



# TRADE TALK

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Exhibitors offering internship opportunities for students are indicated with **Student Internship**.

**25x'25/Solutions from the Land**

Booth: 96

**Bart Ruth, co-chair 25x'25, Sfl board member**

- role of bioenergy in reducing GHG emissions and improving public health
- 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**

- 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, Sfl**

- Sfl's priorities for COP 28 in Dubai, UAE
- Sfl's next frontier work in advancing agricultural solutions to global sustainable development goals

**AARP Student Internship**

Booth: 5

**Amy Nofziger, director fraud victim support**

- Stop by booth 5 and visit with Amy Nofziger, certified fraud examiner & director of fraud victim support. Amy has two decades of experience working with fraud victims and hears about the latest fraud and scams from the Fraud Watch Helpline that handles 450 phone calls a day. She'll be able to share the red flags of fraud and how to help your community stay safe from scams.

**Sean Voskuhl, AARP OK state director**

- Meet AARP Oklahoma State Director Sean Voskuhl and learn about issues that impact Americans aged 50+.
- Find out more about important advocacy efforts such as supporting the AM Radio in Every Vehicle Act, affordable Medicare, protecting Social Security, aging in place, fraud and scams prevention, and strengthening rural communities.



## AcreForward by Taranis

Booth: 106

### Sarah Rang, director of marketing

- Agriculture has never seen anything like AcreForward Intelligence by Taranis. The high-resolution, leaf-level insights delivered are paired with near real time practice validation and opportunities that remove the “wait-and-see” from the season. Hear from Taranis Chief Commercial Officer Mike DiPaola, Taranis Retail Partner Ethan Noll (who serves as Ag Partners Cooperative’s digital ag director), and fifth-generation Denton, Kansas farmer Jon Bottiger about the following:
  - Pairing AI-driven insights with boots-on-the-ground sets both retailers and farmers up for success throughout the growing season and creates a digital playbook for the next season.
  - Ag tech has a role in paving the road back to the farm for the next generation.
  - Taranis supports and strengthens the retailer-farmer relationship.

## Ag Processing Inc.

### Student Internship

Booth: 111

### Reggie Kock, director of marketing

- soybean harvest and market outlook
  - update on domestic and global demand for soybean meal
  - ongoing re-investments
  - value added member-owner programs

## Ag Resource Management

Booth: 101

### Wade Simpson, area manager

### Michael Meil, area manager

- tips to help farmers prepare for tighter margins
- alternative lending option: tie loans to crop coverage to keep farm assets safe
- It’s a tough environment for young farmers. They need special financing options and a strong support team behind them.

## Agoro Carbon Alliance

Booth: 56

### Clay Craighton, strategic accounts manager

- Hear how farmers and ranchers use the ag carbon market to improve operational longevity.
- Discuss what farmers and ranchers need to navigate and understand the carbon market.
- Learn about ag carbon practices and how Agoro Carbon matches conservation practices with operational goals to sequester carbon and improve soil health.

### Ashley Bruner, marketing & communications manager

- Learn what sets Agoro Carbon apart in the carbon market, including rancher opportunities, input-agnostic program, and teams dedicated to science and carbon.
- Hear how Agoro Carbon's agronomic knowledge, in-field support, global network, and technical expertise make carbon cropping practical and profitable.
- Discuss the ag carbon market's future and long-term potential.

## AgReliant Genetics

Booth: 109

### Nick Frederking, AgriGold agronomist

- Grouping hybrids into Field GX™ families based on genetics and agronomic characteristics makes it simpler for farmers to diversify genetics -- find out why that's important to drive on-farm performance.
- Learn how the 2023 seed lineup expands AgriGold's portfolio to meet farmers' needs.

### Jed Norman, LG Seeds agronomist

- Farmers face a wide range of challenges, from disease to weather extremes to pest pressure. Find out how diverse genetics can protect yield potential and increase ROI.
- Learn how LG Seeds' 2023 seed lineup helps farmers up their defenses and mitigate risk.

## Agricultural Economic Insights

Booth: 9

### David Widmar, co-founder & managing partner

- Interview AEI's Managing Partner David Widmar about farm income, macroeconomic challenges, strategies for producer success, and the budget outlook for 2024.

### Sarah Hubbart, communications strategist

- Learn more about AEI and our timely, in-depth analysis about key agricultural trends from Lead Communications Specialist Sarah Hubbart.

### Randy Dickhut, farmland analyst

- Interview AEI's Lead Farmland Analyst Randy Dickhut about current and historic trends in farmland values and our outlook for 2024!

## AgroLiquid

Booth: 86

### Galynn Beer, national strategy & product management lead

- Where should fertilizer dollars be focused to balance yield and economics?
- Giving up 40 pounds of nitrogen to budget for phosphorus, potassium, sulfur and micronutrients may coax the best yield.
- Many variables combine to provide a good cost-benefit analysis.

### Stephanie Zelinko, national agronomist

- Fertilizer is a big investment that's too important to risk. A soil test helps determine what nutrients you need.
- Good agronomy skills can bridge the economics of high-priced inputs and ensure a ROI.
- AgroLiquid has compiled data to develop win-rates to determine the likelihood of achieving a positive response from a fertility program.

## American Angus Association/Certified Angus Beef LLC

Booth: 10

### Kara Lee, director of producer engagement

- Ranch to Table is a direct-to-consumer program created by Certified Angus Beef for Angus ranchers to use the brand's trusted reputation to market to consumers. It's the same high-quality beef that must meet the brand's carcass standards but directly from the source.
- Certified Angus Beef and Sysco are partnering to highlight the work producers have done for generations to provide the best cattle care for raising high-quality beef. By promoting Beef Quality Assurance certification, the Raised with Respect campaign allows the brand to tell a stronger cattle care story and ensure demand for beef.

### Troy Marshall, director of commercial industry relations

- In a sea of black-hided cattle, it is difficult to differentiate premium Angus genetics. With AngusLink, cattlemen give buyers an objective description of the genetic potential of their cattle. Participation in the AngusLink programs, AngusVerified, and the Genetic Merit Scorecard, have grown by 300% in 2023, compared to 2022 numbers.
- The paper examines changes in the cattle marketing system and how premiums have historically been distributed among industry sectors. Today, consumers are making increasing demands on the quality of the product they are buying and are increasingly willing make purchases based on those preferences. Cattlemen need additional tools for capturing that value.

## American Bankers Association

### Student Internship

Booth: 102

### Ed Elfmann, senior vice president, agricultural & rural banking policy

- Learn how Congress can make it easier for farmers, ranchers, and rural families to access affordable real estate credit.
- Discuss agricultural bankers' Farm Bill priorities.
- key takeaways from ABA National Agricultural Bankers Conference (November 5-8)

## American Coalition for Ethanol

Booth: 62

### Brian Jennings, CEO

- RFS implementation '23-'25 volumes, SREs
- status of E15 and other activity impacting higher blends
- IRA: 45Z Clean Fuel Production, 45Q CCUS, 40B SAF credits; funds for USDA biofuel infrastructure, climate-smart ag
- ACE project to secure farmers access to clean fuel markets
- state/federal clean fuel policy
- state of the ethanol industry/marketplace

### Ron Lamberty, CMO

- USDA Higher Blends Infrastructure Incentive Program (HBIIP)
- ethanol and EVs (ACE's Hybrid Electric Flex Fuel Demonstration Project)
- retail station ethanol equipment requirements and cost
- flex fuel retailing from marketer perspectives
- growth/setbacks of E15, E85 markets
- RINs and ethanol economics
- global market development for ethanol and coproducts

## American Farm Bureau Federation

Booth: 57

### Joby Young, executive vice president

#### Roger Cryan, chief economist

- Learn about Farm Bureau's farm bill priorities.
- Discuss important regulations like WOTUS, Prop 12, and farm labor.
- Get the latest on the 2023 Thanksgiving dinner cost survey.

### Terri Moore, vice president-communications

#### Mike Tomko, director-communications

- Learn about Farm Bureau initiatives like Ag Innovation Challenge and Farm Dog of the Year.
- Discuss Farm Bureau's work on rural mental health.
- Get the latest on the 2023 Thanksgiving dinner cost survey.

## American Lamb Board

Booth: 90

### Peter John Camino, chairman

- sustainability and prescribed grazing

## American Seed Trade Association

Student Internship

Booth: 46

### Andy LaVigne, president & CEO

- trade
- plant breeding innovation
- sustainability
- cover crops
- seed treatment stewardship
- Farm Bill
- ag research
- risk management

## American Sheep Industry Association

Booth: 89

### Peter Orwick, executive director

- first year operation of the new U.S. based commercial wool testing laboratory
- sheep priorities for the Farm Bill
- national animal disease preparedness for the sheep industry
- ASI annual convention -- January 2024, Colorado

## American Soybean Association

Booth: 42

### ASA executive committee members

- ASA assures sound policy and regulatory decisions are made in D.C. that support soy industry priorities. We'll be on hand to talk farm policy (including Farm Bill), trade, crop protection, biofuels, conservation, and much more.

