

# HARVESTING NEWS

FOR RURAL  
AMERICA



# TRADE TALK

SPONSORED BY





# Table of Contents

	Booth	Page
25 x '25/Solutions from the Land	96	1
Agoro Carbon Alliance	56	1
Agricultural Economic Insights	9	2
AgroLiquid	86	2
American Angus Association / Certified Angus Beef LLC	10	3
American Coalition for Ethanol	62	3
American Farm Bureau Federation	57	4
American Lamb Board	90	4
American Seed Trade Association	45	4
American Sheep Industry Association	89	4
American Soybean Association	42	5
American Sugar Alliance	76	5
AMVAC	11	6
Animal Agriculture Alliance	97	6
Anuvia Plant Nutrients	108	7
BASF	58, 59	7
Bayer	2, 3, 4	7
BigIron Auctions	103	8
Boehringer Ingelheim Animal Health	47	8
Brevant Seeds	87	8
Cattlemen's Beef Board	50	9
Central Life Sciences	1	9, 10

	Booth	Page
Certified Agricultural Dealers Program	25	10
Chr. Hansen	32	10
CHS	41	11
CME Group	18, 19	11
Compeer Financial	24	12
Corteva Agriscience	68, 69	12, 13
CropLife America	33	13
Edge Dairy Farmer Cooperative	13	14
Farm Credit	23	15
Farmers National Company	61	15
FarmOp Capital	100	15
Firestone Ag	35	16
FMC Agricultural Solutions	16	16
GROWTH ENERGY	14	16
Indigo Ag	38	17
John Deere	44	17
Land O'Lakes	70	18
Livestock Marketing Association	46	18
Mahindra Ag & ROXOR	21	18
Merck Animal Health	15	21
Missouri Wines	80	21
National Association of Conservation Districts	88	22

	Booth	Page
National Biodiesel Board	37	22
National Bison Association	52	22
National Cattlemen's Beef Association & Federation of State Beef Councils	48	23
National Corn Growers Association	40	23
National Crop Insurance Services	29	23
National Farm Medicine Center	79	24
National Farmers Union	34	24
National Grain and Feed Association	82	24
National Outstanding Young Farmers	102	25
National Pork Board	71	25
National Pork Producers Council	65	26
National Sorghum Producers	26	27
Novozymes BioAg	7	27
Nutrien Ag Solutions	6	27
Nutrien Premium Fertilizer Technologies	12	28
Pioneer	66, 67	28
Pivot Bio	49	29
POET	5	29
Propane Education & Research Council	81	29
Protect The Harvest	73	29
Rabo AgriFinance	17	30
RCIS	72	30

	Booth	Page
Renewable Fuels Association	43	31
Swine Health Information Center	110	31
Syngenta	53, 54, 55	31
The Mosaic Company	83	32
Total Farm Marketing by Stewart-Peterson	98	32
U.S. Custom Harvesters	39	32
U.S. Environmental Protection Agency Region 7	74	33
U.S. Grains Council	60	33
U.S. Meat Export Federation	75	34
U.S. Roundtable for Sustainable Beef	28	34
U.S. Soybean Export Council	31	35
U.S. Wheat Industry	27	35
United Soybean Board/Soy Checkoff	30	36, 37
UPL	84, 85	37
USDA Foreign Agricultural Service	95	38
USDA National Agricultural Statistics Service (NASS)	91	38
USDA Rural Development	92	38
Valent U.S.A.	63	38
Verdesian: The Nutrient Use Efficiency People	20	39
Vive Crop Protection	22	39, 40
WinField United	77	40
Wyffels Hybrids	36	40

# BROADCAST PLANNING STARTS HERE

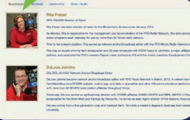
All the information  
you need in one place  
to start a broadcast  
media plan.

The NAFB Planner brings together  
more than 36,000 data points to  
assist and expedite the initial media  
planning process. Research, locate  
and identify target audiences  
using the NAFB Planner.



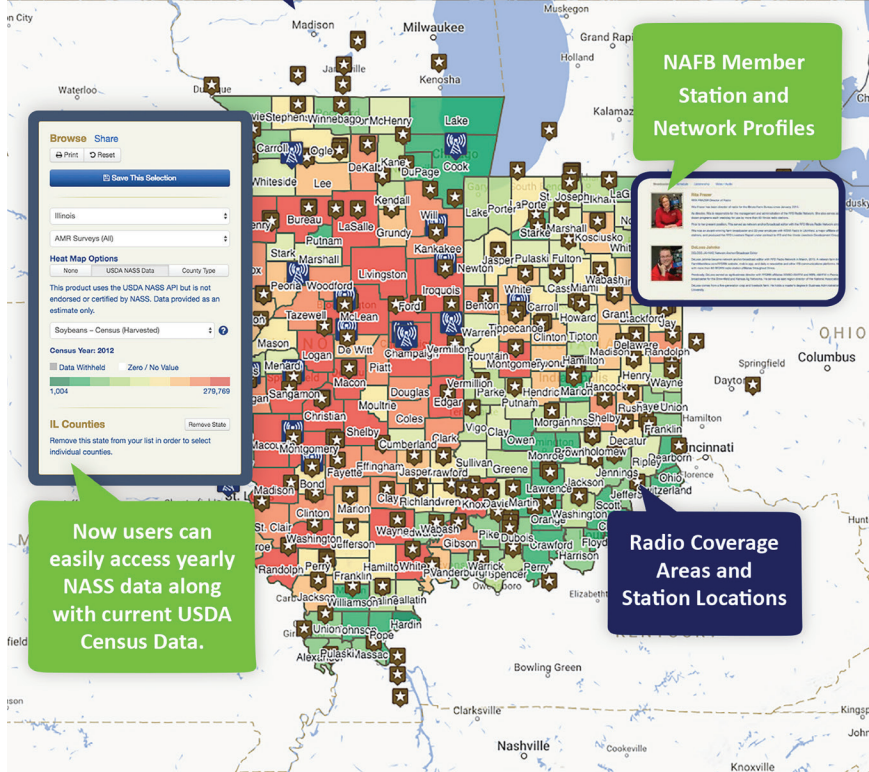
NAFBPlanner.com

NAFB Member  
Station and  
Network Profiles



Now users can  
easily access yearly  
NASS data along  
with current USDA  
Census Data.

Radio Coverage  
Areas and  
Station Locations



NAFBPlanner.com



National Association of Farm Broadcasting  
National Association of Farm Broadcasting

## 25 X '25/Solutions from the Land

Booth: 96

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

- role of biofuels in reducing GHG emissions and improving public health
- the progress on meeting the 25x'25 goal, 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 IASA vision and pathways for its attainment, including circular food and agriculture systems that reduce external inputs, close nutrient loops, regenerate soils, and minimize agriculture's impact on the environment
- conservatives for clean energy and climate action

### **Ernie Shea, President, Solutions from the Land**

- why a delegation of SfL farmer leaders went to COP 26 in Glasgow; what we did and learned
- SfL's next frontier work in advancing agricultural solutions to global sustainable development goals.

## **Agoro Carbon Alliance**

Booth: 56

Agoro Carbon Alliance is creating a new solution to our planet's carbon challenge that's grounded in the soil. We partner with growers to switch to farm conservation practices (strip-till, no-till, cover crops, and nitrogen management) that improve soil health and allow the farmer to get paid annually for emission-reducing actions.

### **Anastasia Pavlovic, U.S. Managing Director**

- Anastasia can discuss the changing world of carbon farming, the importance of implementing farm conservation practices, and how farmers can benefit from working with Agoro Carbon Alliance.

### **Keith Byerly, Regional Sales Manager & Certified Crop Advisor**

- Keith can discuss the agronomic benefits of farm conservation practices as well as details around Agoro Carbon's program and how to get involved.



## **Agricultural Economic Insights**

Booth: 9

**David Widmar, Co-Founder**

- Ag Economic Insights (AEI) provides timely, in-depth analysis about key trends impacting the farm economy.
- The AEI team focuses on the biggest stories and uncertainties facing agriculture and shares straightforward, thoughtful, and unbiased analysis of the key economic issues.

