

Booth: 104

Sean Knapp, Vice President of North America

Cole Hansen, Director of Marketing and Product Strategy

- Learn about our recently announced water soluble product line, ProAcqua™.
- Readily available when crops need them most, Wolf Trax™ innovative micronutrients are specially formulated and designed to simplify nutrient management, boost crop performance and maximize a farmer's return on investment.

Compeer Financial

Booth: 24

John Monson, Chief Mission and Marketing Officer

- Commitment to agriculture and rural America through the recent merger of three farm credit cooperatives into Compeer Financial.
- Investments in rural America.
- Swine, Dairy, Grain and Ethanol Updates.
- Overall financial management tips and the importance of risk management to every operation.

CropLife America

Booth: 33

Kellie Bray, Senior Director, Government Relations

Genevieve O'Sullivan, Director, Communications and Marketing

- Current federal and state regulatory issues.
- #GiveACrop campaign: Dedicated website and humorous videos with the goal of starting a conversation with consumers about pesticides.
- POPagriculture Podcast: Opens a dialogue to the ag community and consumers about current industry topics with host, Steve Savage.
- The benefits of crop protection products.

Dairy Business Milk Marketing Cooperative

Booth: 13

Todd Doornink, Board Vice President from Jon-De Farm, Baldwin, Wis.

Brody Stapel, Board Member from Double Dutch Dairy, Cedar Grove, Wis.

Tim Trotter, Executive Director

Jamie Mara, Director of Public Relations

Lauren Brey, Director of Marketing and Research

- Learn about a fresh approach, providing dairy farmers with their own voice – the voice of milk.
- Let's talk about our approach and commitment to the individual opinions of farmer members.
- We are making changes to elevate leading-edge thinking and share the right voice with audiences of dairy influence.

Dairyland Seed

Booth: 29

TJ Strachota, Marketing Leader

- At Dairyland Seed, we're proud of what we've accomplished in the last 110 years, but we're even more excited about what the future will bring. TJ will share his knowledge of the Dairyland suite of products; including Enlist™ corn hybrids, innovative soybean genetics, research-supported silage hybrids and award-winning hybrid alfalfa.

Dow AgroSciences

Booth: 22

Zach Ferguson, Corn Product Manager, Mycogen Seeds

- Zach Ferguson will share the latest news from Mycogen, including recently launched Mycogen® brand corn hybrids with the Enlist™ trait and REVONTEK™, a new seed treatment. He also is excited to share information on the Turn the Bag Blue & Gold partnership with the National FFA Organization.

Chris Byus, Enlist Herbicides Product Manager

- The Enlist™ weed control system follows up 2017 success with exciting news for 2018. Enlist™ corn is available for planting this spring. Dow AgroSciences also is launching Enlist One™ herbicide, a straight-goods 2,4-D choline option for postemergence weed control in Enlist™ crops. Visit with Chris Byus, Enlist herbicides product manager.

Bridgette Readel, Market Development Specialist

- Bridgette Readel will offer tips for creating a proactive approach to weed control in wheat.

DuPont Crop Protection

Booth: 68

Jenny Goodman, Program Leader, North America Corn and Soybean Herbicides

Dave Johnson, Product Development Manager for Soybean Herbicides

- Building blocks for 2018 weed control and herbicide-resistant weed management.
- 2018 planning: Make inputs work harder with the DuPont Performance Acre.

Mike Meyer, Product Development Manager for Fungicides

- Lessons learned for 2018 disease control and how to maximize ROI with strategic fungicide use.

DuPont Pioneer

Booth: 66, 67

Pat Arthur, Soybean Marketing Manager

- Learn about harvest results for Pioneer brand soybeans including the yield performance of A-Series varieties.

Eric Boeck, Marketing Director, Encirca Services

- Hear updates on Granular, Encirca® services and AcreValue products for business, agronomy and land.

Matt Clover, Agronomy Research Manager

- Get updates on crop issues for 2017 and research plans for 2018.

Lori Meyer, Seed Services & Stewardship Manager

- Get the latest on Pioneer Premium Seed Treatment, including DuPont Lumisena fungicide and PPST 250 plus DuPont Lumivia.

Ryan Myers, Corn Marketing Manager

- Hear about harvest results with Pioneer brand corn products.

ESN Smart Nitrogen

Booth: 46

Alan Blaylock, Manager, Agronomy

John Niemeyer, ESN Marketing Representative

- Protecting nitrogen in volatile weather with ESN.
- Nitrogen is one of a farmer's largest investments. Using ESN protects valuable nitrogen from tough weather conditions.
- ESN's protective polymer coating releases nitrogen in response to the same factors affecting crop growth over the same time period.
- ESN protects against common loss mechanisms including volatilization, denitrification and leaching.

Farm Credit

Booth: 23

Tim Koch, Senior Vice President and Chief Credit Officer, FCSAmerica and Frontier Farm Credit

- The latest trends in farmland values in Iowa, Nebraska, South Dakota, Wyoming and eastern Kansas.
- A lender's perspective on weathering the current economic cycle.
- Opportunities and challenges for young, beginning and small producers in today's environment.

Tanner Ehmke, Manager, Knowledge Exchange Division, CoBank

- What's Ahead for the Grain Markets: A 3-year outlook.
- Ethanol Growth Path: Output and Export Uncertainties Both Rising.
- Agricultural Economic Outlook: Is More Farm Financial Stress Ahead?

Chris Shaffner, Sector VP of Water and Community Facility Banking, CoBank

- The current state and future of rural infrastructure.
- Opportunities for rural broadband, water and healthcare facilities across the U.S.
- Economic challenges facing rural America given current market conditions and trends.

Farmer Mac

Booth: 6

Curt Covington, Senior Vice President, Agricultural Finance

- Sage advice from a career ag banker on best practices in farm business finances, current conditions in ag lending, credit markets, and how to forge stronger banker/farmer relationships.
- The benefits of Farmer Mac loan products, and the choices a farmer has when looking for the best financing options.

