



2014
San Antonio
On Board for Profits

COMMODITY CLASSICSM

February 27 - March 1

www.commodityclassic.com





The American Soybean Association, the National Corn Growers Association, the National Association of Wheat Growers and the National Sorghum Producers are pleased to welcome you to San Antonio for the 2014 Commodity Classic, America's largest farmer-led, farmer-focused convention and trade show!

This week, you're joining talented growers from across the nation, their families and industry representatives expected to take in all that Commodity Classic offers. From the Early Riser sessions to entertaining evenings, you will get energized and informed while checking out the hottest products and services that make today's farmers the most successful ever.

And you'll be doing it all in San Antonio, a historic yet vibrant city known for great food and fun!

Here's what you'll experience at this year's one-of-a-kind, can't-miss, engaging Commodity Classic:

- An entertaining and thought-provoking General Session that includes a roundtable with the four commodity association presidents
- The largest Commodity Classic trade show ever, packed with well over a thousand booths featuring acres of displays
- Key policymaking sessions for your commodity organization
- Learning Center and "What's New" sessions that help you back home succeed on the farm
- An Evening of Entertainment to cap off a great week with great friends and family

There's a lot more, too! Just review the Commodity Classic Schedule of Events.

Your 2014 Commodity Classic Grower Committee

Sam Butler • Dean Campbell • Rob Elliott (Co-chair)
Wayne Hurst • Bart Schott • Gerald Simonsen
Wesley Spurlock • Wyatt Whitford (Co-chair)





All Commodity Classic events are held at the Henry B. Gonzalez Convention Center

unless otherwise noted.

REGISTRATION DESK HOURS

Wednesday, Feb. 26	8:00 a.m. - 7:00 p.m.
Thursday, Feb. 27	7:00 a.m. - 5:30 p.m.
Friday, Feb. 28	7:00 a.m. - 6:00 p.m.
Saturday, March 1	7:00 a.m. - 1:30 p.m.

TOUR DESK HOURS

Wednesday, Feb. 26	7:30 a.m. - 4:30 p.m.
Thursday, Feb. 27	7:30 a.m. - 4:00 p.m.
Friday, Feb. 28	8:00 a.m. - 3:00 p.m.
Saturday, March 1	9:00 a.m. - Noon

TRADE SHOW HOURS

Thursday, Feb. 27	10:30 a.m. - Noon (Media Only) Noon - 4:30 p.m.
Friday, Feb. 28	11:00 a.m. - 4:00 p.m.
Saturday, March 1	9:15 a.m. - Noon

No persons other than exhibitors' employees or agents may exhibit or solicit business in the assigned space. Advertising and solicitation of orders by persons not registered to exhibit at Commodity Classic is not permitted.

For Media Trade Show Access Policy
www.commodityclassic.com/media-access

COMMODITY CLASSIC HOUSING DESK

Located in the Convention Center East Registration, near the Commodity Classic Registration Desk.

COMMODITY CLASSIC HOUSING DRAWING

Thursday, 11:45 a.m., Trade Show Grand Opening, East Registration

Winners will be announced at the Trade Show Grand Opening Ceremony. Attendees staying in an official Commodity Classic hotel were automatically entered to win a two-night stay at one of the Commodity Classic hotels in Phoenix, Ariz. (site of the 2015 Commodity Classic) and a gift inspired by Phoenix's exciting location. Hotel certificate is based on availability. Do not need to be present to win. Winners' names will be available at the Commodity Classic Housing Desk.

SHUTTLE

Sponsored by Bayer CropScience and Commodity Classic
Complimentary Commodity Classic shuttle service is available between the Henry B. Gonzalez Convention Center and the following hotels: Courtyard Riverwalk, Drury Inn & Suites Riverwalk, Drury Plaza Hotel Riverwalk, Fairfield Inn & Suites, Hampton Inn, Holiday Inn Riverwalk, Hyatt Regency, SpringHill Suites and Westin Riverwalk.

Pick-up and drop-off location at the Convention Center is located on Convention Way near the main entrance to the Convention Center.

Please see insert for full shuttle schedule.

CITY INFORMATION

A visitor's information desk is located in the Convention Center, just before East Registration. Please visit this desk for information about San Antonio, including the River Walk, River Taxi, Historic Street Cars and the B-Cycle bike share system.

OPTIONAL TOURS

The Commodity Classic Tour Desk, located in East Registration, has information on optional tours arranged especially for Commodity Classic attendees. Tours are not included in the Commodity Classic registration fee. All requests are handled on a first-come, first-served, space-available basis. Tour buses depart from Convention Way in front of the Convention Center.

COMMODITY CLASSIC CONNECTION CAFÉ

Sponsored by Bayer CropScience, East Registration
Refresh as you register, and throughout your stay: Complimentary coffee, lemonade and popcorn are available in the Connection Café. Throughout Classic, check your email and look up the latest news, market prices and weather at the Internet stations in the Connection Café.

MOBILE APP, FACEBOOK AND TWITTER

Get the free Commodity Classic mobile app available from the iTunes Store and Android Marketplace or visit www.commodityclassic.com/app. The app contains helpful schedule information, tools to help you navigate the show like maps, speaker bios and more! Make sure to allow push notifications to receive announcements and onsite changes. Stay connected with other Commodity Classic attendees - use #Classic14 for Twitter and "Like" the Commodity Classic Facebook page at www.facebook.com/CommodityClassic.



COMMODITY CLASSIC RECHARGE STATION

Sponsored by Syngenta, Park View Lobby
Stop by the Park View Lobby on the Convention Center second floor to recharge your mobile devices. This onsite location allows for convenient charging of cell phones, smart phones, PDAs, tablets, iPods/MP3 players and laptops without having to run back to your hotel room.

COMMEMORATIVE CLOTHING

Sponsored by Commodity Classic
Fleece Jackets - \$30
T-Shirts - \$10

Receive one free T-shirt when you purchase a Commodity Classic fleece jacket. Commodity Classic souvenir attire is available only during the trade show hours at the Commemorative Clothing Booth 1010. Adult and kids' sizes are available in limited quantities so be sure to shop early!



IN CASE OF EMERGENCY

Convention Center: Dial (210) 207-7773 for emergency service or security.

Commodity Classic Hotels: Dial "0" on any house phone to report an emergency.

Closest hospital:

Nix Medical Center
414 Navarro St.
San Antonio, TX 78205
Phone: (210) 271-1800

Closest pharmacy:

Walgreens
300 E. Houston St.
San Antonio, TX 78205
Phone (210) 424-3462

CHILD CARE SERVICES

Please check with your hotel for in-room child care services.

COMMODITY CLASSIC CORNER

Convention Center second floor
This year marks the 19th annual Commodity Classic. Stop by the "Classic Corner" and enjoy some fun activities that Commodity Classic has planned for you.



Commodity Classic offers several types of educational sessions to help you maximize your learning and make the most of your time at the convention. Feel free to check out any session that catches your interest. See the insert for an "Education at a Glance" snapshot.

Early Riser Sessions

Early Riser Sessions are real eye-openers. Get energized with high-powered presentations on market trends and agribusiness issues. Complimentary coffee and breakfast bakeries are available as a bonus for setting the alarm early.

Thursday and Saturday, 7:00 a.m. - 8:00 a.m.

Friday, 7:00 a.m. - 8:30 a.m.

Learning Center Sessions

Learning Center Sessions are in-depth discussions of current issues and topics that have a direct impact on your bottom line.

Thursday, 8:15 a.m. - 9:45 a.m. and 10:00 a.m. - 11:30 a.m.

Friday, 12:30 p.m. - 1:30 p.m., 1:45 p.m. - 2:45 p.m.,
3:00 p.m. - 4:00 p.m. and 3:00 p.m. - 4:30 p.m.

Saturday, 8:15 a.m. - 9:15 a.m. and 1:30 p.m. - 3:30 p.m.

Mini What's New Sessions

Five-minute presentations - in a fast-paced go-minute window - give you a brief introduction to companies' key innovations. Afterward, be sure to visit these companies on the trade show floor to learn even more.

Thursday, 8:15 a.m. - 9:45 a.m. and 10:00 a.m. - 11:30 a.m.

What's New Sessions

What's New Sessions are an opportunity for companies to showcase their newest innovations and services. Learn and ask questions of company leaders and industry experts, then visit the companies' exhibits at the trade show to learn even more.

Friday, 12:30 p.m. - 1:10 p.m., 1:30 p.m. - 2:10 p.m.,
2:30 p.m. - 3:10 p.m., 3:30 p.m. - 4:10 p.m.

Saturday, 9:30 a.m. - 10:10 a.m.

Certified Crop Advisor (CCA) Program

Continuing Education Units (CEUs) under the Certified Crop Advisor (CCA) program have been applied for all Learning Center Sessions. Sign-in sheets will be available at each approved session. Each sheet states the amount of credit applied to each session.

We thank these sponsors for their generous support of 2014 Commodity Classic!