## American Sugar Alliance

Booth: 76

**Luther Markwart, executive vice president & CEO**

**Rob Johansson, director of economics & policy analysis**

- American food manufacturers and consumers enjoy a reliable and abundant supply of sugar thanks to American sugarbeet and sugarcane farmers.
- No-cost sugar policy is a win for consumers, producers, and food manufacturers. Without it, our sugar supply chain would be subject to volatile markets distorted by foreign governments' subsidies.
- Bipartisan members of Congress agree that sugar policy is part of a strong Farm Bill and essential to American food security.

## AMVAC

Booth: 11

**Jim Lappin, director of the SIMPAS product portfolio & alliances**

**Mark Foster, corn, soybean, & sugar beet portfolio manager**

- AMVAC is excited to bring new, exciting solutions to its portfolio, including products to ease weed pressure for soybean, cotton, and canola growers, as well as continued development of solutions to mitigate the impacts of the persistent, yield-threatening corn rootworm pest.
- The SIMPAS-applied Solutions portfolio has expanded its prescriptive application technology to deliver new solutions to enhance yield, in-furrow, during planting.
- AMVAC is growing its presence in the biologicals space by expanding the GreenSolutions product offering through both planter box, in-furrow, and foliar applications.

## Animal Agriculture Alliance

## Student Internship

Booth: 97

### Emily Ellis, manager, communications & content

- latest tactics employed by animal rights extremist organizations, including ongoing animal theft trials, restaurant and retail brand pressure, and legislative trends impacting animal agriculture
- advice for engaging about animal agriculture with consumers and external audiences, including issues like mRNA vaccines
- how the animal agriculture community can benefit from Alliance programs, including College Aggies Online, Animal Ag Allies, and the 2024 Summit

### Abby Kornegay, manager, issues & engagement

- unique insights for listeners into farm and plant security, including hiring decisions, preparing for protests, and monitoring for extremist threats
- key topics and takeaways from 2023 animal rights conferences and events
- timely issues impacting animal agriculture, including animal welfare, antibiotic use, sustainability, and nutrition (such as COP28 and the United Nations Stocktaking Moment)



## Azotic Technologies Ltd.

Booth: 104

### Tom Tregunno, director of commercialization

- Envita, Azotic North America's flagship product, is a systemic nitrogen solution that puts N at the right place at the right time. With more than 20 years of academic research, Envita is backed by the science, research, and scaled large acre trials to help farmers meet their yield goals. The first of its kind, we'll be talking about the agronomic advantage Envita provides: from the convenient foliar and in-furrow application opportunities, to tank mixing, yield boosts, and exceptional ROI; we'll be covering it all at booth 104!
- To meet growing demand, Azotic North America has invested in the expansion and further growth and development of the Envita team. Serving our farmer growers is at the heart of our Envita mission, and boots on the ground, coupled with a newly created dedicated national agronomy role, will help our customers meet their operations' fertilizer and yield goals.
- in-furrow or foliar: Envita meets growers where they are in their application abilities and opportunities. Learn how we're doing it!
- Envita has provided results on every crop it has been trialed on. The big surprise? Potatoes! Stop by to learn how Envita is changing the growing season for potato growers (regional target).
- Partnerships are key to the success of agriculture. Azotic North America understands the importance of building partnerships and leveraging expertise to provide the growing solutions farmers are looking for. As crucial partners in the retail space, Envita adds the nitrogen solution our agronomic retail partners have been looking to add to their growers' plans.

## BASF Agricultural Solutions

Booth: 58, 59

### Nick Schweizer, director of business operations

- Learn more about how BASF is helping growers do the Biggest Job on Earth through solutions for business planning and agronomic performance, including the BASF Financing Program and weed control guarantees. BASF is working to address the agriculture industry's biggest challenges, such as weed resistance, weather risk mitigation, and working capital management.

## **BASF Agricultural Solutions (continued)**

Booth: 58, 59

### **Bryan Perry, head of U.S. seeds & traits**

- Find out how new innovations from BASF help growers find the most suitable seed varieties for their fields and provide growers more weed control options. Whether it's one of BASF's industry-leading seeds (Xitavo, InVigor, Stoneville, FiberMax), or Xarvio digital farming technology, BASF is committed to helping farmers get more from every acre.

### **Kim Tutor, technical marketing manager**

- Hear from Tutor on how to combat key diseases with BASF fungicides, including Veltima and the newest soybean fungicide solution from BASF, Revylok. Revylok brings together two of the newest active ingredients from BASF, Revysol and Xemium, providing growers with unmatched disease control.

## **Bayer**

Booth: 2, 3, 4

### **DEKALB/Asgrow**

- DEKALB/Asgrow experts will be on hand to recap the year and look ahead to 2024.

### **Channel Seed**

- Channel experts will be on hand with agronomic advise and a look at new Channel.

### **Climate Corporation**

- Climate experts will provide updates on Climate FieldView.

### **Bayer Crop Protection**

- Experts on Bayer's crop protection portfolio will be prepared to speak to the latest advancements in weed control and provide expert advise on weed management.

### **Preceon Smart Corn System**

- Learn about the latest updates on Bayer's Preceon Smart Corn System.

### **Bayer Carbon Program**

- Bayer's Carbon Program expert will have updates on the 2023 season, with a look ahead to what's new for 2024.

## Belchim

Booth: 28

**Troy Bettner, commercial director**

**Tom Wood, president & general manager**

- Resistant weeds steal valuable water and nutrients, costing corn farmers billions.
- When HPPDs and atrazine aren't enough, corn growers get increased control of resistant weeds when adding TOUGH to the tank mix.
- Belchim USA offers a variety of products to corn, sugarbeet, and rice growers to help manage resistant pests.

## Benson Hill

Booth: 113

**Aaron Robinson, VP, product management**

- Learn about Benson Hill's newest varieties of soybeans and 2023 harvest results.
- Find out more about farmer opportunities to purchase seed directly from Benson Hill.

**Tracy Snider, director, farmer marketing**

- Learn more about how farmers earn more with Benson Hill.
- New direct seed sales opportunities are open for farmers in 2024.

## BigIron

Booth: 103

**Kurt Campbell, VP of agriculture sales**

- Learn how BigIron's unreserved, online auctions help sellers get the best return on the sale of their land, livestock, and equipment.

## Boehringer Ingelheim Animal Health

Booth: 48

**Dr. Greg Cline, senior key account veterinarian - swine**

- preparing for updated FSIS salmonella standards
- new oral vaccine administration for salmonella and ileitis

**Dr. David Shirbourn, professional services veterinarian - beef**

- brown stomach worm
- tips to reduce stress in cattle
- Are you locked in with the FDA's new antibiotic guidance?

## Case IH

## Student Internship

Booth: 70

### **Ryan Kau, harvesting marketing manager**

- More land, tighter windows, and a shortage of labor are a recipe for major challenges at harvest – even for the most seasoned producers. Case IH will be sharing the latest in combine technology – including iron and automation – and how the approach constantly evolves to meet farmer needs.

### **Kendal Quandahl, precision field team manager**

- Using your data starts with understanding the possibilities through a holistic view. Case IH has purposefully developed technological solutions that help to solve challenges experienced on the farm, from Soil Command that helps lay the groundwork for optimizing agronomic performance all the way to Harvest Command's harvest automation advantages.

## **Cattlemen's Beef Board**

Booth: 50

### **Greg Hanes, CEO**

- basic overview of Beef Checkoff
- CBB's strategic plan
- CBB's commitment to expand diversity and inclusivity
- Beef Checkoff funding challenges and opportunities

### **Jimmy Taylor, chair**

- Beef Checkoff programs to support beef exports overseas
- how Beef Checkoff is playing a role in educating consumers about ranching/raising beef
- CBB's commitment to producer outreach and feedback

### **Andy Bishop, vice chair**

- CDC outreach event with Kentucky cattle operations
- current Beef Checkoff program updates
- Checkoff consumer research - trends
- CBB's commitment on producer outreach

## Central Life Sciences

Booth: 1

### Dennis Meyer, consultant

- 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
- protecting stored grain from insects costing the industry \$2.5B annually with solutions for any storage strategy, without fumigants
- Gravista D Insecticide – new grain protectant that is ideal for on-farm storage
- why insect control may increase profits amid higher grain buying standards
- how to control fire ants in almond, citrus, pastures, and hay
- 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

## Ceradis Crop Protection

Booth: 64

### **Jan Stechmann, vice president, global marketing & sales**

- CeraMax® is the industry's first biological seed treatment with a new mode of action that halts Sudden Death Syndrome (SDS) in soybeans. SDS is among the top two yield-limiting soybean diseases in North America. In the U.S., losses from SDS total 25 million bushels annually. Until now, growers have had limited management options.
- Biologicals are among the fastest-growing agricultural input categories with expectations for becoming one of several market disruptors responsible for reshaping the face of global crop protection.
- As this technology continues to come to the forefront of the U.S. marketplace, Stechmann will explain why his company is banking on biologicals as the next big wave of technology to take hold.