## **AgroLiquid**

Booth: 86

**Galynn Beer, National Sales Strategy & Product Management Lead**

- Stop by to discuss crop-nutrition inputs and what growers need to keep top of mind for success in the following year as well as product availability and the importance of making sound decisions in a volatile market.

**Stephanie Zelinko, National Agronomist**

- A farmer cannot focus on the end of the crop season and not give attention to the beginning; and that starts with a crop-fertility plan based on a complete soil analysis. Learn how the new Back 2 Basics educational video series from AgroLiquid has helped growers take an in-depth look at the nutrients they may need to help make a difference to their crop.
- Stephanie also can discuss crop-nutrition innovations and what growers need to keep in mind as they prepare for next year.

## **American Angus Association/Certified Angus Beef LLC**

Booth: 10

**Jessica Wharton, Relations Manager, Certified Angus Beef LLC**

### **Jonathan Perry, President, Certified Angus Beef Board of Directors**

- discuss economic opportunities that exist for producers that raise beef to a higher standard
- share what this past year has looked like for Certified Angus Beef, where they're headed, and what that means for Angus ranchers

### **Jeff Mafi, Regional Manager**

- discuss how cattlemen can find return on their investments in high quality genetics
- share how commercial cattlemen can wade through confusion of black-hided cattle in today's marketplace

## **American Coalition for Ethanol**

Booth: 62

### **Brian Jennings, American Coalition for Ethanol CEO**

- RFS & other policies/legislation impacting higher ethanol blends
- ethanol's low carbon & high octane advantages
- ACE-led USDA project to secure farmers access to clean fuel markets with climate-smart practices
- efforts to promote clean fuel policy at state/federal levels
- global market development for ethanol, coproducts
- ethanol under Biden administration, EV hype

### **Ron Lamberty, American Coalition for Ethanol Senior Vice President**

- ethanol and EVs (lifecycle GHG comparisons, availability, etc.)
- retail station ethanol equipment requirements and cost (Flex Check - ACE's E15 compatibility tool)
- flex fuel retailing from marketer perspectives
- growth/setbacks of E15, E85 markets
- Renewable Identification Numbers (RINs) and ethanol economics
- ethanol logistics – transportation, storage, and handling

## American Farm Bureau Federation

Booth: 57

### Terri Moore, Vice President, Communications

- Get the latest on consumer research, attitudes about sustainability, and the Food and Agriculture Climate Alliance.

### Mike Tomko, Director, Communications

- Learn how Farm Bureau is working to address rural mental stress through Farm State of Mind.

### Dr. Roger Cryan, Chief Economist

- Stop by to meet AFBF's new chief economist.
- Get the latest on the farm economy.

## American Lamb Board

Booth: 90

### Gwendolyn Kitzan, Chair

- lamb market situation
- flavor research
- consumer research

## American Seed Trade Association

Booth: 45

### Andy LaVigne, President & CEO

### John Latham, President, Latham Hi-Tech Seeds

- cover crops
- trade
- supply chain & transportation
- ag research
- plant breeding innovation
- seed treatment stewardship

## American Sheep Industry Association

Booth: 89

### Susan Shultz, President

- lamb trade
- lamb packing and processing infrastructure
- lamb and wool markets

## American Soybean Association

Booth: 42

### Kevin Scott, ASA President

- Kevin is on hand to talk farm economy, trade, taxes, biodiesel, transportation and infrastructure, sustainability, and conservation - or pretty much anything else affecting or of interest to soy. Please stop by the ASA booth or grab us in the hallway for interviews.

### Brad Doyle, ASA Vice President

- Brad is in town to talk farm economy, trade, taxes, biodiesel, transportation and infrastructure, sustainability, and conservation - and all things soy! Please stop by the ASA booth or grab us in the hallway for interviews.

## American Sugar Alliance

Booth: 76

### Rob Johansson, Director of Economics and Policy Analysis

- Stop by to chat with Rob Johansson, former chief economist of the U.S. Department of Agriculture.
- Discuss the current economic conditions and public policies affecting America's sugar producers.
- Learn about foreign sugar subsidies and the World Trade Organization reforms needed to address these subsidies.

## AMVAC

Booth: 11

### Jim Lappin, SIMPAS Commercial Manager

- latest updates on the SIMPAS® Application System and SIMPAS-applied Solutions™ (SaS)
- how SaS products are prescriptively applied with patented SmartCartridge® container technology to address unique agronomic needs

### Joe Bruce, AMVAC Technical Service Manager, Midwest Region

- AMVAC's herbicide portfolio and secured supply of proven chemistries for the 2022 growing season
- corn rootworm pressures and volunteer corn challenges – best practices to get ahead of it next planting season
- AMVAC's expanding biological portfolio/green solutions, including B Sure® and iNvigorate®

## Animal Agriculture Alliance

Booth: 97

### Hannah Thompson-Weeman, Vice President, Strategic Engagement

- latest tactics employed by animal rights extremist organizations, including attempts to disrupt supply chains, pressure restaurant and retail brands, and pass legislation impacting animal agriculture
- timely issues impacting animal agriculture, including animal welfare, antibiotic use, sustainability (such as the UN Food Systems Summit), nutrition
- how we can effectively engage influencers

### Emily Solis, Communications Specialist

- unique insights for listeners into farm and plant security, including hiring decisions, preparing for protests, and monitoring for activist threats
- how the animal agriculture community can benefit from Alliance programs, including College Aggies Online, Animal Ag Allies, and the 2022 Summit
- advice for engaging about animal agriculture on social media

## **Anuvia Plant Nutrients**

Booth: 108

### **Hugh MacGillivray, Chief Commercial Officer**

- Stop by our booth to interview CCO Hugh MacGillivray and Executive VP-Account Management Brett Bell about SymTRX™ from Anuvia Plant Nutrients. SymTRX™ is not only a new innovation, it's a new fertilizer invention. SymTRX adds organic matter to improve soil health while increasing crop yield and ROI for farmers.

## **BASF**

Booth: 58,59

### **Doug Little, Soybean Seed Marketing Manager**

- Hear how the BASF soybean portfolio performed this year and what's in store for growers in 2022.
- Learn more about our commitment to soybean research and development.

### **Daniel Waldstein, Technical Marketing Manager – Herbicides**

- BASF shares how growers can manage weed resistance and develop a weed management strategy for cleaner fields.
- Hear the latest on BASF corn and soybean herbicides

### **Kelly Liberator, Technical Marketing Manager – Fungicides**

- Widespread corn and disease challenges led to enhanced disease management in 2021. Hear about disease management lessons in 2021 and for what to prepare in 2022.
- Get the latest updates on BASF RevX Fields.
- Ask about our newest fungicide innovation for cereals, Sphaerex, a leader in DON reduction.

## **Bayer**

Booths: 2, 3, 4

### **Multiple Bayer Brands, Initiatives, and Topics Available**

- Come speak with Bayer experts representing key brands and topics. Multiple spokespeople will be available for interviews during the show.

## **BigIron Auctions**

Booth: 103

### **Mark Stock, Co-CEO**

- Find out the driving factors behind today's hot land and used equipment market.
- Learn how smart farmers are taking advantage of these market conditions.
- discussion of end-of-year tax strategies
- Online auctions are more popular than ever before. Find out what's driving this and the benefits sellers are realizing here.

## **Boehringer Ingelheim Animal Health**

Booth: 47

### **Dr. John Davidson, Senior Associate Director, Cattle Professional Services**

- Our new product, Bovikal<sup>c</sup> Dry, gives dairy producers a new way to help cows transition into the dry period more comfortably.
- Join us to discuss four key protocols cattle producers can implement to maximize the effectiveness and value of dewormers.
- Judicious antibiotic use is crucial to boosting consumer confidence in the cattle industry.

### **Dr. Fernando Leite, Technical Manager for Enterics**

- New research shows the critical role the gut microbiome can have in a pig's ability to convert feed into pounds and defend against diseases like ileitis.
- With the right tools and biosecurity protocols, producers can protect their herds against a new type of Salmonella that has emerged in the U.S.