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Successful Farming® magazine
United Soybean Board/Soy Checkoff

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Oregon Wheat Growers League
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U.S. Farmers & Ranchers Alliance
USA Poultry & Egg Export Council/
American Egg Board



**U.S. FARM
REPORT**



Come join the
Special Television Taping

of
U.S. Farm Report

Hosted by John Phipps
& Tyne Morgan

Friday, February 28, 2014

7:00 - 8:30 AM

Room 217

**Henry B. Gonzalez
Convention Center**

Expert Marketing Panel

Chip Flory: Pro Farmer

Mark Gold: Top Third Ag Marketing

Bob Utterback: Farm Journal Economist

Sponsored by:



JOHN DEERE

2012 **CENSUS OF
AGRICULTURE**

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For the U.S. Farm Report station and time in your area, visit:
www.usfarmreport.com or call 1-800-690-FARM (3276)

All Commodity Classic events are held
at the Henry B. Gonzalez Convention Center unless otherwise noted.

Registration badge is required for admittance to all Commodity Classic events.

Wednesday, February 26

- | | |
|-----------------------|---|
| 7:30 a.m.-4:30 p.m. | Tour Desk Open |
| 8:00 a.m.-7:00 p.m. | Registration Desk Open |
| 8:00 a.m.-8:00 p.m. | Trade Show Move-in |
| 8:00 a.m.-10:00 a.m. | NAWG Budget Committee Meeting,
<i>Marriott Rivercenter Grand Ballroom Salon D</i> |
| 8:00 a.m. -11:00 a.m. | NAWG Environmental & Renewable Resources Committee Meeting,
<i>Marriott Rivercenter Conference Room 1&2</i> |
| 8:00 a.m.-11:30 a.m. | TOUR: Toyota Manufacturing Plant |
| 8:00 a.m.-4:00 p.m. | TOUR: Fredericksburg and Lyndon Baines Johnson Ranch |
| 8:30 a.m.-5:00 p.m. | NSP Board of Directors Meeting,
<i>Marriott Rivercenter Grand Ballroom Salon A</i> |
| 9:00 a.m. -Noon | NAWG Research & Technology Committee Meeting,
<i>Marriott Rivercenter Conference Room 3&4</i> |
| 10:00 a.m.-11:00 a.m. | NAWG Operations & Planning Committee Meeting,
<i>Marriott Rivercenter Grand Ballroom Salon D</i> |
| 11:00 a.m.-2:00 p.m. | NAWG Domestic & Trade Policy Committee Meeting,
<i>Marriott Rivercenter Conference Room 1&2</i> |
| Noon-12:30 p.m. | ASA Resolutions Subcommittees Briefing,
<i>Grand Hyatt Seguin B</i> |
| 12:30 p.m.-2:45 p.m. | NCGA Issues Briefing, Open Forum & Policy Discussion,
<i>Grand Hyatt Texas Ballroom A</i> |
| 12:30 p.m.-4:30 p.m. | TOUR: Celebrating San Antonio |
| 12:30 p.m.-5:00 p.m. | ASA Resolutions Subcommittees,
<i>Grand Hyatt Crockett A, Crockett B, Crockett C, Crockett D</i> |
| 2:00 p.m. -5:00 p.m. | NAWG Nominating Committee Meeting,
<i>Marriott Rivercenter Conference Room 3&4</i> |
| 2:00 p.m. -5:00 p.m. | USCP Crop Improvement Committee Meeting,
<i>Marriott Rivercenter Conference Room 12</i> |
| 3:00 p.m.-4:30 p.m. | NCGA State Caucuses
<i>All state caucuses to be held at the Grand Hyatt</i>
Alabama/Arkansas/Georgia/Louisiana/Mississippi/North Carolina/
Oklahoma/South Carolina/Texas, <i>Travis C</i>
Colorado/Kansas/North Dakota, <i>Travis D</i>
Illinois, <i>Presidio B</i>
Indiana/Michigan/Wisconsin, <i>Bonham E</i>
Iowa, <i>Presidio A</i>
Kentucky/Tennessee, <i>Travis A</i>
Maryland/New York/Pennsylvania/Virginia, <i>Bonham B</i>
Minnesota, <i>Bonham D</i>
Missouri, <i>Bonham A</i>
Nebraska, <i>Presidio C</i>
Ohio, <i>Travis B</i>
South Dakota, <i>Bonham C</i> |
| 4:00 p.m.-5:00 p.m. | NAWG State Executive Roundtable Committee Meeting,
<i>Marriott Rivercenter Conference Room 1&2</i> |

Opening Reception

Sponsored by Syngenta

5:00 p.m.-7:00 p.m., *Grand Ballroom C*

This reception is a ticketed event for registered growers, media, state staff and family members. Find your admission ticket in your badge.



Hey y'all! Syngenta is very excited about being in Texas this year! We have a fun night of laughs, food and drinks planned and can't wait to kick off the 2014 Commodity Classic with you. Ever wondered how much water is needed to feed a growing population? How much freshwater is used by agriculture? How much water will we need to feed 9 billion people in the year 2050? At Syngenta, we're working to help find ways to optimize water usage by the crops we plant and the way we live. Come have fun and learn with us. We look forward to seeing you!

NCGA CornPAC Auction & Hors d'Oeuvres Reception

Sponsored by Wilbur-Ellis, Syngenta and Rabo Agrifinance

7:00 p.m.-9:00 p.m., *Grand Hyatt Texas Ballroom ABC***NAWG Social Event and Auction Benefiting WheatPAC**

Sponsored by Case IH, Monsanto and Syngenta

7:00 p.m.-9:30 p.m., *Marriott Rivercenter Grand Ballroom Salon DE*

Please join the National Association of Wheat Growers for an evening of fun at the 2014 WheatPAC auction. We will have heavy hors d'oeuvres and many great items up for auction! Tickets required. For more information or tickets stop by the NAWG PAC booth located near the Commodity Classic Registration Desk or at the entrance of the event Wednesday, Feb. 26.

**Thursday, February 27****DESK HOURS**

7:00 a.m.-9:00 a.m.

Trade Show Move-in

7:00 a.m.-5:30 p.m.

Registration Desk Open

7:30 a.m.-4:00 p.m.

Tour Desk Open**Early Riser Session****Agriculture's Shifting Sands**Sponsored by DTN/*The Progressive Farmer*7:00 a.m.-8:00 a.m., *Room 217**Coffee and breakfast bakeries provided.***Speaker: Darin Newsom, Senior Analyst, DTN/*The Progressive Farmer***

This discussion will tackle the key issue of a changing market structure at a time when agriculture appears to be most vulnerable. Supply and demand issues are evolving and investment is moving elsewhere, raising the question of what will become of our industry in the future. Since the 2005-06 marketing year, agriculture has been caught up in corn's demand market sparked by passage of the Energy Policy Act of 2005. This market survived the global economic collapse of 2008, bolstered by less-than-favorable weather across the U.S. Midwest from 2009 through 2012. However, as 2013 showed, agriculture has undergone another major change as the same investment outlook that pushed the market higher has shifted. This should continue in 2014 and ripple effect will be felt across all of agriculture.



Darin Newsom

8:00 a.m.-10:00 a.m. **ASA State Caucuses***All state caucuses to be held at the Grand Hyatt**Illinois, Bonham E**Indiana/Michigan/Ohio, Travis CD**Iowa, Bonham B**Kansas/Nebraska/Oklahoma, Presidio B**Kentucky, Bonham C**Minnesota/North Dakota/South Dakota, Travis AB**Missouri, Bonham D**Tennessee, Presidio C**North Carolina, Independence*8:00 a.m.-10:30 a.m. **TOUR: Bluebonnet Hydroponic Produce**8:00 a.m.-11:00 a.m. **NAWG Board of Directors Meeting,**
*Marriott Rivercenter, Grand Ballroom Salon CDE*8:00 a.m.-11:30 a.m. **TOUR: Toyota Manufacturing Plant**8:00 a.m.-11:30 a.m. **NCGA Corn Congress, Grand Hyatt Texas Ballroom DEF****Learning Center Session****Ideas to Break Through Yield Barriers**

Sponsored by StollerUSA

8:15 a.m.-9:45 a.m., *Room 214CD*

Steven Albracht



Adam Watson



Josh Koehn



Mike Gaul



Ken Root

Moderator: Ken Root, Agricultural Reporter, Dyersville, Iowa

Panelists: Steven Albracht, 4,200 acres of corn, wheat, milo and cotton, Hart, Texas; Adam Watson, 4,000 acres of white corn, yellow corn, seed corn and soybeans, Villa Grove, Ill.; Josh Koehn, 8,000 acres of corn, wheat and milo, Montezuma, Kan. and Mike Gaul, 1,400 acres of corn and soybeans, Strawberry Point, Iowa

This session will feature a roundtable discussion of leading corn, soybean, wheat, cotton and milo growers from across the U.S. who participate in yield contests with great success. The growers will discuss the cultural and management practices used in their operations to provide audience members engaging and informative insight and tools they can implement in their own operations. Each grower's crop operation will be profiled to allow a better understanding of their farm. The audience will have an opportunity to ask questions.

Mini What's New Sessions8:15 a.m.-9:45 a.m., *Room 214AB*

Five-minute presentations – in a fast-paced 90-minute window – give you a brief introduction to companies' key innovations. Afterward, be sure to visit these companies on the trade show floor to learn even more.