## Certified Agriculture Dealers

Booth: 25

### **Patrick Driscoll, CEO**

- Meet members of the AgTruckTrader Pro Rodeo team, live & in person, to learn about the community and charitable work rodeo's first true "TEAM" will be doing. Then, discover the story of how farmers and ranchers can realize more than \$32,000 in supply savings through their pickup purchases.

## Chr. Hansen

Booth: 32

### **Dr. Steve Lerner, senior scientific & business advisor, North America**

- Of all the building blocks important to an animal's health, digestive health is one of the most critical. A healthy gut helps livestock process and absorb nutrients, mitigate illness and disease, and increase animal performance. Livestock and poultry producers who are focused on building quality herds or flocks often turn to probiotics to help increase the number of healthy and vibrant animals. In scientific terms, we call this "normal." Feeding probiotics to every animal, every day, can help increase the number of normal animals in any operation. Find out how Chr. Hansen uses its nearly 150 years of experience to develop the most targeted and effective probiotics to improve digestive health and support the normal functions of livestock and poultry.

**CHS, Inc.****Student Internship**

Booth: 41

**CHS agronomy**

- An expert with CHS agronomy will discuss the latest innovations and opportunities in crop protection and nutrition, sharing insights for retailers and growers to help navigate the next growing season.

**CHS energy**

- As America's largest cooperative fuel supplier, CHS provides premium diesel fuel and lubricants to farmers to power their operations. An energy expert will provide insights on diesel and fuel markets as well as what farmers need to know to mitigate risk in their energy supplies.

**CHS government affairs**

- CHS government affairs will have a Washington representative available to discuss the latest happenings in farm policy and what farmers can expect with the next Farm Bill.

**CHS hedging**

- As a full-service brokerage firm, CHS hedging manages commodity price risk in the grains, energy, crop nutrient, and processing industries. Backed by deep market intelligence, a commodities expert will share market updates and risk management insights to help farmers make sound, reasoned decisions.

**CLAAS**

Booth: 80

**G. Eric Raby, senior vice president - Americas**

- technology and its impact on the farm – overcoming labor shortages and input costs with smarter equipment
- the evolution of the dealership – how service demands and technology are transforming the dealership
- Why CLAAS? – considering something different

**Frans Reijmers, product manager - Claas Tractor North America**

- Learn about the growing lineup of CLAAS tractors.
- Ask questions about the new XERION 12 Series tractor with more than 600 hp and 140 gpm hydraulic flow, the AXION 900 Series TERRA TRAC, and highly capable, new ARION 600 Series tractor.

## Clean Fuels Alliance America

Booth: 37

### **Tom Verry, director of development**

- Learn about the rapid growth of biodiesel, renewable diesel, and sustainable aviation fuel and the demand for sustainable crop oils, used cooking oil and animal fats.

### **Greg Anderson, governing board member**

- Learn about the environmental and economic benefits of biodiesel, renewable diesel, and sustainable aviation.
- Gain perspective on the industry's benefits and value to farmers.

### **Paul Winters, director of public affairs & federal communications**

- Learn about the rapid growth of biodiesel, renewable diesel, and sustainable aviation fuel and the demand for sustainable crop oils, used cooking oil, and animal fats.
- Discuss the status of policies such as the Renewable Fuel Standard, tax credits, and infrastructure grants.

### **Heather Buechter, director of communications**

- Learn about the biodiesel industry's consistent improvement in fuel quality and the recent approval of tighter fuel standards.
- Discuss why using better, cleaner fuels now is vital to meeting carbon reduction goals over time.

## CME Group

Booth: 18, 19

### **Makenzie Billings, manager, agriculture & alternative investment products**

- Farmers and ranchers utilize futures markets to hedge, lock in prices, and minimize their risks if prices fluctuate. This risk management can help protect profitability when there is uncertainty around supply and demand. Join Makenzie Billings, who manages livestock products at CME Group, to learn more about these markets and discuss record participation in cattle markets as we move into the fall calving season amid drought conditions and economic uncertainty.



## **Corteva Agriscience/Pioneer/Brevant seeds**

Booth: 66, 67, 68, 69

### **Ron Geis, market development specialist**

- Challenging weather led to weed control concerns for corn and soybean farmers in 2023.
- Learn how farmers can use lessons from this year to build a better 2024 weed control program, along with hearing about the newest corn and soybean residual herbicides to help protect seed traits and technologies.
- Plus, learn why 2023 has been a year to remember for the Corteva Agriscience biologicals portfolio.
- Get information about our newest product to enhance nutrient management in row and specialty crops and learn how Corteva made history with the first biostimulant added to the USDA Process Verified Program, increasing transparency in the biologicals market.

### **Chris Klumke, nutrient maximizer development specialist**

- With dozens of products now calling themselves “nitrogen stabilizers,” it’s increasingly important for farmers to check the active ingredients.
- Learn how new trial data reinforces the corn yield increase and environmental benefits of stabilizers powered by Optinyte® technology – and how Optinyte is superior to competitors based on five key metrics.

### **Clark Smith, U.S. product manager, fungicides & nutrient maximizers**

- Two crop diseases made headlines in 2023: white mold in soybeans and tar spot in corn.
- Learn how the newest fungicide from Corteva Agriscience offers soybean farmers in northern states best-in-class protection against white mold.
- Also, get expert advice to prevent corn yield loss from tar spot in 2024.

### **Scott Jungman, Enlist field specialist**

- Corteva Agriscience brings the weed control power in the Enlist® weed control system to the cornfield.
- Learn how Enlist herbicides can control weeds later into the season and how farmers can integrate Enlist herbicides on Enlist corn into their weed resistance management plans.

## **Corteva Agriscience/Pioneer/Brevant seeds (continued)**

Booth: 66, 67, 68, 69

### **Katie Koenig, range & pasture specialist**

- Herd expansion is ahoof! Market conditions will motivate cattle producers to retain heifers and/or acquire bred cows as they aim to produce more high-dollar calves.
- Producers should take steps now that prepare pastures to support those additional animals.
- Corteva Agriscience will share tips to help them get there.

### **Caleb Quinlan, retail product agronomist - Brevant seeds**

- High performance. Neighbor-friendly. New Corteva genetics. Supported by ag retail. There are many reasons why farmers choose Brevant® brand Enlist E3® soybeans.
- Brevant seeds continues to grow alongside ag retail across the Corn Belt. Learn about the high-performance corn and soybean traits that keep farmers on the cutting edge.

### **Adam Theis, U.S. corn marketing lead - Pioneer**

- Stop by to hear about Pioneer's latest corn innovations: Vorceed™ Enlist® corn and PowerCore® Enlist® corn.
- For the 2024 growing season, farmers will have access to new above- and below-ground insect protection combined with flexible weed control, offering them more product options focused on yield potential, protection, and flexibility.
- Learn how this new technology will impact corn fields in 2024 and get an update on how 2023 harvest results are looking.

### **Liz Knutson, U.S. Soybeans Marketing Lead - Pioneer**

- Harvest results are in and growers once again experienced challenges this growing season. Learn how this year shaped up for soybean farmers.
- Get an update on 2023 harvest results and leading varieties from Pioneer as well as what farmers can look forward to from Pioneer soybeans in 2024 and beyond.

### **Brad Van Kooten, seed treatment category leader - Pioneer**

- Give soybeans a strong start next year with the latest LumiGEN® seed treatment offering.
- Corteva Agriscience will discuss how LumiTreo™ fungicide seed treatment combats key early season diseases that will help soybeans reach their full potential in 2024.

## CROPLAN

Booth: 77

### Jeff Hartz, CROPLAN marketing manager

- Stop to interview Jeff Hartz and hear about the advantages for growers and retailers in working with an independent seed company to make informed seed decisions.
- Also, learn about a novel solution to field variability: WinPak® soybean varieties, which blend two complementary seed varieties into one bag.

### Mark Glady, agronomist

- Interview Mark Glady with WinField United to learn insights into how growers can make plans now that both better manage risk and boost ROI next season.
- Also, hear about a new micronutrient and seed treatment that will help get crops off to a stronger start in 2024.

