GROW BEYOND

ANAHEIM 2018

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COMMODITY CLASSIC℠

CommodityClassic.com

welcome

Welcome to America's largest farmer-led, farmer-focused convention & trade show!

Get ready to GROW BEYOND! your expectations as the American Soybean Association (ASA), National Corn Growers Association (NCGA), National Association of Wheat Growers (NAWG), National Sorghum Producers (NSP) and Association of Equipment Manufacturers (AEM) welcome you to the 2018 Commodity Classic.

Why GROW BEYOND? Because Commodity Classic is all about opportunity, achievement and being around people who share your thirst for knowledge and your passion for agriculture.

Where you can gain the insight to GROW BEYOND what you thought your farm could do. Where you can GROW BEYOND by meeting other great farmers and being inspired by different ideas and groundbreaking innovation.

At the 2018 Commodity Classic, you can GROW BEYOND! by taking part in:

- An outstanding line-up of educational sessions that will challenge you to think differently about your farm
- A huge trade show with the latest technology, equipment and innovation
- The inspiring and thought-provoking General Session on Wednesday morning that will leave you energized and proud to be in agriculture
- Programming on the Main Stage on the Trade Show Floor
- Thursday's Evening of Entertainment featuring World Classic Rockers
- Important policymaking sessions for your commodity association
- Networking opportunities with other farmers from across America

Keep this booklet (and the accompanying floor plan/schedule insert) with you so you don't miss a thing. Download the 2018 Commodity Classic mobile app at the iTunes app store, Google Play store or visit CommodityClassic.com/app.

Be sure to wear your badge everywhere—and take it home with you! Your badge is your admission ticket to the trade show and all sessions. After you get home, your badge number gives you access to the online video library that includes all educational sessions offered on the days for which you're registered.

COMMODITY CLASSIC℠

Enjoy your farmer time here in Anaheim and thanks for joining us as we all GROW BEYOND! and learn, network and celebrate together.

Special thanks to the committee members for their commitment and hard work on the 2018 Commodity Classic.

Martin Barbre • James Born • Bob Bowman • Wade Cowan • Gerry Hayden *(Co-Chair)* • Dave Milligan • Anita Sennett • Paul Taylor *(Co-Chair)* • Bill Wykes

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CHARITY PARTNER

Help us *Set the Table*™ with this year's charity partner!

Commodity Classic has teamed up with Feeding America for a second year as our charity partner. Feeding America works with U.S. food banks to distribute food to more than 60,000 food pantries. America's family farmers produce grains and oilseeds that help provide an abundant and reliable food supply for our nation and the world. Help us reach our goal and together we can Set the Table™ for a hunger-free America.

HOW TO DONATE: Donations can be made online through the Commodity Classic website or mobile app. Please make your donation by 3:00 p.m., Thursday, March 1.

general information

All Commodity Classic events are held at the **Anaheim Convention Center**. Some association and ancillary events are held at the Anaheim Marriott and the Hilton Anaheim, adjacent to the Anaheim Convention Center.

TRADE SHOW HOURS

Tuesday, February 27	10:00 a.m.	–	11:30 a.m. (Media Only)
	11:30 a.m.	–	4:30 p.m.
Wednesday, February 28	11:00 a.m.	–	4:30 p.m.
Thursday, March 1	8:30 a.m.	–	12:00 p.m.

REGISTRATION DESK HOURS

Monday, February 26	8:00 a.m.	–	7:00 p.m.
Tuesday, February 27	6:45 a.m.	–	5:30 p.m.
Wednesday, February 28	6:45 a.m.	–	6:00 p.m.
Thursday, March 1	7:00 a.m.	–	12:30 p.m.

TOUR DESK HOURS

Monday, February 26	8:00 a.m.	–	5:00 p.m.
Tuesday, February 27	8:00 a.m.	–	4:00 p.m.
Wednesday, February 28	8:00 a.m.	–	4:00 p.m.
Thursday, March 1	8:00 a.m.	–	12:30 p.m.

HOUSING DESK HOURS

Monday, February 26	8:00 a.m.	–	5:00 p.m.
Tuesday, February 27	8:00 a.m.	–	5:00 p.m.
Wednesday, February 28	8:00 a.m.	–	10:00 a.m.