Seed Treatment Matters: The Guide to Seed Treatment Stewardship, Sponsor: American Seed Trade Association

Achieving Picket-Fence Rows & Photocopy Plants with the New Case IH Early Riser 5 Series Planters, Sponsor: Case IH

Case IH Ecolo-Tiger 875 Handles Heavy Residue for Optimal Output, Sponsor: Case IH

Innovative New Tools for Price Risk Management, Sponsor: CME Group

Anthem Corn & Soybean Pre-emergence Weed Management, Sponsor: FMC Corporation

Overlapping Residual Herbicides – A Concept for More Complete Weed Management, Sponsor: FMC Corporation

Get Ahead and Stay Ahead with Growers Edge, Sponsor: Growers Edge

Balance Bean: An Introduction of HPPD Herbicides in Soybeans, Sponsors: MS Technologies and Bayer CropScience

The Industry's Only Soybean Specific In-furrow Starter Fertilizer, Sponsor: NACHURS

Switching Between Hybrids on the Fly is Simple, with Raven's OmniRow Planter Control System, Sponsor: Raven Industries

Quick Draw, Automated Spray Tender System – Increase Accuracy, Faster Loading, Complete Records, Sponsor: SureFire Ag Systems, Inc.

New SYN-A197 Corn Herbicide Premix in Development by Syngenta, Sponsor: Syngenta

RootingPower: The Link Between Stronger Roots and Higher Yield Potential, Sponsor: Syngenta

New X14 Touchscreen Console from Topcon Precision Agriculture, Sponsor: Topcon Precision Agriculture

- 9:00 a.m.-9:15 a.m. NSP General Session Meet and Greet,
Marriott Rivercenter Grand Ballroom Salon F Foyer
- 9:15 a.m.-Noon NSP General Session, Marriott Rivercenter Grand Ballroom Salon F

Learning Center Session

Commodity Classic Goes to the Movies

Sponsored by U.S. Farmers & Ranchers Alliance
10:00 a.m.-11:30 a.m., Lila Cockrell Theater

You're invited to a private, advance screening of a new film that will take an intimate look at the lives of farmers and ranchers in their 20's, all of whom are now responsible for running their farming business. You will be introduced to the stories of six farmers and ranchers, their high-risk/high-reward jobs and their passion for a way of life that has been passed down from generation to generation, yet continues to evolve. The film was made with the generous support of the U.S. Farmers & Ranchers Alliance. **NOTE: This film will not be released publicly until March 2014. In order to participate in this session, you will be required to sign and return a non-disclosure agreement.**

Mini What's New Sessions (Repeat)

10:00 a.m.-11:30 a.m., Room 214AB

Repeat of 8:15 a.m. Mini What's New Sessions. Presentations will occur in reverse order. See page 9 for list of presentations.

10:00 a.m.-Noon ASA Open Resolutions, Grand Hyatt Lone Star Ballroom A

11:00 a.m.-1:00 p.m. NAWG Foundation Board of Directors Meeting,
Marriott Rivercenter Conference Room 1&2

Commodity Classic Housing Drawing

11:45 a.m. Trade Show Grand Opening, East Registration

Winners announced at the Trade Show Grand Opening Ceremony

Attendees staying in an official Commodity Classic hotel were automatically entered to win a two-night stay at one of the Commodity Classic hotels in Phoenix, Ariz. (site of the 2015 Commodity Classic) and a gift inspired by Phoenix's exciting location. Hotel certificate is based on availability. Do not need to be present to win. The winners will be listed at the Commodity Classic Housing Desk.

Trade Show Grand Opening

Sponsored by Roundup Xtend™ with VaporGrip
Noon-1:30 p.m., Trade Show Lunch, Exhibit Hall C

Trade show lunch tickets are included in all full registration packages or Thursday one-day registrations. Please bring your lunch ticket to the trade show grand opening.

Noon-4:30 p.m., Trade Show Open, Exhibit Hall C, Entrance: East Registration

Pending regulatory approvals, Monsanto plans to launch the Roundup Ready® Xtend Crop System to provide farmers an additional tool for more consistent, flexible control of resistant and tough-to-control weeds. The Roundup Ready® Xtend Crop System includes soybeans that will be tolerant to both glyphosate and dicamba herbicides, and cotton that will be tolerant to dicamba, glyphosate and glufosinate. As part of the system, Monsanto also intends to launch low-volatility herbicide formulations upon approvals from EPA: A pre-mix of dicamba and glyphosate to be branded as Roundup Xtend™ with VaporGrip technology, and a straight goods dicamba product for tank mixing to be branded as XtendiMax™ with VaporGrip technology. Come learn more about the Roundup Ready Xtend Crop System with VaporGrip technology at Booth #3046.

The trade show features leading agribusiness decision makers and showcases state-of-the-art products and technology. See the latest innovations first-hand. When you visit the booths, be sure to share your thoughts with industry representatives. By asking questions and offering input today, you help influence the agricultural products, policies and services of tomorrow.

1:00 p.m.-5:00 p.m. TOUR: Cruisin' and Explorin' San Antonio



Trade Show Drawing

4:00 p.m., New Holland, 8124

Growers who completed the demographic information on their registration form in advance of the show have been automatically entered to win a New Holland WORKMASTER™ 35 Tractor. MUST BE PRESENT TO WIN.



ASA Soy Social and Auction Join the Soybean Stampede!

Sponsored by Farm Credit, IntelliAir, Bayer CropScience, MacDon Industries, Renewable Energy Group, Syngenta and Illinois Soybean Association

5:00 p.m.-5:30 p.m. First Sighting Party
Grand Hyatt Texas Ballroom ABC
Special Admission Ticket Required

5:30 p.m.-8:30 p.m. Dinner and Auction
General Admission Ticket Required



Get on your horse and "Join the Soybean Stampede!" for the American Soybean Association's ninth Annual Soy Social and Auction. This year we will be offering a buffet dinner beginning at 5:30 p.m. and live auction kicking off at 6:30 p.m. Plan to meet your friends and have dinner while browsing the silent and live auction items. Tickets can be purchased at the SoyPAC table near the Commodity Classic Registration Desk or at the event. Tickets are based on availability. Don't miss the excitement and fun! The ASA Soy Social and Auction benefits SoyPAC, ASA's political action committee.

Friday, February 28

DESK HOURS

7:00 a.m.-6:00 p.m. Registration Desk Open
8:00 a.m.-3:00 p.m. Tour Desk Open

Early Riser Marketing Session U.S. Farm Report

Sponsored by John Deere, Monsanto and USDA-NASS
7:00 a.m.-8:30 a.m., Room 217

Coffee and breakfast bakeries provided.

Moderators: John Phipps, U.S. Farm Report host and Farm Journal/Top Producer columnist and Tyne Morgan, National Reporter, U.S. Farm Report

Panelists: Chip Flory, Editor, Pro Farmer newsletter; Mark Gold, Managing Partner, Top Third Ag Marketing and Bob Utterback, Farm Journal Economist

Be a part of "U.S. Farm Report," the weekly one-hour program produced by Farm Journal Media. See a television show in the making and guide the lively discussion by asking questions of hosts John Phipps and Tyne Morgan and a panel of commodity traders and analysts. Gain insight into futures, market trends and other agricultural issues as the experts debate topics you present. Highlights from this special television taping will air nationwide on "U.S. Farm Report," the nation's longest-running, syndicated, agricultural news program.



John Phipps



Tyne Morgan

NCGA/NCYC State Award Winners Breakfast

Sponsored by John Deere, BASF and DuPont Pioneer
7:00 a.m.-8:45 a.m., Grand Hyatt Texas Ballroom DEF

Help recognize corn growers for their outstanding accomplishments during the past year. Meet state winners, compare notes and pick up tips! A ticket is required for admission. Tickets are not included in registration and may be purchased separately based on availability.



2015 Exhibitor Pre-Sell Meeting

7:00 a.m.-10:30 a.m., Room 007

General Session

Sponsored by Dow AgroSciences

9:00 a.m.-11:00 a.m., *Grand Ballroom C*

Doors open at 8:30 a.m.

Moderator: Mark Mayfield

Keynote: Tom Vilsack, Secretary of Agriculture

Closing Speaker: Brad Montgomery

Farmers who are “On Board for Profits” at Commodity Classic will find much to profit from at this year’s General Session, once again hosted by humorist Mark Mayfield, who will welcome presidents of the four major commodity associations to speak about the hot topics and key issues confronting America’s corn, soybean, wheat and sorghum growers. These are NCGA President Martin Barbre, ASA President Ray Gaesser, NAWG President Bing von Bergen and NSP Chairman J.B. Stewart.



Mark Mayfield

2014 marks the fifth visit in a row from Agriculture Secretary Tom Vilsack, a former governor of Iowa, who will provide an inside-the-Beltway perspective on top farm issues. A forceful advocate for our nation’s farmers, Vilsack encourages growers to get active and educate consumers about the importance of American agriculture.



Tom Vilsack

Concluding the General Session will be Brad Montgomery, a motivational humorist speaker and author who hails from Centennial, Colo. Also a magician, Montgomery tells his audiences across the country to lighten up and to remember that our lives are filled with humor and magic.



Brad Montgomery

You’ll learn some of the science behind happiness; but even better, you’ll learn some surprisingly simple techniques to incorporate immediately at work and at home that will make you — and your organization — happier!

The General Session is where you truly experience the impact and importance of Commodity Classic. Throughout the session, there is a strong sense of camaraderie and common purpose with a powerful combination of inspiration, information and insight.