Jackson Takach, Director of Economic & Financial Research

- Lead economist and author of The Feed, Farmer Mac's quarterly economic report on agriculture.
- The ups and downs of the ag economy including commodity prices, land values, weather, production challenges, and impact of global factors on US agriculture.

Farmers Business Network

Booth: 15

Kelby Kleinsasser, VP of Operations

- The Digital Revolution in Ag & The Battle for Margin.
- E-commerce on the farm, impact on input costs.
- Digital Crop Marketing. How farmers use data, production contracts, and Independent-HTA's to profit.
- FBN Seed Relabeling Report, the risks facing farmers, and new tools for seed selection.
- Farmer2Farmer III: The Battle for Margin

Farmers National Company

Booth: 69

Jim Farrell, President and CEO

Steady Farmland Rents Despite Lower Incomes.

- 2017 cash rents and related lease terms held steady. We anticipate steady rents again for 2018, held in check by strong rental demand and very high land taxes influencing landowners. Winter loan renewals will write the final chapter for 2018 rents.

Randy Dickhut, Senior Vice President, Real Estate Operations

- Land Prices Hold Steady in a Precarious Supply/Demand Balance.
- With commodity prices low, why haven't land prices crashed?
- Will financially stressed sales overcome the stability in the land market?
- Caution is the name of the game in the land market.
- Quality is king when it comes to land prices.

