

PREPARING FOR THE **NEXT GENERATION**

MARCH 9-11, 2023
ORLANDO



Bringing the ag industry together again for the premier, annual showcase of ag technology, crop production science, marketing intelligence, and farm innovation.

Established in 1996, Commodity Classic is presented annually by these associations:



Join us for America's largest farmer-led, farmer-focused agricultural **TRADE SHOW** and **EDUCATIONAL EVENT**



330+ Trade Show is open
EXHIBITORS and **THURSDAY,**
2,400+ Booths! **FRIDAY,** and
SATURDAY

TRADE SHOW

Acres of innovation – all under one roof

Your registration fee includes admission to the trade show on the days for which you're registered. **Get ahead of your competition and see what's new before it hits the farm media:**

- Crop Protection
- Irrigation
- Livestock
- Nutrients
- Equipment
- Technology
- Grain storage and processing
- Laboratory services
- Non-profit organizations
- Farm & financial management
- Marketing advisory services
- Tires and tracks
- Seed

... plus dozens of other ag experts, industry leaders, innovators, and a variety of cutting-edge products and services to help you prepare for the next generation of farming.

“The trade show at Commodity Classic is the best I've ever seen. They have the most advanced equipment and the company reps are always ready to answer questions.

– Colorado farmer



DON'T DELAY: EARLY REGISTRATION DISCOUNT ends January 20!

“The educational sessions are really geared toward making you a better farmer and helping you get the best possible return on your investment.

– Iowa farmer

You can walk into any session without pre-registering; all you need is your name badge! Check out some of these hot topics:

- Carbon
- Grain marketing
- Supply chain issues
- Nutrient management
- Improving your return on investment (ROI)

EDUCATION

Every educational session is selected by farmers, for farmers Commodity Classic offers **over 30 sessions** of industry-leading education designed to help you take the future of your operation into your own hands! **There are many different ways to learn at Commodity Classic:**

- Early Riser sessions
- What's New sessions
- Commodity Classic Main Stage
- Networking with **thousands of other farmers**
- Learning Center sessions
- Mini What's New sessions

DID YOU KNOW?

Many Commodity Classic educational sessions qualify for continuing education credits through the Certified Crop Adviser (CCA) program.

Please visit CommodityClassic.com for more information.





Your full Commodity Classic registration includes:

Trade Show Access, including lunch on Thursday and Friday and a morning snack on Saturday in the Trade Show.

Welcome Reception for registered farmers, farmer-family members, media, and commodity association national or state staff. Includes free drink ticket. *Sponsored by Syngenta*

Main Stage Presentations in the Trade Show. *Main Stage presented by Successful Farming and Commodity Classic*

ASA and NCGA Awards Events based on availability

“Commodity Classic is the Super Bowl of farm shows. There’s just nothing else like it.”
– Arkansas farmer



Educational Sessions: Learning Center sessions, Early Riser sessions, What’s New sessions, Mini What’s New sessions, and Main Stage presentations.

General Session: Insights and conversations from agriculture’s top leaders plus inspiration from Garrison Wynn. *Sponsored by Corteva Agriscience*

Complimentary Access to video recordings of the 2023 Learning Center sessions, What’s New sessions, and some Early Riser sessions.

Evening of Entertainment featuring 38 Special! *Sponsored by Bayer Crop Science*

Visit CommodityClassic.com for more details on everything that’s included in your registration.

#Classic23 CommodityClassic.com

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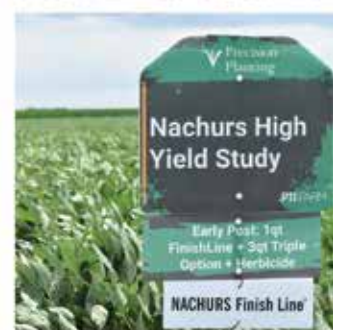
A comprehensive liquid fertilizer system powered by Bio-K[®] to maximize your crop’s potential. Simple yet effective, profitable yet sustainable.

Come visit us at Booth #1003

GO BROWSE
nachurs.com

BE SOCIAL

LET’S CHAT
800.622.4877 x 255



2023 Commodity Classic Schedule At a Glance

Commodity Classic events are scheduled at the Orange County Convention Center, West Concourse.