Trade Show Lunch

Sponsored by Commodity Classic

11:00 a.m.-12:30 p.m., *Trade Show Lunch, Exhibit Hall C*

Trade show lunch tickets are included in all full registration packages or Friday one-day registrations. Please bring your lunch ticket to the trade show Friday lunch.

Trade Show Open

11:00 a.m.-4:00 p.m., *Exhibit Hall C, Entrances: East Registration & Second Floor*

Be among the first to hear about the bright ideas, new products and technology directly from the people who created them at the trade show. Ask questions and give input to agribusiness decision makers, and enter the many drawings and giveaways being offered.

Trade Show Drawings

Noon, **Syngenta, 4055**

Sign-up in advance at booth to win a Yeti Tundra 35 cooler. Do NOT need to be present to win.

3:50 p.m., **DuPont and DuPont Pioneer, 4031 & 4019**

Visit DuPont and DuPont Pioneer exhibits and sign-up to win a prize. Do NOT need to be present to win. One drawing each day.

Learning Center Sessions

12:30 p.m.-1:30 p.m.

Five Keys to Effective Succession Planning

Sponsored by ASA and NCGA

12:30 p.m.-1:30 p.m., *Room 217BC*

Speaker: Kevin Spafford, Founder, Legacy by Design, LLC/eLegacyConnect
Succession is the watershed issue facing America’s family farmers. Planning for a smooth ownership transition and preparing the next generation to lead can be overwhelming. Providing financial security and eliminating the estate tax can be complex and confusing. If multigenerational success is your goal, this presentation is for you. Through the five keys, you’ll learn about the planning process, good communication strategies, and how to overcome obstacles. Utilizing tips from this session will help ensure the farm remains in the family and provides financial security for generations to come.



Kevin Spafford

Speed with Quality: The New Era in Planting Productivity!

Sponsored by John Deere

12:30 p.m.-1:30 p.m., *Room 214CD*

Speakers: Thomas Doerge, Scientist/Agronomist, Deere & Company; Kelby Krueger, Product Specialist, John Deere Seeding Group and Elena Kaverina, Product Line Manager, John Deere Seeding Group
John Deere planter experts and agronomists will discuss research on how new row unit technology provides improved seed placement accuracy at increased speeds. The new technology allows planters to run at higher field speeds and still retain excellent seed depth and accuracy. This revolutionary concept will provide improvements in productivity by covering more acres in less time, allowing operators to shorten the amount of time to plant in optimum planting windows, and increase the potential for higher yields. In short, it will change how producers think about putting seed in the ground.



Thomas Doerge



Kelby Krueger



Elena Kaverina

Alternative Reality: New Options for Weed Management

Sponsored by Bayer CropScience and MS Technologies

12:30 p.m.-1:30 p.m., *Room 214AB*

Moderator: Arlene Cotie, Product Development Manager, Bayer CropScience

Panelists: Dr. Aaron Hagar, Associate Professor of Weed Science, University of Illinois at Urbana-Champaign; Dr. Ford Baldwin, Practical Weed Consultants and Brian Hartman, Stine Seed Company

Weed science experts Professor Aaron Hagar from University of Illinois at Urbana-Champaign and Dr. Ford Baldwin of Practical Weed Consultants will be joined by Brian Hartman from Stine Seed Company to discuss how new modes of action that will be available in the coming years will impact growers’ weed management practices. Learn about new herbicides that will be available in your geography and increase your understanding of how to make more educated weed management decisions.



Aaron Hagar



Ford Baldwin



Brian Hartman

More Learning Center Sessions continued on page 14

Learning Center Sessions continued from page 13

1:45 p.m.-2:45 p.m.

Utilizing the "Cloud" for More Efficient Farm Management: Practical Applications for Interconnected Ag Technologies

Sponsored by AgSense LLC

1:45 p.m.-2:45 p.m., Room 214AB

Speakers: Steve Cubbage, Owner and President, Prime Meridian, Nevada, Mo.; Roric Paulman, Owner, Paulman Farms, Sutherland, Neb. and Terry Schiltz, President, AgSense LLC, Huron, S.D. Cloud based technology is developing rapidly and is the future of agriculture. Growers and industry experts will be demonstrating, in simple and practical terms, what they are using in their operations today and how it saves them time, money and enhances overall efficiency.



Terry Schiltz



Steve Cubbage

Biofuels and the Renewable Fuels Standard, A Farmer's Avenue to American Energy Independence

Sponsored by Syngenta

1:45 p.m.-2:45 p.m., Room 214CD

Moderator: Jack Bernens, Head of Enogen Marketing and Stakeholder Relations, Syngenta

Panelists: Brian Jennings, Executive Vice President, American Coalition of Ethanol; Delayne Johnson, Chief Executive Officer, Quad County Corn Processors and James Dostad, Corn Farmer in Holstein, Iowa

The Renewable Fuels Standard (RFS) is a successful value-added agricultural policy that is bringing down the cost of gasoline and helping the U.S. achieve energy independence while reviving countless rural communities. U.S. policy to require the use of ethanol in gasoline through the RFS is truly a rural development success story. This session will explore the RFS policy in detail, and the positive opportunities the biofuels industry provides for farmers. Panelists will share challenges that the biofuels industry and RFS face, discuss how rural communities are benefitting, and recommend ways farmers can be proactive in the fight to save American biofuels and the RFS moving forward.



Jack Bernens



Brian Jennings



Delayne Johnson



James Dostad

Cover Your Assets: Improve Productivity, Efficiency and Soil with Cover Crops

Sponsored by Conservation Technology Information Center and DuPont Pioneer

1:45 p.m.-2:45 p.m., Room 217BC

Moderator: Karen Scanlon, Executive Director, Conservation Technology Information Center

Panelists: Rob Myers, Regional Director of Extension Programs, USDA North Central Sustainable Agriculture Research and Education program; Mike Plumer, Conservation Agriculture Consultant and Jamie Scott, Indiana farmer

A panel of industry and academic experts will discuss why your farm and future yields may benefit from planting the right cover crops at the right time. Jamie Scott, an Indiana farmer, has used these crops to improve yield and net profit. Mike Plumer, a conservation agriculture consultant, knows how to successfully integrate cover crops for maximum benefit. Rob Myers, with the USDA North Central Sustainable Agriculture Research and Education program, has surveyed cover crop users about benefits in drought years and has helped develop guidelines for crop insurance policy on cover crops.



Karen Scanlon



Rob Myers



Mike Plumer



Jamie Scott

Learning Center Sessions

3:00 p.m.-4:00 p.m.

Five Common Mistakes in Grain Marketing

Sponsored by Corn + Soybean Digest and Channel Bio Seed

3:00 p.m.-4:00 p.m., Room 214CD

Speaker: Edward Usset, Grain Marketing Specialist, Center for Farm Financial Management, University of Minnesota

Given the increased global grain price volatility and the growing need for better risk management on the farm, Ed Usset will explore a different approach to marketing. He will identify common mistakes in grain marketing, such as the reluctance towards preharvest marketing and holding grain in storage too long.



Edward Usset

Plant Stress Management in Wet or Dry Conditions

Sponsored by Syngenta

3:00 p.m.-4:00 p.m., Room 217BC

Speakers: Dr. Fred E. Below, Professor of Crop Physiology, University of Illinois and Dr. Eric Tedford, Technical Product Lead, Fungicides, Syngenta

You can't change the weather, but that doesn't mean you have to enter a season unprepared for environmental stresses that could impact yield. Few were prepared for the dry 2012 season, and 2013 began with cool wet conditions, creating prime conditions for diseases and plant stresses. The session will discuss how to combat the unpredictable plant stresses faced during a growing season. Our panelists will share challenges corn, soybean and cereal crops face in different weather conditions and what can be done to proactively manage plant stress.



Eric Tedford



Fred Below

**Learning Center Session
Water, Rails & Competition:
The Importance of Transportation
Infrastructure to U.S. Farmers'
Competitiveness**

Sponsored by United Soybean Board/Soy Checkoff

3:00 p.m.-4:30 p.m., Room 214AB

Speakers: Sharon Clark, Vice President of Transportation and Regulatory Affairs, Perdue Agribusiness; Rick Calhoun, President of Cargo Carriers, a business of Cargill, Inc. and Marcelo Duarte Monteiro, Executive Director of APROSOJA

The U.S. transportation infrastructure provides a competitive advantage for agriculture. U.S. agriculture has access to the paved roads, a railway system and an inland waterway. If the United States doesn't step up and maintain these pieces, U.S. farmers will be the ones to pay. Sharon Clark will discuss the status and challenges of the railway network, and Rick Calhoun will discuss the inland waterway system. Marcelo Duarte Monteiro will provide a South American perspective on the importance of a reliable transportation system. Join us to discuss this critical and timely topic.



Sharon Clark



Rick Calhoun



Marcelo Duarte Monteiro

What's New Sessions

12:30 p.m.-1:10 p.m.

AgriEdge Excelsior: Building Profitability for Today and Preparing for Sustainable Sourcing Demands of Tomorrow

Sponsored by Syngenta

12:30 p.m.-1:10 p.m., *Room 212*

Speakers: Rick Murdock, Vice President and Co-owner of Ag Connections; Kamren Koopim, potatoes, wheat, corn, safflower and barley farmer in American Falls, Idaho and Ron Cowman, AgriEdge Excelsior Manager, Syngenta

A whole farm management approach, AgriEdge Excelsior offers growers a program to boost profitability while addressing market interest in sustainable sourcing. Find out why 90 percent of participating growers stay enrolled, and how they utilize choices in data measurement, customized service, product selection and production practices to enhance yields and optimize resources.