Firestone AG

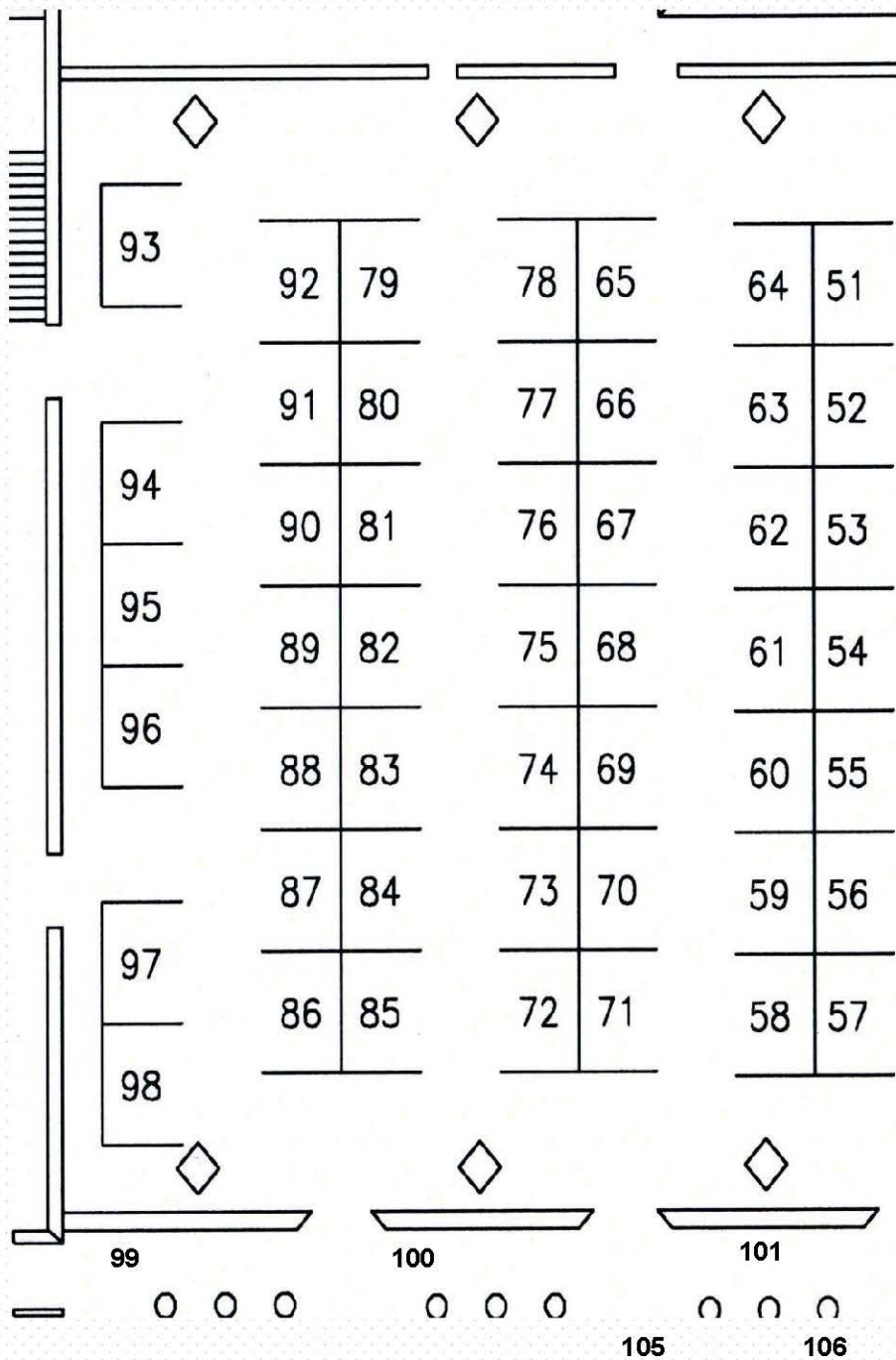
Booth: 35

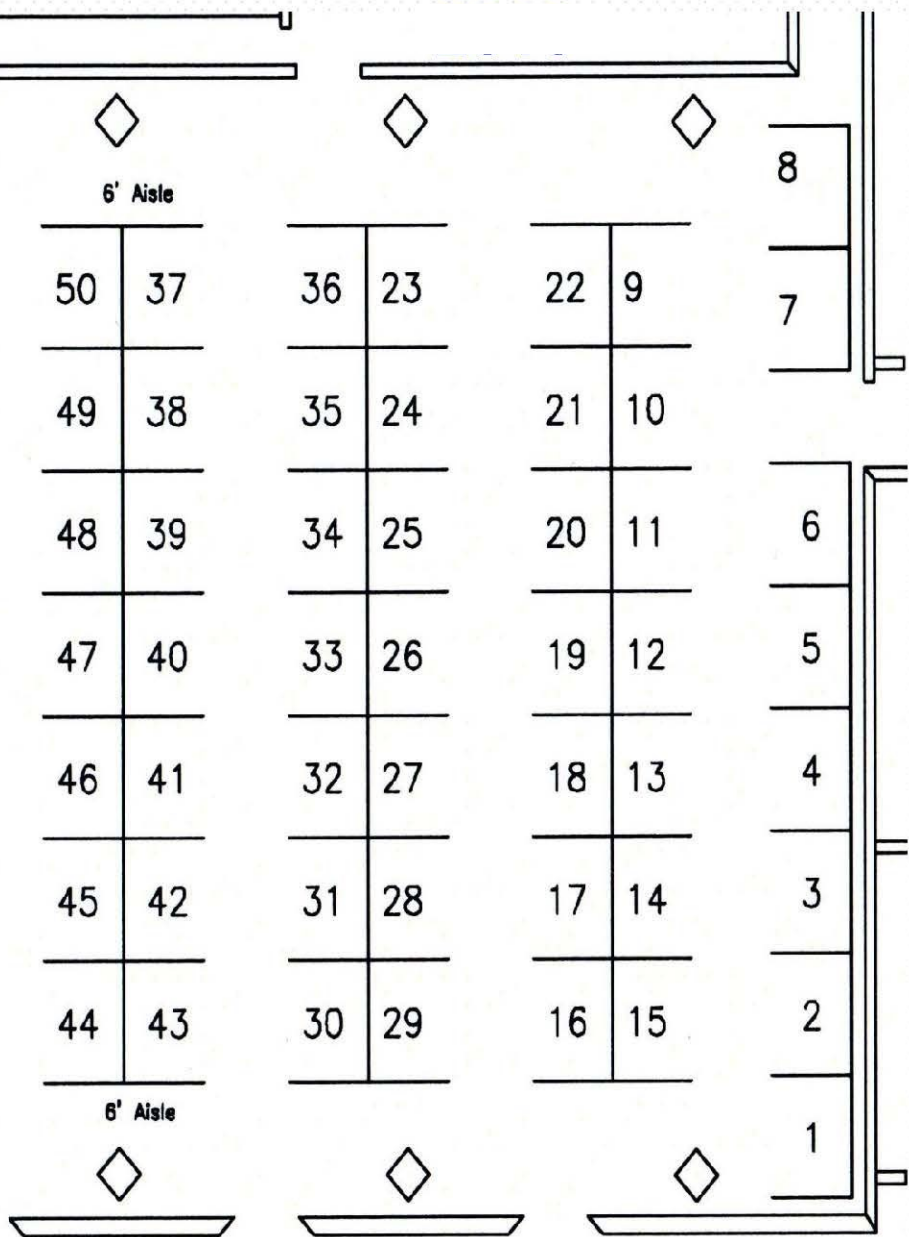
Matt Frank, Manager, Distribution Programs

- The Destination Farm line of radial implement tires are designed to carry larger, heavier implements with lower inflation pressures, reducing soil compaction and increasing yields. The newest tire in this line, Destination Turf, has a new tread pattern that enhances traction and cleanability, and is engineered for increased stubble resistance.

Brad Harris, Manager, Global Agricultural Field Engineering

- Equipment maintenance during the winter should include the tires. Winter is a great time to replace tires, because the rubber hardens in the cold weather, increasing longevity. Inflation pressure is critical when storing equipment for the winter. A 10-degree drop in temperature reduces inflation pressure by 1-2 PSI.





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FMC Agricultural Solutions

Booth: 16, 17

Tom Koranek, Great Plains Business Manager

- New research demonstrating control of corn rootworm beetles with Steward® EC.
- New IPM tool for corn rootworm beetle control.

Lisa Homer, Senior Communications Manager

- Update on FMC DuPont Integration – FMC expects to close its purchase of DuPont crop protection assets on November 1, 2017. Stop by to find out more.
- FMC Freedom Pass – Learn how growers can get exclusive agronomic and economic incentives that offer them more freedom in the field.

Mike Harper, Industry Relations Manager

- Free 3RIVE 3D® Application System – With qualifying purchases, growers receive a free system.
- 2018 Crop Protection Decisions – Layering residual herbicides prior to applying post-emergent herbicides has never been more important given the increase in resistant weeds and advent of herbicide tolerant trait systems for dicamba and 2,4-D.

GROWMARK, Inc.

Booth: 25

Tim Bergland, Strategic Agronomy Marketing Manager

- Learn about Endure, the FS/GROWMARK System's sustainability platform. Tim will talk about Endure Advocates and Enduring Farms, two components of the sustainability initiative.

Brendan Bachman, Manager of Applied Research Marketing

- Learn about MiField Applied Research which helps farmers address unique questions about their fields, specifically driving toward the highest profit per acre. This science-based discovery methods includes on-farm trials incorporating applied research within side-by-side conditions, producing measurable data to make informed decisions and profitable agronomic recommendations.

GROWTH ENERGY

Booth: 14

Emily Skor, CEO

Jenni Roberson, Director of Communications & Public Affairs

- Foreign Market Development/Exports.
- RFS.
- RVOS.
- RVP.
- E15 growth.

John Deere

Booth: 44

Maureen McCormack, Segment Manager, Turf Media Relations, Agriculture and Turf Division

- Get the latest information on the new 2018 John Deere Gator XUV models and Compact Utility Tractors for the farm and ranch.