## **Brevant Seeds**

Booth: 87

- Stop by to learn about our new high-performance Enlist E3<sup>®</sup> soybeans and how we team with ag retail to serve corn and soybean farmers better.

## Cattlemen's Beef Board

Booth: 50

### **Jimmy Taylor, Secretary/Treasurer, Cattlemen's Beef Board**

- beef exports and Beef Checkoff programs that support international, U.S. beef sales
- sustainability and how the Beef Checkoff is playing a role in educating consumers about ranching

### **Norman Voyles, Jr., Vice Chair, Cattlemen's Beef Board**

- current Beef Checkoff program updates
- Checkoff consumer research – trends

### **Greg Hanes, CEO, Cattlemen's Beef Board**

- overview of Beef Checkoff
- recent Checkoff litigation and misinformation
- how the Checkoff works

## Central Life Sciences

Booth: 1

### **Mark Upton, Director of Sales for the Feed Additive Group**

- protecting livestock from profit-robbing flies with ClariFly® Larvicide and Altosid® IGR
- how the Altosid IGR® price drop improves ROI for cattlemen more squeezed than ever
- how flies are linked to the spread of costly livestock diseases
- why fly control may be an employee retention tactic with help hard to find

### **Richard Alford, Director of Sales for Specialty AG Products**

- protecting stored grain from insects, costing the industry \$2.5B annually with solutions for any storage strategy, without fumigants
- where weevils are found throughout the U.S. and control strategies
- why insect control may increase profits amid higher grain buying standards
- how to control fire ants in almond, citrus, pastures, and hay



## Central Life Sciences (continued)

Booth: 1

### Brandon Nicholson, Director of Sales for Farm and Ranch

- developing comprehensive insect control strategies on agricultural operations with a full lineup of baits, traps, and sprays for the control of flies and other insects
- what new solutions Starbar is launching to expand its industry-leading portfolio
- why and how fly baits need to be rotated to maximize effectiveness

## Certified Agricultural Dealers Program

Booth: 25

### Pat Driscoll, President

- Learn about how farmers can get a return on their truck purchase investments from a Certified Ag Dealer (CAD) in their areas.
- Meet some of the AgPack Partners like AgroLiquid Fertilizers, Michelin Tires, Mystik Lubricants, and Reinke Irrigation who offer rebates & incentives for the CAD Program.

## Chr. Hansen

Booth: 32

### Dr. Steve Lerner, Vice President of North America Sales & Marketing

- While the use of probiotics in animal health isn't new, it is gaining traction in the U.S. As in human health, probiotics can be used in animals to keep disease and other health issues at bay. Dr. Steve Lerner of Chr. Hansen, a global company with nearly 150 years of expertise in microbial science, will share how nature's own resources can be used to benefit animals and establish a more sustainable food supply.
- Humans share 99.9% of the same DNA. Based on how unique we all are, that remaining 0.1% of DNA results in BIG differences. The same can be said for strains of microbials. The differences between microbials are very small from a percentage point . . . but those small differences can make a huge impact on how they perform for optimum animal health. Talk with Dr. Steve Lerner from Chr. Hansen to learn how the different strains of probiotics are critical to addressing health challenges in livestock and poultry.

## CHS

Booth: 41

### **Will Stafford, manager, federal affairs, CHS Government Affairs**

- CHS Washington Representative Will Stafford is available to discuss the latest happenings in farm policy and what farmers can expect for the next Farm Bill. Prior to joining CHS in April 2019, Stafford worked for United States Senator Pat Roberts and helped craft the 2018 Farm Bill.

### **Kent Beadle, director of producer brokerage, CHS Hedging**

- Marketing decisions can be hard, but with more than 35 years of commodity marketing and risk-management experience, Kent Beadle is available to provide year-end planning and risk-management tips for farmers and ranchers as well as commodity and market updates so they can make sound, reasoned decisions.

### **CHS innovation expert**

- Innovation and, specifically, automation are timely and important issues in agriculture as technology in farming evolves. An expert with CHS supply chain automation can discuss the current automation efforts at CHS and the future impact to farmers.

### **CHS agronomy expert**

- An expert with CHS agronomy will discuss the latest in carbon initiatives – sharing what farmers should know about carbon as they navigate planning for 2022 and how sustainability initiatives fit into planning.

## CME Group

Booth: 18, 19

- 2021 has been a volatile year for grains prices, and farmers are increasingly utilizing the flexibility of options. Learn more about how options help farmers manage their risks.
- Hog and pork prices have been volatile. Learn more about key volatility trends and how Pork Cutout futures help customers manage risks further down the supply chain.

## Compeer Financial

Booth: 24

### Mark Greenwood, Chief Diversified Markets Officer

- The marketplace has shifted and farmers across all industries in the upper Midwest are navigating their next normal. Compeer Financial Chief Diversified Markets Officer Mark Greenwood has some unique takes on what producers should be thinking about in terms of finances and risk management.

## Corteva Agriscience

Booth: 68, 69

### Ron Geis, Market Development Specialist

- Learn about the most troublesome 2021 weeds impacting farmers and tips to manage them for the upcoming season.

### Ryan Ridder, U.S. Product Manager, Fungicides and Biologicals

- Meet Utrisha™ N nutrient efficiency optimizer, a biological solution on the market for the 2022 growing season.
- The new biostimulant provides crops with an alternative, sustainable nitrogen source to optimize yield potential.
- Learn about the biologicals pipeline from Corteva Agriscience and how Midwest farmers can benefit from Utrisha N.

### Anthony Lackore, Area Digital Leader

- Introducing Granular Nitrogen: an improved crop model leveraging Corteva's proprietary agronomy and data science that supports multiple new service offerings for farmers focused on nitrogen management.
- As input prices hit record levels, nitrogen management is front-of-mind for farmers. Learn how Granular and Corteva are addressing these concerns.
- Corteva has launched a free online calculator so farmers can see in seconds what they could earn through Corteva's Carbon Initiative plus other federal soil-health funding.
- Hear how our digital tool is an easy resource to support farmers' soil health investment decisions for the 2022 crop year and beyond.

## **Corteva Agriscience (continued)**

Booth: 68, 69

### **Eric Scherder, U.S. Crop Protection Launch Manager**

- The Enlist® weed control system is America's fastest-growing soybean trait herbicide system (third-party market research conducted in 2021).
- Enlist herbicides have been sprayed successfully on more than 50 million acres since 2017.
- Discover a new way to control pyrethroid-resistant soybean aphids and other pests in soybeans.

### **Scott Flynn, Integrated Field Scientist**

- New UltiGraz<sup>SM</sup> Pasture Weed & Feed from Corteva Agriscience makes it easy to bring the combined benefits of broadleaf weed control and fertility to grazing and haying acres.

## **CropLife America**

Booth: 33

### **Chris Novak, President and CEO**

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

- Scientists, courts, or the court of public opinion: Who should regulate pesticides?
- Pesticides are part of a sustainable future. From reducing greenhouse gas emissions to growing crop productivity to preserving native lands and protecting public health, the benefits of pesticides are often misunderstood or unrecognized.
- Cherry picking science: How is misinformation driving policy and public opinion in the U.S. and abroad?

## Edge Dairy Farmer Cooperative

Booth: 13

### **Michael Torrey, principal, Michael Torrey Associates**

- insights from a veteran of Capitol Hill about politics and dairy policy in a divisive D.C. heading into a mid-term election
- looking forward to the upcoming Farm Bill

### **Brody Stapel, dairy farmer, board president**

- immigrant labor solutions to the farm workforce crisis
- why dairy farmers, and customers, care about truthful food labeling
- how one of the nation's largest dairy co-ops empowers farmers to be the "voice of milk" in Washington

### **Mykel Wedig, Associate Director of Government Affairs**

- issues surrounding milk pricing and potential reforms to the Federal Milk Marketing Orders
- where dairy stands in the Biden administration's trade strategy
- aligning environmental policies with dairy farmers' climate-smart solutions

### **Lee Kinnard, dairy farmer, Farmers for Sustainable Food board member**

- national award-winning guide to farm-level sustainability projects and a pilot effort
- how collaboration in the supply chain is aligning sustainability expectations and outcomes
- proving that conservation practices can benefit the environment as well as farmers' bottom lines

## Farm Credit

Booth: 23

### Bob Campbell, Senior Vice President of Lending

- YBS support: Today's young, beginning, and small producers face unique challenges. In response, we have introduced more robust tools, products, and resources to help them succeed financially. This includes specialized teams, loan products, and educational programs.
- Managing 2022 cost environment -- what producers do today to prepare will shape profitability in 2022.
- New ways of doing business -- COVID-19 sped up the evolution in how producers do business. FarmLend, our new online real estate application, meets customers when and where they need financing in the competitive farmland market.