Optimum® Leptra™ Hybrids – A Powerful Pyramid of Insect Protection Traits

Sponsored by DuPont Pioneer

12:30 p.m.-1:10 p.m., *Room 213*

Speakers: Ryan French, Senior Marketing Manager, Technology Launch, DuPont Pioneer and Marlin E. Rice, Senior Research Scientist, DuPont Pioneer

New Optimum® Leptra™ corn hybrids feature a powerful pyramid of insect protection traits. Growers planting Optimum Leptra will experience superior control for a broad-spectrum of above-ground pests, providing clean ears, reduced risk of grain disease and flexibility during planting.

What's New Sessions

1:30 p.m.-2:10 p.m.

FieldScripts: Getting More Out of Each Seed

Sponsored by Monsanto

1:30 p.m.-2:10 p.m., *Room 212*

Speaker: Dave Rhylander, FieldScripts Launch Lead, Monsanto

Most farmers plant a single seeding rate which means some areas are overpopulated and other areas under populated. FieldScripts increases productivity by selecting best seed for each field, optimizing seed investment by utilizing variable rates, is simple easy to use and helps improve yields across the field.

Capitalizing on Innovation – High Oleic Soybeans Come to Market

Sponsored by United Soybean Board/Soy Checkoff

1:30 p.m.-2:10 p.m., *Room 213*

Speakers: Jim Call, United Soybean Board Chairman and farmer from Madison, Minn.; Sarah Vacek, Soybean Quality Traits Product Manager, Monsanto; Russ Sanders, Marketing Director, DuPont Enhanced Oils Venture, DuPont Pioneer; Erik Heggen, Director of Refined Oils, Archer Daniels Midland Company

High oleic soybeans bring innovation for farmers by performing in the fields, delivering long-term demand and increasing farmer profitability. Come hear from an industry panel about this new cutting edge technology and how it will impact your long-term profitability.

What's New Sessions

2:30 p.m.-3:10 p.m.

Visualizing Farm Data with the Connected Farm Dashboard

Sponsored by Trimble

2:30 p.m.-3:10 p.m., *Room 212*

Speaker: Mike Martinez, Marketing Director, Trimble's Agriculture Division

Trimble's Connected Farm™ dashboard provides farmers with one simple tool that summarizes key information impacting their farm like rainfall totals, weather forecast, and field operations data. With this information, farmers can stay informed and make timely decisions regarding their operation.

New State-of-the-Art Case IH Combine Headers Minimize Grain Loss & Maximize Harvest Window

Sponsored by Case IH

2:30 p.m.-3:10 p.m., *Room 213*

Speaker: Kelly Kravig, Case IH Marketing Manager for Combines & Headers

Case IH recently invested \$60 million in its Combine Header Center of Excellence in Iowa. The result is several new corn and draper headers that help producers pick cleaner, harvest faster and reduce losses. Built with Case IH Agronomic DesignSM, these new headers help producers maximize their yield potential and return on investment.

What's New Sessions

3:30 p.m.-4:10 p.m.

Tractor Technologies That Can Grow Your Bottom Line: The New 7R and 8R Series Tractors from John Deere

Sponsored by John Deere

3:30 p.m.-4:10 p.m., *Room 212*

Speaker: Jarrod McGinnis, Division Marketing Manager, John Deere Waterloo Works and Carlton Self, Sr. Marketing Representative, John Deere Waterloo Works

Learn about the latest tractor technologies and how they can provide more performance and uptime while lowering the cost of operation. John Deere factory specialists will explain how the new John Deere PSS engines can operate with less total fluid consumption. They will also demonstrate the operation of the new CommandCenter™ display and show how the integrated John Deere FarmSight™ technologies can help manage overall tractor resources. Deere instructors will lead the audience, "back to the future" by explaining how the new e23™ Transmission combines the mechanical robustness of a powershift transmission with the intelligence of an IVT.

Help Push Yields to the Next Level with What's New In Crop Nutrition

Sponsored by The Mosaic Company

3:30 p.m.-4:10 p.m., *Room 213*

Speaker: Curt Woolfolk, Senior Product Development Specialist, The Mosaic Company

Learn about the key trends and topics affecting crop nutrition in 2014. Mosaic's Curt Woolfolk will discuss recent research results, new soil fertility resources for farmers and provide a sneak peak at a new premium crop nutrition product.

American Soybean Association Awards Banquet

Sponsored by United Soybean Board/Soy Checkoff, DuPont Pioneer and Novozymes BioAg Inc.

5:30 p.m. Cash bar opens
 5:45 p.m. Doors open (tickets required at door)
 6:00 p.m. Banquet begins, *Grand Hyatt Texas Ballroom*

**If you believe, belong.**

ASA members and supporters from across the country gather for this annual event where farmer leaders, state soybean associations and industry representatives are recognized for outstanding work to benefit U.S. soybean farmers and the soybean industry. This year's program includes a special keynote presentation from Jolene Brown, a farmer, author, champion for the people of agriculture and one of the most inspirational speakers in our industry. Hailing from West Branch, Iowa, Jolene's on a mission to share leading-edge best practices, appreciation, laughter and celebration to increase productivity, profitability and peace of mind. How long has it been since you've really laughed and celebrated who you are and what you do? We'll do both as we answer the question, "Who's Hiding the Humor?"™

National Corn Growers Association Awards Banquet

Sponsored by John Deere, BASF Corporation and DuPont Pioneer

5:45 p.m. Doors open (tickets required at door)
 6:00 p.m. Banquet begins, *Grand Ballroom C*



The National Corn Growers Association celebrates a bin-busting, record-breaking harvest with honors going to the National Corn Yield Contest winners and the states and growers who helped boost membership to an all-time record of more than 40,000. In addition to an update from leadership and industry representatives, banqueters will enjoy the music of the Rick Cavender Band, a professional six-piece group that has opened and performed with the hottest stars in the music scene, including George Strait, Alabama, Tanya Tucker, Alan Jackson, Willie Nelson, and Hall and Oates.

5:30 p.m.-6:00 p.m. **NSP Industry Reception (by ticket only)**
Marriott Rivercenter Grand Ballroom Salon D

6:00 p.m.-8:00 p.m. **NSP Yield Contest Awards Dinner (by ticket only)**
Marriott Rivercenter Grand Ballroom Salon E

Sorghum PAC Casino Night and Auction

Sponsored by Chromatin Inc./Sorghum Partners

8:00 p.m.-11:30 p.m. PAC Casino
 11:30 p.m.-Midnight PAC Auction
Marriott Rivercenter Grand Ballroom Salon B



Join us for the Sorghum PAC Casino Night and Auction for plenty of fun and prizes! Enjoy a complimentary bar, hors d'oeuvres and entertainment as you try your luck at the slot machines or any of the blackjack, Texas Hold 'em, roulette or craps tables. Buy raffle tickets or double down by trading in your casino chips for your chance to win fabulous prizes. There will also be an auction featuring items you won't want to miss, including a Colorado ranch getaway, a South Padre Island weekend trip and a limited edition Case IH 7088 Pedal Combine that is no longer in production.

Funds raised will benefit the National Sorghum Producers Political Action Committee. The event will be family-friendly and children receive free admission. Tickets are \$50 each and can be purchased at the Sorghum PAC booth located near the Commodity Classic Registration Desk or at the entrance of the event on Friday, Feb. 28.

Saturday, March 1**DESK HOURS**

7:00 a.m.-1:30 p.m. **Registration Desk Open**
 9:00 a.m.-Noon **Tour Desk Open**

**Early Riser Marketing Session
Planning for the Unexpected:
Managing Risk in an Uncertain
Environment**

Sponsored by Indiana Soybean Alliance and the Center for Commercial Agriculture at Purdue University

7:00 a.m.-8:00 a.m., *Room 217BC**Coffee and breakfast bakeries provided.*

Speakers: Mike Boehlje, Distinguished Professor, Department of Agricultural Economics, Purdue University; Elizabeth Yeager, Assistant Professor, Department of Agricultural Economics, Purdue University

In today's environment, producers are faced with greater risk and uncertainty than ever before. One area of risk that is of growing importance to farmers is "strategic risk," or the sensitivity of the strategic direction of the farm business. Examples of strategic risk include the loss of rented farmland, environmental regulations, product contamination, loss of a buyer and technological uncertainty. This session will help farmers follow a systematic assessment and analysis process to identify acceptable decisions for them and their operation given a risky and uncertain environment. Attendees will gain an understanding of risk management beyond traditional marketing risk, and will leave with a set of strategic risk decision-making tools they can use upon returning to their operation.



Mike Boehlje

Elizabeth Yeager

Learning Center Sessions

8:15 a.m.-9:15 a.m.

