

# TRADE TALK

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AGRONOMIC SERVICES

**FMC**



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## Ag Processing Inc (AGP)

Booth: 86

### Adam Piper, Merchandising Manager

- new soybean processing plant in Aberdeen, South Dakota
- soybean harvest update and market outlook
- high oleic soybean contracting opportunity for 2020

## AGI SureTrack

Booth: 107

### Todd Sears, CEO & President

- Growing for a Purpose
  - Come see Todd and learn about SureTrack FARM™.
  - Improve your yield and quality by selecting the right seed for your soil type and location.
  - Track your fields and know when to plant, harvest, fertilize, and irrigate to get the most from your soil.
  - Protect and condition your stored grain with an automated system that will boost your grain quality.
  - Know when and where to sell your grain for maximum profit or work directly with processors to capture premiums for quality grain.
- Delivering Traceability
  - Learn how SureTrack PRO™ gives you the power and control to access, secure, and follow the lifecycle of your grain, from seed through the supply chain.

## American Angus Association/Certified Angus Beef LLC

Booth: 10

### Mark McCully, CEO

- Learn about recent advancements in genetic selection tools for cattlemen.
- Ask about the advantages of enrolling in Angus Link.

### Paul Dykstra, beef cattle specialist

- We'll share ways the *Certified Angus Beef*® brand adds value for cattlemen.
- Ask about genetic selection that will increase carcass quality.



## American Bankers Association

Booth: 87

### **Ed Elfmann, Senior Vice President, Agriculture and Rural Banking Policy**

- Learn more about the current state of agricultural lending in the U.S. from ABA's policy expert Ed Elfmann.
- Elfmann will discuss the results of our recent Agricultural Lenders Survey (released week of November 11) and what we heard from bankers at ABA's annual Ag Bankers Conference (November 10-13).

## American Coalition for Ethanol

Booth: 62

### **Brian Jennings, CEO**

- Renewable Fuel Standards (RFS) and EPA Renewable Volume Obligations (RVOs)
- 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, Senior Vice President**

- flex-fuel retailing from ethanol industry and marketer perspectives
- ethanol logistics — transportation, storage, and handling
- growth of E15, E85 markets
- 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

### Scott VanderWal, Vice President

- Get the latest on hot issues facing Farm Bureau members, including trade, a new Waters of the U.S. Rule, the need for rural broadband and NRCS conservation enforcement concerns, in addition to advancements in sustainability.

### Veronica Nigh, Economist

- Learn more about the economics behind trade, including the gains and losses resulting from efforts to address imbalances and negotiate new agreements, explore the impact of farm bill programs, and gain a better understanding of the perfect storm hitting the ag economy.

### Terri Moore, Vice President, Communications

- Gain insight into the crossroads of external pressures facing agriculture, strategies to bridge the consumer trust gap, and Farm Bureau's commitment to telling the story of ag innovation and evolution.

### Will Rodger, Director, Policy Communications

- Learn more about Farm Bureau's Farm Town Strong program and general agricultural issues of importance to Farm Bureau members.

## American Lamb Board

Booth: 90

### Jim Percival, American Lamb Board member

- state of lamb industry
- flavor research
- American Lamb Summit
- Lamb Jam Tour

## American Seed Trade Association

Booth: 45

**Wayne Gale, Chair, ASTA**

**Andy LaVigne, President & CEO**

- seed trade
- gene editing and the future of our planet, our health, and our food
- hemp seed: challenges & opportunities
- First the Seed Foundation: student education

## American Sheep Industry Association

Booth: 89

**Benny Cox, President**

- sheep industry priorities in re-authorization of mandatory price reporting
- benefits of and uses for American wool and pelts
- impact to American sheep and wool producers during ongoing trade disruption with China

## American Soybean Association

Booth: 42

**Davie Stephens, Chairman**

**Bill Gordon, Vice President**

- China tariffs, USMCA, and other trade topics; biodiesel; Farm Bill; additional policy issues related to the soybean industry

## American Sugar Alliance

Booth: 76

- sugar policy; economic conditions in sugar country; global sugar market

## AMVAC

Booth: 11

### Neil DeStefano, Director, Portfolio & Marketing Communications Management

- AMVAC celebrates 50 years as a global crop protection company serving agriculture, keeping products registered that farmers need, and developing new solutions.
- Traded on the NYSE as AVD, AMVAC has a growing portfolio with leading positions in insecticides, herbicides, defoliants, fungicides, and nematicides.
- AMVAC's "Growth Pillars" are alliances, acquisitions, and biologicals. This includes application technology, innovation, and international expansion.
- Neil will speak to AMVAC's robust pipeline of new herbicides, insecticides, and fungicides in the next three years for corn, soybeans, and cotton.

### Jim Lappin, SIMPAS Commercial Manager

- Jim can speak to the latest updates on the SIMPAS application system – a new smart integrated multi-product precision technology launching in 2020. SIMPAS will have an open platform with product solutions in various categories, including insecticides, nematicides, fungicides, micronutrients, and biologicals.
- SIMPAS - apply exactly what you need precisely where you need it. Return any unused product in SmartCartridge containers for credit.

### Nathaniel Quinn, Crop Marketing Manager – Corn, Soybeans, & Sugar Beets

- Visit with Nathaniel to learn about AMVAC's new herbicide products that will launch in 2020.
- Learn about Assure II® herbicide, the most recent addition to the AMVAC portfolio.

## **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.
- Learn about the College Aggies Online scholarship program, which helps students be confident communicators on campus about agriculture.

### **Hannah Thompson-Weeman, Vice President of Communications**

- strategic communicator with unique insight into monitoring and responding to animal rights activist group tactics
- Learn about activist tactics, including undercover videos, protests, break-ins, trespassing, and animal theft.
- Discuss “What Would Jesus Really Eat?” -- a new book addressing what the Bible says about using and eating animals from different perspectives.

## **Anuvia Plant Nutrients**

Booth: 108

**BASF**

Booth: 58

**Nick Fassler, Manager, Technical Marketing Group**

- BASF is dedicated to providing soybean growers with choices to manage their fields throughout the season. Learn more about BASF's expanded soybean portfolio, which now includes the Credenz seed brand, LibertyLink GT27, and seed treatments in addition to its legacy crop protection portfolio.

**Kate Greif, Product Manager**

- BASF is on a mission to help growers eradicate weeds on their farms. Learn more about Operation Weed Eradication, BASF's industry-wide initiative which calls on growers and partners with whom we work to take action to eliminate troublesome weeds in their fields, with the end goal of total on-farm eradication.

**Paula Halabicki, Technical Marketing Manager**

- Learn more about BASF's newest fungicides, Veltyma fungicide for corn and Revytek fungicide for soybeans. Powered by Revysol fungicide, a new active ingredient that is different from any other DMI seen before, both provide fast uptake and curative activity, enhanced binding strength, and exceptional performance under high disease pressure.

## **Bayer**

Booth: 2

### **DEKALB Asgrow: Pete Uitenbroek**

- Stop by to learn the latest on DEKALB and Asgrow products for the 2020 season and get a recap on 2019.

### **Channel Seed: Brock Helgerson**

- general agronomic updates and information on Channel's integration into Climate FieldView Platform and the latest on Channel Protexus Corn which provides tolerance against five yield-robbing diseases

### **XtendiMax Herbicide with VaporGrip Technology: Alex Zenteno**

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

### **Bayer PLUS: Josh VanDeWalle**

- Learn more about Bayer PLUS for the 2020 season.

