

75



YEARS STRONG

NATIONAL ASSOCIATION OF FARM BROADCASTING

NOVEMBER 7-9, 2018

**TRADE
TALK**

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25 X '25

Solutions from the Land

Booth: 96

Bart Ruth, 25 x '25 Co-Chair; Solutions from the Land Board Member

- The progress on meeting the 25x25 goal and policies and actions needed to maximize the clean energy and climate solutions the agriculture and forestry sectors can deliver in support of the global sustainable development goals.

Ernie Shea, Solutions from the Land President

- The North American Climate Smart Agriculture Alliance's 2019 priorities:
 - shaping the UNFCCC Koronivia Joint Work Program on Agriculture
 - public and private investments that support the three pillars of CSA
- Ohio Smart Agriculture: solutions from the land -- recommendations and launching pad initiatives

Advanta Seeds

Booth: 107

Rusty Bevel, Sales Manager – Central US

- Learn about the spread of the destructive sugarcane aphids and Aphix™ grain sorghum hybrids with high tolerance to this pest as well as other high-performance attributes of top yield potential and strong drought tolerance.
- The new ADV F7232 BMR-6 Brachytic dwarf forage sorghum offers standability, great yield, exceptional nutritional value, and palatability. Cows love it!

Dr. Zachary Eder, Technology Development Manager – U.S.

- New Biotechnology Center and three new breeding locations give Advanta Seeds the leading edge in developing advanced technologies for U.S. growers.
- trial-topping yield from an extensive selection of grain and forage sorghum hybrids with standability, nutritive value and tolerance to drought and damaging pests across a wide range of environments

AGP

Booth: 86

Adam Piper, Merchandising Manager, AGP -- St. Joseph, MO

- new soybean processing plant project in Aberdeen, SD, on target for completion by the summer of 2019
- 2019 Plenish High Oleic Soybean Program in Hastings, NE
- U.S. soybean market outlook

Alpha Gamma Rho Fraternity Independent Professional Seed Association

Booth: 62

Rex Martin, Alpha Gamma Rho CEO

- Rex can discuss how the fraternity will increase its focus on equipping the agricultural leaders of tomorrow by providing innovative leadership curriculum and career development and in building partnerships within the agricultural community to continue the circle of lasting leadership.

Todd L. Martin, Independent Professional Seed Association CEO

- Learn the value that Independent Seed Companies bring to farmers in choice, product selection, and agronomy.
- Understand the impact of mergers and consolidation on the American and Global Seed industry.
- Learn new agricultural tech insights for seed companies and soil health.

American Angus Association

Certified Angus Beef LLC

Booth: 10

Allen Moczygemba, Chief Executive Officer

- genetic selection tools on the horizon for beef cattle producers
- adding value to the calf crop on sale day

Clint Mefford, Director of Communications

- genetic selection tools on the horizon for beef cattle producers
- adding value to the calf crop on sale day

Nicole Erceg, Certified Angus Beef producer communications specialist

- how producers can get their share of the \$75 million in packer premiums paid annually
- balancing maternal goals in the cowherd with high-quality beef production in the calf crop

American Coalition for Ethanol

Booth: 17

Brian Jennings, ACE CEO

- Renewable Fuel Standard and EPA Renewable Volume Obligations
- Reid vapor pressure (RVP) relief for E15 and higher ethanol blends
- corn ethanol lifecycle GHG emissions and low carbon policies
- ethanol's high octane advantages in helping automakers meet CAFE-GHG standards
- global market development and trade for ethanol, DDGs

Ron Lamberty, ACE Senior Vice President

- flex fuel retailing from the ethanol industry and marketer's perspectives
- ethanol logistics – transportation, storage, and handling
- retail station ethanol equipment requirements and cost
- ethanol economics – how retailers increase profits while drivers save at the pump
- ethanol market development efforts in Mexico
- Renewable Identification Numbers (RINs) marketplace
- ethanol's high octane advantages

American Farm Bureau Federation

Booth: 57

Don Parrish, Senior Director, Regulatory Relations

- Learn about issues such as Waters of the U.S. Rule, Swampbuster, Regulatory Reform, and other issues of importance to Farm Bureau members.

Andrew Walmsley, Director, Congressional Relations

- Learn more about issues such as the Farm Bill, transportation, and other issues important to Farm Bureau members.

Mace Thornton, Executive Director of Communications

- general agricultural topics of interest to Farm Bureau members

Will Rodger, Director, Policy Communications

- general agricultural issues of importance to Farm Bureau members

American Lamb Board

Booth: 90

American Seed Trade Association

Booth: 45

American Sheep Industry Council

Booth: 89

American Soybean Association

Booth: 42

John Heisdorffer, American Soybean Association President

Davie Stephens, American Soybean Association Vice President

- American Soybean Association President John Heisdorffer of Iowa and Vice President Davie Stephens of Kentucky are here to talk all things soybeans, from trade and tariffs to farm bill, biodiesel, biotech, infrastructure, and more.

American Sugar Alliance

Booth: 76

Luther Markwart, Executive Vice President

- U.S. sugar policy
- global sugar market
- foreign sugar subsidies
- biotech issues
- election impact

AMVAC

Booth: 11

Jim Lappin, Crop Marketing Manager

- AMVAC's SMART Solutions for more choice and flexibility in a grower's cultural practices
- 2018 corn rootworm study conducted by Iowa Soybean Association; insect and weed control strategies, regardless of hybrid characteristics
- SIMPAS application system, a new smart integrated multi-product precision technology launching in 2020
- AMVAC's diverse portfolio of corn, soybean, potato, cotton, and TFV products

Animal Agriculture Alliance

Booth: 97

Casey Kinler, 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 10th anniversary of the Alliance's College Aggies Online scholarship program.

Hannah Thompson-Weeman, Vice President of Communications

- strategic communicator with unique insight into monitoring and responding to animal rights activist group tactics
- Learn about the newest tactics of animal rights extremists, including protests, break-ins, trespassing, and animal theft.
- Hear about how activist groups are targeting restaurant and retail brands with "pressure campaigns."

Arysta LifeScience

Booth: 82

Lynn Justesen, Senior Technical Sales Specialist

- As corn and wheat growers look to the next production year, what are some of the agronomic enhancements they can deploy to boost yield and profitability? Arysta LifeScience introduces UNLOCK 5™ that can help release more of the crop's genetic potential and optimize financial returns. This solution includes RAZE™ 0-3-2 foliar nutrition, new and highly advanced technology for optimizing corn and wheat production.

Paul Neese, Product Development Manager -- Herbicides

- Arysta LifeScience recently launched BATALIUM™ Herbicide for use in spring, durum, and winter wheat. Learn about this new cross-spectrum herbicide that provides rapid and long-lasting control of tough grasses and broadleaf weeds in wheat while offering growers a valuable new resistance management tool.

BASF

Booths: 58, 59

Kerry Grossweiler, BASF Seed Solutions Product Manager

- Poncho®/VOTiVO® 2.0 seed treatment is now available to growers across the country for the 2019 growing season.
- This next-generation seed treatment system protects young seedlings when they are most vulnerable to pests, and helps corn plants thrive to their full genetic potential.

Marc Hoobler, BASF Soybean Agronomy Lead

- Launched in 2018, Credenz® with LibertyLink® GT27™ is the first soybean seed technology with herbicide-tolerant stacked traits.
- Discover how this new technology will allow growers to apply both Liberty® herbicide and glyphosate over the top of soybeans for post-emergence control of broadleaf and grass weeds.

Duane Rathmann, BASF Technical Service Representative

- BASF expands its insecticide portfolio with Inscalis® insecticide, a new active ingredient with a unique mode of action that provides effective control of piercing-sucking insect pests, such as aphids, whiteflies, and certain psyllids in a variety of row and speciality crops, including soybeans.
- Learn more about how Inscalis insecticide will help Midwest soybean growers better control soybean aphids in the 2019 growing season.