Tiffany Turner, Product Marketing Manager, Large Tractors

- Get the latest information on the new John Deere 9RX Narrow Configuration for row-crop applications for 2018 and on John Deere's 100 years of tractors anniversary celebration.

Matthew Badding, Product Marketing Manger, Harvest Equipment

- Learn about the smartest grain harvesting technology available to producers in the new John Deere S700 Combines and headers for 2018.

Koch Agronomic Services, LLC

Booth: 32

Dr. Greg Schwab, Director of Agronomy

- Greg will discuss new products the company plans to introduce in 2018, including a nitrification inhibitor designed for use with anhydrous ammonia, and a powerful urease inhibitor featuring a unique KAS-patented active ingredient.

Kubota Tractor Corporation

Booth: 105, 106

Dave Palmer, Senior Product Manager, Kubota Implements**Jacob Sherman, Product Manager, Kubota Ag Tractors****Kent Brown, Senior Product Manager, Kubota Ag Utility Tractors**

- Continued integration of Kubota and subsidiary brands to optimize the collective commitment to North American agriculture and rural markets.
- Field proven line-up of Kubota M5, M6 and M7 tractors and focused producer support initiatives.
- New innovations to the Kubota Hay Tools full line and the BV Series Round Baler.

Livestock Marketing Association

Booth: 80

Chelsea Good, Vice President of Government and Industry Affairs

- Securing All Livestock Equitably (SALE) Act: The SALE Act would amend the Packers and Stockyards Act, providing livestock sellers sufficient payment protection during dealer payment defaults.
- Animal Disease Traceability: Concerns with animal ID program future direction
- Transportation (Electronic Logging Devices; Hours of Service).
- Ag policy relevant to livestock marketing sector.

Jerry Etheredge, President, Livestock Marketing Association

- Livestock auction market owner from Montgomery, AL.
- Ag policy issues relevant to livestock marketing sector.
- 71st Annual LMA Annual Convention (Dubuque, Iowa) and World Livestock Auctioneer Championship (Bloomington Livestock Exchange; Bloomington, WI) in June 2018.

Lindsay Graber Runft, Director of Marketing and Communications

- Any additional topics or need interviews.

LockNLube

Booth: 49

Jay Boren, President

- Learn about how farmers are saving time, money, and energy by switching to the LockNLube Grease Coupler. A simple product that works with all grease guns, eliminates wasted grease, ends the frustration of greasing, and reduces time spent on maintenance.

Merck Animal Health

Booth: 28

Dr. Angela Baysinger, Animal Welfare Lead

- Dr. Baysinger has an extensive background in advocating and developing on-farm programs to advance animal care. She was intimately involved in the recent Merck Animal Health "Advancing Animal Welfare Together" Symposium that brought together animal welfare experts and food chain representatives to discuss what's possible to advance animal well-being.

Dr. Jason Nickell, Associate Director of Livestock Technology & Innovation

- Dr. Nickell will speak on the Whisper® Veterinary Stethoscope System -- now available to help producers confirm Bovine Respiratory Disease (BRD) diagnoses in feed yards. In eight seconds, Whisper provides users with a lung severity scale to help more accurately diagnose BRD and develop optimal treatment plans.

Microsoft Rural Airband

Booth: 21

Bradley Baird, Project Coordinator

- Microsoft FarmBeats enables precision agriculture at much lower cost by connecting sensors and UAV imagery to the cloud using TV White Spaces.
- FarmBeats uses AI and machine learning algorithms on sensor data and drone imagery to provide insights that help a farmer improve yield, reduce cost, and farm sustainably.

Midwest Dairy Association

Booth: 78

Allen Merrill, Midwest Dairy's new Chairman of the Board and a dairy farmer from Parker, S.D.

Lucas Lentsch, CEO of Midwest Dairy Association

Together, they can discuss topics including:

- How the dairy community is reintroducing dairy to consumers through Undeniably Dairy;
- The checkoff's investment in research, innovation and partnerships to grow dairy sales; and
- Dairy farmers' commitment to youth wellness through Fuel Up to Play 60 and our involvement in Super Bowl LIII in Minneapolis.

Monsanto

Booth: 2, 3, 4

Colin Pennington, DEKALB/Asgrow Marketing Communications Manager

- Colin will discuss DEKALB® corn performance and 2018 product lineup, the enhanced protection demonstrated by DEKALB® Disease Shield™ corn and new NemaStrike™ technology offered by DEKALB corn, Asgrow® soybeans and Deltapine® cotton next season for improved nematode control.

Robert Ihrig, DEKALB/Asgrow Brand Execution Manager

- Rob will discuss Asgrow® Roundup Ready 2 Xtend® soybean performance, new products for 2018 and My Seed, an enhanced digital tool to help farmers optimize seed selection and planting rates.

Brock Helgerson, 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.

Brett Ochs, Channel Brand Product Manager

- Brett will discuss the Channel corn product lineup and traits including SmartStax® technology, VT Double PRO® corn traits and DroughtGard® hybrids. Channel corn seed genetics are sourced globally and tested locally, allowing Channel Seedsman to provide farmers choices with superior performance potential.

Kurt Calvert, Soybean Line Product Manager, Channel

- Kurt will talk about the enhanced genetic diversity provided by the Channel soybean offerings resulting in many options for more growing conditions with improved disease tolerance and yield potential. He will also discuss the performance benefits from Roundup Ready 2 Xtend® soybean technology and NemaStrike™ technology.

Luke Samuel, Commercial Product Director, The Climate Corporation

- Hear about new product features and enhancements for the 2018 growing season in the widely farmer-adopted Climate FieldView™ digital agriculture platform, along with exciting R&D advancements moving through The Climate Corporation's innovation pipeline.