### **Climate Corporation: Brad Roberts**

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

### **Bayer SeedGrowth: A.J. Hohmann**

- Learn more about Bayer's seed applied solutions platform.

### **Delaro: Ray Lello**

- updates on Bayer's Crop Protection Portfolio, including the fungicide Delaro

### **WestBred Wheat: Jeff Koscelny**

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

### **Bayer's Commitment to 4-H and FFA: Darren Wallis**

- updates on Bayer's partnerships with 4-H and FFA

### **The Watch - Corn Rootworm Awareness: Jody Gander**

- Learn about the company's efforts to promote awareness around corn rootworm via The Watch program.

## Bayer (continued)

Booth: 2

### XtendFlex Soybeans: Lisa Streck

- Learn about the upcoming launch of XtendFlex Soybeans, pending regulatory approvals.

### Channel Seed: Whitney Monin

- Discuss general agronomic updates and information on Channel's integration into Climate FieldView Platform and the latest on Channel Protexus Corn, which provides tolerance against five yield-robbing diseases.

### Channel Seed Grain Marketing Consultant: Matt Bennett

- Matt takes his experience as a grower and offers down-to-earth grain marketing advice to help farmers improve their opportunities for profitability.

### Bayer Sustainability: Bret Sitzman

- Bret will offer updates from Bayer on commitments to sustainability.

## Bayer Animal Health

Booth: 72

### Dr. Larry Hawkins, VSA

- Learn more about strategic deworming and how to help avoid resistance issues. Find out what producers can do to help stop the potentially damaging impact of lice, which can cost the industry more than \$125 million a year, according to the USDA.

## BigIron Auctions

Booth: 103

### Mark Stock, Co-CEO & Owner

- retirement and succession planning for retiring farmers
- getting the greatest ROI on your real estate or equipment
- what's hot on the auction block



## **Boehringer Ingelheim**

Booth: 47

### **Dr. Peggy Thompson, Cattle Professional Services Veterinarian**

- Bovine Viral Diarrhea Virus Type 1b is the most prevalent strain of BVDV; its effect on cattle is severe; we will discuss management and prevention strategies for dairy and beef.
- BVDVTracker.com is a new tool for surveillance and management of BVDV. Listeners can submit free samples for testing, and the interactive heat map can help the industry combat this disease.

### **Dr. Greg Cline, Swine Professional Services Veterinarian**

- The story of the swine industry's ability to control porcine reproductive and respiratory syndrome (PRRS) is one that's rooted in collaboration between the industry and the academic research community.
- We'll discuss key insights and PRRS prevention tips for producers and veterinarians developed over the past 25 years.

## **Case IH**

Booth: 51

### **Denny Stroo, Case IH Farmall Tractors Marketing Manager**

- Hear about new Farmall utility A series tractors. These utility tractors are economical and capable of taking on every task — now available in cab and non-cab options.

### **Leo Bose, Case IH AFS & Harvesting Marketing Manager**

- Hear about the latest precision technology for farm management and combines.
- AFS Harvest Command™, available on Axial-Flow® 250 series combines, enables producers to harvest at peak efficiency by sensing and optimizing machine settings. Plus, track, monitor, and manage equipment from anywhere with AFS Connect™.

### **CJ Parker, Case IH Crop Production Product Specialist**

- Hear about why soil compaction is top-of-mind for producers this year.
- Tough field conditions have compacted soil more than in past years. Case IH has the top five things for producers to know about fall compaction and has tillage tools that can help.

## Cattlemen's Beef Board

Booth: 50

### Jared Brackett, Vice Chairman

- Get an update on Beef Checkoff programs and our contractors, beef industry response to meat alternatives, and how we are growing beef demand

### Hugh Sanburg, Secretary/Treasurer

- Stop by to chat about growing areas for beef exports, beef industry's sustainability, and how the Beef Checkoff is supporting those initiatives to drive beef demand worldwide.

### Greg Hanes, CEO

- Visit with CBB's new CEO Greg Hanes, who will speak about the state of the Beef Checkoff and how it benefits producers and drives demand for beef.

## Central Life Sciences

Booth: 1

### Mark Newberg, Director of Corporate Communications

- Insect control in stored grains: Centynal EC and Diacon IGR, Diacon IGR PLUS 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.

### Tracy Harris, Vice President, Sales

- 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.

## Certified Crop Advisers (CCA)

Booth: 7

### **Mandy Fox, CCA-KS, CPAg, Environmental Consultant**

- regulatory and environmental consulting (nutrient management)
- Ask Mandy about being that “insurance policy” for growers, helping them follow and interpret nutrient management plans/regulations.
- local work with Kansas State University undergrads to take CCA exams on campus and preparing them to advise growers
- the importance of CCAs to growers as trusted advisers

### **Eric Welsh, Program Manager-Marketing & Business Relations**

- Learn about what’s NEW with ASA’s Online Classroom!
  - launching a subscription model...featuring unlimited CEUs for a year
  - foremost provider of professional agronomy online-education
- Get more information on the 2020 Sustainable Agronomy Conference:
  - Fall 2020, in Sacramento, California
  - focus: sustainable production agronomy and opportunities for trusted agronomic advisers

## CHS

Booth: 41

### **Erin Wroge, Lubricants Marketing Manager**

- Learn how to protect your engine’s many moving parts during the extreme winter months.
- Hear about the advanced technology inside our full-synthetic diesel engine oils.

### **Patti Uhrich, Risk Management Consultant**

- how the reality of global trade conflicts impacts your marketing decisions
- Learn which market factors to keep top-of-mind heading into 2020.

## CME Group

Booth: 18

### **Tim Andriesen, Managing Director of Agricultural Products**

- Uncertainty about trade policy and tariffs, combined with larger-than-expected crop production, 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 increased steadily in 2019.

## Collette

Booth: 29

### **Izzy Varella, Senior Business Development Representative**

#### **Jordan Marx, Manager**

- For more than 100 years, Collette has been the leader in helping travelers navigate all seven continents in style! Let us help you create an amazing come-along trip. Join our growing list of partnerships with well-established media brands and watch your REVENUE and audience LOYALTY grow!

## Compeer Financial

Booth: 24

### **Rod Hebrink, President & CEO**

- the importance of risk management
- managing farm finances amid economic uncertainty
- outlook for the future of Midwest agriculture

## Corteva Agriscience

Booth: 68

### Shawna Hubbard, Trait Herbicide Product Manager

- Enlist E3™ soybeans experienced a successful 2019 with strong performance from Enlist herbicides. Corteva Agriscience™ is ramping up supply to meet strong 2020 demand as growers adopt this trait. All Corteva seed brands are offering Enlist E3 varieties, and more than 100 other seed companies are providing this valuable technology.

### Nick Dame, U.S. Product Manager

#### Dan Berning, Pioneer Agronomy Manager

- Learn how two troublesome crop diseases, northern corn leaf blight and gray leaf spot, have impacted corn farmers across the Midwest. Our spokespeople will address what they've seen this season and best practices for farmers moving forward, including the use of a fungicide.

### Jeff Ellis, Market Development Specialist

- Hear about nutrient management and weed challenges that affected farmers this season as well as tips for controlling them in 2020.
- Hear about the hard-to-control weeds of the 2019 season, including kochia, and how Pixxaro™ EC herbicide brings the next generation of weed control in wheat. Learn about how EPA approval of Pixxaro will help growers protect yield quality and maximize profitability in the 2020 season.