Bayer

Booths: 2, 3, 4

Clint Chaffer, Climate Product Marketing Director

- updates on Climate Corporation's FieldView Platform and digital agriculture

John Fietsam, North America Corn Systems Lead

- best management practices for traits to help ensure growers maximize effectiveness of trait technology for success on their farms

Charlie Foresman, Sustainable Agriculture Systems Lead

- general sustainability topics, including sustainable farming practices and soil health

Brock Helgerson, Channel Brand Marketing Lead

- agronomic updates
- Channel Integration into Climate FieldView Platform
- Channel Protexus Corn -- providing tolerance against five yield-robbing diseases

A.J. Hohmann, Acceleron U.S. Marketing Manager

- the latest information on NemaStrike Technology and the Seed Applied Solutions Platform

Jeff Koscelny, Global Wheat Commercial Strategy Lead

- the latest information on Bayer wheat offerings and the WestBred brand

Brett Ochs, Channel Brand Product Manager

- agronomic updates
- Channel Protexus Corn -- providing tolerance against five yield-robbing diseases
- integration into FieldView Platform

Colin Pennington, DEKALB Asgrow Marketing Communications Manager

- Asgrow Roundup Ready 2 Xtend Soybeans Harvest Results
- Roundup Ready Xtend Crop System Performance with Asgrow
- DEKALB Disease Shield Protection
- FY19 new products

Ryan Rubischko, North American Dicamba Portfolio Lead

- updates on XtendiMax herbicide with VaporGrip Technology and the Roundup Ready Xtend Crop System

Pete Uitenbroek, U.S. DEKALB Asgrow and Deltapine Market Lead

- Asgrow Roundup Ready 2 Xtend harvest results
- Roundup Ready Xtend Crop System Performance with Asgrow
- DEKALB Disease Shield Protection
- FY19 new products

Darren Wallis, Vice President Communications

- information on Bayer's ongoing partnership with 4-H and the Science Matters program

Bayer Animal Health

Booth: 72

Dr. Larry Hawkins, Senior Technical Services Veterinarian

Dr. Jim Sears, Senior Technical Services Veterinarian

- Hear more 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 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, Swine Technical Manager

- Influenza-A virus in swine remains an ongoing health issue, and piglets are especially vulnerable as they struggle to develop their own immunity. We'll discuss the importance of vaccination for pig health and pork producers' bottom lines.

Dr. Peggy Thompson, Cattle Professional Services Veterinarian

- Beef: Preconditioning programs benefit all chains of the system from cow/calf to feedlot producers; find out what these programs include and best practices.
- Dairy: Lockout is a new internal teat sealant on the market; find out why it's a better engineered product.

Can-Am Off-Road

Booth: 109

Andrew Howard, Media Relations

- Learn about the updated Can-Am Defender side-by-side and Outlander ATV and how they can be a big help in any farming operation.
- Can-Am has a wide range of accessories to help the farmer work faster and more efficiently.

Cargill MarketGuide

Booth: 43

Mike Kruse, MarketGuide Grain Marketing Advisor

- Grain marketing is frustrating for most farmers, especially when you try to out-market the markets. We take the markets out of our advisory service, concentrating on farm goals from the very beginning.
- Measuring success based on goals is a more accurate and meaningful way to assess your marketing decisions.

Deanna Zwicker, MarketGuide Grain Marketing Advisor

- At MarketGuide, we personalize everything, from the services we provide to costs, to make sure our clients have a service that best fits their needs.
- Because every advisor has a bias, we created advisory teams for every customer, giving them multiple points of view to make a more informed decision.

Case IH

Booth: 51

Sam Acker, Global Product Manager, Harvesting

- Learn about the latest updates to Axial-Flow® combines.
- AFS Harvest Command™ combine automation technology automatically adjusts seven combine settings to match your harvesting goals, turning any driver into a skilled operator.

Alan Forbes, Global Product Manager, Tillage

- Learn about innovations in automation for tillage.
- AFS Soil Command™ seedbed sensing and agronomic control technology help to create a more productive seedbed and precisely control every component of tillage equipment from the cab.

Sy Stevens, Marketing Communications Manager

- Learn about the Racine Experience Center, a destination for Case IH dealers and customers around the world that features an equipment showroom, large theater, and Case IH fan shop.

Cattlemen's Beef Board

Booth: 50

Jared Brackett, CBB Secretary/Treasurer; Filer, ID; Cow-Calf Producer

- fifth-generation rancher with a degree in agricultural economics from Texas A&M who operates a cow-calf/stocker operation in southern Idaho
- Learn how the checkoff will improve producer communications in 2019 via a new platform that will keep producers informed about how their dollars are being spent to promote beef worldwide.

Chuck Coffey, CBB Vice Chair; Springer, OK; Cow-Calf Producer

- fifth-generation rancher who taught agriculture at Murray State College before joining the Noble Foundation as a pasture and range consultant
- Enjoy prime rib with Chuck at the carving station near the CBB booth from 10-11:30 a.m.
- Get specific examples of how the Beef Checkoff benefits producers nationwide as Chuck addresses current myths and misconceptions.

Central Life Sciences

Booth: 1

Mark Upton, Sales Director, Feed Additives, Central Life Sciences

- Fly Control on Cattle: insect growth regulators Altosid and ClariFly break the life cycle of flies that transmit diseases, impact comfort, and reduce profitability.
- Starbar® products utilize innovative technology and effective active ingredients to manage the insect pest challenges facing commercial integrators, farmers, and rural residents.

Nancy Stratinsky, Business Manager Specialty Products, Central Life Sciences

- Insect Control in Stored Grains: Centynal and Diacon IGR insecticides offer broad-spectrum control to prevent infestations and maximize profits in stored wheat, rice, corn, barley, and more.
- Fire Ant Control: Extinguish and Extinguish Plus use IGR technology to prevent colony rebound and movement by eliminating the queen's ability to produce new workers.

Certified Crop Adviser (CCA) Program

Booth: 7

Eric Welsh, Program Manager-Marketing & Business Relations

- Learn the drivers, economics, agronomics, environmental benefits, and implementation techniques of sustainable crop production at the Sustainable Agronomy Conference (July 2019).
- specialty certifications focused on 4R nutrient management, sustainability, resistance management, and precision ag

CHS

Booth: 41

Kent Beadle, Director, CHS Hedging

- Given the trade situation, farmers are making tough decisions on whether to store crops and market later. There are a number of considerations for farmers making this decision. Learn what those issues are and how to navigate the tough decisions facing farmers on whether to sell or store.

Erin Wroge, Marketing Manager, CHS Lubricants

- Farm operations don't grind to halt during the winter – but your equipment might if you don't take the proper precautions. Cold winter temperatures can be tough on equipment – especially on moving parts inside the engine. Learn why switching to full synthetic lubricant products will ensure your equipment runs more smoothly even in extreme temperatures.

CME Group

Booths: 18, 19

Tim Andriesen, Managing Director, Agricultural Products

- Uncertainty about trade policy and tariffs, combined with abundant 2018 harvests, means increased need for producers to hedge, using agricultural futures and options.
- Customers are increasingly hedging in CME Group's ag markets. Liquidity is growing globally. And open interest, a measure of market health, has reached multiple records during 2018.