Ty Witten, Crop Protection Lead

- Ty will focus on the Roundup Ready Xtend Crop System and updates for the 2018 growing season.

Kelli Brown, US Seed Applied Solutions Marketing Manager

- Kelli will discuss how chemical seed treatments and microbial products can work together to help farmers improve yield, as well as our exciting new product offering of NemaStrike™ Technology by Acceleron Seed Applied Solutions.

Sean Evans, Technology Development Manager

- Sean will discuss the overall state of corn rootworm pressure and what to expect in 2018.

Cynthia Tipton, Wheat Marketing Manager

- WestBred wheat is excited to announce it will be piloting an audio series – Wheat Speak with WestBred Wheat – to provide growers answers to their most timely questions from planting to harvest.

Charlie Foresman, Sustainable Agriculture Systems Lead

- Learn more about the on-farm benefits of carbon-smart practices and how Monsanto is partnering with farmers and other groups in the industry to help drive adoption. Key focus: cover crops, conservation tillage, nutrient management and digital tools.

National Association of Conservation Districts

Booth: 63

Brent Van Dyke, President

- NACD recently released first-of-its-kind research that quantifies for producers, policy-makers, and researchers alike what the economic advantages of using no-till and cover crops are. Stop by to discuss this research and its implications or to learn more about how NACD helps shape American conservation policy and enhance conservation outcomes.

National Biodiesel Board

Booth: 37

Greg Anderson, Nebraska Soybean Board Leader, NBB Governing Board

- Last year the biodiesel industry utilized more than 25 percent of the oil from our domestic soybean crush and nearly a quarter of all US produced animal fats. Come learn how biodiesel brings 63 cents per bushel back to soybean farmers and continually returns dividends on farmers' checkoff investment.

Kaleb Little, Senior Communications Manager

- A nearly 3-billion-gallon biodiesel market 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.

Tom Verry, Director of Outreach and Development

- The biodiesel industry supports 64,000 jobs, many of which are the highest paying in the area where production plants are located. See how a more than \$11 billion annual economic impact is helping revitalize rural economies.

National Bison Association

Booth: 52

Dave Carter, Executive Director

- Bison 1 Million, is a new campaign by ranchers, tribal leaders and conservationists to restore one million bison to North America.
- Wednesdays are now Bison Hump Day...a new initiative to keep building customer demand.
- Bison is an island of profitability in today's ag economy. Learn why.

National Cattlemen's Beef Association

Booth: 48

Kevin Kester, President Elect

- Discuss NCBA priorities in 2018, including tax reform, ESA Modernization and other issues crucial to beef producers.

Colin Woodall, Senior Vice President, Government Affairs

- Discuss the status of current policy issues in Washington, D.C., and learn about the impact on the cattle industry.
- Updates on beef trade issues.

Jerry Effertz, Chairman, Federation Division

- New - Beef. It's What's For Dinner - Campaign utilizes contemporary tools to promote beef.
- Retail and international marketing efforts
- Research shows return of \$11.20 for every dollar invested. Enjoys 4-1 support among producers.
- Checkoff dollar's buying power has been reduced over the past 30 years, while demands increased.

National Corn Growers Association

Booth: 40

Wesley Spurlock, Chairman

Kevin Skunes, President

Lynn Chrisp, First Vice President

Chris Novak, CEO

- Farm Bill.
- Trade.
- Sustainability.
- Ethanol

National Crop Insurance Services

Booth: 20

Dr. Tom Zacharias, President

- Crop insurance is the centerpiece of the farm safety net. Protecting crop insurance is a key issue for NCIS, especially going into the 2018 Farm Bill negotiations.

National Farm Medicine Center

Booth: 79

Scott Heiberger, Health Communications Manager

Melissa Ploeckelman, Outreach Specialist

- Agricultural Youth Work Guidelines: interactive online posters,
- Farm Safety Check—a monthly checkup.
- Farming as medicine: farm exposures may dramatically reduce respiratory illnesses, allergies and skin rashes among children.

National Farmers Union

Booth: 34

Rob Larew, Senior Vice President of Public Policy and Communications

- Passing a Farm Bill that works for family farmers.
- NAFTA renegotiations that create a fair trade framework.
- Reversing troubling trend of corporate consolidation in agriculture.
- Ensuring family farmers have access to affordable, quality health care.

National Grain & Feed Association

Booth: 84

Randy Gordon, President

Get the latest on what's most important to the grain, feed and processing sectors, including:

- NAFTA and Trade with Asia Pacific Countries.
- Farm Bill Perspectives.
- Restoring Ag's Infrastructure.
- Grain Bin Safety – at the Elevator and On the Farm.

National Outstanding Young Farmers

Booth: 102

Sharon Page, OFA Event Coordinator

- The NOYF program is the oldest recognition program in US that recognizes individual(s) in leadership, production, conservation stewardship, and community involvement. Ten candidates through out the US compete to be named the "4 National" winners at the annual NOYF Awards Congress in February.

National Pork Board

Booth: 71

Terry O'Neil, President of the National Pork Board, Friend, Nebraska

- To date in 2017, 27.5% of U.S. pork and pork variety meat production was exported, accounting for \$54.11 per hog marketed. Terry led export mission trips to Mexico, China and Japan this year. Learn from his first-hand experience about the potential to increase U.S. pork exports.

Bill Even, CEO, National Pork Board

- The Secure Pork Supply program, restructuring the domestic marketing program, building a consistent eating experience with pork, and digital communications strategy are the top four priorities of the National Pork Board this year. Hear from our CEO the details of these projects and what that means for our producers.

Kevin Waetke, VP Communications, National Pork Board

- Kevin is available to assist with interviews during Trade Talk.

Cindy Cunningham, AVP Communications, National Pork Board

- Cindy is available throughout the entire convention for interviews and media assistance.