## CropLife America

Booth: 33

### Kellie Bray, chief of staff

- updates on pesticide regulation and ESA
- FY 2024 appropriations challenges
- the importance of federal label preemption

## Earth Optics

Booth: 100

### Lars Dyrud, CEO

- next generation of digital agriculture: digital de-commoditization, smart tillage, and AI

### Todd Martin, founder & chief commercial officer

- leading soil measurement and quantification company
- long-term technology solutions in soil measurements and data to facilitate sustainable and profitable farming and ranching
- EarthOptics data underpins carbon credits that the markets and stakeholders trust

## Edge Dairy Farmer Cooperative

Booth: 13

### **Brody Stapel, president & dairy/beef farmer from east-central Wisconsin**

- significance of Edge's Partnerships for Climate-Smart Commodities grant
- why dairy farmers need enhanced business protections
- importance of farmer engagement with Congress and the administration

### **Tim Trotter, CEO**

- trajectory of dairy following FMMO reform hearing
- aligning environmental policies with dairy farmers' climate-smart solutions
- building partnerships between dairy farmers and processors

### **Michael Torrey, president, Torrey Advisory Group, Washington, D.C.**

- politics and dairy policy coming out of the farm bill negotiations
- Edge priorities: trade, workforce, climate, dairy labeling, domestic policy
- how farmers can reach their lawmakers through organizations like Edge

### **Paul Cornette, dairy farmer & board member for Farmers for Sustainable Food (FSF)**

- FSF is an industry-supported effort to promote farmer-led solutions to environmental challenges.
- significance of connecting the supply chain for dairy's sustainability success
- how farmer-led sustainability groups are driving change in agriculture
- proving conservation practices can benefit environment and farm economics

## Environmental Protection Agency - Region 7 Student Internship

Booth: 74

### **Meg McCollister, Region 7 administrator**

- engages with the agricultural community to ensure environmental equity for all citizens and inform EPA rulemaking

### **Rod Snyder, agriculture advisor to the EPA administrator**

- focuses on topics at the intersection of agricultural and environmental policy

### **Doug Jones, Region 7 agriculture advisor**

- focuses on agriculture-sector engagement through partnerships and support activities that advance environmental outcomes

### **Shannan Beisser, Region 7 lead press officer**

- engages with ag media in Iowa, Kansas, Missouri, and Nebraska

## **EVOIA**

Booth: 99

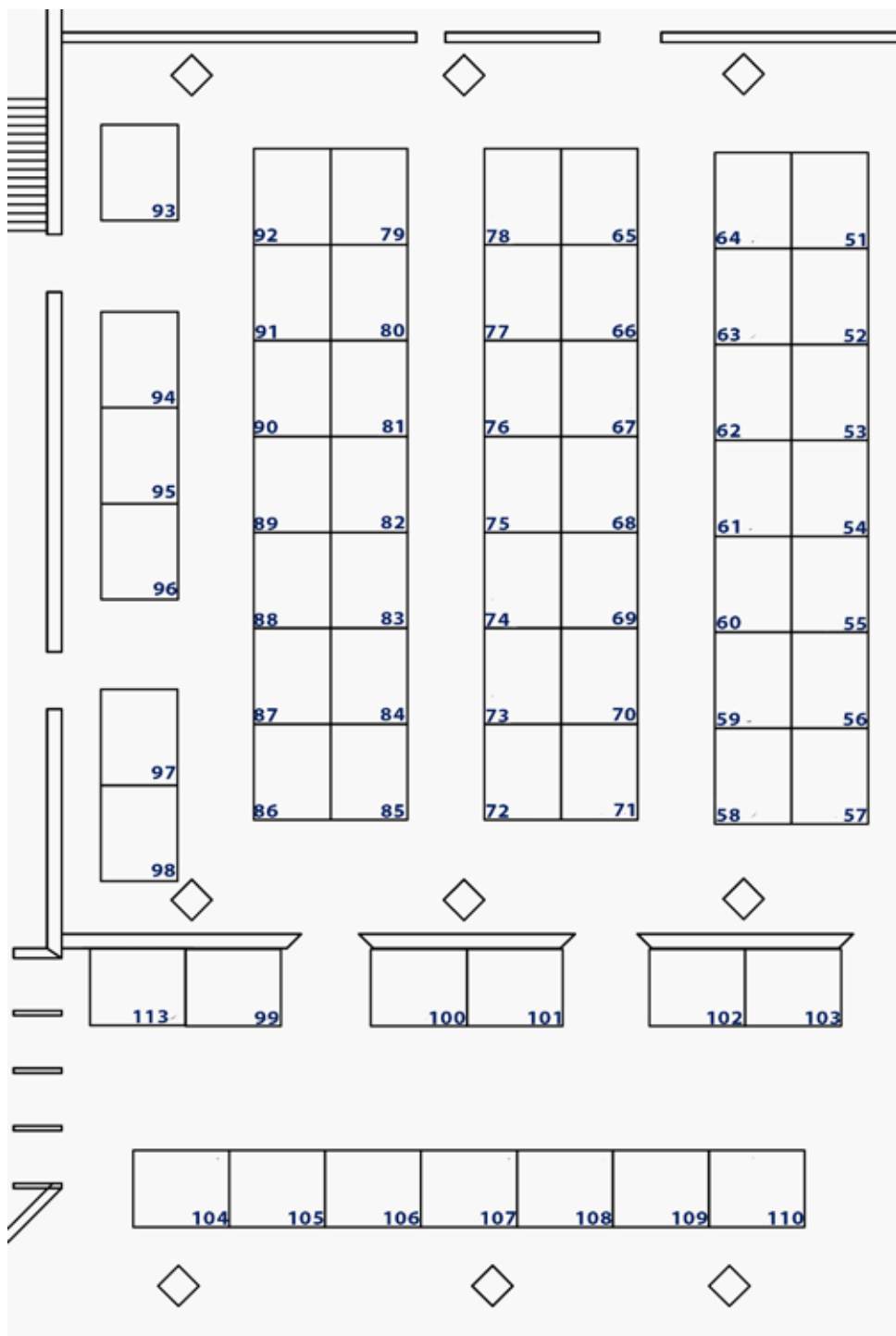
- Join us at the EVOIA booth to learn how we're bringing simple solutions inspired by nature to farmers.
- AmpliFYR® - new product launched
  - a biostimulant tested in the top 20% in third-party research
  - the benefits of biochar as a liquid extract

## **Farm Credit** Student Internship

Booth: 23, 24

### **Fallon Savage, SVP corporate credit & operations**

- Farmland values show signs of stabilizing in areas, a look at market drivers.
- an economic overview of where producers stand financially as they close out 2023, and what they should consider in financial plans for 2024
- What does expansion look like in the protein sector in the near future?
- financing agriculture in an evolving consumer space



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**TRADE  
TALK**

## Farm Credit (continued)

Booth: 23, 24

### Cody Barilla, grain analyst, Terrain

- wheat & cotton outlooks: what happens when the U.S. becomes a price-taker
- monetizing conservation: stacking public and private revenue sources can help make carbon market contracts worthwhile
- young & beginning producers: what to consider in the next 1-2 years

### Tanner Ehmke, lead economist, grains & oilseeds, CoBank Knowledge Exchange

- corn & soybean outlook: insights on multiple forces that will influence markets in 2024
- export market shifts: what the changing landscape means for U.S. farmers and exporters
- farm income outlook: what's ahead for 2024

### Bill Moore, chief risk officer, Compeer Financial

- the importance of risk management to every operation
- managing farm finances amid economic uncertainty and market volatility
- the state of agricultural lending in the U.S.

## Farmers National Company

Booth: 61

### Paul Schadegg, SVP real estate

### Matt Gunderson, SVP strategic relations

- agriculture land ownership today
- "Serving America's Landowners since 1929"
- What dynamics continue to drive the current land market?
- What can we expect for the land market moving into 2024?
- foreign land ownership
- What's the real story?
- Who owns farm acreage?



## FBN - Farmers Business Network

Booth: 112

### Charles Baron, co-founder

- Charles Baron can speak with media about the latest happenings from FBN, including:
  - the launch of its AI powered agronomy advisor
  - FBN's range of flexible financing options
  - ongoing collaboration with ADM
  - the launch of Profectus Feeds, a transformative new beef nutrition system
  - FBN's cyber event . . . and more

## Firestone Ag

Booth: 35

### Dr. Larry Case, former National FFA advisor

- Visit with the National FFA Organization about its recent convention, upcoming events, FFA alumni, and Firestone Ag's long-term commitment to and sponsorship of FFA.