## Farmers National Company

Booth: 61

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

- Ag land values are once again reaching historic highs.
- Who are the buyers propelling land prices?
- Will land values peak soon?

### Matt Gunderson, Senior Vice President of Sales and Marketing

- What does 2022 leasing look like?
- other opportunities to create income for landowners

## FarmOp Capital

Booth: 100

### Bill York, CEO

- With more than 40 years experience in ag lending, few people understand more about today's lending gaps than FarmOp Capital CEO Bill York.
- Learn more about FarmOp Capital's loan products, how they're different from traditional lenders' operating loans, and how extended loan terms and amounts are benefiting today's expansion-minded farmers.

## Firestone Ag

Booth: 35

### **Matt Frank, Senior Manager, Product/Brand**

- Stop by to discuss winterizing farm tires and how growers can save time and money next spring.
- Learn how Firestone Ag is striving towards the most sustainable means possible of tire production through manufacturing, technology solutions, and commitment to the next generation.

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

- Hear about Firestone Ag's latest line of ag rubber tracks, Maxi-TRI X, optimized for performance in a variety of soil conditions.
- Learn about the latest downtime calculation estimate, an annual measurement that looks at the cost of delayed fieldwork, which has increased nearly 20% since 2017.

## FMC Agricultural Solutions

Booth: 16

### **Gail Stratman, Regional Technical Service Manager – Heartland**

### **Drake Copeland, Technical Service Manager**

- Xyway™ brand fungicides: insights from year 1, and continuing the success

### **Matthew Pye, Biologicals Subject Matter Expert**

- the next crop protection frontier: biologicals

### **John McCool, Product Manager - Insecticides**

- addressing burgeoning insect issues

## GROWTH ENERGY

Booth: 14

### **Emily Skor, CEO**

- Stop by to hear how GROWTH ENERGY is working to grow the E15 market and advocating for biofuels to play a greater role in our nation's climate agenda.

## **Indigo Ag**

Booth: 38

### **Kacee Bohle, Manager, Crop Production Sales**

- Carbon markets are growing—and so are the opportunities for farmers to produce ag carbon credits and earn additional revenue. Stop by to learn how Indigo Ag is helping support farmers on their carbon farming journeys and maximize the benefits of their participation: improved efficiency, sustainability, and profitability.

### **Heather Gieseke, Head of Crop Marketing Operations**

- What if you'd only have to pull out your phone to transact from anywhere, or find the right buyer or farmer in minutes? Stop by to learn how digital technology is helping streamline the grain-marketing process and bringing buyers and sellers together any time, anywhere to trade grain on-demand.

## **John Deere**

Booth: 44

### **Chase Milem, Marketing Manager, Hay & Forage**

- Stop by to see what's new from John Deere in hay and forage solutions. The new John Deere W200 Series Self-Propelled Windrowers help farmers harvest their crops quickly and efficiently while promoting quick dry down for high-quality hay. John Deere's model year 2022 forage harvesters add a new 9500 model to its lineup; changing to new, more powerful 18.0L John Deere 18X engine for the 9500 and 9600 models; and making other changes to boost its 9000 Series SPFH lineup.

### **Jenni Badding, Marketing Manager, Digital Technology**

- Stop by to learn more about free JDLink connectivity from John Deere. JDLink™ telematics solution delivers valuable fleet insights directly into the hands of the machine owner or fleet manager. Beyond machine monitoring, the JDLink™ solution also enables John Deere Connected Support, enabling the dealer to remotely identify critical issues and take action minimizing potential downtime.

### **Ryan Jardon, Marketing Manager, Large Tractors & Tillage**

- Stop by to learn more about John Deere's new 8RX tractor and ExactRate planter solution. ExactRate helps farmers reduce the number of trips needed to refill fertilizer tanks during planting as it provides the capacity to carry 1,600-gallons of fertilizer with the new 8RX Tractor and new Deere planters.



## Land O'Lakes

Booth: 70

### **Katie Boesche, PhD, PAS, Senior Technical Support Consultant**

- Learn how Purina Animal Nutrition's new fermentation product, EfficienZ<sup>®</sup>, supports rumen function to optimize feed efficiency.

### **Jill Soderstrom, PhD, PAS, Milk Replacer Solutions Specialist**

- Stop by to interview Milk Replacer Solutions Specialist Jill Soderstrom on why gut health is so critical and how we can influence it.

## Livestock Marketing Association

Booth: 46

### **Natalie Ayers, Communications & Strategic Media Coordinator**

- Hear more about the World Livestock Auctioneer Championship, happening June 8-11, 2022, in Shipshewana, Indiana!

### **Chelsea Good, Vice President of Government & Industry Affairs and Legal**

- new dealer trust law
- packer competition & capacity
- cattle industry group meeting
- Packers and Stockyards Act (turned 100, has not kept up with changing industry)
- supply chain
- current industry & policy issues

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

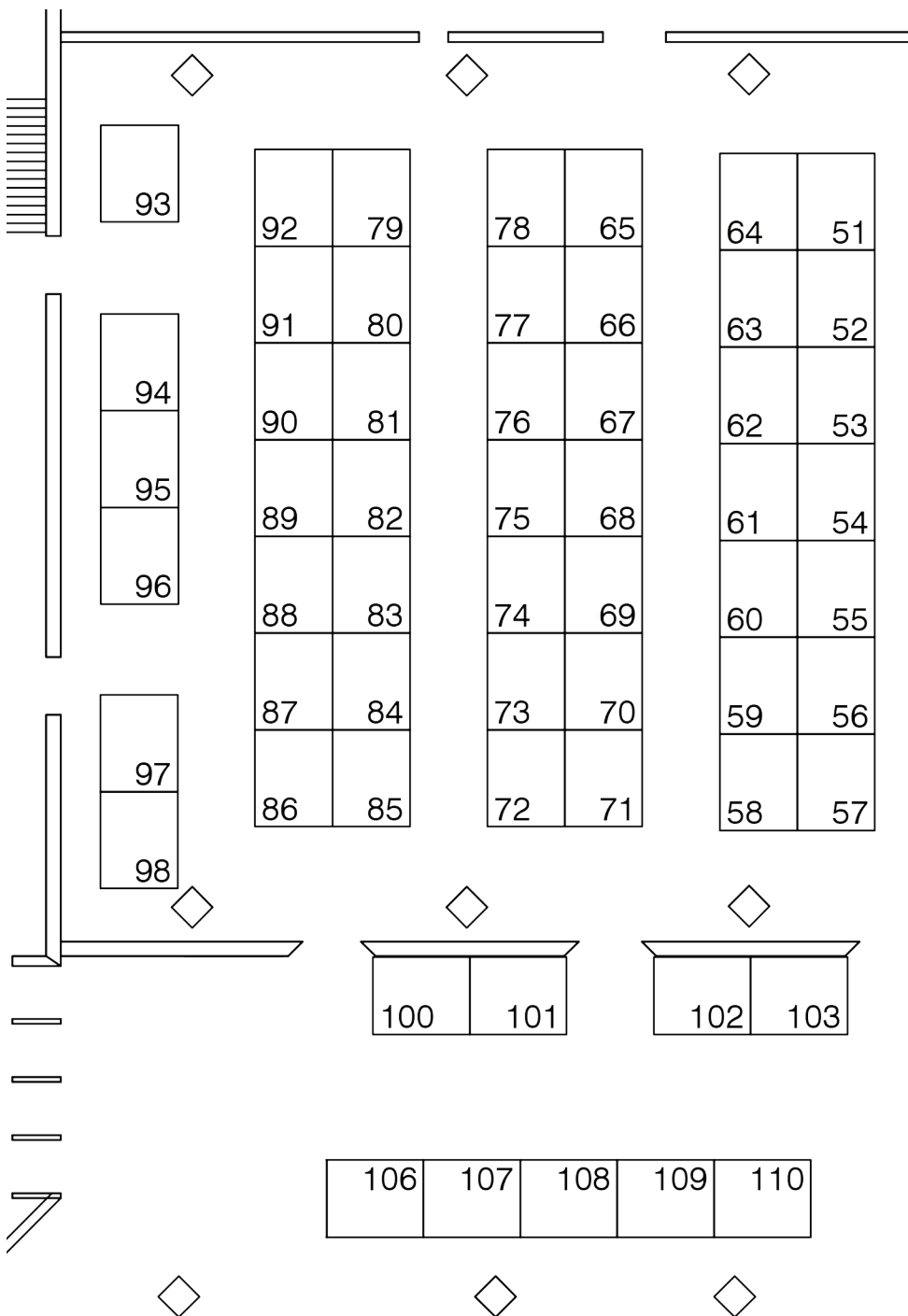
- Learn more about livestock transportation as well as the P&S Act.