### Jeff Clark, Range & Pasture Specialist

- Pastures were not immune to this year's weather challenges. Let's talk about what cattle producers can do to aid recovery. Plus, we're bringing the first new active ingredient to pasture weed control in nearly 15 years — learn more about new DuraCor™ herbicide and how it helps grow more low-cost forage.

### Ron Geis, Market Development Specialist

- Learn about the benefits of the TruChoice® offer, including improved cash flow, flexible options, and no waiting for rebates. Hear how the TruChoice offer helped farmers save in 2019 on inputs from seed to herbicides to nitrogen stabilizers.

## CropLife America

Booth: 33

### Genevieve O'Sullivan, Vice President, Communications & Marketing

- innovative conversations -- changing how we talk about pesticides

### Kellie Bray, Chief of Staff

- integrity -- the pivotal role decision makers play in the future of the food system

### Sarah Macedo, Manager, Communications

- more with less -- how pesticides are changing the way we look at sustainability

## DSM Animal Nutrition & Health

Booth: 80

### Jon Bergstrom, Ph.D., Senior Technical Support Manager, Swine

- VITAMIN D: INNOVATION FOR A LIFETIME OF PRODUCTIVITY
- Swine:
  - improves gilt selection rates
  - delivers heavier birth and weaning weights
  - improves skeletal development and bone health
- Ruminant:
  - nearly doubles calcium and phosphorus retention compared to D3
  - faster, more consistent absorption than vitamin D3 alone
  - works to make DCAD programs more effective

## Edge Dairy Farmer Cooperative

Booth: 13

### Michael Torrey, Principal

- Gain insights from a veteran of Capitol Hill's political, legislative, and regulatory environment about politics and dairy policy in the Trump era.
- Learn the prospects for trade agreements, immigrant labor solutions, and other policies affecting dairy farmers.

### Brody Stapel, dairy farmer, Board President

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

### Lauren Brey, dairy farmer, Director of Strategic Partnerships and Sustainability

- Look into the future with a millennial farmer as she considers what's next for her family dairy.
- Gauge the progress of farmer-led watershed conservation initiatives developing environmentally and economically sustainable solutions.

### Michael Crinion, dairy farmer, Board Member

- Get a perspective from a first-generation dairyman from Ireland about what's driving dairy's growth in South Dakota, one of the fastest-growing markets in the country.
- Gather input about the impact that decisions in Washington are having back on the farm.

### Tim Trotter, Executive Director

- Assess the sustainability movement via the Dairy Strong Sustainability Alliance, an initiative bringing together dairy farmers, processors, environmentalists and others.
- Hear how one of the largest dairy co-ops in the country empowers farmers to be the voice of milk in Washington.

## Edge Dairy Farmer Cooperative (continued)

Booth: 13

### Paige Frautschy, Agriculture Strategy Manager

- Hear from a conservation practitioner and certified crop adviser about how conservation organizations are collaborating with farmers and the agricultural industry to promote practices that benefit both the environment and the bottom line for farms.

## ESN Smart Nitrogen

Booth: 6

### Alan Blaylock, Ph.D., Senior Agronomist

- ESN Smart Nitrogen is recommended as part of a grower's nutrient stewardship strategy to minimize nitrogen loss and maximize profits – but at what blend percentage is that profit margin the greatest?
- Dr. Blaylock will discuss numerous studies conducted across the U.S. detailing the ideal ESN blends and how growers can determine the perfect ESN blend for their crops.

### John Niemeyer, Marketing Representative

- This year brought several challenges for producers, including excess moisture and an increase in unplanted acres. It will be crucial to get these fields off to the best start for 2020, starting with their nutrient strategy.
- ESN Smart Nitrogen, the polymer-coated urea granule with a responsive release, helps protect against forms of nitrogen loss common in high-moisture conditions and provides nitrogen to your crops when and where they need it.



## Farm Credit

Booth: 23

### Tanner Ehmke, Manager, CoBank Knowledge Exchange

- 2019 corn crop: uncertainty raises volatility for grain elevators, increases risks for end users
- industrial hemp: big opportunities come with big challenges
- trade dispute analysis: retaliatory tariffs are falling on U.S. farmers, not importers
- farm supply outlook: what's ahead for the grain markets and farm supply

### Tim Koch, SVP & Chief Credit Officer, Farm Credit Services of America

- farmland values: changes in cropland values and the factors shaping the real estate market
- Profitability in today's ag economy: the majority of producers have returned to profitability; their adjustments and financial practices offer lessons for maximizing profits in today's environment of tight margins.

### Jana Davidson, Education Content Specialist, Progressive Agriculture Foundation

- Learn how the Progressive Agriculture Foundation is expanding its Safety Day program to include a focus on mental well-being and stress for rural youth.

## Farmers Business Network

Booth: 15

## Farmers National Company

Booth: 61

### Randy Dickhut, Senior Vice President - Real Estate Operations

#### Grant Fitzgerald, AFM, Farm Manager/Real Estate Sales

- Will increasing farmland sales tip the balance in values and rents?
- Who is buying land in the current ag economy?
- What will be the effect of rising debt and decreased working capital?
- Cash rental terms have been mostly steady but will factors finally drive rates down?

## FarmOp Capital

Booth: 100

**Bill York, CEO**

- ag lending's role in farmer efficiencies: earlier access to sizeable working capital
- Flexibility in operating decisions matters now more than ever. FarmOp can help.
- As operations grow bigger and rent more land, is ag lending ready? Learn about FarmOp's approach.
- Farm transitions need hard assets . . . or do they?

## Firestone Ag

Booth: 35

**Matt Frank, Brand Manager**

- Learn about Firestone Ag's latest tire line – Maxi Traction – and how switching from bias to radial tires can improve performance.

**Brad Harris, Manager, Global Agricultural Field Engineering**

- Stop by and interview Firestone's global field engineer to talk all things tire, including how to prepare for winter, and how Firestone is honoring 75 years of producing tires in America.

## FMC

Booth: 16

**Brandon Schrage, Technical Service Manager**

**Matthew Wiggins, Technical Service Manager**

- Advancing Chemistry to Advance Agriculture
  - new Authority® Edge herbicide
  - in-furrow fungicide delivers unprecedented foliar protection
  - successes in the field with Lucento® fungicide
- trending topics in the field
  - tar spot
  - soybean gall midge
  - more Bt trait failures
- reclaim your fields
  - 2020 weed control strategies
  - spring burndown programs

## GrainBridge

Booth: 9

### Faith Larson, Chief Strategy Officer

- Why would two of the largest grain-buying companies in the world jointly invest in a small Omaha-based tech company? Stop by our booth to find out how GrainBridge is changing farming forever with their new grain marketing tool for farmers: STRATUM.

## GROWMARK

Booth: 25

### Lance Ruppert, Director, Agronomy Marketing & Technology

- Learn about GROWMARK's AgValidity technology testing platform, the proving ground for new technology that will help farmers improve input efficiency, soil health, and more.
- Learn how GROWMARK is working with vendors from around the world to test products and services that can impact farmer profitability and productivity.

### Brendan Bachman, Sr. Manager Agronomy Technology

- Stop by and interview Brendan Bachman on research trials being conducted as part of GROWMARK's AgValidity technology testing platforms. Learn about biologicals, biostimulants, digital tools, remote sensing, and the importance of field connectivity to gathering critical data that drive farmer decisions.