## FMC

Booth: 16

### Gail Stratman, regional technical manager - Heartland

- increasing crop defense by utilizing the at-plant strategy
- how FMC is driving the at-plant category and crop protection sector

### Matthew Pye, biological subject matter expert

- new for 2024: Ethos® Elite LFR® insecticide/biofungicide
- the expanding use of biologicals for crop protection in the row-crop market

### Nick Michalisin, U.S. product manager - fungicides

- redefining the corn fungicide standard: Adastrio™ fungicide, new for 2024
- elevating tar spot management in 2024

## Great Plains Manufacturing

Booth: 8

### James Shurts, president, ag division

- Learn about Great Plains' long-term plans and relationship with parent company, Kubota.
- In today's agriculture, regenerative agriculture and sustainability are hot topics, and Great Plains helps clarify the terminology.
- how and why Great Plains aligns with programs such as ForGround by Bayer

### Tony Wisker, VP of sales & marketing, ag division

- Learn how vertical tillage is defined and what differentiates Great Plains vertical tillage products from the competition.
- Why should vertical tillage be considered a part of a no-till system?
- the effects of government programs on cover crop seeding and how Great Plains provides solutions to assist farmers in adopting these practices

## Growmark

Booth: 52

### Kreg Ruhl, vice president, crop nutrients

- fertilizer market and outlooks for 2024

### Lance Ruppert, manager of strategic market development

- carbon markets

## Growth Energy

Booth: 14

### Emily Skor, CEO

- Learn more about Growth Energy's new look and about all the work the association is doing on behalf of the biofuels industry in D.C. (as well as what it means for rural communities across the country).

## Helena Agri-Enterprises, LLC

Booth: 105

### Austin Anderson, brand manager, adjuvants & water management tools

- Hear how Helena is balancing crop production needs with environmental stewardship by introducing new sustainable technology.
- Discover how farmers across the country are conserving water with Resgenix, a user-friendly product that improves water-use efficiency.
- Learn about using adjuvant technology to support responsible, efficient use of crop protection inputs.

### Jim Talbert, product specialist, Kansas

- Learn how Helena is improving water management technology to help growers conserve resources with ease.
- Hear success stories from drought-stricken areas, where Resgenix is helping growers manage water more effectively and maintain adequate irrigation.
- Explore Helena's evolving line of biological products, dating back decades.

### Tony Lourens, brand manager - fungicides, insecticides, and seed treatments

- Get introduced to the latest biological products from Helena, including its first biofungicide and new enzyme seed treatment.
- Learn about Helena's long history with biological technology and its plans to improve the market by offering consistent, user-friendly options.
- Discover how Helena harnesses the latest technology to offer high-performing, reliable products.

## Illinois Soybean Association

### Student Internship

Booth: 107

### Scott Gaffner, at large market development committee chairman

- Scott will be discussing "Bushels of Broadband," which pertains to the initiative aimed at expanding internet access to rural areas. In support of this effort, the government has allocated a substantial one billion dollars to Illinois. The conversation would primarily focus on the grant programs designed for various counties within the state.

## Illinois Soybean Association (continued)

Booth: 107

### Bryan Severs, District 7 director & treasurer

- FY24 research projects; Superior Soybean System/on-farm trialing

### Stephanie Porter, outreach agronomist

- Soybean Summit & better beans

## Indigo Ag, Inc.

Booth: 38

### Travis Kraft, director of sales

- Hear how farmers and agribusinesses can benefit from Indigo's sustainable agriculture programs. Stop by and talk to Indigo Ag's Travis Kraft about:
  - how our biological products can help improve crop productivity.
  - how farmers can maximize profitability through our sustainability programs, Carbon by Indigo and Market+ Source.

## John Deere

## Student Internship

Booth: 44, 45

### Yancy Wright, go-to-market manager for precision upgrades

- Growers are consistently looking to get the most from their equipment. Wright will discuss how John Deere precision upgrades provide growers with a unique opportunity to adopt the latest technology on all their current fleet.

### Chase Milem, go-to-market manager for hay & forage

- Milem will detail the new 1 series baler and Bale Doc technology. It's designed to help growers ensure consistent bale weight and hay moisture in real time in the hayfield, maximizing nutrient management.

### Anthony Styczinski, go-to-market manager for planters & air seeders

- Swing by and talk to Styczinski about how John Deere planter and air seeder technologies help growers get crops off to a strong start by ensuring uniform emergence and reducing inputs.

## John Deere (continued)

Booth: 44, 45

### **Matt Olson, precision ag marketing manager**

- Talk with Olson to learn how growers should look at precision ag as a system. Learn about how incorporating Core Technology, Connected Machines, and the John Deere Operations Center™ are helping growers be more efficient, productive, and profitable.

## Livestock Marketing Association

Booth: 47

### **Mike VanMaanen, vice president**

- owner of Eastern Missouri Commission Company, a livestock auction market in Bowling Green, Missouri
- Learn about a new initiative launched to bring the industry together to seek solutions that will strengthen producers' bottom lines and incentivize the next generation of farmers and ranchers.
- Visit about the biggest barriers to producer profitability and why they matter to auction market owners.

### **Kristen Parman, vice president, membership services**

- Hear about the latest plans for the World Livestock Auctioneer Championship, now in its 60th year of competition.
- What is the economic impact of livestock auction markets on their rural communities?
- What are LMA and its members doing to support a sustainable livestock industry?

### **Jara Settles, general counsel & vice president of risk mitigation**

- expert on the effects of outdated Packers and Stockyards Act rules and their impacts on livestock marketing businesses
- Discuss the latest in the rules and regulations impacting livestock transportation.

### **Chelsea Good, vice president of government & industry affairs and legal**

- bills to allow livestock auction owners to own or invest in small or regional packing plants
- issues with slowing mail service and the need to incentivize electronic payment for livestock
- USDA's proposed electronic identification rule for cattle and a need for tags and infrastructure to be fully funded

## Merck Animal Health

Booth: 15

**Tim Parks, D.V.M., cattle technical service manager**

- Learn how cattle producers can help provide a strong early immune response in calves using intranasal vaccines, including Bovilis® Nasalgen® 3-PMH.
- Learn about a new intranasal vaccination system that includes shorter nozzles for easy administration and enhanced calf comfort plus disposable shields for hygiene.

**Grant Crawford, Ph.D., associate director, cattle technical services**

- Learn how deworming now can benefit cattle over the winter months so cattle can better use nutrients, which is especially critical for cows in the second and third trimester.
- Learn about how Merck Animal Health monitors field use efficacy of dewormers and what the latest results show.

## Missouri Soybeans

## Student Internship

Booth: 98

**Kyle Durham, farmer & Missouri Soybean Merchandising Council past chairman**

- research & market development
  - The MSMC, along with partners such as the University of Missouri-Columbia, boasts one of the top production research programs in the country. Through research, MSMC is bringing more innovation to Missouri soybean farmers to help your operation from the ground up.

## Missouri Soybeans (continued)

Booth: 98

### Garrett Riekhof, farmer & Missouri Soybean Association policy chair

- biodiesel & biodiesel maintenance
  - Biodiesel is a renewable, cleaner-burning diesel replacement that meets ASTM D6751 specification and can be used in existing diesel engines without modification. This fuel is made from an increasingly diverse mix of feedstocks, primarily soybean oil. The use of biodiesel on the farm further drives the demand for soybeans, adding to the soybean farmer's bottom line.
- 2023 Farm Bill negotiations
  - We have identified several specific Title I improvements to enhance effectiveness and accessibility:
    - increasing the soybean reference price for calculating agriculture risk coverage and price loss coverage;
    - adjusting the ARC calculations;
    - and providing the option to update base acres to reflect a more recent, defined period of time while allowing new acres to be protected.

### Bryan Stobaugh, director of licensing & commercialization

- SOYLEIC® soybeans, non-GM high-oleic soybean variety
  - Through traditional breeding and farmer-funded research, the SOYLEIC® trait was discovered to give farmers the option of growing soybeans for specific markets. Today, that need for healthy soybean oil has never been greater.

## National Cattlemen's Beef Association

Booth: 49

### Ethan Lane, vice president, government affairs

- Learn about current policy priorities for the association.
- Gather information about the current situation in Washington, D.C., and its impact on America's cattle producers.

### Mark Eisele, president-elect

- Learn about 2024 expectations for policy priorities, including perspectives on fake meat, WOTUS, Endangered Species Act, and more.
- Gain insights into public lands issues and their impacts on cattle producers.