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 solicitation and media trade show access policy:
www.commodityclassic.com/solicitation-and-media-access-policy

Commodity Classic Welcome Center *Inside Exhibit Halls B & C*

The Commodity Classic Welcome Center is your go-to place for assistance and many attendee services during your time at the 2018 Commodity Classic. The Welcome Center is located right inside the entrances to Exhibit Halls B & C and it's where you'll find:

- Registration Desk
- Housing Help Desk
- Tour Desk
- Commemorative Clothing
- Connection Café Hospitality Area
- Shoulder & Foot Massage Area
- Video Wall
- Device Charging Area
- Survey Kiosks
- Association PAC Events Registration Desks

This area includes two of the three Trade Show entrances and is where the Trade Show Grand Opening takes place.

Commodity Classic Housing Desk

For assistance regarding your hotel reservation, please visit the Commodity Classic Housing Desk located in the Commodity Classic Welcome Center.

Commodity Classic Housing Drawing

Tuesday, 11:15 a.m.,
Commodity Classic Welcome Center

Winner 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 Orlando, Florida (site of the 2019 Commodity Classic) and a gift inspired by Orlando's exciting location. Hotel certificate is based on availability. Need not be present to win. Winner's name will be available at the Commodity Classic Housing Desk.

Optional Tours

For information on optional tours, stop by the Commodity Classic Tour Desk located in the Commodity Classic Welcome Center. Tours are not included in the Commodity Classic registration fee. Tour registration is on a first-come, first-served, space-available basis. Tours depart from the Convention Center Transit Plaza entrance near Hall D Lobby.

Commemorative Clothing

Sponsored by Commodity Classic

Fleece Jackets – $30 • T-Shirts – $10
Commodity Classic Welcome Center

Get your Commodity Classic souvenir attire! Purchase a jacket and receive one free T-shirt. Commemorative clothing items are available in the Commodity Classic Welcome Center. Adult and kids' sizes are available in limited quantities so be sure to shop early! Hours as follows (or until inventory is sold out):

Monday, February 26	9:00 a.m. – 4:00 p.m.
Tuesday, February 27	9:00 a.m. – 4:00 p.m.
Wednesday, Feb. 28	9:00 a.m. – 4:00 p.m.
Thursday, March 1	9:00 a.m. – 12:00 p.m.

Commodity Classic Connection Café

Sponsored by Bayer
Commodity Classic Welcome Center

Be our guest! Join Bayer at the Commodity Classic Connection Café for complimentary coffee, lemonade and popcorn! Throughout Commodity Classic, catch up on email or check the latest market prices. Also, learn how you can become an AgVocate for agriculture and share your story with others.

Complimentary Shoulder & Foot Massages

Sponsored by Bayer
Commodity Classic Welcome Center

Monday, February 26	1:00 p.m. – 4:00 p.m.
Tuesday, February 27	10:00 a.m. – 2:00 p.m.
Wednesday, Feb. 28	12:00 p.m. – 3:00 p.m.
Thursday, March 1	8:30 a.m. – 11:30 a.m.

Unwind at Commodity Classic with ILeVO®. Receive a complimentary, ten-minute shoulder and foot massage by a professional therapist. While offered on a first-come, first-served basis, massage appointments can also be made. Relax, now that you have a solution for SDS and nematodes, with a massage courtesy of ILeVO®.

Commodity Classic Video Wall

Throughout the week, you can take a break and relax in front of the Video Wall in the Commodity Classic Welcome Center. Find out about Commodity Classic events, updates and announcements. Visit with fellow attendees. It's a great place to take a break, charge your mobile device and take a load off!

Device Charging Areas

Sponsored by FMC Corporation
Video Wall seating area and Second Floor hallway by Room 205

Charge your mobile device in two locations, compliments of FMC Corporation.

- Video Wall seating area, located in the Commodity Classic Welcome Center
- Second Floor main hallway outside of Room 205 (look for white couch)

Surveys

You could win $2,000 just for telling us what you think. Simply visit one of the survey kiosks throughout the Convention Center to share your opinion on the future direction of Commodity Classic. And watch your email inbox shortly after you get home for a second survey about this year's show. Complete the surveys and you'll be entered to win one of eight $2,000 cash prizes, courtesy of ADM. See page 47 for details.

Trade Show

Trade Show entrances are located at Exhibit Halls A, B & C.