## GROWTH ENERGY

Booth: 14

### Emily Skor, CEO

### Craig Willis, Senior VP of Global Markets

- upholding the integrity of the renewable fuel standard
- growing opportunity for biofuel at home and abroad
- eliminating trade barriers for biofuels

## Heart of America Agricultural Hemp Classic

Booth: 106

**William J. Cook, Executive Director**

**Dave Drennan, Spokesman**

- Learn about the upcoming “Heart of America Agricultural Hemp Classic,” being held January 15-16, 2020.
- Discuss the activities of the Missouri Hemp Association LLC.
- Discuss the hemp rules proposed by the Missouri Department of Agriculture.

## IMI Global

Booth: 64

**Doug Stanton, VP of Sales & Business Development**

- IMI Global specializes in verification and certification programs for the livestock industry to enable producers, feeders, growers, packers, and processors to meet the ever changing needs of both domestic and international consumers.
- IMI Global, a division of Where Food Comes From, Inc., has been providing independent, third-party verification programs to the livestock industry for more than 20 years.
- Learn more about where the industry is headed in terms of verification programs, and why the demand isn't slowing down anytime soon!
- coming in 2020: branded beef programs, breed partnerships, Beef Passport, and more

## Indigo Ag

Booth: 38

### **Rodney Connor, Senior Director of Global Markets Intelligence & Basis**

- Indigo Ag has built a more transparent and efficient supply chain by directly connecting buyers and growers through its digital platform, Indigo Marketplace. Marketplace helps growers earn more for grain and gives buyers the opportunity to purchase grain outside of typical areas and access to crops that meet unique specifications.

### **Noah Walker, Head of Carbon Market Development**

- Indigo Carbon is a program that pays growers for improving soil health. Carbon compensates growers for verified tons of CO<sub>2</sub> stored in soil or abated through the adoption of regenerative farming practices.

## Irrigation Association

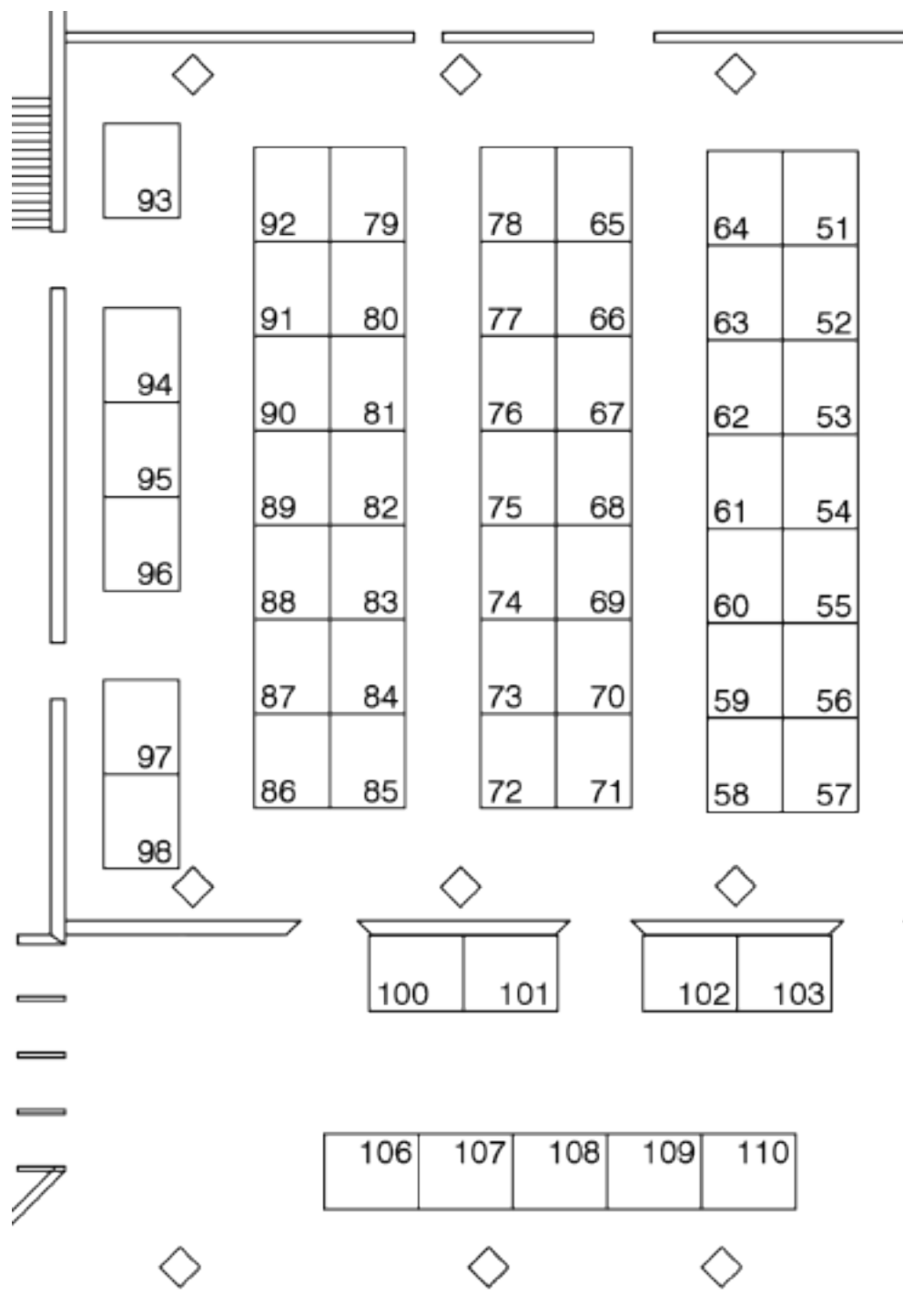
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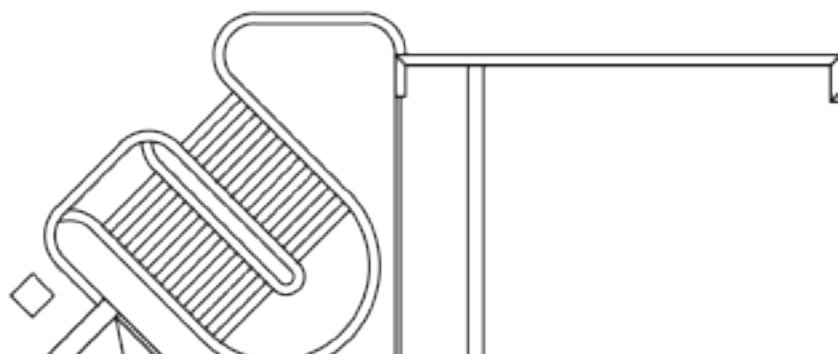
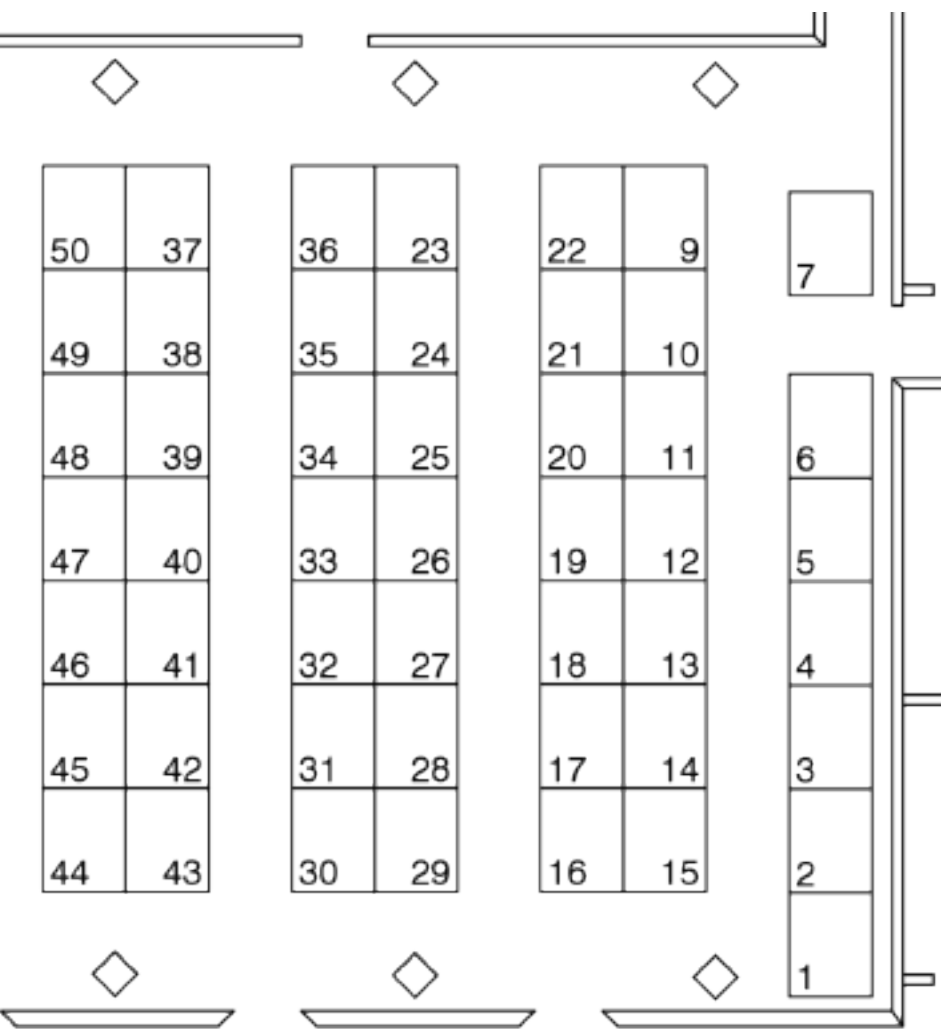
### **John Farner, Government and Public Affairs Director**