## National Cattlemen’s Beef Association (continued)

Booth: 49

### Clark Price, chair, federation division

- Learn about the role of the Federation of State Beef Councils.
- NCBA’s role as a contractor to the Beef Checkoff Program
- update on 2024 Checkoff-funded program of work for NCBA’s Federation division

## National Corn Growers Association

Booth: 40

- Farm Bill
- ethanol
- sustainability

## National Crop Insurance Services

Booth: 29

### Laurie Langstraat, vice president

- Crop insurance remains the cornerstone of the farm safety net.
- Farmers trust crop insurance to be there for them when disasters strike, quickly delivering aid when needed.
- Crop insurance is available to all farmers, no matter what they grow, including organic and specialty crops.
- Congress has repeatedly strengthened the program to give farmers more certainty, support the rural economy, and protect our national food supply.

## National Farm Medicine Center

Booth: 79

### Scott Heiberger, communications manager

### Melissa Ploeckelman, outreach specialist

- support for rural childcare gains support, could be key part of injury prevention strategies
- fatigue: learn the signs, symptoms, and strategies to prevent injuries
- tools of the trade: create hands-on safety demonstrations with these videos and handouts
- trending: see injury reports from your area with [AgInjuryNews.org](https://www.aginjurynews.org)



## National Farmers Union

## Student Internship

Booth: 34

### Mike Stranz, vice president of advocacy

- Hear more about NFU's Fairness for Farmers priorities in the Farm Bill as well as our continued support for a strong RFS and biofuels sector.

## National Grain & Feed Association

Booth: 82

### Mike Seyfert, president & CEO

### Max Fisher, chief economist

- rail transportation and proceedings underway at the Surface Transportation Board
- the importance of maintaining the Columbia-Snake River dams
- Farm Bill priorities, including the CRP Reform Act
- NGFA's annual CEC and Trade Show -- December 3-5, in Louisville, Kentucky

### Sarah Gonzalez, director of communications

- Farm Bill priorities, including the CRP Reform Act
- NGFA resources on safety in grain handling
- new projects with the National Grain and Feed Foundation, including opportunities for student scholarships
- NGFA's annual CEC and Trade Show -- December 3-5, in Louisville, Kentucky

**National Pork Board**

Booth: 71

**Gene Noem, producer & past NPB president**

- Learn how Checkoff funds diversify the industry’s international portfolio and differentiate U.S. pork from its competitors.
- Hear about producer-led investments in domestic market development.
- Identify value-add opportunities for the pork loin that NPB and stakeholders are exploring.
- Appreciate how judicious investments build trust in and add value to U.S. pork.

**Dr. David Newman, senior vice president of market growth**

- Ask questions about NPB’s producer-led strategic investments with various members of the supply chain, including importers, packers, retail, and foodservice.
- Discover NPB’s multicultural platforms bringing positive messages to key Hispanic and African American markets.
- Learn about the three pillars of human nutrition: the science, the story, and the endorsement.

**National Pork Producers Council**

**Student Internship**

Booth: 65

**Scott Hays, president**

- NPPC’s strategic goals, vision, and plans for the future
- California Proposition 12
- Farm Bill
- labor
- swine traceability

**Michael Formica, chief legal strategist**

- environment and energy
- California Proposition 12

**Maria C. Zieba, vice president of international affairs**

- international trade priorities
- swine traceability

## National Pork Producers Council (continued)

Booth: 65

### Andrew Bailey, senior policy & compliance advisor

- Farm Bill
- foreign animal disease prevention and preparedness
- food safety and nutrition programs

### Holly Cook, economist

- pork industry economics

## National Sorghum Producers

Booth: 26

### Tim Lust, CEO

### Craig Meeker, chairman

- strengthening support prices in the Farm Bill to more adequately reflect current market conditions key priority for sorghum farmers
- promoting fair and open trade of sorghum throughout the world
- 2022 disaster assistance critical to sorghum farmers
- NSP partnership for Climate Smart Commodities pilot project underway, capitalizing on sorghum's sustainable attributes

### Norma Ritz Johnson, executive director

- 2023 sorghum outlook
- strong exports
- development of new and existing markets
- sorghum seed innovation
- emergence of dairy forage sorghum

## Novozymes BioAg

Booth: 7

### Jason Ward, head of commercial operations

- Learn how constant innovation in the biologicals space helps farmers get more from every acre.
- Discuss the power of biologicals for achieving higher yields today and tomorrow.

## Nutrien Ag Solutions

Booth: 6

### Wade Kent, senior principal digital agronomist

- Learn about the latest advancement in agronomic practices and innovations, to include:
  - soil biome testing
  - automation & AI
  - precision agronomy
  - field sustainability
  - digital agriculture

### Jordan Howe, financial senior sales manager

- Howe is deeply knowledgeable about the cost of capital in the profitability equation for agricultural operations. He is dedicated to supporting growers in today's dynamic economic landscape by providing tailored input financing solutions.
- experienced input financing specialist
- focus on innovative, input payment solutions for producers

### Todd Pester, senior manager, product management for corn & soybeans

- Dive deep into the future of seed technology. Stop by to learn more about:
  - corn and soy seed development
  - Dynagro seed lifecycle and innovations
  - insights into market trends and farmer needs
  - R&D for high-yielding seed varieties
  - challenges & opportunities in corn and soy cultivation
  - leveraging research to drive product decisions

## Nutrien Premium Fertilizer Technologies

Booth: 12

### Mike Howell, senior agronomist

- better together: sulfur & phosphate
- recognizing fertilizers as a novel technology for food security

### Stephen Johnson, senior manager, ag specialties

- five ROI killers for nitrogen and how to beat them
- sulfur depletion and the Clean Air Act; sulfur, the fourth major nutrient

## Nutrien Premium Fertilizer Technologies (continued)

Booth: 12

### Dr. Karl Wyant, director of agronomy

- science-based fertilizer decisions in times of fluctuating fertilizer prices
- not your father's fertilizer: advancements in fertilizer production and use

## Phospholutions

Booth: 108

### Craig Dick, vice president of sales & marketing

- RhizoSorb® is setting new industry standards in phosphorus efficiency while consistently demonstrating enhanced yields and grower savings when compared to conventional fertilizer technologies.

### Brian Reineke, director of agronomy

- RhizoSorb® has been tested in more than 300 trial across the United States over four years. It consistently provides a positive ROI to row-crop producers across North America.

## Pivot Bio

Booth: 51

### Clayton Nevins, senior agronomic scientist

- Clayton will share valuable insights from the field, demonstrating how Pivot Bio PROVEN 40 On-Seed and RETURN OS is meeting demand for nitrogen consistency and dependability by efficiently replacing up to 40 pounds per acre of synthetic nitrogen without compromising yield.

### Lori Reese, sustainability program director

- Stop by and learn how farmers and corporations are partnering to maximize the impact of Pivot Bio's nitrogen-fixing microbes through the company's N-OVATOR™ program.

## POET

Booth: 21

### Doug Berven, vice president of corporate affairs

- opening of POET Bioproducts Center with SDSU and SD Mines
- reopening of POET Bioprocessing – Cloverdale, Indiana
- opening of biomass research and commercial pilot facility in Emmetsburg, Iowa
- sustainability goal to be carbon neutral by 2050
- the untapped potential of agriculture
- short film: “A Vision and Beyond: The Story of POET”

## Propane Education and Research Council

Booth: 81

### Michael Newland, director of agriculture business development

- Discuss the many ways propane can be used on the farm and its unique benefits for producers. New propane-powered farm equipment is not only effective, but because it runs on propane, it’s more reliable as well. With propane, producers don’t have to worry about connection to the grid or peak energy times and can take back control over their farm with on-site energy storage for anytime, anywhere access to keep operations running smoothly. In addition to reliability and efficiency, propane-powered equipment offers cost savings and PERC’s Propane Farm Incentive Program helps producers save even more.

## Protect the Harvest

Booth: 73

### Dr. Mike Siemens, executive director

#### Mike Martin, chief communications officer

- Protect The Harvest is about A Free and Fed America™.
- American agriculture is under attack in ways that threaten property rights, resource use, food production, security and independence, and national security.
- We inform about risks/benefits of agriculture; we respond to attacks and misinformation; we protect rights and liberties.

## Rabo Agrifinance

## Student Internship

Booth: 17

**Stephen Nicholson, global sector strategist, grains & oilseeds, RaboResearch Food & Agribusiness**

- Chat with Nicholson about global markets for grains and oilseed along with other topics including:
  - U.S. crushing facilities capacity; the impact of what's coming on and offline
  - Black Sea implications on transportation and Brazil's growth potential to jolt world grain markets

**Lance Zimmerman, RaboResearch senior beef analyst for North America**

- Stop by to chat with Zimmerman about current market outlook for cattle and key commodities developments in North America along with other topics including:
  - economic and environmental trends influencing expansion and contraction of cattle production
  - detailed insights of the current cattle cycle as weather conditions continue to challenge major U.S. cattle-producing regions
  - beef trade in transition and U.S. cattle inventory

## Purina

Booth: 87

**Tim Patchin, MPS, PAS, risk management specialist**

**Adam Cardwell, senior risk manager**

- Dairy risk management can be an overwhelming process for dairy producers. However, it is an important tool for protecting risk in volatile dairy markets. Learn more about ways to effectively manage risk in 2024.