Trade Show Meals

Trade show meals included with full and one-day registrations are Tuesday lunch, Wednesday lunch, and Thursday morning snack. Present your conference badge at the Food & Seating Areas in Aisles 500 and 4000 to receive your meal. A separate meal ticket is not required.

Food Concessions

Cash concessions are available at "Grab & Go" snack and coffee carts in the Convention Center lobby. Adjacent to the Convention Center, the Hilton Anaheim offers a food court, Starbucks and a full-service restaurant. The Anaheim Marriott is home to Starbucks and a full-service restaurant.

Farm Demographics Drawing

Thursday, 11:15 a.m.
Netafim USA booth 2921

Farmers who completed their farm demographic information with their Commodity Classic registration were automatically entered to win $6,000 cash, provided by Netafim USA. Farmers who did not complete the demographic information during the registration process may go to the Commodity Classic on-site registration desk prior to the drawing to provide their demographic data.

One entrant per household. Need not be present to win. No purchase necessary to enter or win. Prize to be paid by check after conclusion of Commodity Classic. Open to farmers who are legal residents of the United States who have reached the age of majority. See official rules on CommodityClassic.com.

Kids Corner

Trade Show, *Aisle 500*

Make plans to visit this special place designed especially for the youngest Commodity Classic attendees. Kids Corner is a parent and child resting area with activities and entertainment for children ages 2-7 years old. It is located in the Trade Show, near Aisle 500. Kids Corner is available all three days during show hours. An adult must accompany a child at all times.

Hotel Shuttle

Sponsored by NACHURS & Commodity Classic

Complimentary shuttle service is provided between the Convention Center and many of the official Commodity Classic hotels. Shuttle routes pick up and drop off at the Convention Center Transit Plaza entrance near Hall D Lobby. See page 74 for full shuttle schedule.

Commodity Classic Trade Show Courtesy Cart

Sponsored by Enlist™ weed control system

The Commodity Classic Trade Show Courtesy Cart will help you get from one end of the trade show to the other and rest your feet while doing so. Catch a complimentary ride in four locations along the Cart Path Aisle:

- Food & Seating Area Aisle 500
- Food & Seating Area Aisle 4000
- Dow AgroSciences booth 3021
- DuPont Pioneer booth 1739

Mobile App

Sponsored by AKE Safety Equipment

The Commodity Classic 2018 Mobile App keeps your schedule information and has tools to help navigate sessions, speakers' bios, exhibitors and booth drawings. Download the app from iTunes or Google Play. Make sure to allow notifications to receive announcements and on-site changes. Thank you to AKE Safety Equipment for making the Mobile App possible.

Social Media

Stay connected with other Commodity Classic attendees:

"Like" the Commodity Classic Facebook page at **www.facebook.com/CommodityClassic**

Follow **@ComClassic** on Twitter

Hashtags: use **#Classic18** and **#GrowBeyond**

RFID

Radio-frequency identification (RFID) is used at Commodity Classic to track attendance at educational sessions and other events. Your name badge contains coded information unique to you that is read by the RFID technology. Some exhibitors may use RFID technology to capture your demographic information at their trade show booths to eliminate the need for you to take the time to fill out a form. By registering for Commodity Classic, you consent to the use of RFID by Commodity Classic and its exhibitors.

City Information

A visitor's information desk is located in the Convention Center Lobby outside of Exhibit Halls B & C. Visit the desk for information on the city of Anaheim, including restaurants, directions and entertainment.

Child Care Services

Please check with your hotel for local companies that provide in-room childcare services.

In Case of Emergency

If an emergency should occur while at the Anaheim Convention Center, dial (714) 765-8975 or just dial 8975 from any house phone for the Convention Center's 24-hour Security Control Center. If it is a life-threatening medical emergency, dial 911 immediately. Call the Security Control Center after the 911 call to ensure they coordinate with the first responders to minimize response time. The Convention Center address is 800 West Katella Avenue, Anaheim, CA 92802.

Local Hospital:

Western Medical Center
1025 S. Anaheim Blvd.
Anaheim, CA 92802
Phone (714) 553-6220

24-hour Pharmacy:

Walgreens
12001 Euclid Street
Garden Grove, CA 92840
(714) 530-1071

2018 MOBILE APP

Sponsored by AKE Safety Equipment

The 2018 Commodity Classic mobile app keeps your schedule information and has tools to help navigate sessions, exhibitors, speakers and drawings—and it's all accessible in an instant! Download the app from iTunes or GooglePlay. Make sure to allow notifications to receive alerts, announcements and on-site changes. Thank you to AKE Safety Equipment for making this year's Mobile App possible!

educational opportunities

GLOSSARY

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

Early Riser Sessions
Tues/Wed/Thur

Start your morning with a high-powered presentation on market trends and agribusiness issues. Complimentary coffee and breakfast baked goods are available as a bonus for setting the alarm early.