**Clean Fields, High Yields: The Keys to Solving Your
Weed Problems in 2014**

Sponsored by BASF

8:15 a.m.-9:15 a.m., *Room 214CD*

Speaker: Bryan Young, Ph.D., Associate Professor of Weed Science, Purdue University

Research has demonstrated that integrating diverse weed management strategies can improve weed control and maintain profitability. Dr. Bryan Young will provide practical, actionable steps for managing tough-to-control weeds. He will discuss the importance of overlapping sites of action, pre-emerge weed control and the use of residual herbicides in a comprehensive weed management program. Dr. Young has been studying and researching weed resistance for more than a decade and has published multiple benchmark studies regarding glyphosate-resistant weeds in the United States.



Bryan Young

Defending Your Balance Sheet

Sponsored by Advance Trading, Inc.

8:15 a.m.-9:15 a.m., *Room 217D*

Speaker: Dave Fogel, Ag Risk Management Consultant/Broker

"Defending your balance sheet" requires an understanding of how to blend marketing tools, cash sales and crop insurance. Each piece has great benefits but also leaves holes in managing risk. It is the combination and the proper execution of these tools that allows the farmer to plan and execute a marketing strategy that works in all price and weather environments. This blending requires the acceptance that price cannot be predicted. Learn how to prepare for a price environment that may not offer levels above break-even throughout the year. This simple presentation will allow the farmer to see the value in managing risk.



Dave Fogel

More Learning Center Sessions continued on page 20

Learning Center Sessions continued from page 19

Maximizing Agricultural Production through Good Soil Health

Sponsored by Soil Health Partnership

8:15 a.m.-9:15 a.m., Room 214AB

Speaker: Ray Archuleta, Conservation Agronomist, NRCS East National Technology Center

Join NRCS Conservation Agronomist Ray "The Soils Guy" Archuleta as he reveals the benefits of healthy soil promotion. Although the importance of soil health in agricultural prosperity dates to ancient Greece and Rome, new daily challenges question agriculture's impact on the environmental sustainability of soil under modern production systems. This session will focus on the physical, chemical and biological components that go into making and managing healthy soil. Gain an understanding of how these components interact to sustain agricultural production and what properties and production indicators can be measured to monitor impact and improvement.

If Your Crops Could Talk, What Would They Say?

Sponsored by Ag Leader Technology, Inc.

8:15 a.m.-9:15 a.m., Room 217A

Speakers: John McGuire, Agronomist, Simplified Technology Services and Greg Kneubuhler, Agronomist, G&K Concepts

After an unseasonably wet spring for many throughout the country, keeping crops healthy and addressing the impacts of denitrification is on many growers' minds. Precision Farming tools like Crop Sensors have revolutionized the application process by giving plants a voice and helping growers achieve optimum plant health across the field. Agronomists John McGuire of Simplified Technology Services and Greg Kneubuhler of G&K Concepts will be on hand to discuss their years of experience with Crop Sensing Technology and the agronomic benefits that can be realized.



Greg Kneubuhler



John McGuire

What's New Sessions

9:30 a.m.-10:10 a.m.

The Missing Piece in Soybean Pest Management: Effective SCN Protection

Sponsored by Syngenta

9:30 a.m.-10:10 a.m., Room 212

Speakers: Dale Ireland, Seedcare Technical Product Lead, Syngenta; Wouter Berkhout, Seedcare Product Lead, Syngenta

The missing piece in soybean pest management – effective SCN protection – will be a reality for growers beginning in the 2014 season thanks to Clariva™ Complete Beans nematicide/insecticide/fungicide seed treatment combination from Syngenta.

Climate Basic and Climate Pro: Silicon Valley Technology for the Farm

Sponsored by The Climate Corporation

9:30 a.m.-10:10 a.m., Room 213

Speaker: Jeff Hamlin, Director of Agronomic Research

Learn about the most advanced way to get insight into your fields with the free Climate Basic service, as well as how you can increase your per acre profitability for corn acres over \$100/acre with Climate Pro.

Trade Show Open

9:15 a.m.-Noon, Exhibit Hall C, Entrances: East Registration & Second Floor

This is your last opportunity to visit with leading agribusiness decision makers and industry experts who are eager to meet with you, take your questions and hear your experiences with their products and services

Trade Show Morning Snack

Sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic

9:15 a.m.-10:00 a.m., Exhibit Hall C

Morning snack tickets are included in all full registration packages or Saturday one-day registrations. Please bring your ticket to the trade show snack break.

Cooking Demonstration

Sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic

9:15 a.m.-10:00 a.m., Exhibit Hall C, Stage-Aisle 9000

Want to learn the secrets of great Tex-Mex cooking straight from the heart of Texas? Join multiple-restaurant owner, cookbook author and culinary media personality Diana Barrios-Trevino as she prepares her favorite recipes with chicken, turkey and eggs. Her cooking expertise has led to appearances on "Good Morning America," The Food Network, "The Today Show" and "Martha Stewart Living," among others. She was even invited to the White House Congressional Picnic as the Southwestern United States representative. Diana's lifelong passion for cooking will make this one event you don't want to miss!



Diana Barrios-Trevino

Trade Show Drawings

9:15 a.m.-10:00 a.m., USA Poultry & Egg Export Council, Stage-Aisle 9000

Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council Booth 3017 to win a Tex-Mex gourmet gift basket. MUST BE PRESENT at the cooking demonstration featuring Diana Barrios-Trevino to win.

10:10 a.m., Farm Journal Media, from Bayer Booth 4101

Sign-up in advance at booth or drop-off survey received in hotel room to win a DJI-Phantom-Aerial-Drone-Quadcopter & GoPro Camera. Watch the in-house hotel Commodity Classic channel for more information on this giveaway. Do NOT need to be present to win.

10:55 a.m., National Sorghum Producers, 1302

Sign-up in advance at booth to win a wireless Bluetooth portable speaker. Do NOT need to be present to win.

11:10 a.m., Commodity Classic 2015, 1008

Gather preliminary information on the next Commodity Classic to be held Feb. 26-28, 2015 in Phoenix, Arizona. Sign-up at booth to register to win a Phoenix-hosted gift. Do NOT need to be present to win.

11:20 a.m., National Association of Wheat Growers, 3000

Sign-up in advance at booth to win a GoPro camera. Do NOT need to be present to win.

11:30 a.m., John Deere, 4067

Sign-up in advance at booth to win a John Deere 12-Volt XUV Gator for children. Do NOT need to be present to win.

11:40 a.m., Monsanto, 3046

Sign-up in advance at booth to win front row seats to the Evening of Entertainment, plus special VIP treatment. MUST BE PRESENT to win.

12:30 p.m.-5:30 p.m. TOUR: Headin' for the Hill Country

1:00 p.m.-4:30 p.m. NCGA Corn Congress, Grand Hyatt Texas Ballroom DEF

1:00 p.m.-5:00 p.m. TOUR: Spanish Mission Trail

1:30 p.m.-5:30 p.m. ASA Voting Delegates Session, Grand Hyatt Lone Star Ballroom ABC

Closing Learning Center Session If We Huff and We Puff Will We Blow Your House Down?™

Sponsored by United Soybean Board/Soy Checkoff
1:30 p.m.-3:30 p.m., Room 214AB

Speaker: Jolene Brown, family business consultant and Iowa grain farmer

There's an important lesson to be learned from "The Three Little Pigs!" That third Little Pig built his house right. Those in family business also need a foundation of one brick at a time with mortar in between. Only then can we withstand the challenges and surprises that test or bring down a family business. During this interactive session you'll learn:



Jolene Brown

- The responsibilities of a true leader
- What makes up a good advisory council
- The mindset, action and eight take-home tools for transitioning labor, management, leadership, ownership
- Some of the best teachers are sitting right next to you with a valuable lesson to share.

Don't miss this educational and inspirational closing session!

Worship Service

Sponsored by Kinze Manufacturing, Inc.
5:30 p.m.-6:00 p.m., Grand Hyatt Lone Star Ballroom D

Fellowship of Christian Farmers nondenominational service. All are welcome.

Evening of Entertainment

Sponsored by Monsanto
8:30 p.m.-9:45 p.m., Grand Ballroom C
Doors open at 8:00 p.m.

Joe Nichols

Dance and sing along with the music of country music artist Joe Nichols, whose seven albums have produced 14 Top 40 singles on the Billboard Hot Country Songs chart, including the No. 1 singles "Brokenheartsville," "Gimme That Girl," and his latest No. 1 hit "Sunny and 75" from the new album CRICKETS. A terrific way to end a great week in San Antonio!



**Special thanks to these committee members
for their commitment and hard work
on the 2014 Commodity Classic.**



Sam Butler
Dean Campbell
Rob Elliott (Co-chair)
Wayne Hurst
Bart Schott
Gerald Simonsen
Wesley Spurlock
Wyatt Whitford (Co-chair)

Congratulations 2013 Survey Winners!



Byron and LaLani Weathers,
Yuma, Colo.



Gerald and Rose Gauck,
Milan, Ind.

**Complete the surveys described below
and get TWO chances to win a trip to the
2015 Commodity Classic
Phoenix, Ariz. • February 26 - February 28**

For Registered Growers and Family Members Only

Prize consists of round-trip coach airfare for two, registrations and hotel accommodations for two for up to four nights over the conference dates. This prize is nontransferable and may not be exchanged for cash. Winner will be drawn at random from completed surveys and shall be notified on or before November 16, 2014.