National Pork Producers Council

Booth: 65

Ken Maschoff, President

- Like much of agriculture, the U.S. pork industry is facing a labor shortage. Ken, an Illinois pork producer and president of NPPC, can address visa reform needed to ensure a viable, consistent supply of labor.

Nick Giordano, Vice President and Counsel for NPPC

- The U.S. pork industry is highly dependent on trade. It's critical that we maintain existing trade agreements that have provided enormous benefits to the industry and U.S. economy and initiate new FTAs with countries like Japan. Nick is one of the industry's leading experts on international trade.

Dallas Hockman, Vice President of Industry Relations

- Dallas can address the pork industry's production practices and commitment to the environment, animal welfare and food safety. Regulatory policies should be informed by these practices.

Liz Wagstrom, Chief Veterinarian

- A foot-and-mouth diseases outbreak in the US would be catastrophic and we are not ready. NPPC supports federal funding for an FMD vaccine bank as the best way to quickly contain and eliminate an outbreak. Liz can address this topic as well as antibiotic stewardship in the pork industry.

Jim Monroe, Senior Communications Director, NPPC

- Jim is available to assist with interviews and to conduct interviews on various topics during Trade Talk.

National Sorghum Producers

Booth: 26

Don Bloss, Chairman of the Board**Tim Lust, CEO**

- Tax Reform.
- Budget.
- Trade.
- Exports.

POET

Booth: 5

Matt Merritt, Director of Public Relations

- Biofuels.
- The Ag Crisis and the role of biofuels.
- Policy challenges.
- Cellulosic biofuel.

Praedium Ventures, LLC

Booth: 12

Earl Dotson, CEO

- Video Monitoring and AgLearning: Online Training, Testing and Tracking.

Propane Education & Research Council

Booth: 81

Cinch Munson, Director of Agriculture Business Development

- Learn about new propane-powered equipment, propane's versatility on the farm, how farmers are cutting costs and boosting efficiency with propane equipment and research demonstrating the numerous benefits of propane over other farm fuels.

Protect The Harvest

Booth: 73

Linda Chezem Of Counsel, Foley, Peden and Wisco and Adjunct Professor, Indiana University School of Medicine

- Will the Federal Motor Carrier Safety Administration's electronic logging device regulations for trucks shut down our economy?
- The economic fallout for rural communities & small businesses is a compelling reason to delay the ELD mandate. Trucks are the only available transportation for many businesses & most rural communities. Agriculture depends on trucks.

Rabo AgriFinance, LLC

Booth: 87

Don Close, Senior Protein Analyst, RaboResearch Food

- Don offers expertise in domestic and global protein markets with an emphasis on the beef industry. He can discuss market outlooks, impacts and international trade.

Sam Funk, Senior Grain and Oilseed Analyst, RaboResearch F&A

- Sam can speak to a variety of topics, regional, national and international related to the grain and oilseed sectors. He can provide insight related to on-farm management and marketing. Sam can also provide insight into land values and regional cash rents.

REALTORS Land Institute

Booth: 103

George Clift, ALC, 2014 RLI National President

- Learn about land values. Where have land values been this past year and where are they predicted to go in 2018.
- Learn about the current land market - Who are the buyers? Who are the sellers? What about foreign buyers?

Chuck Wingert, ALC, 2013 RLI National President

- Learn how the repeal of 1031 tax-deferred exchanges and other tax reform proposals would affect the land real estate market.
- Learn how the repeal/elimination of the Waters of the US (WOTUS) rules will impact land values.

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.
- High octane ethanol.
- Cellulosic ethanol.

Stewart-Peterson

Booth: 98

Bryan Doherty, Senior Market Advisor

- Why grain and feed buyers should be aggressive to secure their needs in the upcoming year.
- What grain producers can expect for price in 2018.
- How farmers can prepare for 2018; why a strategic and disciplined approach may offer better long-term results.

John Heinberg, Market Advisor

- The marketing opportunities in the growing cattle and livestock picture.
- Growing demand in 2018 and opportunities for grain producers.
- What happened in 2017 and how producers can become educated on strategies that protect from downside and take advantage of upside potential.

StollerUSA

Booth: 101

Larry Lintner, Regional Sales Manager, Central Plains Region

Learn about how StollerUSA is delivering more income per acre by:

- Early order program to reduce input costs.
- Powerful new tool for 2018: New Fortified Stimulate Yield Enhancer Plus.
- Focus on seed germination.

Dale Hanke, Regional Sales Manager, North Central Region

- Proven stress-busting, yield-enhancing performance of our legacy product.
- Comprehensive Start-Grow-Finish program delivers large scale results.
- Retailer support and grower education generates higher yields and ROI.

Soil and Water Conservation Society/Rural Jobs Coalition

Booth: 58

Clare Lindahl, CEO

- Hear about an upcoming national conference in Indianapolis December 7 and 8 which provides an opportunity for farmers, certified crop advisors, conservation professionals, and others to obtain the latest information on cover crops and soil health.
- Learn how the SWCS's 75 years of conservation work began and what the future holds.

Rex Martin, Vice President of Government Relations, States Strategies**Randy Steinman, Vice President for Coalitions and Grassroots**

- Rural Jobs Coalition, a nonpartisan entity, formed for small businesses by venture funds and small businesses show lawmakers innovative practices attracting private and public investment in rural America.
- Wide disparity exist in financing for small companies between rural/urban areas leaving agricultural or rural businesses without access to growth capital.

Syngenta

Booths: 53, 54, 55

Quinn Showalter, Head, NK Sales

- Growers who purchase corn and soybean seeds from retailers can expect to see more choice and greater value through a reinvigorated NK seeds brand. Syngenta is pledging a long-term commitment to NK seeds that includes boosting research and development, expanding staff and enhancing retailer support.