- 2018 USDA Irrigation and Water Management Survey results and what they mean to the irrigation industry
- latest irrigation trends, leading to increased yield and water conservation
- the Irrigation Innovation Consortium, a new, nationwide, collaborative research effort

## John Deere

Booth: 44





## Koch Agronomic Services

Booth: 32

### Michael Berry, Director of Product Marketing

- Speak with Director of Product Marketing Michael Berry about the global team at Koch working on solutions to help customers grow more with less.
- Michael is also a good source on how to help empower growers to make nutrient efficiency decisions with science-based data.

### Tim Laatsch, Technical Agronomy Manager

- Stop by to interview Technical Agronomy Manager Tim Laatsch on his expertise in nitrogen loss management.
- He also will discuss how Koch's nitrogen stabilizer products – SUPERU, CENTURO, and ANVOL – protect growers' fertilizer investments with the goal of increasing crop productivity.

## Lindsay Corporation

Booth: 101

## Livestock Marketing Association

Booth: 46

### Kristen Parman, Vice President Membership Services

- Discuss LMA's efforts to provide animal handling and employee training tools for livestock auction markets and why those tools should matter to livestock producers.
- Learn more about the World Livestock Auctioneer Championship and why it is the foremost title in the industry.

### Chelsea Good, Vice President Government & Industry Affairs

- why a Dealer Trust is necessary to protect livestock auctions and producers from payment defaults
- Animal Disease Traceability (ADT) -- learn the results of Livestock Marketing Association's (LMA) listening tour with membership to receive feedback on the current program and future of animal identification.

### Jara Settles, General Counsel & Vice President Risk Mitigation

- livestock transportation – the ongoing efforts to secure continued Electronic Logging Device (ELD) delays for livestock haulers and to modify hours of service rules to provide more flexibility



## **Mahindra Ag North America**

Booth: 21

## **Midwest Dairy**

Booth: 78

### **Molly Pelzer, Midwest Dairy CEO**

- Pelzer leads Midwest Dairy in fulfilling its vision and mission to bring dairy to life and give consumers an excellent dairy experience. She will address how Midwest Dairy:
  - connects with today's consumer to win their trust and build demand
  - works with and through partners to reach consumers
  - innovates in schools, retail, and food banks to create channels for moving dairy products

### **Allen Merrill, Midwest Dairy Corporate Board Chairman, South Dakota dairy farmer**

- Merrill will share insights on the value of dairy checkoff and its impact on local communities. He will address how checkoff:
  - convenes the industry to help shape dairy's future
  - works within schools to position dairy farmers as advocates
  - aligns on a national, regional, and local level to drive dairy sales domestically and overseas

## National Association of Conservation Districts

Booth: 88

### Tim Palmer, President

- Hear how voluntary, locally-led conservation is a solution for regulatory pressures.
- Learn how healthy soil conservation practices are the first line of defense against extreme weather conditions.
- developing ecosystem services markets

### Steve Robinson, Chairman, National Conservation Foundation

- As chairman of the National Conservation Foundation (NCF) and former president of NACD, Robinson, an Ohio producer, will discuss engaging the next generation of conservation leaders through NCF programs, including:
  - the annual international NCF-Envirothon competition, which unites high school students from the United States, Canada and China;
  - the Next Generation Leadership Institute (NGLI), a program to grow and train conservation leaders; and
  - “Investing in Tomorrow,” a campaign to support and equip up-and-coming land stewards and conservationists.

## National Biodiesel Board

Booth: 37

**Greg Anderson, Nebraska Soybean Board Farmer Leader, NBB Governing Board**

- Biodiesel proves to be a strong return on investment for soybean farmers. The demand for soybean oil is revving up. In the past decade, biodiesel demand for soybean oil has grown 300%, and in the last year producers used approximately 8 billion pounds of soy oil to grow America's Advanced Biofuel.

**Doug Whitehead, Chief Operating Officer**

- Biodiesel and renewable fuel issues continue to be red-hot in Washington D.C. Federal policy is critical to the biodiesel industry's growth. With a strong RFS and biodiesel tax incentive, biodiesel has the power to fuel the rural economy and drive thousands of clean energy jobs across America.

**Kaleb Little, Director of Communications, NBB**

- The National Biodiesel Board serves as the voice for the biodiesel industry – whether that's convincing OEMs that biodiesel is safe for their engines, showing policymakers how growing biodiesel is good for their constituents, telling member and user success stories, or moving environmental NGO's into supporting our industry, biodiesel has an important story to tell.

## National Bison Association

Booth: 52

**Dave Carter, Executive Director**

- Water buffalo meat, labeled as "buffalo," is invading the U.S. marketplace. Senators John Hoeven of North Dakota and Michael Bennet of Colorado have introduced legislation to halt this deceptive labeling.
- We've trademarked the term "Nature's Original Plant-Based Protein™" and are enlisting the public as Partners in Bison Restoration™.

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

Booth: 48

**Colin Woodall, CEO**

- beef checkoff, cattle markets, general industry issues

**Ethan Lane, Vice President, Government Affairs**

- federal legislation and regulations, public lands issues

**Marty Smith, President-Elect**

- federal legislation and regulations, general industry issues

**Laurie Munns, NCBA Federation Division Chairman**

- state beef councils, beef checkoff

**Marvin Kokes, Senior Vice President, Corporate Relations**

- 2020 Cattle Industry Convention & NCBA Trade Show

## **National Corn Growers Association**

Booth: 40

**Lynn Crisp, Chair**

**Kevin Ross, President**

**John Linder, First Vice President**

**Jon Doggett, CEO**

- Leaders of the National Corn Growers Association will be on-hand to talk about the latest issues including increased sales of higher ethanol blends, expanding market access for U.S. corn and corn products, and developing new uses of corn.