TUESDAY, MARCH 7	
All Day	Optional Tours

WEDNESDAY, MARCH 8	
All Day	Optional Tours
8:00 a.m. – 7:00 p.m.	Registration Desk Open
5:00 p.m. – 7:00 p.m.	Welcome Reception



THURSDAY, MARCH 9	
6:45 a.m. – 5:30 p.m.	Registration Desk Open
7:00 a.m. – 8:00 a.m.	Education: Early Riser Session
8:00 a.m. – 9:00 a.m.	Trade Show: Media-Only Preview
8:15 a.m. – 9:15 a.m.	Education: Learning Center Sessions
8:45 a.m. – 9:00 a.m.	Trade Show Grand Opening Ceremony
9:00 a.m. – 4:30 p.m.	Trade Show Open <i>(with Lunch 11:30 a.m. – 1:00 p.m.)</i>
9:15 a.m. – 12:00 p.m.	Education: What's New Presentations
11:30 a.m. – 3:00 p.m.	Education: Main Stage in Trade Show
12:30 p.m. – 2:00 p.m.	Education: Mini What's New Presentations
4:30 p.m. – 5:30 p.m.	VIP Exhibitor In-Booth Receptions <i>(invitation only)</i>

FRIDAY, MARCH 10	
6:45 a.m. – 6:00 p.m.	Registration Desk Open
7:00 a.m. – 8:15 a.m.	Education: Early Riser Session
8:30 a.m. – 10:30 a.m.	General Session
10:30 a.m. – 4:30 p.m.	Trade Show: Open <i>(with Lunch 11:30 a.m. – 1:00 p.m.)</i>
10:45 a.m. – 3:30 p.m.	Education: Main Stage in Trade Show
1:15 p.m. – 4:00 p.m.	Education: Learning Center Sessions
5:00 p.m. – 6:30 p.m.	NCGA National Corn Yield Contest Winners Celebration
5:00 p.m. – 7:00 p.m.	ASA Awards Celebration

SATURDAY, MARCH 11	
Afternoon	Optional Tours
7:00 a.m. – 8:00 a.m.	Education: Early Riser Session
7:00 a.m. – 12:00 p.m.	Registration Desk Open
8:00 a.m. – 12:00 p.m.	Trade Show Open <i>(with Snack 8:30 a.m. – 9:15 a.m.)</i>
8:15 a.m. – 10:00 a.m.	Education: Learning Center Sessions
8:30 a.m. – 11:15 a.m.	Education: Main Stage in Trade Show
5:30 p.m. – 6:00 p.m.	Worship Service
8:30 p.m. – 9:45 p.m.	Evening of Entertainment

Visit [CommodityClassic.com](https://www.commodityclassic.com) for schedule of association business meetings, banquets, and other activities involving the five Commodity Classic presenting associations (ASA, NCGA, NAWG, NSP, and AEM).

Association events will be scheduled at the convention center and nearby hotels.

  #Classic23 [CommodityClassic.com](https://www.commodityclassic.com)

Learning Centers and Main Stage

Every Commodity Classic educational session is designed to help you get the most out of your operation.

THURSDAY, MARCH 9	SPONSORED BY
Success in a Roller Coaster Market	<i>Farm Progress, Farm Futures, and Channel Seed</i>
Financial and Risk Management Strategies for 2023	Purdue University Center for Commercial Agriculture
Struggles with Stratification the Sequel	Calmer
Ag Industry Electronics Foundation (AEF) Plugfest: Working for Equipment Interoperability	Association of Equipment Manufacturers (AEM)

FRIDAY, MARCH 10	SPONSORED BY
U.S. Farm Report Live Taping	<i>Farm Journal</i>
How Carbon Farming Practices Unlock Profitability	Indigo Ag
Tar Spot 360: What You Need to Know Now	AgriGold
The Agricultural Outlook	American Soybean Association (ASA), Our Soy Checkoff / United Soybean Board (USB)
Struggle with Supply: Transparency, Strategy & Future Outlooks	CLAAS
Who Are You Calling Inflated? 5 Tips to Face the Monster of Inflation	Advance Trading, Inc.
Science Based Nutrient Management in Times of High Fertilizer Prices	Certified Crop Adviser (CCA) Program & Nutrien Premium Fertilizer Technologies
The Endangered Species Act and Pesticides: What It Means for Your Operation	ASA, NCGA, NAWG, Syngenta and the FIFRA-Endangered Species Task Force
Getting the Most Out of Your Nitrogen Investment	Corteva Agriscience

SATURDAY, MARCH 11	SPONSORED BY
Using On-Farm Trials to Increase Learning and Improve ROI	Total Acre
Bye Bye La Nina: What That Means for the 2023 Crop Year	DTN
Next Gen Fertilizer Challenges: Overview of Performance from New Technologies in the Field	National Corn Growers Association (NCGA)
The Evolution of Solutions in Today's Economy	Ag Resource Management
Going Beyond Carbon	Pivot Bio

MAIN STAGE	SPONSORED BY
Cashing in on Carbon	Truterra
Strategies for Success in 2023 with Kluis Commodities	Farm Credit
A Conversation with XtremeAg	FMC
Bringing Soil Health to Life	Ducks Unlimited
Generation Next: Transitioning the Farm to the Next Generation	Syngenta

MORE SESSIONS TO COME!