Duane Martin, Ph.D., Corn and Soybean Traits Manager

- Hear the latest information about the Agrisure traits portfolio including the ultimate trait stack for insect control and the only trait on the market that controls western bean cutworm. Additionally, learn more about Enogen Feed, corn hybrids that help increase the energy potential of dairy and beef rations.

John Foresman, Herbicide Product Lead

- As weed pressure persists throughout the Midwest, the importance of managing tough weeds remains top-of-mind for farmers thinking ahead to 2018. Syngenta offers a robust portfolio of herbicides—with multiple effective modes of action—that can be customized to meet growers' needs.

Brad Koch, AgriEdge Specialist, Heartland East

- Learn more about how Syngenta is making digital ag simpler and more efficient for growers. A key part of Digital Ag Solutions is AgriEdge Excelsior, a whole-farm management program that combines agronomics, stewardship, services, economics and technology to help resourceful growers enhance productivity and ROI.

The Mosaic Company

Booth: 83

Curt Woolfolk, Senior Agronomist

- Senior agronomist from The Mosaic Company tells all about the importance of uniform nutrient distribution in achieving optimum yield.
- Talk about the benefits growers are experiencing by fertilizing their soybeans.

U.S. Custom Harvesters, Inc.

Booth: 39

Dane Dolechek, Director, Board of Directors

- Importance of timely harvest.
- Why a harvester is worth using to harvest a farmer's crops.

Rana Zeller, Director, Board of Directors

- Discuss the importance of team and customer communication.
- How to keep up the moral during harvest.

Greg Thurman, President, U.S. Custom Harvesters

- Why U.S. Custom Harvesters is an important organization for harvesters and farmers.

U.S. Environmental Protection Agency, Region 7

Booth: 74

Kris Lancaster, Public Affairs-Ag Communications**Ashley Murdie, Public Affairs Specialist****Region 7 Senior Manager**

- Outreach to the agricultural community.
- Intersections of agriculture and environment.

U.S. Farmers & Ranchers Alliance (USFRA)

Booth: 70

Randy Krotz, Chief Executive Officer

- Find out about USFRA's Food Evolution film efforts to spark a fact-based public dialogue about GMOs. Learn about USFRA's "Straight Talk on Sustainability" campaign engaging food companies about agricultural sustainability. Hear about USFRA's vision for 2018, including a Dynamic Signal platform to elevate farmer and rancher voices on social media.

Brad Greenway, Chairman, South Dakota Crop and Livestock Farmer

- Hear about USFRA's SMART Farm initiative highlighting how technology enhances sustainability and animal welfare in today's agriculture. Find out about the Discovering FARMLAND curriculum resources and success in reaching one million students in urban America about how food is grown and raised.

Emily Buck, Ph.D., Face of Farming & Ranching, Ohio Sheep and Crop Farmer

- Hear about the impact of USFRA's Faces of Farming & Ranching program, connecting consumers with farmers and ranchers on a national stage. Find out about SMART Farming practices Emily is implementing to enhance the efficiency, sustainability and animal welfare on her farm.

U.S. Grains Council

Booth: 59

Deb Keller, Chairman**Tom Sleight, President and CEO**

- The importance of trade policy and market development to U.S. agriculture
- Current trade policy issues: NAFTA, KORUS and more
- Expanding ethanol market development work by the Council and industry
- Marketing year 2016/2017 records for feed grains in all forms

Melissa Kessler, Director of Communications**Julia Debes, Manager of Communications**

- Available to connect broadcasters to Council leaders on trade, trade policy and market development topics, including updates on our work in more than 50 countries around the world

U.S. Meat Export Federation (USMEF)

Booth: 75

Dennis Stiffler, Chairman

- Mr. Stiffler is USMEF's incoming chairman for 2017-2018. He can address current export trends and results for U.S. beef, pork and lamb, USMEF activities and programs designed to expand exports and market access barriers that limit red meat trade.

Dan Halstrom, President

- Mr. Halstrom assumed the position of USMEF president in September. He will address red meat export trends, USMEF activities designed to expand exports and market access barriers that limit red meat trade. He will also discuss the importance of maintaining market access gains achieved through free trade agreements.

Joe Schuele, Vice President, Communications

- Mr. Schuele will accommodate interview requests when necessary, but his primary role at Trade Talk is to facilitate interviews for Mr. Stiffler and Mr. Halstrom.

U.S. Soybean Export Council (USSEC)

Booth: 31

Lisa Humphreys, Communications Manager,

Jen Del Carmen, Communications Consultant

- The USSOY brand helps the U.S. Soybean Export Council (USSEC), the global marketing arm of the U.S. Soy family, to demonstrate and support the U.S. Soy Advantage. Through USSOY.org, USSEC and the U.S. Soy family are able to create and enhance partnerships that increase the value and preference for U.S. Soy with international audiences. USSEC staff will be on hand to learn from attendees how farm broadcasters could leverage site content. USSEC will also talk about how our subject matter experts could be optimized as potential future interviews for NAFB members.

U.S. Wheat Industry

Booth: 27

Ben Scholz, Treasurer, National Association of Wheat Growers; Texas Wheat Farmer

- NAWG's Priorities for the 2018 Farm Bill.
- Political Climate Around the 2018 Farm Bill.
- The Current Economic State of the U.S. Wheat Industry and Need for Crop Insurance.
- Defending Farm Bill Safety Net Programs from Fiscal Conservative Groups.

Chris Kolstad, Vice Chairman, U.S. Wheat Associates; Montana Wheat Farmer

- Why U.S. Agriculture Needs More Federal Funding for Export Market Development.
- Why Wheat Quality is So Important in the Global Market.
- How International Wheat Trade Issues Affect Farmers.