## National Farm Medicine Center

Booth: 79

**Scott Heiberger, Communications Manager**

**Melissa Ploeckelman, Outreach Specialist**

- Rural Firefighters Delivering Agricultural Safety and Health: a new national project teaming emergency responders with farmers
- AgInjuryNews.org: the largest database of publicly available ag injury and fatality reports
- Farm Safety Check: monthly checklist topics
- Agricultural Youth Work guidelines: helping youth do the job safely

## National Farmers Union

Booth: 34

**Rob Larew, Vice President, Public Policy & Communications**

- Rob will be available to talk about how international trade conflicts are affecting family farmers and ranchers, how recent policy decisions are affecting the domestic biofuels market, this year's extreme weather events and climate change, and the state of the farm economy.

## National Grain and Feed Association

Booth: 84

**Randy Gordon, President & CEO**

- trade: why ratification of USMCA is so important to agriculture and benefits of U.S.-Japan trade accord
- rail: NGFA efforts to enable shippers to challenge unreasonable railroad charges and practices and why it's so important to farmers
- biotechnology: supporting gene-editing and other plant-breeding innovations while preserving marketability of grains and oilseeds

**Sarah Gonzalez, Director of Communications & Digital Media**

- trade: why ratification of USMCA is so important to agriculture and benefits of U.S.-Japan trade accord
- safety: new products from NGFA to promote safety in grain facilities and on farms
- #CEC19: speakers/topics at the NGFA's 2019 Country Elevator Conference and Trade Show

## National Outstanding Young Farmers

Booth: 102

### Sharon Page

- NOYF 2019 national winners from Maryland, Ben & Kate Sowers, will be here to talk with you on today's challenges in farming and their NOYF experiences.

## National Pork Board

Booth: 71

### David Newman, President

- Slicing into perceptions of pork!
- What are U.S. consumers eating and why? From convenience to sustainability, learn what drives consumer meal decisions.
- Which consumer group will determine pork's success over the next several decades and why?

### Bill Even, CEO

- Pork Checkoff 4.0 Launch
  - We have listened to over 1,000 producers and allied industry members in our quest to reinvent the Pork Checkoff. Learn the details on the new customer-focused, producer-led plan to build trust and add value to meet changing producer needs through a continued focus on research, promotion and education.

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

- African Swine Fever, one year later
  - What do we know today and what does the future hold? The National Pork Board and our industry partners have been coordinating a comprehensive and unified pork industry response. Learn the latest.

### Cindy Cunningham, AVP Communications

### Carrie Webster, Manager of Producer and State Communications

- We are happy to assist you in arranging interviews with our spokespeople during convention or any time you are interested in pork-related stories.

## National Pork Producers Council

Booth: 65

### Dr. Liz Wagstrom, Chief Veterinarian

- foreign animal disease prevention and preparedness
- African Swine Fever prevention efforts
- gene editing in livestock
- foot-and-mouth disease vaccine bank

### Michael Formica, Assistant Vice President, Domestic Affairs & Counsel

- California Proposition 12
- GIPSA
- transportation
- environment

### Nick Giordano, Vice President & Counsel, Global Government Affairs

- international trade

### Howard (AV) Roth, President-Elect

- international trade
- foreign animal disease prevention and preparedness
- U.S. pork industry's We Care Ethical Principles

## National Sorghum Producers

Booth: 26

### Dan Atkisson, Chairman of the Board

- Learn why USMCA passage and a China agreement are priorities for National Sorghum Producers.
- Learn why an RFS that meets congressional intent and reduces demand destruction is important to NSP.
- Learn about the NRCS grant (NSP) recently secured to improve farm practices and demonstrate farmer stewardship to the supply chain.

## Nutrien Ag Solutions

Booth: 12

### Sol Goldfarb, VP of Digital Strategy

- Learn how Nutrien Ag Solutions is leading the field for the future of ag with innovation by developing tools with the latest data to help farmers reach and exceed their production goals for generations.
- Hear how access to leading knowledge for local acres from Nutrien Ag Solutions helps local farmers and communities thrive.
- Digital innovation is key for long-term success. Learn more about how Nutrien Ag Solutions is bringing it right to your fingertips with the latest data in weather, crop production, and more.
- Planning for the 2020 growing season – hear more on making decisions now using the latest in technology for increased profitability potential.



## **Pioneer**

Booth: 66

### **Jason Richards, Seed Services & Stewardship Manager**

- A new LumiGEN™ technologies premium corn seed treatment recipe will be available to farmers purchasing Pioneer® brand corn seed for the 2020 growing season. Hear how the new seed treatment protects elite genetic potential from disease, insects and harmful nematodes.

### **John Schartman, U.S. Category Lead, Pioneer® brand Soybeans**

- Learn about our full lineup of HT trait soybeans. Understand how growers can maximize the genetic potential of A-Series soybeans and hear 2019 harvest results.

### **Dan Berning, Pioneer Agronomy Manager (Nebraska)**

- The Pioneer team can help growers find success with digital tools, drone usage, and remote sensing in the field. Hear what prevalent diseases are hitting the industry and how to plan for 2020 nitrogen applications.

### **Clint Pickard, Area District Sales Manager, Granular**

- Agricultural software tools help farmers make informed decisions for their operations. But what percentage of growers take full advantage of these tools? Learn about new research on digital agriculture, top features demanded by growers, and how ag software will drive profitability.

### **Scott Walker, Product Marketing Manager, Corn**

- Hear from our team about 2019 corn harvest results and how Pioneer® brand Qrome® products will be offered across a range of genetic platforms and maturities for the 2020 season. Learn how the Qrome technology has the perfect balance of insect protection and agronomic performance in the Pioneer corn lineup.

## Pivot Bio

Booth: 49

### Mark Reisinger, Senior Director, Commercial Operations

- Learn how farmers are using Pivot Bio PROVEN, a new microbial nitrogen solution, to reduce synthetic nitrogen.
- Learn how recent sampling work that demonstrates Pivot Bio PROVEN delivers the equivalent of up to 25 lbs. of nitrogen.
- Learn about early performance results.

## POET

Booth: 5

### Carla English, Director of PR

- Topics and announcements will be related to POET's work in ethanol and various co-products.

## Propane Education & Research Council

Booth: 81

### Mike Newland, Director of Ag Business Development

- Learn how farmers are cutting costs and improving efficiency with new generation propane-powered farm equipment.
- Stop by and interview PERC Director of Ag Business Development Mike Newland about the Propane Farm Incentive Program and why propane is the "farm fuel of the future."

## Protect The Harvest

Booth: 73

### Glen Klippenstein, Board Member

- Standing Together for Agriculture
  - Protect The Harvest is standing behind cattle producers in the investigation into the market reaction in live cattle markets. Who has control?
  - Our mission: Inform. Protect. Respond.

## Purina Animal Nutrition

Booth: 70

### Troy Wistuba, Ph.D., Director of Dairy Technical Innovations

- Learn how dairy nutrition innovations can help develop and maintain a healthy gut microbiome to support calf health and long-term cow productivity.
- Celebrate Purina's 125th anniversary and discover how we're expanding the possibilities of animal nutrition.