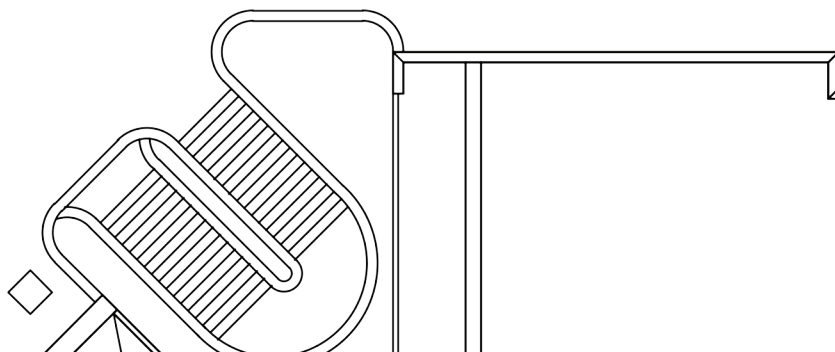
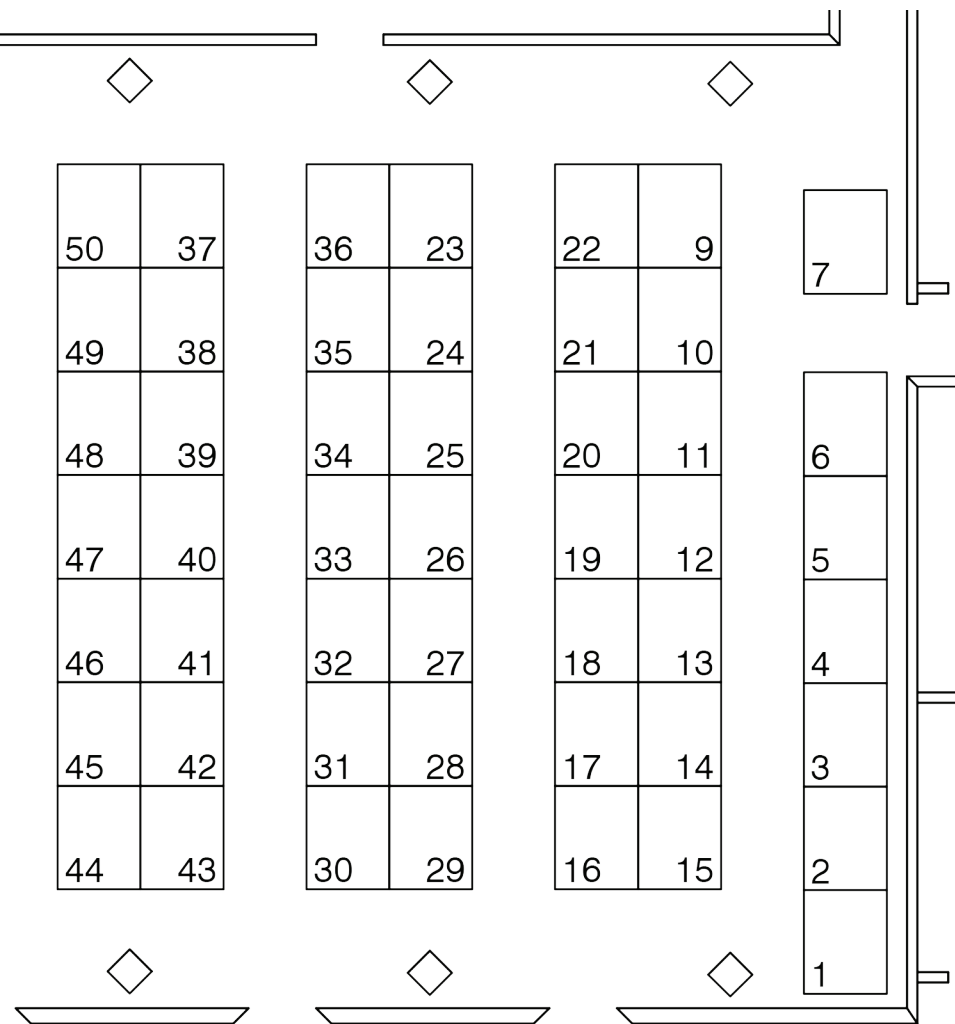
## Mahindra Ag & ROXOR

Booth: 21

### **Viren Popli/Rich Ansell, President & CEO/VP - Marketing, ROXOR**

- Learn about the new 5100 tractor series, launched in October 2021.
- Hear about the new ROXOR SxS launch.
- Discuss the unique qualities of a Mahindra dealer.





## **Merck Animal Health**

Booth: 15

**Dr. Justin Welsh, executive director of U.S. livestock technical services, Merck Animal Health**

- The newly integrated Merck Animal Health/Allflex Livestock Intelligence portfolio benefits beef, dairy, and swine producers and their herds by offering the ability to collect more data to gain more accurate insights and diagnoses – resulting in more effective solutions and healthier animals.
- In 2021, the company introduced two first-of-its-kind products for bovine respiratory disease (BRD) – Whisper® On Arrival diagnostic technology and Bovilis® Nasalgen® 3-PMH intranasal vaccine.

**Scott Holt, associate director of marketing, North America Identification, Allflex Livestock Intelligence**

- New Flex V2 ear tag technology will advance cow monitoring effectiveness using first-of-its-kind multi-function LED indicator.
- The new UTT3S ear tag applicator is the first advancement in ear tag application in more than 10 years that provides easier, more ergonomic cattle tagging methods.

## **Missouri Wines**

Booth: 80

**Shannon Yokley, Marketing Specialist**

- Chambourcin Month is celebrated during November. Hear how this varietal is a seasoned champion for Missouri Wines. Stone Hill Winery's Chambourcin was awarded the 2021 Governor's Cup (served Night of Honors banquet).
- Learn about Missouri's extensive wine history, dating back to the mid 1840s. Missouri is home to the first American Viticultural Area (AVA) -- Augusta.
- Our Missouri Winery Visitors Program (MVP) provides an array of rewards for visiting your favorite wineries. Earn points each visit and redeem them on a large selection of awesome MVP rewards.

## National Association of Conservation Districts

Booth: 88

**Michael Crowder, President**

**Kim LaFleur, First Vice President**

**Tim Palmer, Immediate Past President**

**Katrina Stacey, Communications Coordinator**

- Stop by to learn about NACD's efforts in climate smart agriculture and forestry.
- Learn about urban agriculture and conservation.
- Hear about NACD's work on diversity, equity, and inclusion in conservation.

## National Biodiesel Board

Booth: 37

**Tom Verry, Director of Outreach and Development**

- Tom Verry can provide updates on the state of the biodiesel industry, specifically related to national demand for fuel and feedstocks. He also can discuss NBB's new name: Clean Fuels Alliance America.