Collette

Booth: 29

Jim Edwards, VP, Affinity Development

- Come Along trips with Collette come with benefits that take the guided travel experience to another level:
 - Our inclusive tours simply offer MORE REVENUE for the station and more value for the money for your listeners.
 - With a focus on service and quality for 100 years, we give you MORE of what makes travel special.
 - MORE from the start with our Hometown Pick-Up Service with airport transportation for air-inclusive groups
 - MORE peace of mind with our "cancel for any reason" Travel Protection
 - MORE expertise with our Professional Tour Managers
 - MORE included on tour with more must-see inclusions, cultural immersions, amazing accommodations, & culinary inclusions

Compeer Financial

Booth: 24

Rod Hebrink, President and CEO

- Compeer Financial's President and CEO will share his expertise on a variety of topics including:
 - managing farm finances amid tariffs, Farm Bill negotiations and other economic uncertainty
 - innovation in agriculture and what's ahead for the industry
 - the importance of risk management to every operation

Conservis Corp

Booth: 21

Sherman Black, Conservis CEO

- how easy-to-use farm management software can help farmers solve real problems
- how to simplify the business of farming and take the chore out of farm data management

Patrick Christie, Conservis Founder, EVP, Sales & Business Development

- how Conservis enables farmers to use technology to maximize their operation's profits
- how Conservis seeks to help growers use data to manage risk and build trust with stakeholders across the value chain

Corteva Agriscience™, Agriculture Division of DowDupont

Booths: 68, 69

Scott Flynn, Pasture and Land Management Field Scientist

- Learn about the first new active ingredient introduced for pasture weed control in years.
- Hear how combining pasture weed control with dry fertilizer saves cattlemen time and money.
- It all starts with grass. How does pasture health impact herd health?

Shawna Hubbard, Enlist weed control system - Herbicides Product Manager

- The Enlist™ weed control system continues to surge, expanding acres in 2019 with additional growth of Enlist cotton and Enlist corn. Education and training remain an emphasis as more farmers experience the benefits of the Enlist system and the company prepares for the next wave of technology, Enlist E3™ soybeans.

Damon Palmer, Pasture and Land Management Business Leader

- Let's talk about the positive ROI cattlemen achieve with pasture weed control.
- Three new products in three years -- hear how we're delivering simple solutions to tough pasture challenges.
- Learn how we're building on our legacy of support for the cattle industry.

Dave Roome, Customer Technical Specialist

- Hear from our leading technical expert on the top weed and fungicide pressures distressing corn and soybean farmers in 2018, the impact of early harvest, and suggestions for control in 2019.

CropLife America

Booth: 33

Kellie Bray, Senior Director, Government Affairs

- Delve deep into current federal and state regulatory issues
- Learn about the benefits of pesticide products

Sarah Macedo, Manager, New Media

- #GiveACrop campaign: Learn about the dedicated website and humorous videos with the goal of starting a conversation with consumers about pesticides.
- POPagriculture Podcast: Now in its third season, Dr. Steve Savage continues to cover interesting and relevant agriculture topics.

DSM Animal Nutrition & Health

Booth: 99

Drs. Nemechek and Bergstrom, Senior DSM Technical Consultants

- Drs. Nemechek and Bergstrom will share the newest swine research on VevoVital[®], an ultra-pure form of benzoic acid that, when used as a feed acidifier, more effectively supports beneficial intestinal microflora and enhances nutrition digestibility, resulting in improved post-weaning growth rates.

Edge Dairy Farmer Cooperative

Booth: 13

Tim Trotter, Executive Director

- Assess the sustainability movement from an architect of a unique alliance that is bringing together dairy farmers, processors, and environmentalists to move the needle on collaborative stewardship.
- Hear how a co-op in the Heartland is fighting for truth in dairy labeling and sizing up the debate over lab-grown meat.

Brody Stapel, Board president

- Get a farm-level view of federal agricultural policy from a small-dairy owner in America's Dairyland.
- Measure the challenges facing dairy farmers at this critical time and the opportunities for success from a member of a Wisconsin state task force.

Lauren Brey, Director of Marketing & Research

- Look into the future with a millennial farmer as she considers what's next for her Wisconsin family dairy. Is bigger better? What customer trends deserve attention? Will the business be sustainable?

Jamie Mara, Director of Public Relations

- Discuss communication challenges and image concerns facing dairy farmers at a time when customers' interest in food production is sky-high. The perspective comes through the eyes of a former longtime journalist from outside of agriculture.

Michael Torrey, Principal

- Gain insights from a veteran farm and food lobbyist about how politics is playing into agricultural policy in the Trump era.
- Learn the ins and outs of the U.S.-Mexico-Canada trade agreement and the Farm Bill negotiations.

ESN Smart Nitrogen

Booth: 46

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

- With 17 years in the field and 1,000+ site years of data, ESN is the most field-proven, data-backed enhanced-efficiency nitrogen fertilizer on the market.
- ESN is the only truly responsive nitrogen on the market, controlling its release to provide available N when growing crops need it most.

Stephen Johnson, Sr. Manager, Ag Specialties, East Nitrogen Operations

- ESN is the nitrogen of choice for growers focused on sustainability – from environmental stewardship through reduced nitrogen loss, to sustainable operations through improved profits and ROI.

John Niemeyer, ESN Marketing Representative

- ESN has been proven to produce a positive ROI for growers across varying geographies, crops and weather conditions.
- ESN backs up performance with an industry-leading team of researchers and agronomists, dedicated to improving ESN performance and data.

Farm Credit

Booth: 23

Tim Koch, Chief Credit Officer, FCS America/Frontier Farm Credit

- agricultural economy: how producers are faring and what they need to pay attention to as they enter a fifth year of compressed margins
- ethanol: the current and future state of the sector
- land values: a mixed-signal market of stability with potential for downward pressure

Ben Laine, Senior Economist, Dairy, Cotton, and Rice, CoBank

- labor – wage inflation and worker scarcity
- cotton's northern expansion
- dairy price cycle -- where we are and what is next

Will Secor, Economist, Grain and Farm Supply, CoBank

- co-op consolidation -- the issues and the future
- Blockchain Technology – we're excited, too; but pump the brakes
- what's ahead for the grain markets – industry disruptions create uncertain supply/demand balance

Farm Op Capital

Booth: 100

Bill York, CEO

- Farming has been completely revolutionized in the last 20 years, and ag lending just caught up. Introducing a new approach to farm lending: FarmOp Capital. Producers have always known the most valuable asset on the farm is knowledge, experience, and the ability to produce efficiently; now, ag lending knows it, too.

Farmer Mac

Booth: 6

Curt Covington, Chief Credit Officer

- sage advice from a career ag banker on best practices in farm business finances, conditions in ag lending, and how to forge stronger banker/farmer relationships

Jackson Takach, Lead Economist

- the ups and downs of the ag economy including commodity prices, land values, weather, production challenges, and the impact of global factors (e.g., trade and tariffs) on U.S. agriculture

Farmers Business Network

Booth: 15

Charles Baron, Co-Founder

- Learn what's coming down the pipeline for Farmers Business Network
- FBN Reports: Seed Relabeling, Corn Seed Discounts. Why do practices like seed relabeling pose such a risk for farmers, and how can farmers buy smarter with the Corn Seed Discount Report?
- What's been the industry response to FBN in 2018? And what's next?