### Ted Perry, Director of Beef Technical Innovations

- Discuss new research on immune-intelligent nutrition that supports weaned beef calf health and performance.
- Celebrate Purina's 125th anniversary and discover how we're expanding the possibilities of animal nutrition.

### Emily Otto-Tice, Ph.D., Swine Senior Nutritionist

- Uncover how feed technologies can help farmers better manage swine manure and ammonia to address the environmental impact of farms.
- Celebrate Purina's 125th anniversary and discover how we're expanding the possibilities of animal nutrition.

## Rabo AgriFinance

Booth: 17

### Erin FitzPatrick, Grain & Oilseed Analyst

- Outlook and trends for corn and soybeans: What does the 2019 harvest tell us about challenges and opportunities for the 2020 crop?
- global trade: latest developments in policy, feed demand, and more

### Don Close, Animal Protein Analyst

- Meat supply and prices in 2020: The tidal waves from the meteor crash of African Swine Fever is expected to spread around the world.

## RCIS

Booth: 85

### **Billy Meade, National Technology & Strategy Manager**

- Growers now have access to our expanded Precision Farming system, including the FarmMapsSM mapping system, which is compatible with a wide array of equipment manufacturers and data sets.
- How do these tools benefit growers?
- How can growers access these tools?
- What information can growers access through these systems?

### **George Underwood, Assistant Vice President, Technical Claims Manager**

- This growing season was challenging for producers — and extremely busy for the crop insurance industry. RCIS has been successful in responding to needs and processing claims as quickly as possible. This is due in part to RCIS's commitment to innovative technologies and the resulting increase in efficiencies.

## Renewable Fuels Association

Booth: 43

### **Geoff Cooper, President & CEO**

### **Robert White, Vice President of Industry Relations**

### **Ken Colombini, Communications Director**

- ethanol policy and politics
- RFS waivers and reset
- current trade/tariff challenges and opportunities
- importance of E15 and other higher blends
- ethanol's economic, energy security, and environmental benefits
- ethanol education and consumer outreach programs

## **Rob-See-Co**

Booth: 109

### **Chuck Lee, Chief Marketing Officer**

- Interview Chuck Lee on the value of Enlist E3™, information growers need about Enlist E3, and how Rob-See-Co can help growers experience this great technology: Enlist E3 - Safe. Simple. Superior.
- introducing the new Rob-See-Co Field Ready Podcast with personalized agronomic advice and industry insights
- Learn the value and performance of Agrisure Duracade® and how Rob-See-Co is positioned to offer this newly approved technology to growers.

### **Jim Robinson, Corn & Soybean Product Manager**

#### **Wayne Fithian, Agronomy Manager**

- Interview Jim Robinson or Wayne Fithian on the value of Enlist E3™, information growers need about Enlist E3, and how Rob-See-Co can help growers experience this great technology: Enlist E3 - Safe. Simple. Superior.
- introducing the new Rob-See-Co Field Ready Podcast with personalized agronomic advice and industry insights
- Learn the value and performance of Agrisure Duracade® and how Rob-See-Co is positioned to offer this newly approved technology to growers.

## **Sipcam Agro USA, Inc.**

Booth: 20

### **Doug Phelps, Vice President, Value Added Solutions**

- Stop by to learn more about how Sipcam Agro's Value Added Solutions are helping farmers improve crop health.
- Learn how Sipcam is using their global knowledge of biostimulants to help the U.S. farmer.

### **Matthew Sibel, Ag Manager, Strategic Accounts & Great Lakes**

- Learn about how Brixen Fungicide is giving soybean and corn farmers another option in disease control.
- Review trial results on the benefits of combining Brixen Fungicide and Potente.

## Solutions from the Land/25x'25

Booth: 96

### **Bart Ruth, Co-Chair, 25x'25 & Solutions from the Land (SfL) Board Member**

- the progress on meeting the 25x'25 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

### **Ray Gaesser, Chair, Iowa Smart Agriculture Work Group & SfL Board Member**

- The mission and vision of the Iowa Smart Agriculture Work Group:
  - assist Iowa agriculture leaders in examining the potential vulnerabilities and opportunities created by changing climatic conditions
  - mobilize thought leaders to advocate for needed changes in land use practices, research, education, and policy

### **Ernie Shea, President, SfL**

- the North American Climate Smart Agriculture Alliance's recommendations and input in the UNFCCC Koronivia Joint Work Program on Agriculture
- the role of bioenergy and livestock as climate solution pathways

## Swine Health Information Center

Booth: 110

### **Dr. Paul Sundberg, Executive Director**

- study of African Swine Fever in Vietnam - what U.S. pork producers can learn
- African Swine Fever prevention summary to help protect U.S. swine herd

## Syngenta

Booth: 53

### **Dale Ireland, Seedcare Technical Product Lead**

- For the 2020 season, soybean farmers will have access to Saltro, a more powerful seed treatment option for Sudden Death Syndrome protection.

### **Mike Leetch, Agronomy Service Manager**

- As the challenging 2019 season comes to an end and the 2020 season approaches, now is a good time for farmers to reflect on their management strategies for weeds, insects, and disease.

### **Mary Kay Thatcher, Senior Lead, Federal Government Relations**

- This fifth-generation Iowa farmer and U.S. farm policy expert advocates for the interests of American farmers and sheds light on the most crucial trade and policy matters of the day.

### **Justin Welch, Seeds Digital Product Manager**

- Digital seed placement tools, such as E-Luminate from Golden Harvest and the NK Seed Analyzer, are empowering farmers to make informed, impactful seed selection, and placement decisions.

## The Mosaic Company

Booth: 83

### **Sherry Koch, Technical Sales Manager**

- Sherry will discuss proper balanced crop nutrition and how micronutrients are just as important as macronutrients.
- Looking ahead to spring, Sherry also will share her recommendations for spring fertilizer applications.

### **Tadgh Davis, Technical Sales Manager**

- Tadgh will share the top things growers should consider right now when planning for next season's nutrient needs.
- He also will share his recommendations for fall soil testing.

## Total Farm Marketing by 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 its potential short-term and long-term effects for both grain and livestock markets.
- Let's discuss the trade and tariffs -- recent trade deal with Japan and on-going Chinese negotiations could bring potential impacts to livestock and grain markets.

### Christian Walters, President

- Ask me about a recent re-branding reflecting our 35+ year farmer-focused philosophy and heritage of Total Farm Marketing.
- Let's discuss our ability to offer expanded marketing solutions to our producer clients via our partnership with Indigo Ag.

## U.S. Custom Harvesters

Booth: 39

### Rana Zeller, Board Member

- Rana will speak about the current state of the forage harvesting industry and how U.S. Custom Harvesters can be an asset to any harvesting business.

### Dane Dolechek, Board Member

- Dane will speak about the current state of the grain harvesting industry and how U.S. Custom Harvesters helps members and businesses that produce products and services for them.



## **U.S. EPA Region 7**

Booth: 74

### **Jim Gulliford, Regional Administrator**

- Learn about recent EPA policy changes and 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 and harmful algal bloom research.

## **U.S. Grains Council**

Booth: 60

### **Ryan LeGrand, President and CEO**

- Stop by to interview U.S. Grains Council experts 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 & USMEF Chairman**

- 2019 export results for U.S. beef, pork and lamb
- importance of red meat exports to livestock and grain producers
- growth opportunities in Japan, with improved market access
- improved access for U.S. beef in Europe
- importance of USMCA for securing duty-free access to Mexico and Canada
- trade impact of African swine fever

## U.S. Roundtable for Sustainable Beef

Booth: 28

### Townsend Bailey, McDonald's Sustainability Director, North America

- Learn details about the retail and foodservice sector's approach to sustainability through the U.S. Beef Industry Sustainability Framework – the first-ever sustainability resource developed for the entire beef value chain.
- Learn what McDonald's is doing to achieve its public sustainability targets and how the company works with the beef supply chain through the USRSB.