## National Bison Association

Booth: 52

**Dave Carter, Executive Director**

- Bison is Nature's Original Plant-Based Protein®...helping to restore healthy grasslands that capture carbon.
- Research: all-things bison took a giant leap forward this year with the establishment of the Center of Excellence for Bison Studies at SDSU.
- Ranchers, tribal producers, conservationists, and consumers are all partners in bison restoration. Find out how.

## National Cattlemen's Beef Association & Federation of State Beef Councils

Booth: 48

### Don Schiefelbein, NCBA President-Elect

- overview of NCBA's goals and priorities
- sustainability and the cattle industry plus NCBA's work in this space

### Clay Burtrum, Federation of State Beef Councils Chair

- NCBA's work as a contractor to the Beef Checkoff
- holiday consumer marketing campaign
- Beef. It's What's for Dinner. 300 returns to Daytona

### Ethan Lane, NCBA Vice President of Government Affairs

- overview of NCBA policy priorities
- issue updates covering cattle marketing, processing capacity, climate, WOTUS, and international trade

## National Corn Growers Association

Booth: 40

### Chris Edgington, President

### John Linder, Chair

### Tom Haag, First Vice President

### Jon Doggett, CEO, National Corn Growers Association

- driving demand for corn farmers
- going on offense for the ethanol industry
- building preference for U.S. corn with our sustainability goals

## National Crop Insurance Services

Booth: 29

### Tom Zacharias, President

- Crop insurance is the centerpiece of the farm safety net and a vital risk management tool for America's farmers and ranchers.

## National Farm Medicine Center

Booth: 79

**Scott Heiberger, communications manager**

**Melissa Ploeckelman, outreach specialist**

- farm kid paradox -- Growing up on a farm can be hazardous but is also healthy. This project combines safety information with messaging about farm-life benefits.
- Telling the Story project: farmers open up about close calls, injuries
- Cultivate Safety website: information and resources
- AgInjuryNews -- Database provides near-real time look at injuries nationwide.

## National Farmers Union

Booth: 34

**Rob Larew, President**

- fairness for farmers - an anti-consolidation project from Farmers Union

## National Grain and Feed Association

Booth: 82

**Michael Seyfert, President and CEO**

- Investments to modernize the U.S. transportation system are long overdue.
- Working lands conservation programs will help the U.S. meet its sustainability goals as well as grain demand.
- NGFA's 50th Annual Country Elevator Conference & Trade Show is in Chicago, Dec. 7-9.
- NGFA is celebrating its 125th anniversary.

## **National Outstanding Young Farmers**

Booth: 102

**Mary Johnson, National Outstanding Young Farmer Candidate Coordinator**

**Sharon Page, Past OFA Coordinator/Event Planner**

**Derek Martin, 2019 NOYF National Winner**

- Learn more about the National Outstanding Young Farmers (NOYF) Awards Program. Our program honors the outstanding achievements of America's young agriculturists and is the country's longest running national young farmer recognition awards program. Visit us to learn more about the program and how to submit a nominee.

## **National Pork Board**

Booth: 71

**Scott Phillips, Missouri pork producer**

**Dr. Brett Kaysen, Senior Vice President, Sustainability**

- Sustainability for America's pork producers is about doing what's right for people, pigs, and the planet by following the industry's We Care ethical principles.
- We Care gives the pork industry a solid foundation upon which to build. Learn how producers are measuring efforts in each of the ethical principles.



## National Pork Producers Council

Booth: 65

### Michael Formica, Assistant Vice President & General Counsel

- Stop by for an update on California's Proposition 12 from NPPC's Michael Formica. Formica also is available to discuss the U.S. pork industry's strong environmental story.

### Chloe Carson, Director, Digital Communications

- Need help coordinating an interview with one of NPPC's producer leaders or staff experts? Chloe Carson is available to assist!

### Terry Wolters, President-Elect

- NPPC President-Elect Terry Wolters, a producer from Pipestone, Minnesota, is available to discuss NPPC's long-range strategic planning process, the organization's CEO search, and industry priorities including California Proposition 12, African swine fever prevention, and the need for visa reform to address the industry's serious labor shortage.

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

- As the head of NPPC's Washington, D.C., office, Giordano is available to discuss NPPC's current priority portfolio. NPPC and U.S. pork industry priorities include the need to address the industry's current labor shortage, expanded market access for U.S. pork, African swine fever prevention, etc.

### Dr. Liz Wagstrom, Chief Veterinarian

- Sit down with NPPC Chief Veterinarian Dr. Liz Wagstrom to talk African swine fever (ASF) prevention and preparedness efforts; ASF prevention is the industry's top priority.

### Andrew Bailey, Science & Technology Legal Counsel

- Andrew Bailey is available to discuss NPPC's key priority issues including African swine fever (ASF) prevention and preparedness, the need for visa reform to address the industry's significant labor shortage, and the need for a level playing when it comes to alternative proteins.

## National Sorghum Producers

Booth: 26

### Kody Carson, Board of Directors Chairman

- resource-conserving sorghum — the ideal crop to be a part of the climate solution
- the importance of the farm safety net and disaster programs
- 2021 sorghum crop acres increase, optimism growing for 2022

### Norma Ritz Johnson, Executive Director

- increased sorghum acres in 2021, improving yields, new markets, and new herbicide tolerant technology in sorghum creating optimism for 2022
- USCP partners with California universities to promote drought resilience and increase demand for sorghum
- USCP, Pheasants Forever, and Quail Forever launch conservation partnership through habitat incentive program – BIRDS

## Novozymes BioAg

Booth: 7

### Jason Ward, North American Commercial Operations Lead

- Jason will talk about what's new at Novozymes BioAg, including new products, enhanced retailer partnerships, and their increasing support for farmers growing organic crops.
- He'll discuss how biologicals play an important role in yield improvement and integrated pest management.

## Nutrien Ag Solutions

Booth: 6

- Come by to hear how Nutrien Ag Solutions is leading the way in sustainable ag and learn about its newest digital and innovative solutions for growers.

## Nutrien Premium Fertilizer Technologies

Booth: 12

### Doug Sibbitt/John Niemeyer, Marketing Representatives

- benefits of Smart Nutrition™ MAP+MST®: decreased risk of sulfur leaching, reduced salt index for seed row safety, fall application
- enhanced efficiency fertilizer: ESN reduces nitrogen loss, ESN, and the 4Rs
- finding the perfect ESN blend to optimize crop performance, ROI
- eKonomics: what does it offer to farmers and their advisers?

## Pioneer

Booth: 66, 67

### Dan Berning, Pioneer Agronomy Manager - Western Corn Belt

- Another unpredictable season is almost in the books, and growers are already looking ahead and making plans for next year. Get perspective on what the Pioneer field agronomy team saw in fields and in combines this season and hear what tips they are sharing with growers for a successful 2022.

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

- The results are in. Hear how corn harvest shaped up across the country, or locally, including how Pioneer® brand corn won the majority of Pioneer on-farm competitive trials. Also, learn how farmers said they are planning to use this year's harvest data to help make better seed decisions in 2022.

### Don Gehrls, U.S. Marketing Lead, Pioneer Soybeans

- Beans aren't just beans, and this year's harvest results prove that. Hear yields from across the country, including how Pioneer® brand soybeans are creating more profit per acre potential for growers. Also, learn why more growers plan to make the switch from dicamba technology to Enlist E3® soybeans in 2022.

## Pivot Bio

Booth: 49

**Lori Reese, Agronomy Trial Manager/Chris Witting, Strategic Account Manager**

- Pop on by to learn about Connect™, a new line of snack foods grown by farmers using Pivot Bio's microbial nitrogen instead of synthetic nitrogen fertilizers.
- Learn how Pivot Bio's microbial nitrogen solution, PROVEN® 40, is helping growers replace up to 40 pounds per acre of synthetic nitrogen.

## POET

Booth: 5

**Doug Berven, VP Corporate Affairs**

- At POET, we believe biofuels are a key to successful ag, and successful ag is a key solution to climate change. Stop by to interview Doug Berven, POET's vice president of corporate affairs, about ways in which POET is working with ag producers to lower our carbon intensity score to offer even more low-carbon, plant-based bioproducts to consumers.