Ron Wulfschle, Head of Seed

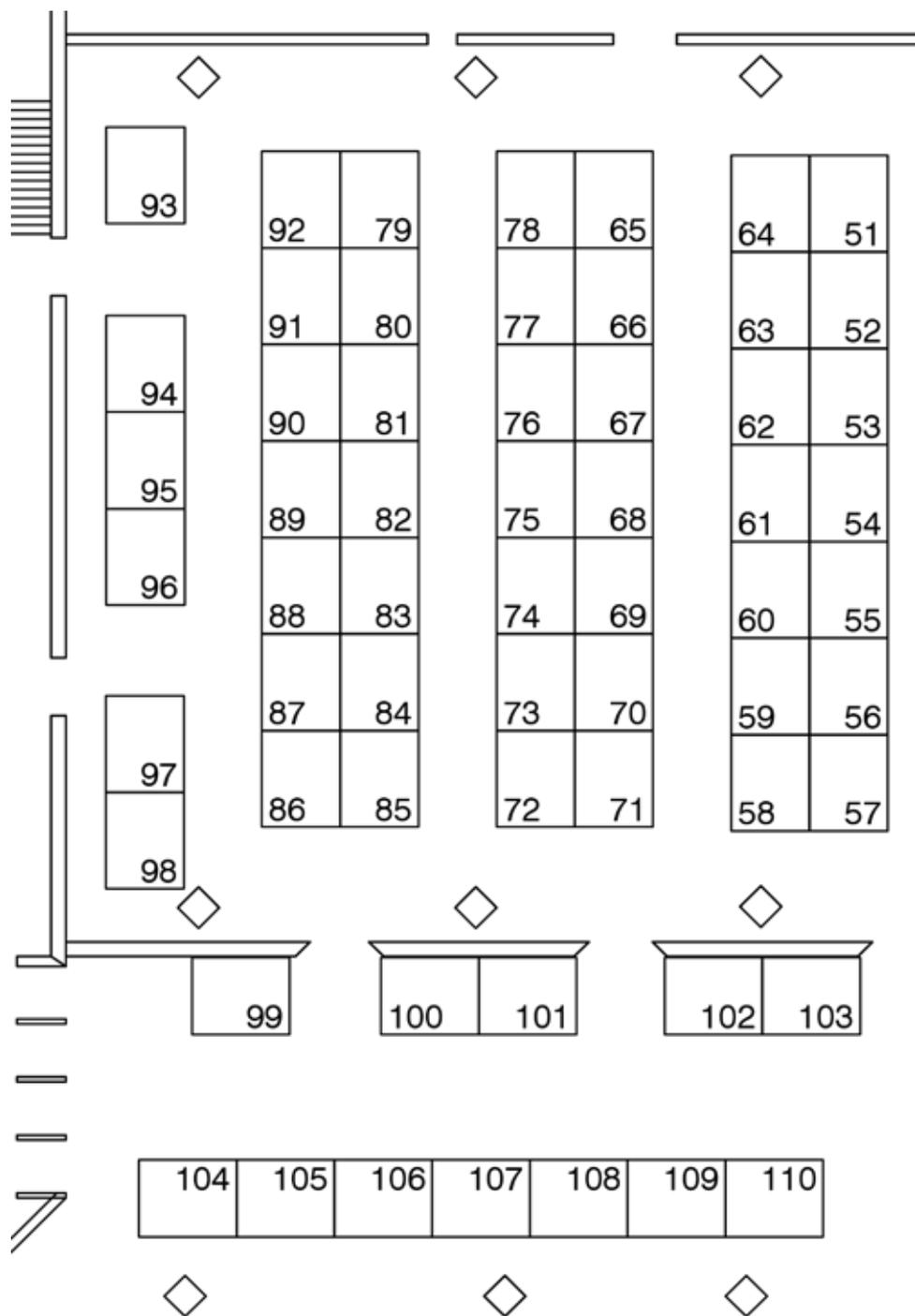
- FBN F2F Genetic seed available for the 2019 season
- Why is being an independent seed company important? When can the farmer benefit? And why did FBN decide to launch its own seed line?
- When does \$99 corn and \$29 beans pay off?
- Planting intentions and trends for 2019

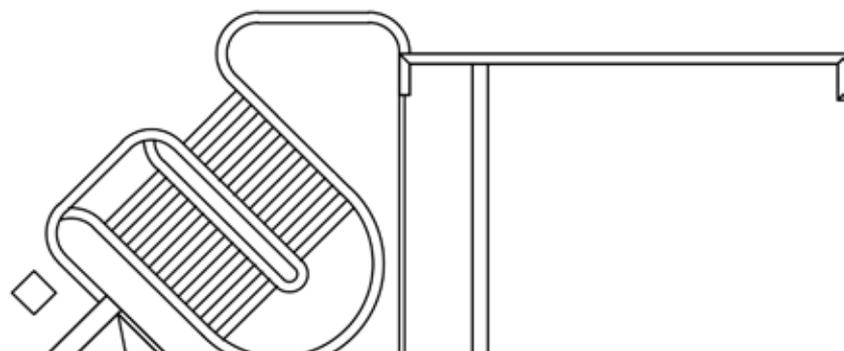
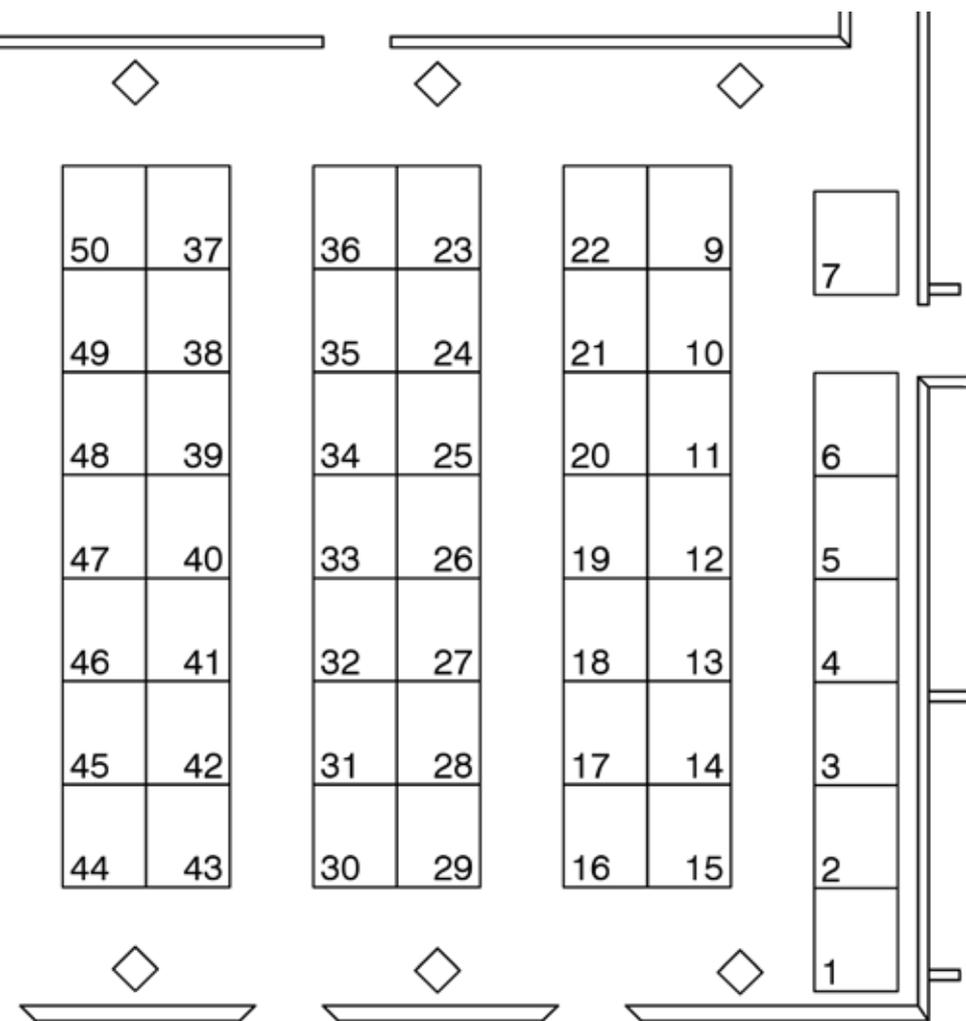
Kevin McNew, Chief Economist

- How is big data helping the farmer in crop marketing
- Market returns for storing beans versus corn - what are the decisions facing farmers on whether to store or sell?
- Outlook for corn and beans, trade war
- Ways to use big data you make extra cents out of a depressed market; what's the ground game farmers can play to get ahead when making marketing decisions

Lucas Strom, Head of FBN Insurance

- New Product Launch: FBN Insurance
- How is FBN looking to disrupt the age-old insurance model?
- How can big data help farmers to make better crop insurance decisions?





Farmers National Company

Booth: 61

Randy Dickhut, Senior Vice President Real Estate Operations

- Land comprises over 80% of total assets held by producers and landowners.
- Some think land values are near a bottom, or are there?
- Lower commodity prices, falling farm incomes, and rising interest rates are the dark clouds on the horizon.
- 2019 cash rental rates are expected to hold fairly steady.