Survey #1 seeks your opinion on the future direction of Commodity Classic. Located at computer kiosks throughout the convention center or you can take the survey from the Commodity Classic mobile app. Look for the icon labeled, "Survey Kiosk."

Survey #2 seeks your opinion on this year's Commodity Classic. If you provided your email address when registering you will receive this survey in your inbox shortly after Commodity Classic.

Complete both surveys and be entered to win a trip to the 2015 Commodity Classic in Phoenix. Thank you for your feedback!

The Commodity Classic surveys will help us shape Commodity Classic for the coming years.

By completing both surveys, you double your chances to win!

Make sure you check the white board at the trade show entrance. This is where exhibitors list winners for prizes that don't require you to be present to win.

Ongoing	Commodity Classic Commemorative Clothing	1010
	Quantities are limited. Shop early for best selection.	
Ongoing	Bayer Bee Health	4100
	Stop by the booth to get the buzz on bees by experiencing Bayer Bee Care Tour and tasting pollinator – inspired foods.	
Ongoing	Calcium Products	1002
	Sign-up in advance at booth to win one of multiple iPads on the spot. MUST BE PRESENT to win. Winners are notified at the time of entry.	
Ongoing	Chemtura AgroSolutions	4115
	Sign-up in advance at booth for a daily chance to win a \$100.00 VISA gift card. Do NOT need to be present to win.	
Ongoing	DTN/ The Progressive Farmer	2020
	Stop by the booth for these two special events: 1. Customize and drive DTN/ The Progressive Farmer virtual tractors. Complete the drive and receive an all-in-one tool. 2. Check-out DTN Ag Essential and DTN Ag Weather Stations, game changing farm management tools with live demonstrations at the top of every hour. Get the intel you need to make savvy winning decisions.	
Ongoing	DuPont Pioneer	4019
	Stop by the booth for tasty food samples prepared with Plenish® high oleic soybean oil.	
Ongoing	FMC Corporation	3108
	Sign-up in advance at booth for a daily chance to win a \$250.00 Cabela's® gift card. Do NOT need to be present to win.	
Ongoing	Marrone Bio Innovations	1118
	Sign-up in advance at booth for a free case of Regalia Rx given away every hour the trade show is open. Do NOT need to be present to win.	
Ongoing	National Association of Wheat Growers	3000
	Stop by the booth to register for a daily drawing as well as a chance to win a "Go-Pro Hero."	
Ongoing	Novozymes	1206
	Visit us for a chance to win a daily drawing and a grand prize on Saturday. Do NOT need to be present to win.	
Ongoing	StollerUSA	4072
	Visit StollerUSA & WIN Bio-Forge daily! Register at the booth while you listen to growers share their Bio-Forge success stories. Do NOT need to be present to win.	
Ongoing	The Fertilizer Institute	4092
	Collect entry cards at booth for multiple chances to win a \$150 Cabela's® gift card. Two gift cards awarded daily. Do NOT need to be present to win.	
Ongoing	U.S. Custom Harvesters, Inc.	1315
	Sign-up in advance at booth daily for a drawing held at the end of each day for a USCHI 30 th Anniversary toy truck and cookbook. Do NOT need to be present to win.	

THURSDAY, February 27

Bring your ticket for the trade show lunch served Noon-1:30 p.m. sponsored by Roundup Xtend™ with VaporGrip.

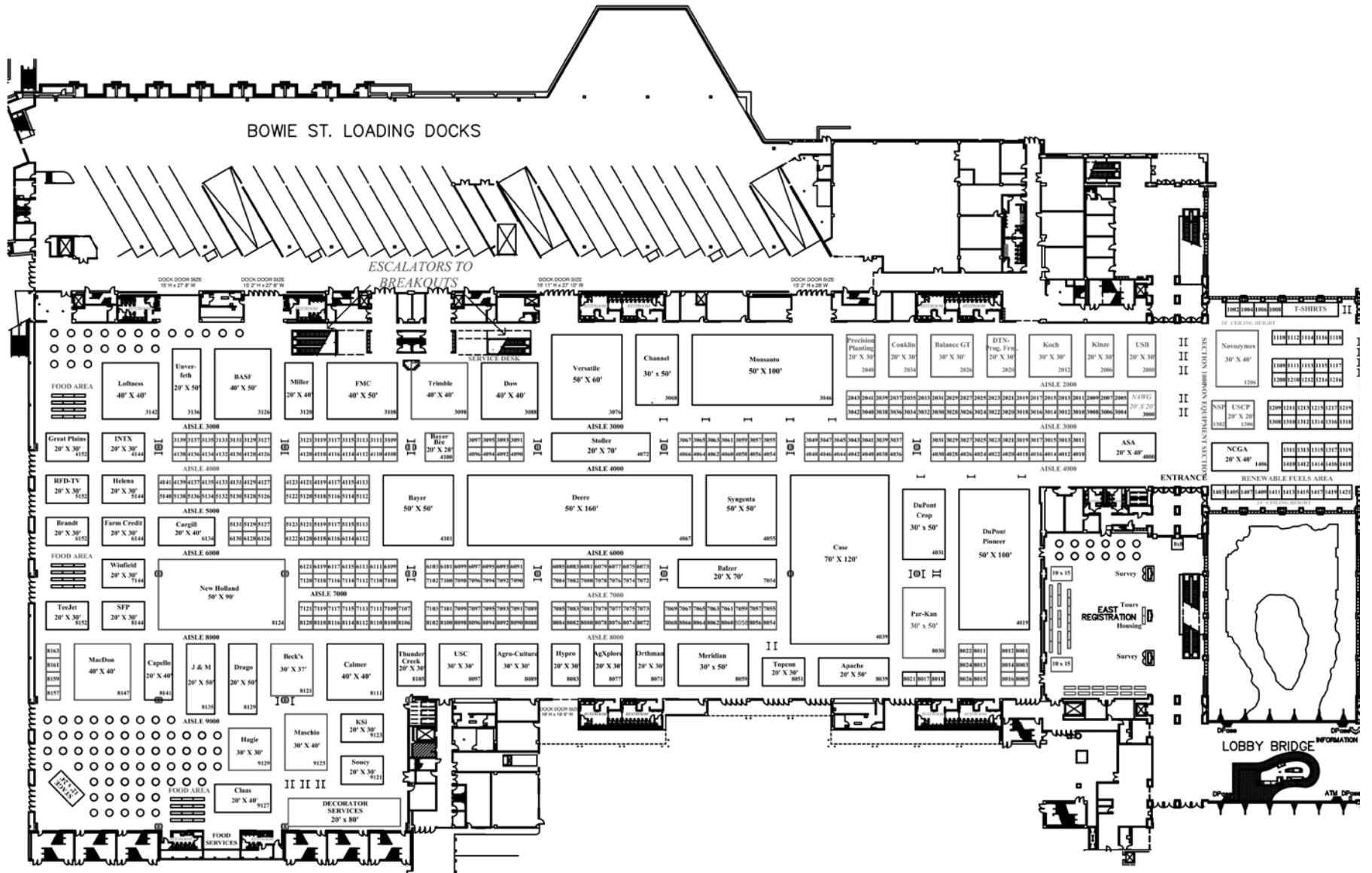
1:00, 2:00, 3:00 p.m. Wyffels Hybrids	1208
Stop by the booth for a 10-minute outlook with market analyst Mike Zuzolo.	
1:30, 2:30, 3:30 p.m. ADM	4026
Stop by the booth to spin the trivia game wheel for prizes at these times: 1:30 p.m., 2:30 p.m. and 3:30 p.m.! MUST BE PRESENT to win.	
3:40 p.m. SipcarnAdvan	4128
Sign-up in advance at booth to win an Ingersoll Rand impact wrench. Valid e-mail required to enter. Do NOT need to be present to win.	
3:50 p.m. Soil Health Partnership	1308
Sign-up in advance at booth to win a detailed free soil health analysis on your field. Do NOT need to be present to win.	
4:00 p.m. New Holland Ag	8124
Growers who completed the demographic information on their registration form in advance of the show have been automatically entered to win a New Holland WORKMASTER™ 35 Tractor! MUST BE PRESENT to win.	
4:20 p.m. DuPont and DuPont Pioneer	4031 & 4019
Visit DuPont and DuPont Pioneer exhibits and sign-up to win a prize. Do NOT need to be present to win. One drawing each day.	

FRIDAY, February 28

Bring your ticket for the trade show lunch served 11:00 a.m.-12:30 p.m.

1:00, 2:00, 3:00 p.m. Wyffels Hybrids	1208
Stop by the booth for a 10-minute outlook with market analyst Mike Zuzolo.	
11:40 a.m. U.S. Farmers and Ranchers Alliance	1310
Sign-up in advance at booth for the chance to attend a Farmland documentary screening and to receive an assortment of film merchandise. MUST BE PRESENT to win.	
11:45 a.m. RCM Futures	7093
Sign-up in advance at booth to win a free portfolio review and iPad. Do NOT need to be present to win.	
11:50 a.m. Growers National Cooperative	5126
Sign-up in advance at booth to win a Hudson Crop gift basket with gift card for dinner, wind-jacket and other goodies. MUST BE PRESENT to win.	
11:55 a.m. SipcarnAdvan	4128
Sign-up in advance at booth to win an Ingersoll Rand impact wrench. Valid e-mail required to enter. Do NOT need to be present to win.	
Noon Syngenta	4055
Sign-up in advance at booth to win a Yeti Tundra 35 cooler. Do NOT need to be present to win.	
12:05 p.m. Michelin North America	3091
Register in advance at booth for \$4,000 toward a set of Michelin Agriculture Tires (4 or more). Do NOT need to be present to win.	