United Soybean Board / Soy Checkoff

Booth: 30

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

Lewis Bainbridge, USB Vice Chair, soybean farmer from Ethan, South Dakota

- Sustainability for the Farm and the Future. Sustainability is more than a buzzword – it's an expectation of U.S. soy customers around the world. With a record number of U.S. Soy Sustainability Assurance Protocol-verified shipments, U.S. soy is meeting end-user needs for sustainably sourced ingredients today, and the soy checkoff is taking steps to ensure that demand is met well into the future.

USDA Farm Service Agency

Booth: 94

Steven J. Peterson, Acting Administrator

- Agriculture Risk Coverage (ARC) & Price Loss Coverage (PLC).
- Dairy margin protection (MPP Dairy).
- Hurricane, drought, wildfire and other disaster assistance.
- The Conservation Reserve Program (CRP).
- Farm/commodity and infrastructure loans.

USDA Foreign Agricultural Service

Booth: 93

Jason Hafemeister, Trade Counsel to the Secretary of Agriculture

- The Foreign Agricultural Service links U.S. agriculture to the world to enhance export opportunities and global food security.
- Learn the latest on USDA's efforts to break down trade barriers and help America's farmers, ranchers and agribusinesses increase access to international markets and expand U.S. food and agriculture exports.

USDA National Agricultural Statistics Service

Booth: 95

Barbara Rater, NASS Census and Survey Division Director

Joe Prusacki, NASS National Operations Division Director

- Why respond to and what to expect with the 2017 Census of Agriculture, the Agricultural Resource Management Survey, and other upcoming USDA NASS surveys. Stop by to discuss the 11 a.m. CT November 9 Crop Production report, too.

USDA Natural Resources Conservation Service

Booth: 91

NRCS Chief

- NRCS helps farmers and ranchers make investments in their operations and local communities to keep working lands working, boost rural economies, increase the competitiveness of American agriculture, and improve the health of our air, water and soil. Visit with us to learn more about the latest conservation opportunities.

USDA Rural Development

Booth: 92

USDA Rural Development Official

Valent U.S.A. LLC

Booth: 88

Dair McDuffee, PhD, Valent Seed Treatment Specialist

- NEW: Aveo™ EZ Nematicide Registered for Soybean Cyst Nematode Control. Aveo™ EZ Nematicide a biological, stand-alone nematicide that offers seed treatment retailers a dependable solution for soybean cyst and reniform nematode management.
- MycoApply® EndoPrime™ is an optimized blend of four unique species of mycorrhizae that enhances plant health through nutrient and water absorption during times of stress.

Verdesian Life Sciences, LLC

Booth: 64

Kenny Avery, Chief Executive Officer

- Verdesian Life Sciences is driving sustainability through nutrient use efficiency.
- Sustainability and profitability are not a trade off.
- Highlights of farmer and agronomist research on sustainability.

Kurt SeEVERS, Technical Development Manager Seed Treatment and Inoculants

- How seed treatments and inoculants affect nutrient-use efficiency.
- FlexConnect™ closed transfer system is state-of-the-art in inoculant handling by reducing waste and improving quality of applied inoculant.

Adam St. Germain, Farmers Coop Association Agronomy Account Manager

- Sustainability from an agronomic point of view.
- Nutrient use efficiency (nitrogen and phosphorus).
- On-farm sustainability practices.

ViaSat/Exede

Booth: 62

Matthew Farr, Director of Marketing Communications & Customer Experience

- Learn about the new satellite from Exede by ViaSat, with service launching in 2018. The new satellite will deliver faster speeds — up to 100 Mbps in some areas — and unlimited data plans. Hear how satellite internet helps bridge the digital divide to be a service that farmers and rural communities depend upon.

Steven Mesnick, Vice President, Marketing

- In the next few years, ViaSat will launch three more high-powered satellites to make ViaSat the world's first global internet service provider. With each satellite being more than 3X more powerful than any satellite currently in orbit, the ViaSat-3 constellation will help bring high-speed internet to many unserved communities and industries around the world. Learn how can that kind of capacity can open up new opportunities tomorrow for the ag entrepreneurs of today.

WinField United

Booth: 77

Sara Smelser, Agronomist

- As farmers evaluate their 2017 nutrient management programs and prepare for 2018, Smelser will discuss the importance of accurately assessing nutrients through soil and tissue sampling.
- Smelser will also provide tips for applying the right inputs at the right time using new technologies.

Ryan Moeller, Technology Manager

- Working closely with emerging technologies and CROPLAN® seed, Moeller will discuss how farmers can leverage tech tools, while taking 2017 field pressures into account, to select the right seed for their operations.
- Moeller will emphasize how farmers can put data to work to realize a seed's potential.

Wyffels Hybrids

Booth: 36

Mitch Heisler, Marketing Manager

- Considerations for finalizing 2018 hybrid selection. What should corn growers keep in mind to reduce risk and maximize productivity on their farm.
- Learn about challenges corn growers might face during planting in 2018 and what they can do to set themselves up for success.

Ashley Davis, Public Relations & Content Manager

- Learn more about investments we're making at our production facility in Atkinson, IL to ensure Wyffels Hybrids meets the growing demand for our products while maintaining outstanding seed quality.

Trista Thompson, Media & Digital Strategy Manager

- Find out about harvest progress and what takeaways we have from the 2017 growing season.

Zoetis

Booth: 9

Jeff Sizelove, Vice President, U.S. Pork and Poultry

- Can we raise pigs without antibiotics and still maintain herd health and welfare?
- Retaining skilled labor to do important tasks like vaccination is a growing challenge. Could automation be the answer?
- Porcine circovirus keeps evolving. Learn what one company did to hit this moving target.

Wendy Pinkerton, Senior Manager, U.S. Industry Relations

- As the pork industry is consolidating for greater efficiency, so are the companies that make antibiotics and vaccines. Is this a healthy trend?
- Beyond bags and bottles: How animal health companies are helping producers address the needs of farm-to-fork-minded consumers.
- What business-minded producers really want from animal health companies.



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