Firestone AG

Booth: 35

Matt Frank, Product Manager

- For farmers with secondary tractors, low-use machines, or moving from bias to radial tires, they can still choose the quality of a Firestone with Performer EVO tires.
- Performer EVO tires carry the Firestone name because they are put through the same performance and durability tests as our premium tires, ensuring a quality product every time.

Brad Harris, Manager, Global Agricultural Field Engineering

- This December, we celebrate Harvey Firestone's 150th birthday. Many of Harvey's business practices, employee relations, and customer care that he used at the turn of the 20th century are still relevant today.
- As farmers go through their regular winter maintenance routines, it makes sense to check tires to ensure everything is in working order next spring.

FMC Agricultural Solutions

Booth: 16

Lisa Homer, Senior Communications Manager

- FMC R&D pipeline
- FMC Freedom Pass, exclusive agronomic and economic incentives for growers

Nick Hustedde, Technical Service Manager

- how growers can tackle weed, insect, and disease resistance issues; new fungicide for row crops

Tom Quade, Technical Service Manager

- 2018 growing season recap
- new Ethos® 3D insecticide/fungicide for 3RIVE 3D application systems

GROWMARK/FS

Booth: 25

Ross Dowell, GROWMARK Manager, Agronomy Equipment

Erik Wilcox, GROWMARK Manager, Crop Protection Application and Equipment

- The FS applicator simulator helps enhance the way FS employees custom-apply products to customer fields.
- New ocular technology provides a 360-degree view for realistic, year-round training.
- Believed to be the first of its kind, this tool enhances stewardship and sustainability throughout the GROWMARK System.

GROWTH ENERGY

Booth: 14

Emily Skor, CEO

Leigh Claffey, Director of Communications

- RVP
- milestones with E15
- ensuring a strong RFS
- global exports
- the growth of next generation fuels, such as cellulosic ethanol
- biofuels – driving innovation, creating jobs, improving our environment, reducing our dependence on foreign oil, and giving consumers a choice
- strengthening the agriculture economy

Irrigation Association

Booth: 56

John Farner, Government and Public Affairs Director

- Learn about the current trends in irrigation management, including drip-micro and sprinkler irrigation.
- Discuss the latest in water policy and how water availability for agricultural irrigation is affected.
- information relating to the newly formed Irrigation Innovation Consortium, a partnership with Colorado State, Fresno State, Texas A&M, University of Nebraska-Lincoln, and Kansas State
- information on the recent election and what it means for the Farm Bill and conservation programs

John Deere

Booth: 44

Jarred Karnei, Product Marketing Manager for Tillage

- overview of the recently introduced 2660VT Variable-Intensity tillage and 2680H High-Performance tillage tools

Lyle McMillian, Tractor Marketing Manager

- update on John Deere's expanding utility tractor lineup for the farm and ranch

John Mishler, Marketing Manager for Precision Ag

- discuss the new 4240 Universal Display and AutoTrac™ Universal 300 guidance solution to help farmers farm even better next year and beyond, no matter what color equipment they run

Koch Agronomic Services

Booth: 32

Ryan Potter, Product Manager, New Products

- Get the latest on ANVOL™ nitrogen stabilizer, the next-generation urease inhibitor driven by DUROMIDE™ technology, that the company plans to introduce in 2018. DUROMIDE was developed to extend the duration of ammonia volatilization protection and minimize the amount of fertilizer applied.

Dr. Greg Schwab, Director of Agronomy

- Learn more about CENTURO™ nitrogen stabilizer – a noncorrosive nitrification inhibitor designed for use with anhydrous ammonia, launched in 2018.

Kubota Tractor Corporation

Booths: 105, 106

Kent Brown, Senior Product Manager, Ag Tractors

Dave Palmer, Senior Product Manager, Implements

- Kubota continues the brand's collective commitment to North American agriculture and rural markets through product innovation and customer service.
- Field-proven Kubota M7 Series tractors focus on producer demands amidst shifts in the industry.
- the success of the Kubota Hay Tools full line and customer feedback from the field

Land O'Lakes, Inc

Booth: 70

Troy Wistuba, Director of dairy technical innovation with Land O'Lakes

- Learn about new Land O'Lakes nutrition products that support calf gut health to reduce antibiotic use.
- Hear how farmers can achieve a 5:1 return on their investments from their calf programs.
- Discuss new research on metabolizable protein benefits for transition cows.
- Find out how new research on fatty acid supplementation helps farmers increase component yields to tap into new market opportunities.

Livestock Marketing Association

Booth: 80

Jared Miller, 2018 World Livestock Auction Championship - Reigning Champion

- transition from auctioneer to auction market owner
- 2019 LMA Annual Convention and World Livestock Auctioneer Championship, June 6-8, Tulare, Calif.
- Livestock Marketing Seminar: focusing on developing future leaders

Tom Frey, President of Livestock Marketing Association

- livestock auction market owner from Creston, Iowa
- leadership and transition of owning a business and being a part of trade association
- Livestock Marketing Seminar: focusing on developing future leaders
- ag policy issues relevant to livestock marketing sector

Chelsea Good, LMA VP of Government and Industry Affairs

- Cattle Traceability: Livestock markets are a major location for identifying livestock, and LMA is active in conversations regarding the future of traceability.
- Livestock Payment Default: the Securing All Livestock Equitably (SALE) Act would change the law to provide livestock sellers additional recovery during dealer payment defaults.
- ag policy relevant to livestock marketing sector

Jara Settles, LMA General Counsel

- Transportation: legislative and regulatory efforts to adjust Hours of Service and Electronic Logging Device implementation
- common legal issues in the livestock industry, including payment problems, liens, and other transactional issues
- ag policy relevant to livestock marketing sector

Merck Animal Health

Booth: 28

Guy Ellis, D.V.M., technical services veterinarian

- Learn about the first FDA-approved pour-on for pain control in cattle.
- Now producers can conveniently administer a non-steroidal anti-inflammatory (NSAID) cattle product to control pain due to foot rot and fever due to BRD.

Harold Newcomb, D.V.M., technical services veterinarian

- Parasites negatively impact the overall health and performance of cattle – decreasing feed intake, reducing average daily gain, lowering milk production and impairing the immune response to vaccines and diseases.
- Learn about the most effective strategy to control internal parasites in light of the developing parasite resistance to ivermectin products.

Microsoft

Booth: 38

Richard Cullen, Executive Director, Connect Americans Now

- Richard Cullen will speak about Connect Americans Now, a community of concerned citizens, local organizations, rural advocates, and leading innovators committed to taking action to eliminate the digital divide that is holding rural America back.

Mike McMahon, Senior Director, External Affairs

- Mike McMahon will speak about Microsoft's Rural Airband Initiative, which aims to connect more than two-million Americans in rural America to affordable broadband access through partnerships with equipment makers, internet access providers, and local entrepreneurs.

Midwest Dairy

Booth: 78

Lucas Lentsch, CEO

- Midwest Dairy's strategic approach to connecting with consumers to build dairy demand, with focus on retail, innovation partnerships, and school foodservice relationships.
- host of "Dairy on the Air" podcast, a forum to engage the industry in conversations about dairy trends and how checkoff works to build demand and consumer confidence

Allen Merrill, Board Chairman

- South Dakota dairy farmer with insights on the value of dairy checkoff, the dairy industry's impact on local communities, and how dairy farmers use unique ways to share their stories with consumers
- the power of national and regional partnerships to drive dairy sales, including McDonald's, Pizza Hut, and the Undeniably Dairy campaign

National Association of Conservation Districts

Booth: 63

Brent Van Dyke, President; New Mexico Farmer/Landowner

- Learn more about the role conservation districts serve at the local, state, and national levels.
- Understand how NACD provides a unified, national voice for the more than 3,000 conservation districts across the United States.
- Learn how NACD is increasing technical capacity and on-the-ground conservation through both technical assistance and urban grants funding.