### Ben Weinheimer, Chair of the USRSB | Vice President of Texas Cattle Feeders Association

- Ask Ben tough questions about beef sustainability and the USRSB, including questions about membership and how the USRSB plans to change the sustainability narrative in coming years.
- Explore how financial well-being is key to beef sustainability and learn how its factored into the U.S. Beef Industry Sustainability Framework.

## U.S. Soybean Export Council

Booth: 31

### Ed Beaman, Senior Director Program Development, Non-Traditional Funding & Sub Saharan Africa

- USSEC is looking toward the future by investing in emerging and growing markets utilizing checkoff and USDA Agricultural Trade Promotion (ATP) funds. Stop by USSEC's booth to learn more about these new markets, how they are identified, and why they will pay out dividends for U.S. soy.

## U.S. Wheat Industry

Booth: 27

### Ben Scholz, NAWG President; Lavon, Texas, Wheat Farmer

- recap: congressional action on trade
- appropriations
- food aid: the role of wheat
- NAWG's remaining priorities for 2019 and looking ahead to 2020

### Rhonda K. Larson, Secretary-Treasurer, U.S. Wheat Associates; Minnesota Wheat Farmer

- why the new U.S.-Japan tariff agreement and the U.S.-Mexico-Canada Agreement on trade are so important to all U.S. wheat farmers
- how quality problems in the U.S. and Canadian spring wheat crop will affect prices and trade
- examples of how U.S. Wheat Associates is successfully using agricultural trade promotion funding to build new overseas demand.

## United Soybean Board

Booth: 30

### Keenan McRoberts, Vice President of Meal Strategy

- U.S. Soy, in concert with animal agriculture, plays an important role in global nutrition by providing protein first. With a growing emphasis in plant-based foods, U.S. Soy reaffirms its commitment to its animal protein partners in addition to serving as a preferred plant protein for human consumption.

### Keith Tapp, Chairman & Kentucky Farmer

### Jim Carroll, Vice Chairman & Arkansas Farmer

- To support an expanding global market and meet customer demand of U.S. soy, sustainability is a key driver for soybean innovations. Checkoff investments help produce a sustainable and high-quality soybean that uses fewer natural resources. It not only builds the value and preference for this renewable product but provides a legacy for the next generation of U.S. soybean farmers.

## **UPL**

Booth: 82

**Lynn Justesen, Technical Services Lead**

**Todd Landsman, Marketing Manager**

- With the acquisition of Arysta LifeScience earlier this year, UPL has become one of the top-five global agricultural solutions companies. UPL's broader portfolio of innovative crop protection technologies and biosolutions are delivering more options and greater value to help North America growers be more productive -- and profitable. Lynn Justesen and Todd Landsman will provide a briefing of the company's expanded technology solutions and also will discuss effective planning strategies that growers can implement for the 2020 growing season.

## **USDA Farm Service Agency (FSA)**

Booth: 94

**Richard Fordyce, Administrator, USDA Farm Service Agency**

- USDA's Farm Service Agency is working diligently to implement and will be available to discuss credit, safety-net, conservation, and disaster recovery programs outlined in the 2018 Farm Bill as well as emerging programs outlined in recent trade relief and disaster relief packages.

## **USDA Foreign Agricultural Service**

Booth: 93

- the U.S. agricultural trade landscape

## **USDA National Agricultural Statistics Service (NASS)**

Booth: 91

**Joe Prusacki, Director, National Operations Division**

**Lance Honig, Chief, Crops Branch**

- Stop by to discuss the November 8 crop production report, the Agricultural Resource Management Survey and other recent and upcoming USDA NASS surveys and reports, including the Census of Agriculture results. Find out how responding to surveys and finding data is getting faster and easier with improved online products and services.

## USDA Rural Development

Booth: 92

## USDA/Natural Resources Conservation Service (NRCS)

Booth: 95

### Kevin Norton, Associate Chief

- USDA's Natural Resources Conservation Service supports America's farmers, ranchers, and foresters by providing financial and technical resources to help them conserve soil, protect water and provide wildlife habitat. We will be available to talk about USDA's conservation programs and other priorities, such as improving customer service and online self-service options through [farmers.gov](http://farmers.gov).

## Valent U.S.A

Booth: 63

### Dion McBay, Vice President of Sales

- Valent U.S.A. develops and markets products that produce safe and abundant crops to advance sustainable agriculture and improve quality of life. Visit Booth #63 to learn about Valent's work to help growers with the capabilities and solutions to meet their needs and care for their land.

### BeckyJo Smith, Sustainable Solutions Specialist

- As a leader in the marketing and sales of both traditional chemical and biorational products, Valent U.S.A. works to help growers find the products that work best for their goals. Visit Booth #63 to learn about how Valent is looking to the future by offering a sustainable portfolio of products for growers to better understand how the products they use can benefit the planet, people, and their productivity.

## Vive Crop Protection

Booth: 22

### Dan Bihlmeyer, VP, Sales and Marketing

- Stop by Vive to talk about our revolutionary delivery system in a jug.
- There's a new option for nematode control that isn't a seed treatment -- but it's just as easy.
- We have three new products registered for the 2020 season that contain the Allosperse delivery system: Averland FC nematicide, Midac FC insecticide, and Xyler FC fungicide.

## WinField United

Booth: 77

### Jim Hedges, Vice President of Seed Marketing

- Farmer and retailer expectations are fundamentally shifting the way ag retail and partnerships are being defined. Jim will speak to how WinField United is leading positive disruption in the marketplace and the opportunities farmers can leverage to find meaningful and lasting success.

### Eric Hanson, Agronomist

- Micronutrients aren't optional. Eric will dive into the consequences of nutrient deficiencies from 2019 and other tissue sampling trends from across the country based on WinField United's vast database of analyzed samples. Stop by and hear more about how these trends will influence nutrient management plans for farmers in 2020.

## **Wyffels Hybrids**

Booth: 36

### **Mitch Heisler, Marketing Manager**

- Wyffels Hybrids monitored corn rootworm beetle populations in more than 600 fields across the Central Corn Belt this summer. Learn more about the results of the monitoring program and what it means for corn growers.
- What should corn growers consider as they make their final hybrid selections for 2020 to ensure they're maximizing their productivity and profitability?

### **Ashley Davis, Public Relations & Content Manager**

- Learn more about Serving Those Who Served, a new initiative launched by Wyffels Hybrids benefitting Homes For Our Troops.

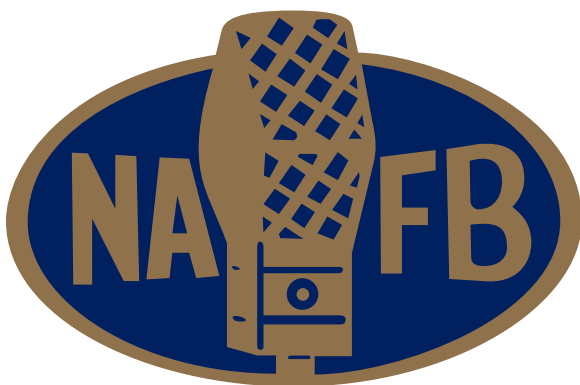
# Notes



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