## Propane Education & Research Council

Booth: 81

**Mike Newland, Director of Ag Business Development**

- Learn how versatile, reliable propane equipment — like irrigation engines, grain dryers, heating, and flame weeding systems — provide anytime, anywhere power to help producers take back control over their farms. Propane removes the risk of sudden power outages while ensuring energy equity by naturally producing less emissions than other fuel sources.

## Protect the Harvest

Booth: 73

**Dr. Mike Siemens, board member**

- Threats to America's sustainable food supply are growing exponentially. Those seeking to end animal agriculture are using federal and state legislation, county and city ordinances, and state ballot initiatives. To win this battle, we must stay informed and educate the public on how these threats will impact their ability to access affordable and nutritious food for their families.

## Rabo AgriFinance

Booth: 17

### Don Close, Senior animal protein analyst, Rabo AgriFinance

- the newly released RaboResearch Animal Protein Outlook 2022
- global supply expectations for all meats in 2022
- 2022 U.S. cattle price outlook

### Roland Fumasi, Head of RaboResearch – Food & Agribusiness for North America, Rabobank

- the lasting impacts of on-going labor constraints throughout the food supply chain
- 2022's squeeze on farm margins
- trade and export outlook

## RCIS

Booth: 72

### Jeff Bahr, Head of Sales & Service

- RCIS -- taking the team approach to being there for farmers when it matters most
- details of RCIS's claims approach to provide timely, efficient, and responsive claims handling and payment for policyholders
- discuss RCIS's all-hands-on-deck response to CAT events and our expansion of drone use for claims handling
- Precision ag advancements -- Farmers can capture, access, and provide information more easily and accurately thanks to new RCIS Precision Ag connections.
- RCIS's connection with John Deere Operations Center, helping to reduce some of the complexities for both crop insurance agents and farmers
- RCIS is working on additional connections in 2022 to bring even more connection options to farmers.

## Renewable Fuels Association

Booth: 43

**Ken Colombini, Communications Director**

**Geoff Cooper, President and CEO**

- RFA's industry-leading pledge for net-zero ethanol
- the future of the renewable fuel standard
- update on ethanol policies and politics
- state of the ethanol industry and marketplace — production, supply, and demand

**Robert White, VP, Industry Relations**

- ethanol marketing programs
- ethanol infrastructure needs
- evolving to higher ethanol blends

## Swine Health Information Center

Booth: 110

**Dr. Paul Sundberg, Executive Director**

- ASF - Caribbean update
- pork industry's ASF risk assessment – results and direction
- SHIC's ASF research in Vietnam – learnings

## Syngenta

Booths: 53, 54, 55

**Dave Young, Head of Marketing, Golden Harvest & Jim Shertzer, NK Head of Marketing**

- NK and Golden Harvest 2021 performance and key products available in 2022
- corn rootworm control – season-long and year-on-year
- cleaner and greener – season-long health supports better harvest conditions (standability for corn, for instance) and higher yields
- start strong – early-season delivers both disease and insect control, and improved root health
- plan to win against weeds
- know your numbers: whole-farm management delivers profitability
- biodiversity/stewardship/pollinator health/EPA re-registration updates
- environmental sustainability/sustainable solutions

## **The Mosaic Company**

Booth: 83

**Curt Woolfolk, Manager, Crop Nutrition Technologies**

**Tryston Beyrer, Crop Nutrition Lead**

- long live soil: the cornerstone of balanced crop nutrition
- 2022 outlook on advanced crop nutrition
- sustainable crop nutrition strategies for 2022

## **Total Farm Marketing by Stewart-Peterson**

Booth: 98

**Bryan Doherty/John Heinberg, market advisors**

- The commodity markets have had extremely dynamic years. Stop by to talk with Bryan and John about the markets and the effects market volatility could have on agriculture commodity prices in the months ahead.

## **U.S. Custom Harvesters, Inc.**

Booth: 39

**David Misener, Board of Directors**

- summarize wheat, fall crop, and cotton harvesters' progress this year
- describe USCHI as an organization and how we work for harvesters and farmers across the United States

**Paul Paplow, Board of Directors**

- How hard is it to find harvest crew employees?
- How does the H2A visa system work and do many harvesters use it?
- labor issues in general that members of USCHI face and how our organization is working to combat them

## U.S. Environmental Protection Agency Region 7

Booth: 74

### Edward H. Chu, Acting Region 7 Administrator

- Our priority is engaging with the agricultural community, which will always have a seat at the table during EPA rulemakings.
- Subjects include: partnerships (farmer to farmer funding); rulemaking and policy (Clean Water Rule, pesticides, renewable fuel standard); air quality (Flint Hills smoke management); and water quality (harmful algal blooms).

### Doug Jones, Region 7 Agriculture Advisor

- EPA agriculture advisors focus on agriculture-sector engagement and seek partnerships and support activities that advance environmental outcomes.

### Curtis Carey, Region 7 Public Affairs Director

- The EPA Region 7 public affairs team provides agricultural outreach in Iowa, Kansas, Missouri, and Nebraska.

## U.S. Grains Council

Booth: 60

### Ryan LeGrand, President & CEO

- Get current status of trade for U.S. corn, sorghum, barley, ethanol, and distiller's dried grains with solubles.
- Learn about the top five trading partners for those commodities: China, Mexico, Japan, Canada, and South Korea.
- Discover more about emerging markets for U.S. grains.
- Better understand the importance of free trade agreements and recent memorandums of understanding with governments and industries in grain markets overseas.
- Find out how the U.S. Grains Council develops markets, enables trade, and improves lives around the globe.



## **U.S. Meat Export Federation**

Booth: 75

**Dan Halstrom, USMEF President & CEO**

**Joe Schuele, VP of Communications**

- performance of U.S. beef, pork, and lamb exports in 2021 and outlook for 2022
- positive impact of trade agreements with key trading partners and importance of reducing trade barriers worldwide
- new and emerging markets for U.S. red meat
- adjustments to global marketing activities and strategies during the COVID-19 pandemic
- obstacles affecting exports, such as port congestion, vessel space, tight labor supply

## **U.S. Roundtable For Sustainable Beef**

Booth: 28

**Debbie Lyons-Blythe, cattle rancher & USRSB chair-elect**

- Learn how the U.S. Roundtable for Sustainable Beef is demonstrating continuous improvement of sustainability across the U.S. beef value chain.

## U.S. Soybean Export Council

Booth: 31

### Karey Claghorn, Senior Director for Market Development

- S&D trends: From a global glut to talks of rationing, the soy complex has shifted. With the fourth largest crop on record in 2021, what's at play in the new marketing year?
- Building demand: USSEC celebrates 15 years! What's changed? What has been built? And who's coming to the table?

### Courtney Knupp, Focus Area Director, Animal & Aquaculture Nutrition Meal

- Aquaculture: Find out how USSEC is not just contributing to, but helping to lead, the fastest growing protein sector.
- Livestock nutrition & sustainability: Did you know that when farmers overseas buy U.S. soy, they not only increase feed efficiency they also decrease their environmental footprint? Learn how and so much more!

### Lance Rezac, farmer & USSEC board member

- Sustainability interconnected: Learn how what we do on our farms improves the environmental footprint of end-users around the world. SSAP delivers solutions at no cost. Find out how!
- Renewable fuel shifts: It's all the talk (big petroleum teaming with renewable fuels). What does this mean for the global soy complex?

## U.S. Wheat Industry

Booth: 27

### Chandler Goule, Chief Executive Officer

- reconciliation and tax packages
- quality loss program/whip+
- wheat – efficiently feeding the world

### Dave Milligan, President

- sustainability and climate
- planting wheat
- production and cost inputs

## United Soybean Board/Soy Checkoff

Booth: 30

### Mac Marshall, Vice President of Market Intelligence for the United Soybean Board & U.S. Soybean Export Council

- Food security and sustainable energy coincide with soy in the equation. Increased demand for soy-based biofuels generates more protein for animals resulting in lower prices for livestock sector.
- Talk with Marshall about global demand and exports – and the record 2021 crop we've needed to keep supplying domestic and international buyers.