Tim Palmer, President-Elect; Iowa Farmer/Landowner

- Palmer was a governor-appointed member of the Iowa State Soil and Water Conservation Committee and can speak to conservation from both a state and national level in addition to his personal experience.
- Learn more about the role NACD plays in advocating for conservation programs to legislators — including the 2018 Farm Bill and where conservation districts currently stand.
- Gather insight into the case studies NACD has conducted regarding cover crops and soil health as well as the economic benefits associated with these efforts.

National Biodiesel Board

Booth: 37

Greg Anderson, Nebraska Soybean Farmer, NBB Governing Board Member

- The biodiesel industry utilized more than 33 percent of the oil from our domestic soybean crush and nearly a quarter of all U.S. produced animal fats.
- Learn how biodiesel brings 63 cents per bushel back to soybean farmers and continually returns dividends on farmers' checkoff investments.

Kaleb Little, Director of Communications

- NBB celebrated its 25th anniversary this year. This milestone event highlights the phenomenal growth of the biodiesel industry. What started as a study at the University of Missouri has turned into a nearly 3-billion-gallon industry.
- 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 more than 64,000 jobs, many of which are the highest paying in the area where production plants are located. In fact, biodiesel is the American innovation fueling \$2.54 billion in wages.
- See how a more than \$11 billion annual economic impact is helping revitalize rural economies.

National Bison Association

Booth: 52

Dave Carter, Executive Director

- Water buffalo meat, labeled as “buffalo,” is invading the U.S. marketplace. The NBA is fighting this deceptive labeling.
- The bison business is prospering; the NBA is promoting the Bison Advantage to new/prospective producers.
- Bison herds are a key to addressing climate change. The NBA is promoting that message.

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

Booth: 48

Colin Woodall, Senior Vice President, Government Affairs

- Colin will be on hand to provide perspective on how the recent elections will impact the beef industry. He also is available to discuss fake meat, the Farm Bill, and NCBA's other priority issues.

Dawn Caldwell, Chair, Federation Division

- Dawn is available to discuss NCBA’s program of work as a contractor to the beef checkoff.
- She will be able to discuss the refresh of the brand: Beef. It’s What’s for Dinner and the 2019 plan of work that benefits the beef industry.

Jennifer Houston, President-Elect

- Jennifer will be available to discuss NCBA policy priorities including fake meat and other topics of importance of the beef industry such as the Farm Bill.
- She also will be able to provide perspectives on beef industry traceability and sustainability.

National Corn Growers Association

Booth: 40

Lynn Chrisp, President

Kevin Skunes, Chairman

Kevin Ross, First Vice President

Jon Doggett, CEO

- trade
- ethanol
- farm economy
- Farm Bill
- Consider Corn Challenge
- NCGA, USB, National Pork Board Memorandum of Understanding

National Crop Insurance Services

Booth: 20

Tom Zacharias, President

- Crop insurance is a cornerstone of the safety net for America's farmers and ranchers. Learn why this public/private partnership is so important to farmers and taxpayers, alike.

National Farm Medicine Center

Booth: 79

Scott Heiberger, Communications Manager

- Keep Kids Away from Tractors: cab or no cab, it's not safe.
- Journal of Agromedicine: source of story ideas, research
- farm safety check: monthly checklist topics
- agricultural youth work guidelines: helping youth do the job safely
- telling the story of ag safety, through survivors' stories

National Farmers Union

Booth: 34

Rob Larew, Sr. Vice President of Public Policy and Communications

- trade
- Farm Bill
- biofuels

National Grain and Feed Association

Booth: 84

Randy Gordon, President and CEO

- Trade: What comes after USMCA? -- the grain, feed, and processing industry's biggest trade priorities
- Biotechnology: What challenges do new plant breeding techniques (e.g., gene-editing) bring to the grain marketplace?
- Farm Bill: Why are conservation program reforms important to U.S. agriculture's future competitiveness?
- Runaway Train: Can we achieve a proper balance between freight railroads' relentless drive for earnings versus U.S. agriculture's need for good, reliable service?
- Safety: How will NGFA be advocating for workplace safety during its "Stand Up for Grain Safety" event and its alliance with OSHA?

National Outstanding Young Farmers

Booth: 102

Chad & Deb Bremmer, 2017 NOYF National Winner

- Stop by to speak with 2017 NOYF National Winners from Illinois, Chad & Deb Bremmer, to hear about their personal experiences after being selected as one of the four winners by the longest recognition program in the U.S.
- National Outstanding Young Farmers

Sharon Page, OFA Coordinator/Event Planner

- Learn more about the NOYF Program., the longest recognition program in the U.S. founded in 1955 by the U.S. Chamber of Commerce (Jaycees) to recognize those young individuals who excel in their field being stewards of the land, conservation standards, and community involvement. Each year, the NOYF selects four candidates from the 10 young individual(s) to receive this honor.

National Pork Board

Booth: 71

Bill Even, CEO, National Pork Board

- Opportunities, challenges, and emerging technologies abound in the U.S. pork industry today: how is the Pork Checkoff working to help producers position themselves to take advantage of innovation on their farms?

Steve Rommereim, President, National Pork Board

- When it comes to growing demand for pork, an incredible amount of work is underway behind the scenes. Talk with Steve, Pork Checkoff's producer president, and gain insight on our outreach.

Brett Kaysen, AVP Sustainability

- Pork producers are dedicated to continuous improvement. Learn how the pork industry, along with our partners from corn and soybeans, is working on a new venture focused on production sustainability.

Cindy Cunningham, AVP Communications

Carrie Webster, Manager Producer-State Communications

- available to assist with media interviews

National Pork Producers Council

Booth: 65

Jim Heimerl, President; Pork Producer – Ohio

- U.S. pork dependence on trade
- pork sector trade priorities

Scott Hayes, Board Member, Pork Producer – Missouri

- U.S. pork relies on foreign labor and needs a stable workforce. There's currently an agricultural labor shortage.
- NPPC supports visa system reform that establishes a legal and productive workforce without placing an undue burden on employers.

Dallas Hockman, Vice President, Industry Relations

- U.S. pork's commitment to sustainability
- core values reflected in U.S. pork sustainability practices
- U.S. pork sector We Care program

Dr. Liz Wagstrom, Chief Veterinarian

- Animal Disease Threats -- U.S. pork's Farm Bill asks to address animal disease risk, including Foot-and-Mouth Disease and African swine fever
- Lab-Produced Cultured Protein & Gene Editing in Livestock -- The USDA, not FDA, should have final regulatory authority over these emerging technologies.

Jim Monroe, Senior Communications Director

- interview facilitation
- back-up spokesperson on all NPPC topics

National Sorghum Producers

Booth: 26

Dan Atkisson, Chairman

- Atkisson is the newly appointed chairman of the National Sorghum Producers, which serves as the voice of the sorghum industry through legislative and regulatory issues. Atkisson farms grain and forage sorghum, wheat and registered black angus cattle near Stockton, Kansas.

Nutrien Ag Solutions

Booth: 12

Brent Smith, Vice President – Marketing and Innovation

Jeff Tarsi, Vice President – Retail North America

- Learn how the new digital platform from Nutrien Ag Solutions, the industry-leading ag retail network, enables farmers to more effectively manage their unique agronomic and business needs, with 24/7 access to pay invoices, manage service schedules, receive insights on their farm's agronomic data, and order products/services to help maximize performance.

Pioneer Seeds

Booths: 66, 67

Pat Arthur, Pioneer Soybean Category Leader

- Hear about 2018 performance of Pioneer® brand A-Series soybeans, the highest-yielding soybeans varieties Pioneer has ever introduced, including the yield advantage and other benefits of Pioneer brand soybeans with Roundup Ready 2 Xtend® technology.
- As downstream demand for high oleic soybeans continues to increase, contracted acres for Pioneer® brand Plenish® high oleic soybeans are expected to increase in 2019.