More sessions are being added! Learn about the ag industry's newest products and services at the **What's New** and **Mini What's New** sessions! Check [CommodityClassic.com](https://www.commodityclassic.com) in January for details.

Sessions listed are current as of October 2022; for additional sessions and full schedule of events, visit [CommodityClassic.com](https://www.commodityclassic.com)



The General Session: *What's Next in Agriculture* Friday, March 10 • 8:30 a.m.

In the Friday morning General Session, you'll hear from the leaders of the five Commodity Classic presenting organizations on *what's next in agriculture*. Learn about the policies that affect your operation that can help you become an even better farmer.

Featured Speaker: Garrison Wynn



Join us on Friday for an energizing conversation with Fortune 500 leader and professional comedian, Garrison Wynn. Fusing comic timing and research to deliver motivational business expertise, Wynn has presented to clients on five continents and is an Amazon #1 bestselling author featured in *Forbes* and *Inc.* Magazines. Wynn became the youngest department head in a Fortune 500 company's history where he developed and marketed products still being sold in 30 countries.



STAY THROUGH THE SATURDAY NIGHT EVENING OF ENTERTAINMENT FEATURING **38 SPECIAL!**

After more than four decades, 38 SPECIAL continues to bring their signature blast of Southern Rock to over 100 cities a year. You'll enjoy experiencing a live performance of their many arena-rock pop smashes including, "Hold On Loosely," "Rockin' Into the Night," and "Caught Up in You."

Saturday, March 11 • 8:30 p.m.

Sponsored by Bayer Crop Science

Commodity Classic Tours: Orlando

Sun. Beaches. Industry. Entertainment. Florida has something for everyone! Plan to come early or stay late and experience everything Orlando has to offer with these optional tours for visitors of all ages.

All tours are an additional fee and are not included with Commodity Classic registration fees.

TUESDAY, MARCH 7		TIME
Day at the Beach		8:00 a.m. – 4:00 p.m.
NASA Agricultural Tour		11:00 a.m. – 6:30 p.m.
WEDNESDAY, MARCH 8		TIME
Kennedy Space Center		8:00 a.m. – 4:00 p.m.
Beck Citrus Farm & Southern Hill Farm		8:15 a.m. – 2:30 p.m.
Indian River Oyster Company Paddle Tour		9:00 a.m. – 3:30 p.m.
SATURDAY, MARCH 11		TIME
Blue Spring State Park & St. John's River Cruise		1:00 p.m. – 5:50 p.m.

Extend your trip to Orlando! Commodity Classic has secured special pricing for tickets to Orlando's best theme parks.



All properties/artwork courtesy of ©Universal Orlando ©Disney ©SeaWorld ©AquatICA Visit CommodityClassic.com for tour details, reservations, and to purchase tickets.



Day at the Beach



NASA Agricultural Tour



Kennedy Space Center



Beck Citrus Farm & Southern Hill Farm



Indian River Oyster Company Paddle Tour



Blue Spring State Park & St. John's River Cruise

Registration Costs & Deadlines

FULL REGISTRATION	BY JANUARY 20	JAN. 20 - MARCH 6	MARCH 7 - 11
Association Member*	\$239	\$279	\$319
Association Non-Member	\$339	\$379	\$419
Spouse	\$179	\$219	\$249
Youth/College (Age 15-22)	\$69	\$69	\$69
Child (Age 14 and under)	N/C	N/C	N/C
ONE-DAY REGISTRATION **	BY JANUARY 20	JAN. 20 - MARCH 6	MARCH 7 - 11
Thursday Member	\$129	\$149	\$169
Thursday Non-Member	\$179	\$189	\$209
Friday Member	\$129	\$149	\$169
Friday Non-Member	\$179	\$189	\$209
Saturday Member	\$99	\$99	\$99
Saturday Non-Member	\$129	\$129	\$129
Optional Awards Event†	\$89	\$89	\$119

* Membership to American Soybean Association (ASA), National Corn Growers Association (NCGA), National Association of Wheat Growers (NAWG) or National Sorghum Producers (NSP).