**Olivia Genter-Schroeder, Ph.D., senior manager, dairy feed R&D**

- Beef on dairy can introduce a value-added revenue stream for producers and help meet the needs of a high-demand beef market. Learn more about the importance of nutrition and management in raising high-quality dairy-beef crossbred calves to help producers optimize growth and profitability while meeting beef market demands.

## RCIS

Booth: 72

### Jeff Bahr, head of sales & service

- insights as farmers plan for the coming year - factors for successful risk management to protect their bottom lines; examples:
  - key risks farmers are facing include severe weather and fluctuating markets
  - coverage options
  - important role of crop insurance agents
  - importance of crop insurance as Congress works on the next Farm Bill

### Nicholas Luett, lead precision ag specialist

- increased adoption of precision ag and the key benefits farmers should consider
- Precision Ag benefits related to crop insurance:
  - more accurate data, efficient reporting, and less paperwork
  - how they are worthwhile investments for agents and producers alike

## Renewable Fuels Association

Booth: 43

### Geoff Cooper, president & CEO

- ethanol and sustainable aviation fuel
- promoting E85 & FFVs via legislation
- the road to year-round E15
- state of the ethanol industry and market

### Robert White, VP, industry relations

- ethanol outreach to consumers and retailers
- expanding ethanol infrastructure
- evolving to higher ethanol blends



## Sound Agriculture

Booth: 88

**Nick Becker director, field sales**

**Zach Carlson, manager, agronomy**

- Learn what makes SOURCE different from biologicals, offering growers an easier to use product that optimize nutrient uptake.
- Find out how cash back guarantees are removing the risk associated with synthetic fertilizer reduction.
- Discuss the benefits of activating hundreds of existing soil microbes rather than adding one or two foreign microbes to the soil.
- Understanding how products interact with nutrients could be the key to improved performance. Find out what we're learning about nitrogen, phosphorus, and other micronutrients that could unlock future farming potential.

## Swine Health Information Center

Booth: 110

**Dr. Paul Sundberg, executive director**

**Dr. Megan Niederwerder, associate director**

- biosecurity issues with focus on the finishing phase
- why a standard outbreak investigation tool is important to pork producers
- SHIC welcomes producer input.

## Syngenta

Booth: 53, 54, 55

**Tyler Harp, Ph.D., technical product lead, row crop fungicides**

- keeping fields cleaner & greener in 2024: how fungicides can consistently protect yield from both diseases and abiotic stress, under wet or dry conditions

**Val Dolcini, head, business sustainability & government affairs, North America**

- sustainability principles, products, and collaborations that help farmers feed the world today and for future generations, while protecting the health of the planet and its people
- accelerating innovation to find better, safer solutions to address the shared challenge of climate change and biodiversity loss

## Syngenta (continued)

Booth: 53, 54, 55

### **Matt Wallenstein, Ph.D., chief soil scientist**

- discussing how to define and measure soil health, how soil health affects yield potential and profitability, how producers can improve soil health and build organic matter over time, and how companies like Syngenta support producers on their journey towards implementing soil health practices

### **Leon Hunter, East Heartland agronomy manager**

- navigating seasonal uncertainties in 2024: how a holistic crop protection portfolio can address regional field conditions, enabling growers to tackle challenges and optimize ROI for long-term success under varying conditions

### **Mark Kitt, technical product lead, herbicides**

- tackling the urgent challenge of managing difficult-to-control weeds like Palmer amaranth and waterhemp, as well as how strategic, incremental investments in crop protection can unlock potential for long-term yield potential and optimal ROI under varying field conditions

### **Andy Ackley, corn product manager, Golden Harvest**

### **Matt Dolch, corn product manager, NK**

- Hybrids like never before: At Syngenta our product development is anchored to actual farmer needs and we have reimagined our testing and R&D engine to bring improved corn genetics and cutting-edge herbicide traits to market. This strengthened portfolio aims to deliver on farmer expectations of yield potential, consistency, and standability.

### **Christy Schrader, GHX marketing manager**

- The next way to buy seed: Every seed brand offers performance by the bag; but with GHX, we maximize profit potential by the acre. Based on data-driven analytics, farmers get a customized seeding recommendation for the right products at the right planting rate, all at one flat per acre price.

## The Fertilizer Institute

Booth: 20

### Corey Rosenbusch, president & CEO

- fertilizer markets
- CFATS
- rail issues
- Farm Bill
- critical minerals
- PG reuse
- 4R research funding
- biostimulants (certification program & definition)
- sustainability report
- public policy priorities document
- infrastructure
- low carbon ammonia
- NEPA/permitting
- WOTUS
- environmental stewardship efforts
- Plant Biostimulants Act
- Fertilizer SUSTAIN Act

## The Mosaic Company

Booth: 83

### Sherry Koch, senior technical sales manager

- Mosaic is tapping into advanced crop nutrition. Pairing traditional fertilizer applications with the right biologicals increases nutrient efficiency and maximizes soil and plant health. Learn how Mosaic performance products and biologicals work together to advance agriculture.

### Taylor Purucker, crop nutrition lead

- When growers are looking for more consistency, more precision, and more efficiency in their fields, their best choice in fertilizer begins with Mosaic performance products. Every granule of these best-in-class fertilizers is engineered with an exact combination of nutrients in the right ratios to deliver uniform, season-long nutrition to crops.

## The Mosaic Company (continued)

Booth: 83

### **Matt Sowder, director of global agronomy**

- With the introduction of Mosaic Biosciences this summer, growers may now choose biologicals from the leading crop nutrition manufacturer. Mosaic's global scale and commitment to research provides science-based and proven biological products that are designed to work with fertilizer to increase nutrient availability and use, increasing the return on fertilizer investments.

## Truterra

Booth: 78

### **Joel Wipperfurth, sales director**

- Joel Wipperfurth will be able to discuss new opportunities for long-term adopters of conservation management practices.
- Why is now the right time, and why is Truterra the right partner?

### **Katie McElrath, communications manager, PR**

- Katie McElrath will be available to discuss why sustainable agriculture is not a fad.
  - It's here to stay; domestic demand continues to rise, and ag has a huge opportunity to be a solution and be rewarded.

## U.S. Custom Harvesters, Inc.

Booth: 39

### **Mark Anderson, board member/custom forage harvester**

- current issues on which U.S. Custom Harvesters, Inc., is working/focusing
- harvesting trends and industry direction
- status/recap of the 2023 harvest
- outlook for harvest 2024
- USCHI Annual Convention 2024

### **Beau Froese, board member**

- 2023 crop conditions across the Great Plains
- some areas getting drought relief and others seeing drought intensified
- the mental and emotional stress of producers experiencing a third year of extreme drought

## U.S. Custom Harvesters, Inc. (continued)

Booth: 39

### John Dyck, board member

- custom cotton harvester
- benefits of being a USCHI member
- bridging the gap between farmer and harvester
- how the drought affected the 2023 cotton harvest
- issues custom cotton harvesters are facing with H2A

## U.S. Grains Council

Booth: 60

### Ryan LeGrand, president & CEO

### Brent Boydston, chairman

- the status of commodity exports for U.S. corn, sorghum, barley, ethanol, and distiller's dried grains with solubles (DDGS)
- the top five buying countries of those commodities, including Mexico, China, Canada, Japan, and South Korea
- new ethanol memorandum of understanding (MOU) signings with countries around the world
- new, emerging, and growing markets for U.S. grains and ethanol
- the Council's gold-status sustainability initiative for U.S. corn, the corn sustainability assurance protocol (CSAP)
- how the U.S. Grains Council develops markets, enables trade and improves lives around the globe through trade teams and missions, technical education, research, market capacity building, and business-to-business relationships

## U.S. Meat Export Federation

Booth: 75

### Randy Spronk, chairman

- Randy Spronk, Minnesota pork producer, will speak to the current performance of U.S. red meat exports and the outlook for the coming year, the role checkoff programs and USDA market development funding play in expanding global demand, the importance of trade agreements in expanding market access, and the critical returns exports deliver for U.S. producers. Markets he recently visited include Colombia, Japan, and South Korea.

## **U.S. Meat Export Federation (continued)**

Booth: 75

### **Joe Schuele, VP of communications**

- Randy Spronk is the primary USMEF spokesperson, but Joe Schuele also may be interviewed when necessary.