David Borgmeier, Seed Applied Technology Category Leader

- Learn about the latest in seed-applied technology with the LumiGEN™ seed treatment portfolio.
- Seed treatments can help farmers get their crops off to a strong, healthy start in 2019, even in less-than-ideal growing environments. Hear how DuPont™ fungicide seed treatment can protect seed from Phytophthora, the number-one yield-robbing disease in soybeans.

Ryan Myers, Pioneer Corn Category Leader

- Hear about harvest results and the consistent performance we're seeing from the newest classes of Pioneer® brand corn products, which are coming out of the most rigorous pre-commercial testing process Pioneer has ever implemented.
- Learn about Pioneer® brand corn products with the acreFLEX designation, the most recent addition to the Pioneer lineup that maximizes grower return on investment by delivering comparable yields at lower plant populations.
- Learn more about our unique genetics and why you will never find the same hybrids in a competitor's bag.

Ken O'Brien, Commercial Unit Digital Lead

- Hear how growers can boost their 2019 spring planning with Encirca® services and Granular.
- Find out how the new Yield Map overlay works with Encirca's Satellite Imagery, allowing farmers to instantly see how in-season applications translated to yield.

Amanda Rinehart, Pioneer Marketing Leader

- Hear how Pioneer has stayed true to its nearly 100-year legacy of focusing on farmers. Pioneer uses the latest research and development tools, local on-farm trials, as well as cutting-edge agronomy and digital services to work directly with farmers to maximize their productivity and profitability, acre by acre.
- Dig into TruChoice®, a new offering designed to give farmers upfront savings on their crop protection and seed purchases this fall. No need to wait for a rebate with TruChoice®!
- Learn how Corteva Agriscience™, Agriculture Division of DowDuPont, celebrated the International Day of Rural Women; and hear about new research and how the company supports women working in agriculture in the U.S. and around the globe.

Pivot Bio

Booth: 49

Mark Reisinger, Marketing Director

- Learn about Pivot Bio PROVEN™, a new microbial solution for 2019 planting that applies nitrogen daily to corn.
- Share data that demonstrates how this new crop nutrition tool will help farmers reduce in-field variability while reducing their dependence on synthetic nitrogen fertilizer, which leads to a higher level of sustainability.

POET, LLC

Booth: 5

Jeff Broin, CEO

- E15 - a 15% ethanol, high-octane fuel for consumers - will have an enormous impact on farm economies once summer driving restrictions are lifted.
- new biofuel co-product replacing more petroleum-based goods
- open to discuss other biofuel/ag topics, as well

Progressive Agriculture Foundation

Booth: 101

Brian Kuhl, Chief Executive Officer

- The foundation's mission is to provide education, training, and resources to make farm, ranch, and rural life safer and healthier for children and their communities. Brian will speak to how the Progressive Agriculture Foundation offers a broad-reaching cause-marketing opportunity for sponsors to fulfill their corporate social responsibility.

Bernard Geschke, Program Specialist

- From farm equipment to food, Progressive Agriculture Safety Days® is the largest rural safety and health education program for children in North America and is celebrating 25 years in 2019. Bernard will discuss the value of presenting at or attending a Safety Day and how the program has helped promote safe and healthy practices in agriculture for all generations at home, work, and play.

Propane Education & Research Council

Booth: 81

Mike Newland, Director of Agriculture Business Development

- Learn about new propane-powered farm equipment and how it can cut costs, boost efficiency, and reduce emissions. From irrigation engines and grain dryers to building or water heating, propane can do that.

Protect The Harvest

Booth: 73

Glen Klippenstein, Board President of Protect The Harvest

Betty Doke, Project Coordinator

- Don't call it meat if it doesn't come from livestock or poultry, a new Missouri law says.
- The new law prohibits food companies from marketing products that are not derived from harvested production livestock and poultry as meat.
- Missouri's new law has drawn legal challenges in federal court.

Rabo AgriFinance

Booth: 87

Christine McCracken, Senior animal protein analyst

- TRADE – how are U.S. trade policies affecting the pork market: China, USMCA and others
- AFRICAN SWINE FEVER – global status and the potential impact for U.S. pork and poultry

RCIS

Booth: 85

Mike Day, Head of RCIS

Greg Eaton, Head of Sales and Service, RCIS

- discussion of how advanced technologies are impacting all aspects of agriculture, including crop insurance
- rundown of Precision Farming Services federal products, including new dairy coverages, and private product coverage options, such as RPowerD, etc.

Christy Seyfert, Assistant Vice President and Director of Crop Insurance, RCIS

- summary of new Farm Bill and changes it brings to the table
- importance of private-sector-delivery of crop insurance

REALTORS Land Institute

Booth: 103

Jeremy Stephens, ALC, 2018-19 RLI National President

- Who are the sellers of land today? Who are the buyers? What land markets are the hottest? Find out from an expert Accredited Land Consultant (ALC) and the 2018-19 National President of the REALTORS® Land Institute.
- Discover where land values stand and what the outlook is for the coming year from an Accredited Land Consultant (ALC) and the 2018-19 National President of the REALTORS® Land Institute.

Renewable Fuels Association

Booth: 104

Geoff Cooper, CEO

Rachel Gantz, Spokeswoman

Robert White, Vice President of Industry Relations

- RFS; E15 and other mid-level blends; exports and international trade; ethanol co-products; ethanol education for boaters, motorcycle riders and others; and high-octane, low-carbon fuels

Stewart-Peterson

Booth: 98

Bryan Doherty, Vice President Brokerage Solutions/Senior Market Advisor

- Ask me my thoughts on what 2019 will bring for commodities and how I feel inflation could be a major factor.
- Get my take on a shrinking U.S. and world supply of both corn and wheat and strategies farmers should consider to take advantage of potential opportunity.

John Heinberg, Market Advisor

- Ask me about African Swine Fever and how farmers can prepare for its potential impact on the livestock markets.
- Let's talk about how tariffs had the biggest impact on 2018 commodity prices and how they will affect the agriculture industry in 2019.

Swine Health Information Center

Booth: 110

Dr. Paul Sundberg, Executive Director

- African swine fever - prevention, preparedness, response
- swine disease matrix update - how it's used
- disease monitoring - international and domestic disease status

Syngenta

Booths: 53, 54, 55

Mary Kay Thatcher, Senior Lead, Federal Government Relations

- Mary Kay Thatcher, a fifth-generation Iowa farmer and one of the most knowledgeable farm policy experts in the United States, advocates for the interests of American farmers.

Shawn Potter, Head of Seedcare Product Marketing

- As the 2019 season approaches, now is a good time for farmers and applicators to brush up on seed treatment stewardship best practices.

Chris Tingle, Head of Enogen Commercial Operations

- Since its introduction, Enogen corn enzyme technology has provided corn growers the opportunity to be enzyme suppliers for participating ethanol plants and earn a per-bushel premium. Meanwhile, Enogen Feed hybrids offer dairy and beef producers a more efficient nutrition source for their cattle.

Scott Erickson, Soybean Product Manager for NK

- The NK soybean portfolio is growing, with 13 new varieties available for the 2019 season. Developed with the latest seed breeding technology, these new varieties will help growers across the U.S. find the best fit and value for their unique conditions.

The Mosaic Company

Booth: 83

Dr. Ross Bender, Senior Agronomist

- Even in tough economic times, it's critical for farmers to look beyond just macronutrients when it comes to making fertilizer decisions.
- It's important for crops to receive the proper amount of sulfur all season long as it is essential for plant growth. Learn about sulfur-enhanced products from The Mosaic Company.

U.S. Apple Association

Booth: 108

Jim Bair, President and CEO

- trade, agriculture labor, Farm Bill, and all things apples

U.S. Custom Harvesters

Booth: 39

Rana Zeller, Board Member

- Rana will speak about the recent passing of an exemption from FMCSA for those under 21 with CDLs, custom harvesters and H-2A audits, also the need for a beneficial foreign labor program. She will also speak about an upcoming rule requiring employers to send employees to a commercial driver training school and how USCHI is helping to build a curriculum. She can also answer questions about the 2018 silage harvest.