** One-day registration includes program events scheduled for that day excluding association awards event tickets. Optional awards event tickets are available for Friday's program and maybe purchased on a first-come, first-served basis.

† ASA and NCGA awards events are held concurrently and availability is limited on a first-come, first-served basis.

Full Registration Includes:

- Trade Show access, including lunch on Thursday and Friday and a morning snack on Saturday in the Trade Show
- General Session
- Educational Sessions: Learning Center sessions, Early Riser sessions, What's New sessions, Mini What's New sessions, and Main Stage Presentations in the Trade Show
- Complimentary access to video recordings of the 2023 Learning Center sessions, What's New sessions, and some Early Riser sessions
- ASA or NCGA awards event (based on space availability and is not guaranteed)
- Evening of Entertainment
- Welcome Reception, including a free drink ticket, for farmers, farmer-family members, media, or commodity association organization national or state staff

One-Day Registration:

One-day registration includes the events above which occur on registered-for day, with the exception of association awards events. Educational session recordings are complimentary only for the day that you are registered.

Important Registration Dates:

- ASA or NCGA awards event tickets are subject to availability and are not guaranteed
- January 20:** Early registration discount ends
- January 20:** Registration cancellation must be requested in writing by this date
- February 6:** Tours pre-registration deadline, no tour refunds after this date

Hotel Information:

Booking your hotel through Commodity Classic is the smart thing to do!

- You receive discounted hotel rates negotiated exclusively for Commodity Classic attendees
- You keep the cost of registration affordable: Commodity Classic guarantees the number of room reservations to negotiate and reduce the costs of events for attendees
- Housing support is available through Maritz Global Events, our official housing bureau
- Complimentary convention shuttle transportation is sponsored by NACHURS and is provided to and from the convention center from most Commodity Classic hotels
- Visit CommodityClassic.com for a list and map of official Commodity Classic hotels

Important Housing Dates:

- January 20:** Cancellations must be received by January 20, 2023, in order to avoid Commodity Classic's one-night room and tax cancellation fee
- February 7:** Hotel group rates guaranteed through this date. All hotel changes and cancellations must be made through Maritz Global Events through this date

Join and Save!

Save \$100 on non-member Full Registration by joining one of the presenting commodity associations today. In some cases, these savings may be more than the cost of membership!

- American Soybean Association: soygrowers.com
- National Corn Growers Association: ncga.com
- National Association of Wheat Growers: wheatworld.org
- National Sorghum Producers: sorghumgrowers.com

Whether you're a veteran attendee or if you've never been to the show before, Commodity Classic offers exciting, new experiences for everyone.



REGISTER ONLINE at:
CommodityClassic.com

QUESTIONS? Call
(662) 362-6073 or email
CommodityClassic@maritz.com

Register by January 20th to receive the early registration rate at CommodityClassic.com

Support Commodity Classic AND WIN!

You could win a two-night stay at one of the Commodity Classic hotels in Houston, TX, site of the 2024 Commodity Classic, and a gift inspired by the exciting Houston location!

The one and only way to win: **Reserve your hotel room through Maritz Global Events and your name will be entered into the drawing. One winner will be drawn on Thursday, March 9.**

Tell us about your farm and be entered to WIN A \$500 AMAZON GIFT CARD!

When you complete your farm demographics on the registration form, you'll automatically be entered to win one of two \$500 Amazon gift cards from Commodity Classic. This offer is open to farmers only.

Why are farm demographics important? The more we know about the farmers who attend, the better experience we can provide you through innovative programming, relevant education and a greater impact on the success of your farming operation. See *complete Official Rules at CommodityClassic.com*.

Tour Reservations:

Tour reservations must be registered for separately from convention and housing registrations. See CommodityClassic.com for details and link to tour registration site.

Convention Registration Cancellation Policy:

Full refund, less \$25 per person administration fee, will be granted on written request through January 20, 2023.

“I just love all the different information you can get from the trade show, the learning sessions, and the networking. Commodity Classic has it all.”

– Illinois farmer

Visit CommodityClassic.com for more information on association events, registration fees, deadlines, hotels, and travel.

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MARCH 9-11, 2023 **ORLANDO**

Join us in Orlando **March 9-11, 2023** for
America's largest farmer-led, farmer-focused
agricultural trade show and educational experience.

It doesn't matter what you grow, how much you
grow, or where you grow it — Commodity Classic
is the place to discover **what's next in agriculture.**



Commodity Classic
632 Cepi Drive
Chesterfield, MO 63005



REGISTER EARLY AND SAVE:
CommodityClassic.com #Classic23