### **John Herath, communications director**

- Randy Spronk is the primary USMEF spokesperson, but John Herath also may be interviewed when necessary.

## **U.S. Soybean Export Council**

Booth: 31

### **Stan Born, chairman, director of American Soybean Association & U.S. Soy farmer (Illinois)**

- current global soy market conditions including supply and demand
- U.S. soy key international markets – China, Mexico, Vietnam, Ecuador
- sustainable U.S. soy volumes, transferable certificates, and on-pack labels see rising adoption
- growth of the Soy Excellence Centers, capacity building in emerging markets
- aquaculture - a growth driver in protein

## **U.S. Wheat Industry**

Booth: 27

### **Jacob Westlin, vice President of policy & communications**

- 2023 Farm Bill and NAWG's priorities
- ag research and appropriations
- putting food in "food aid"

### **Rhonda K. Larson, wheat grower & past chairperson**

- facing the challenges of a volatile, competitive world wheat market
- the value of ag export market development programs

## United Soybean Board

Booth: 30

**Steve Reinhard, USB vice chair & Ohio farmer**

**Ed Lammers, USB secretary, innovation/technology priority area coordinator, & Nebraska farmer**

**Belinda Burrier, USB infrastructure/connectivity priority area Coordinator & Maryland farmer**

- 7-8:30 a.m. -- Speak with USB farmer-leaders about checkoff investments that add value to U.S. soybeans through research in nonfood uses like biofuels, straws, and firefighting foam. Farmer-leaders also will speak about investments to improve reliability of U.S. soy to global customers through U.S. infrastructure improvements.

**Meagan Kaiser, USB chair & Missouri farmer**

**April Hemmes, Demand Action team chair & Iowa farmer**

**Gary Berg, health/nutrition priority area coordinator & Illinois farmer**

- 8:30-10 a.m. -- Learn how the checkoff is creating new markets abroad and building exports as well as investing in research to bolster both animal and human health domestically. Farmer-leaders also will discuss checkoff investments that deliver biobased solutions to meet the demands of the future.

**Philip Good, USB treasurer & Mississippi farmer**

**Laurie Isley, USB communication/education committee chair & Michigan farmer**

**Brent Gatton, USB audit/evaluation committee chair & Kentucky farmer**

**Matt Gast, USB Supply Action team chair & North Dakota farmer**

- 10-11:30 a.m. -- Talk with farmer-leaders about efforts to bring resources to farmers in the field. Learn about checkoff research to develop new soybean varieties, biochemicals, and biologicals for pest and disease management. Additionally, hear about ways the checkoff is bringing the U.S. soy brand to life with farmers and consumers.

## United Soybean Board (continued)

Booth: 30

**Neal Bredehoeft, USB farmer-leader from Missouri**

**Mac Marshall, USB vice president of market intelligence**

**Jack Cornell, USB director of sustainable supply**

- 11:30 a.m.-1:30 p.m. -- Speak with USB about how farmers, in partnership with their checkoffs, meet food and fuel demands by improving seed technology, growing more soy, and increasing crush capacity. Leaders also will speak about the latest market conditions. In addition, learn how farmers can enroll in cost-share programs through Farmers for Soil Health.

## UPL

Booth: 84, 85

**Thad Haes, UPL seed applied technologies marketing manager**

- Soybean cyst nematodes are a pest that cause growers nationwide to lose roughly \$1.5 billion per year. Since nematodes are a below-ground pest, growers aren't fully aware of the impact of increasing nematode resistance on soybean yields, and since pressures vary from year to year, they need to be addressed every crop season. UPL soon will be launching a bionematicide seed treatment to provide growers a solution to control nematode pressures in soybean and corn fields.

**Drew Wolter, technical development manager-BSIN**

- Consumers want more natural ingredients to be used in food production, but opinions on the effectiveness of biologicals among row crop and specialty growers are varied. UPL is researching and developing new biological solutions that help growers reach their production goals. Come learn how these new biological solutions will transform and enhance food production for all growers.

## USDA Farm Production & Conservation

Booth: 94, 95

**Marcia Bunger, administrator, risk management agency**

- Stop by to interview the RMA administrator on all things federal crop insurance.
- Specific topics include crop insurance, expanding the reach of insurance for underserved producers, and risk management education.



## USDA Farm Production & Conservation (continued)

Booth: 94, 95

### **Zach Ducheneaux, administrator, farm service agency**

- Stop by to interview the FSA administrator on federal farm programs and loans.
- Specific topics include disaster and price support assistance, climate-smart agriculture, and Inflation Reduction Act assistance for distressed borrowers and other farm loan improvements.

### **Terry Cosby, chief, Natural Resources Conservation Service**

- Stop by to interview the NRCS chief on USDA conservation programs.
- Specific topics include climate-smart agriculture, Inflation Reduction Act funding for conservation programs, building NRCS capacity, and urban agriculture and innovative production.

## USDA Foreign Agricultural Service

Booth: 93

### **Alexis Taylor, USDA under secretary for trade & foreign agricultural affairs**

- FY2022 agricultural export numbers
- market diversification
- climate change & COP-28
- promoting U.S. food & agricultural products
- food security
- recent trade wins
- 2024 trade missions

## USDA National Agricultural Statistics Service

Booth: 91

### **Joe Prusacki, national operations division director**

- It's coming – ask about 2022 census of agriculture data release!
- know before everyone else – 2023 census of aquaculture and 2023 irrigation & water
- Learn about the upcoming Agricultural Resource Management Survey, USDA's primary source of information on production practices, resource use, and the economic well-being of American farms.

## USDA National Agricultural Statistics Service (continued)

Booth: 91

### Lance Honig, crops branch chief

- Discuss the importance of NASS data, how it’s used, by whom, and more.
- Ask about the latest crop production report, other recently released data, and NASS’s upcoming surveys.
- Open to the public – talk about NASS’s live Stat Chat events, Agricultural Statistics Board Briefing livestreams, and/or USDA Data Users’ Meetings!

## USDA Rural Development

Booth: 92

### Farah Ahmad, USDA deputy under secretary for rural development

- Stop by to interview Deputy Under Secretary Ahmad about how USDA Rural Development is working toward delivering affordable, high-speed internet; new and better markets for producers; clean, reliable and affordable electricity; and good paying jobs in every rural community across the country.

## Valent U.S.A.

Booth: 63

### Will Griffin, market segment manager, row crops

- expanded availability of Maverick® Corn Herbicide and the 2024 launch of Regiment® EZ Herbicide for rice production

### Vince Restucci, market segment manager

- sustainability for ag retailers and growers, from in-field uses to Valent U.S.A.’s new icon system for products

## Vive Crop Protection

## Student Internship

Booth: 22

### David Reif, northern technical sales agronomist

- Discover the latest learnings about the impact of AZterknot® on plant health, including enhanced foliar droplet deposition, increased stress tolerance, and optimized growth efficiency.
- Find out how corn growers are consistently boosting their ROI with a hassle-free in-furrow application of AZteroid® FC 3.3 fungicide with their starter fertilizers.

### George Huckabay, southern technical sales agronomist

- An increasing threat to cotton, come learn about nematodes and what growers can do to combat these yield-robbing pests.
- Challenging the status quo of seed treatments and granular chemistries, uncover Vive's latest southern research trials and the results we are continuing to see with Vive's Precision Chemistry™ solutions.

## Wyffels Hybrids

## Student Internship

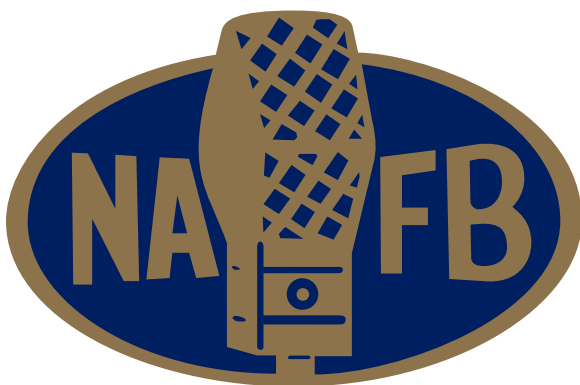
Booth: 36

### Jared Goplen, agronomy manager

- What did we learn in 2023 that growers can apply to 2024 crop decisions?
- stump the agronomist: What topics would you like to hear on Wyffels new podcast, Keeping It Independent?
- What patterns did the Wyffels CRW monitoring program reveal, and how can corn growers plan for 2024?

### Jill Carlson, communications manager & media relations lead

- "Plant your Independence" with Wyffels Hybrids
- Serving Those Who Serve: a look back at year one partnering with Farm Rescue



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