Dane Dolechek, Board Member

- Dane will speak about why hiring a custom harvester may be the best option. He also will speak about regulations changes and their effects on harvesters and farmers.

Raph Jolliffe, Board Member

- Ralph will speak about why many farm owners should hire forage harvesters. He also will speak about our organization and why custom harvesters may be interested in joining.

U.S. Environmental Protection Agency Region 7

Booth: 74

Jim Gulliford, EPA Region 7 Administrator

- Learn about Region 7's agricultural outreach and current environmental issues intersecting with agriculture to include:
 - chemical accident prevention through compliance assistance workshops,
 - Flint Hills smoke management research and scheduling of prescribed burns, and
 - water quality efforts related to nutrient management, harmful algal bloom research, and identified sources.

U.S. Grains Council

Booth: 60

Tom Sleight, President and CEO

Jim Stitzlein, Chairman

- leaders of U.S. Grains Council and expert in global market development and trade policy issues for U.S. corn, sorghum, barley, distillers dried grains with solubles, and ethanol

U.S. Meat Export Federation

Booth: 75

Cevin Jones, Idaho Cattle Feeder and USMEF Chair-Elect

- export results for U.S. beef, pork, and lamb
- importance of red meat exports to U.S. producers and to U.S. ag economy
- importance of trade agreements and improved market access for U.S. red meat
- impact of trade disputes and retaliatory tariffs

U.S. Soybean Export Council

Booth: 31

Lisa Humphreys, Communications Manager

Jen Del Carmen, Communications Consultant

Eric Gibson, Stakeholder Relations

- 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 also will talk about how our subject matter experts could be optimized as potential future interviews for NAFB members.

U.S. Wheat Industry

Booth: 27

Jimmie Musick, President and Oklahom Wheat Farmer

- next steps for 2018 Farm Bill
- how the 2018 midterms will shape the U.S. wheat industry
- outlook for congressional action on trade
- The 2019 National Wheat Yield Contest adopts quality component

Doug Goyings, Vice Chairman and Ohio Wheat Farmer

- Farm Bill implications on U.S. wheat exports and farm income
- trade policy and U.S. wheat exports -- an update
- how overseas buyer preference affects U.S. wheat production

Caitlin Eannello, Director of Communications

Steve Mercer, Vice President of Communications

United Soybean Board/Soy Checkoff

Booth: 30

Polly Ruhland, Chief Executive Officer

Lewis Bainbridge, United Soybean Board Chair and soybean farmer from Ethan, South Dakota

Keith Tapp, United Soybean Board Director and soybean farmer from Sebree, Kentucky

- In a time when soybeans are front-page news, it is crucial our soy checkoff dollars work to cultivate a market as far-reaching and productive as soybean farmers themselves. The United Soybean Board is working harder than ever to open new markets and grow existing demand through a unique, collaborative approach unlike what any checkoff has done before. USB leaders are ready to reveal their plans to cross commodity groups, supply chains and all other boundaries to ensure a strong and profitable future for U.S. soybean farmers.
 - new collaborative partnerships in the industry
 - future markets for U.S. soybeans
 - current U.S. soy demand
 - future of USB and our soy checkoff

USDA Farm Service Agency

Booth: 94

USDA National Agricultural Statistics Service (NASS)

Booth: 91

Donald Buysse, Chief of the National Agricultural Statistics Service's Census Planning Branch

Joe Prusacki, Director of National Agricultural Statistics Service National Operations Division

- Find out what to expect with February's Census of Agriculture release; how is responding to surveys and finding data getting faster and easier; stop by to discuss: 11 a.m. CT, November 8, Crop Production report as well as the Agricultural Resource Management Survey and other upcoming USDA NASS surveys

USDA Natural Resources Conservation Service

Booth: 91

Leonard Jordan, Acting Chief of USDA Natural Resources Conservation Service

- NRCS provides leadership in a partnership effort to help people conserve, maintain, and improve our natural resources and environment. Jordan is available to talk about farmers.gov (USDA's new website built for farmers, by farmers), the new Farm Production and Conservation Business Center, and conservation programs offered by USDA.

USDA Rural Development

Booth: 92

- USDA Rural Development officials and staff will highlight the agency's investments during Fiscal Year 2018 that helped bring jobs and prosperity to rural communities. USDA personnel also will discuss Rural Development's investments to help build and upgrade rural electric, water, and telecommunications infrastructure.

USDA Trade & Foreign Agricultural Affairs

Booth: 93

Ted McKinney, Under Secretary, Trade & Foreign Agricultural Affairs

- enhancing international trade opportunities for U.S. agriculture

Valent USA, LLC

Booth: 88

Ron Matoza & Dawn Refsell, SSBU Manager & Field Mkt Dev. Manager

- Valent is introducing two new products for 2019: a liquid PRE herbicide with THREE active ingredients and a liquid formulation mycorrhizae fungi.
- Valent also is unveiling its new Sustainability Solutions Business Team -- a team of more than 15 whose ultimate goal is to educate its customers on the importance and implementation of sustainable practices on farm operations.

Verdesian Life Sciences

Booth: 64

Jim Pullins, Technical Sales Representative

- As The Nutrient Use Efficiency People, Verdesian Life Sciences is committed to helping our growers do more with less.
- For years, inoculant applicating has been wasteful and costly.
- Thanks to FlexConnect and our line of seed treatments and inoculants, Verdesian is helping growers and treaters save time and money -- with no reduction in value.

Jake Socherman, Director of Sales, Specialty Micronutrients

- The use of micronutrients continue to increase as an important part of row crop management plans, particularly across the Corn Belt.
- Verdesian's MicroSync family of micronutrients offers immediate and season-long nutrient availability.
- MicroSync also boasts Verdesian polymer technology.

Vive Crop Protection

Booth: 22

Darren Anderson, President and Co-Founder

- Vive Crop Protection is the first company to bring nanotechnology-enabled crop protection products to corn, cotton, soybean, potato, and sugarbeet (and other) farmers.
- Vive's nanotechnology allows proven products to be used in new ways, for excellent performance and unparalleled mixing.
- Five new fungicide and insecticide products will be available from Vive in 2019.

WinField United

Booth: 77

Justin Risovi, Technology Manager

- Take control during uncertain times. Justin will dive into how ag tech can help farmers get the most out of every investment.
- Justin will discuss the importance of quality data and why farmers should pay attention to where their data is coming from.

Andy Schmidt, Agronomist

- Make the most of every application. Andy will share his tips for protecting crops against weeds, diseases, and pests, and how new data is showing strong ROI.
- Andy will tackle questions about the rise in weed resistance and the importance of management plans for 2019.

Randy Welch, National Alfalfa Agronomist

- Plant for the unexpected. Randy will cover the new advancements in the alfalfa industry and how cutting flexibility is an option for farmers.
- Randy will explain what farmers need to consider for managing their alfalfa crops, how genetics play a part, and ways to safeguard the investment.

Wyffels Hybrids

Booth: 36

Ashley Davis, Public Relations & Content Manager

- key takeaways from 2018 and harvest wrap-up

Mitch Heisler, Marketing Manager

- 2019 hybrid selection considerations
 - 2018 Sticky Trap Program results
 - managing corn rootworm risks

Trista Thompson, Media & Digital Strategy Manager

- advantages of an independent corn breeding and research program at Wyffels Hybrids

Zoetis

Booth: 9

Dr. Doug Fulnechek, Senior Public Health Veterinarian

- Served as supervisory veterinary medical officer at USDA's Food Safety & Inspection Service for 28 years
- Now focused on fostering teamwork between live production and processing to optimize food safety, carcass value, and animal welfare
- Dr. Fulnechek is experienced in food safety. He will share what Zoetis doing to help develop scientifically based, innovative food safety product that deliver farm-to-fork solutions for meat the poultry producers.

Notes



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