### Dan Farney, United Soybean Board Chair & farmer, Morton, Illinois

- Your Soy Checkoff 101 — creating return on investment: The checkoff returns value to farmers by investing strategically in promotion, research, partnerships, and education.
- Ask USB Chair Dan Farney about how farmer investments differentiate U.S. soy through quality, sustainability, and reliability, ultimately bringing value to the 515,000 U.S. soybean farmers.

### Tom Oswald, United Soybean Board Director, Supply Action Team Chair, farmer, Cleghorn, Iowa

- Protecting soybean quality is a season-long effort that includes plant health, development, and composition. Checkoff-funded research, resources, and tools help farmers utilize best management practices that address today's evolving production challenges.
- Speak with Farmer-Leader Tom Oswald about the checkoff research that is returning value to the farm.

### Mace Thornton, United Soybean Board Vice President of Communications and Marketing Strategy

- The soy checkoff builds U.S. soy's reputation with farmers, value-chain partners, and consumers through investments in research, education, and promotion.
- Hear from Mace Thornton about USB's strategic plan as it looks to map a bright future for U.S. soy, prioritizing technology and innovation, infrastructure and connectivity, and health and nutrition.

## **United Soybean Board/Soy Checkoff (continued)**

Booth: 30

### **John Jansen, United Soybean Board Vice President of Strategic Partnerships**

- Soybeans are in thousands of products, including tires, asphalt, shoes, and turf. The checkoff supports research across soy-based products each year.
- Speak with John Jansen about how the checkoff meets customer needs with high-quality soy, including high oleic soybeans, and learn about new marketing initiatives like the Sustainable U.S. Soy mark.

## **UPL**

Booths: 84, 85

### **Lynn Justesen, Technical Services Lead**

- Growers are diligently looking for ways to combat diseases and pests that wreak havoc on yield. UPL is starting in the furrow with the recently approved fungicide+insecticide TEPERA PLUS HD and well-timed in-season fungicide applications to control disease pressures like white mold before it hampers yields.

### **Ryan Henry, Technical Development Manager - Herbicides**

- To prevent further instances of weed resistance, growers need to use highly effective herbicides at the recommended rates. UPL is giving growers the tools they need to manage weeds with effective herbicide layering options — like identifying how residual and contact herbicides can work together to control weeds all year long.

### **Tanner Antonick, Alta Seeds Central U.S. Sales Manager**

- On the heels of introducing herbicide-tolerant grain sorghum, Alta Seeds is revolutionizing forage markets with the first herbicide-tolerant forage sorghum. In 2021, grain sorghum growers successfully used igrowth technology from Alta Seed and IMIFLEX Herbicide from UPL to control grassy and broadleaf weeds.

## USDA Foreign Ag Service

Booth: 95

**Daniel Whitley, Administrator**

- With more than 20 percent of U.S. agricultural production headed to international markets, trade remains a major engine powering the agricultural and rural economies. Join us to learn more about how USDA is engaging globally on behalf of U.S. agriculture and partnering with industry to expand markets for American farm and food products worldwide.

## USDA National Agricultural Statistics Service (NASS)

Booth: 91

**Joe Prusacki, Director, National Agricultural Statistics Service**

**Joe Parsons, Director, National Agricultural Statistics Service Methodology Division and Chair of USDA's Agricultural Statistics Board**

- Join us to discuss the Nov. 9 crop production report, the Agricultural Resource Management Survey, Hemp Acreage and Production Survey, and other recent and upcoming USDA NASS surveys and reports, including the 2022 Census of Agriculture, its content tests, and list building efforts.
- Ask NASS about our modernization efforts!

## USDA Rural Development

Booth: 92

**Justin Maxson, USDA Deputy Under Secretary for Rural Development**

- Learn how the Biden-Harris administration is helping rural communities build back better by improving rural infrastructure, broadband, economic development, and housing.

## Valent U.S.A.

Booth: 63

- Valent U.S.A. Corporation, headquartered in San Ramon, California, develops and markets traditional chemical and biorational products that advance sustainable agriculture, protect crops, enhance crop yields, improve food quality, beautify the environment, and safeguard public health.

## Verdesian: The Nutrient Use Efficiency People

Booth: 20

**Joe Vaillancourt, product manager -- biostimulants**

- We are excited to share how we are advancing seed-applied nutrient use efficiency through technology and innovation. Stop by our booth to learn more about nutrient use efficiency; SEED+™ planter technologies and how they improve seed performance and yield; our new partnership with Truterra, LLC; and an exclusive, upcoming hands-on media experience.

## Vive Crop Protection

Booth: 22

**Sara Zinck, Marketing Director**

- Vive was named the “Crop Protection Solution of the Year” in the 2021 AgTech Breakthrough Awards, which recognizes companies, technologies, and products in global ag innovation. With an outstanding 2022 product set, along with its R&D pipeline, learn how Vive delivers next-generation solutions with greater efficiency, value, and profitability.
- Vive’s rapidly growing crop protection portfolio delivers the best mixing products available. Whether it’s mixing with starter fertilizer, a post-emergent herbicide, or hard water, Vive products offer hassle-free mixing with no clogged nozzles or lines. And, they stay in suspension better than competitive brands with no additional expensive equipment needed.

**Darren Anderson, Chief Executive Officer**

- AZterknot™ is the world’s first three-way fungicide combination that harnesses the benefits of biologicals, the performance of chemistry, and the ease of Allosperse. Registered across a variety of crops for soil and foliar applications, AZterknot provides unparalleled handling ease and excellent systemic disease control while activating plants natural defense mechanisms.
- With its Allosperse® Delivery System, Vive creates new ways to improve the performance of crop protection products. Using patented nano-polymer technology, Allosperse targets and optimizes the interaction between active ingredients, fertilizers, micronutrients, biologicals, and other chemicals for improved mixing and better performance on the leaf and in the soil.

## Vive Crop Protection (continued)

Booth: 22

### Darren Padget, Chairman

- drought effects in the Pacific Northwest
- railroads and wheat exports
- Snake River dams and wheat exports

## WinField United

Booth: 77

### Randy Brown, Director, Agronomy

- Randy will talk about what's new at WinField United from products and services to considerations for next year.
- He also can discuss how to manage the residual effects of extreme weather, including drought, that occurred in 2021.

### Jason Nelson, Field Services Sales Manager

- Jason will talk about WinField United prescription and financial services, including an overview of the Advanced Acre Rx and SECURE programs.
- He also can discuss how WinField United is partnering with Truterra to provide new opportunities for farmers in carbon markets.

### Rachael Dahlman, Seed District Sales Manager

- Rachael will talk about what's new from CROPLAN seed.
- She also will share insights from the 2021 Answer Plot program.

## Wyffels Hybrids

Booth: 36

### Mitch Heisler, Product & Agronomy Manager

- Stop by and hear the latest on the Wyffels Hybrids Corn Rootworm Monitoring program.
- key takeaways from 2021: What did we learn in 2021 that we should consider as we make decisions for 2022?
- Hear an update on the Wyffels Serving Those Who Served initiative.
- Wyffels Hybrids 75th Anniversary

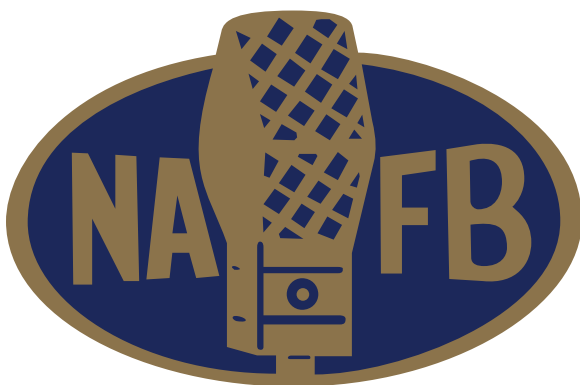
# Notes



## Notes

# Notes

## Notes



**National Association of Farm Broadcasting**

1100 Platte Falls Road

Platte City, MO 64079

816.431.4032

[NAFB.com](http://NAFB.com)

[NAFBPlanner.com](http://NAFBPlanner.com)