Drawings & Events continued on page 28



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Renewable Fuels Area – Visit this area as marked on the map in aisle 1400 to preview the latest products, services, and organizations promoting the use of renewable fuels.

Food and Seating Areas – Refer to the map for seating areas, standing food tables and food and beverage stations used during hosted meals and breaks. Please thank the sponsors for their support of these meal functions.



Drawings & Events continued from page 25

12:10 p.m. Willowood USA, LLC **3117**
Sign-up in advance at booth for a chance to win an iPad mini. Do NOT need to be present to win.

1:00, 2:00, 3:00 p.m. ADM **4026**
Stop by the booth to spin the trivia game wheel for prizes at these times: 1:00 p.m., 2:00 p.m. and 3:00 p.m.! MUST BE PRESENT to win.

3:20 p.m. MyAgCentral **1217**
Sign-up and sign-in for the MyAgCentral Giveaway. Do NOT need to be present to win.

3:30 p.m. Soil Health Partnership **1308**
Sign-up in advance at booth to win a detailed free soil health analysis on your field. Do NOT need to be present to win.

3:50 p.m. DuPont and DuPont Pioneer **4031 & 4019**
Visit DuPont and DuPont Pioneer exhibits and sign-up to win a prize. Do NOT need to be present to win. One drawing each day.

SATURDAY, March 1

Bring your ticket for the trade show morning snack served 9:15 a.m.-10:00 a.m. sponsored by USA Poultry & Egg Export Council/American Egg Board and Commodity Classic.

9:15 a.m.-10:00 a.m. USA Poultry & Egg Export Council Stage-Aisle 9000
Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council Booth 3017 to win a Tex-Mex gourmet gift basket. MUST BE PRESENT at the cooking demonstration featuring Diana Barrios-Trevino to win.

10:10 a.m. Farm Journal Media from Bayer Booth **4101**
Sign-up in advance at booth or drop-off survey received in hotel room to win a DJI-Phantom-Aerial-Drone-Quadcopter & GoPro Camera. Watch the in-house hotel Commodity Classic channel for more information on this giveaway. Do NOT need to be present to win.

10:15, 11:15 a.m. ADM **4026**
Stop by the booth to spin the trivia game wheel for prizes at these times: 10:15 a.m. and 11:15 a.m.! MUST BE PRESENT to win.

10:20 a.m. Conservation Technology Information Center **4020**
Sign-up in advance at booth to explore the world with a Kindle Fire from CTIC. MUST BE PRESENT to win.

10:25 a.m. MBW Products **8098**
Sign-up in advance at booth to win a Samsung Galaxy Tab 3 (7.0 – 8 GB). Do NOT need to be present to win.

10:30 a.m. La Crosse Seed **8062**
Learn about Soil First™ cover crops and have a chance to win a \$500.00 Cabela's® gift card. Do NOT need to be present to win.

10:35 a.m. Sulvaris, Inc. **2031**
Sign-up in advance at booth to win a free iPad 2. Do NOT need to be present to win.

10:40 a.m. DuPont and DuPont Pioneer **4031 & 4019**
Visit DuPont and DuPont Pioneer exhibits and sign-up to win a prize. Do NOT need to be present to win. One drawing each day.

10:45 a.m. Renewable Fuels Association (RFA) **1409**
Sign-up in advance at booth to win an Ethanol Fueled with Pride embroidered OGIO carry-on suitcase. Do NOT need to be present to win.

10:50 a.m. Soil Health Partnership **1308**
Sign-up in advance at booth to win a detailed free soil health analysis on your field. Do NOT need to be present to win.

10:55 a.m. National Sorghum Producers **1302**
Sign-up in advance at booth to win a wireless Bluetooth portable speaker. Do NOT need to be present to win.

11:00 a.m. Country Enterprises, Inc. **1113**
Sign-up in advance at booth to win an agricultural windsock to help target spray drift for crop sprayers. Do NOT need to be present to win.

11:05 a.m. FarmLogs **1116**
Sign-up in advance at booth to win a free enterprise subscription of FarmLogs for a year. Do NOT need to be present to win.

11:10 a.m. Commodity Classic 2015 **1008**
Gather preliminary information on the next Commodity Classic to be held February 26 - 28 in Phoenix, Arizona. Sign-up at booth to register to win a Phoenix-hosted gift. Do NOT need to be present to win.

11:15 a.m. Hortau **1006**
Sign-up in advance at booth to win a free iPad mini. Do NOT need to be present to win.

11:20 a.m. National Association of Wheat Growers **3000**
Sign-up in advance at booth to win a GoPro camera. Do NOT need to be present to win.

11:25 a.m. World Soy Foundation **4010**
Sign-up in advance at booth to win a \$200 travel voucher through Adelman Travel. Do NOT need to be present to win.

11:30 a.m. John Deere **4067**
Sign-up in advance at booth to win a John Deere 12 – Volt XUV Gator for children. Do NOT need to be present to win.

11:40 a.m. Monsanto **3046**
Sign-up in advance at booth to win front row seats to the Evening of Entertainment, plus special VIP treatment. MUST BE PRESENT to win.

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FROM WHERE THE TRAIL BEGAN...

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Phoenix^{AZ} 2015

20th ANNUAL

Commodity Classic

February 26-28

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TOGETHER, WE CAN FEED THE WORLD.

From growing and protecting corn, sorghum, soybeans and wheat to preserving and improving foods, DuPont is working with farmers, companies and governments to provide more nutritious and safer food to people everywhere. Thank you for feeding the world.

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Come visit
DuPont Pioneer
at booth 4019

Come visit
DuPont Crop Protection
at booth 4031



REALIZING THE POTENTIAL OF AGRICULTURE

Dow AgroSciences is one of the world's leading agricultural companies. We work passionately to develop sustainable crop protection and plant biotechnology solutions that help growers get the most out of every acre. In partnership with our customers, we focus on increasing crop productivity through better plant nutrition and more effective pest management solutions.

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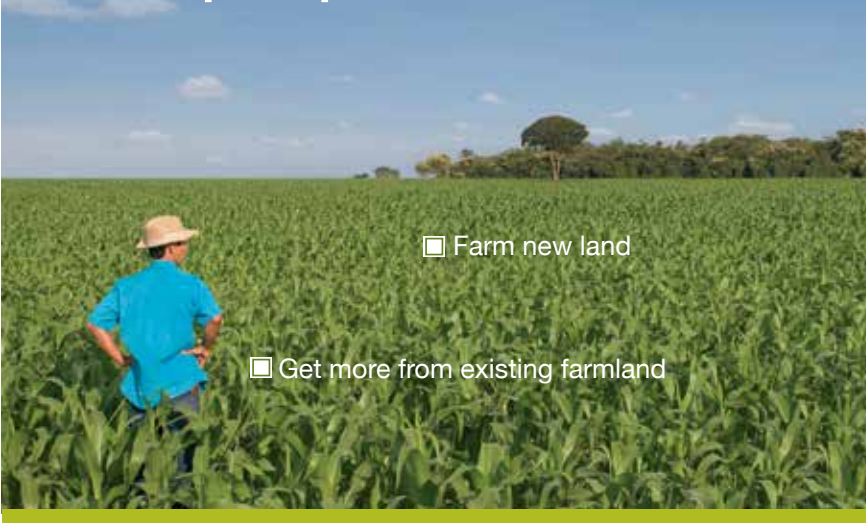


Dow AgroSciences

Solutions for the Growing World

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How do we feed a growing world population?



Farm new land

Get more from existing farmland

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The world needs more food. By 2050, there will be another 2 billion people on our planet. How do we provide enough high-quality food and preserve our environment? At Syngenta, we believe the answer lies in the boundless potential of plants. We develop new, higher yielding seeds and better ways to protect crops from insects, weeds and disease. So farmers can get more from existing farmland and take less new land into cultivation. It's just one way in which we're helping growers around the world to meet the challenge of the future: to grow more from less. To find out more, please visit us at www.growmorefromless.com



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If you believe, belong.

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Chesterfield, MO 63005
(636) 733-9004 • FAX (636) 733-9005
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National Association of Wheat Growers
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www.wheatworld.org



National Sorghum Producers
4201 N Interstate 27
Lubbock, TX 79403
(806) 749-3478 • FAX (806) 749-9002
www.sorghumgrowers.com

AGRONOMIC DIALOGUE IS ON THE SCHEDULE.

Come by Booth #4039 to meet Max Armstrong, be part of an Ag PhD Radio Show with the Hefty Brothers, or visit with Wisconsin's own Fabulous Farm Babe – Pam Jahnke.



Thursday February 27th

12:00pm – 1:00pm
Max Armstrong

2:00pm – 3:00pm
Ag PhD Radio Show
with the Hefty Brothers

3:30pm – 4:30pm
Pam Jahnke



Friday February 28th

11:00am – 12:00pm
Pam Jahnke

12:00pm – 1:00pm
Max Armstrong

2:00pm – 3:00pm
Ag PhD Radio Show
with the Hefty Brothers