Learning Center Sessions
Tues/Wed/Thur

In-depth discussions led by industry experts and fellow farmers to address current issues and topics that have a direct impact on your bottom line.

Closing Learning Center Session
Thursday

Cap off the week's educational programming with an in-depth, 120-minute session focusing on a topic of key importance to today's farmers. Complimentary refreshments provided.

Mini What's New Sessions
Tuesday

A series of 5-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.

What's New Sessions
Wed/Thur

An opportunity for companies to showcase their newest innovations and services. Learn from and ask questions of company leaders and experts. Then visit the companies' exhibits at the trade show to discover more.

Commodity Classic Main Stage
Tues/Wed/Thur

Located on the trade show floor near the Food & Seating Area in Aisle 500, this venue offers an array of keynote speakers, panel discussions and unique ag showcases. Presented by Commodity Classic™ and *Successful Farming*®.

Educational Sessions Videos Available After You Get Home!

Full registrants at Commodity Classic receive complimentary access to the complete video library of 2018 Learning Centers, Early Riser Sessions (Tuesday and Thursday), and What's New Sessions. Instructions will be sent to the email address you provided when you registered. Keep your badge number, since that will be required for free access to the videos of the applicable sessions on the days for which you are registered. Videos are scheduled to be available in late March.

Continuing Education Credits

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

CERTIFIED CROP ADVISER

2018 SPONSORS

Thank you to our sponsors for their commitment and generous support of the 2018 Commodity Classic:

PLATINUM

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NACHURS
Successful Farming
United Soybean Board/Soy Checkoff

SILVER

AgriGold
FMC Corporation
High Plains/Midwest Ag Journal
Lee Agri-Media
StollerUSA

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AKE Safety Equipment
American Society of Agronomy's International Certified Crop Adviser Program
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Farm Credit
Idaho Grain Producers Association
Illinois Soybean Association Checkoff Program
Netafim USA
North Dakota Corn Council, North Dakota Soybean Council, North Dakota Wheat Commission
Purdue University Center for Commercial Agriculture
Stewart-Peterson
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The Fertilizer Institute
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GROW BEYOND ANAHEIM 2018

Monday, February 26

DESK HOURS	*Commodity Classic Welcome Center*
Tour Desk Open	8:00 a.m. – 5:00 p.m.
Housing Desk Open	8:00 a.m. – 5:00 p.m.
Registration Desk Open	8:00 a.m. – 7:00 p.m.

TOURS	
Urban Farming Trends & Chocolate Education	9:00 a.m. – 1:00 p.m.
Dolphin & Whale Watching Tour	9:00 a.m. – 2:00 p.m.
Jewels of the Coast: Laguna Beach & Mission San Juan Capistrano	9:00 a.m. – 2:00 p.m.
Los Angeles City Tour	9:00 a.m. – 3:00 p.m.

Tours depart from Convention Center Transit Plaza entrance

Welcome Reception 5:00 p.m. – 7:00 p.m.

Sponsored by Syngenta™

Anaheim Convention Center Ballroom, 3rd floor

syngenta®

Syngenta is excited to be in Anaheim and to start the week off right with tasty hors d'oeuvres, beverages and conversations with old and new friends! Come kick off the 2018 Commodity Classic with us at the Syngenta-sponsored Welcome Reception on Monday evening. Anyone under the age of 21 must be accompanied by an adult.

This reception is a ticketed event for registered farmers and family members, state and national commodity organization staff, and media. Your entry ticket and drink ticket will be included with your registration badge.

monday

Commodity Association Activities

MONDAY, FEBRUARY 26

National Corn Growers Association (NCGA)		
Issues Briefing & Open Forum	Anaheim Marriott, *Marquis Ballroom Northeast*	12:30 p.m. – 2:45 p.m.
NCGA State Caucuses	All held at Anaheim Marriott	3:00 p.m. – 4:30 p.m.
Alabama/Arkansas/Georgia/Louisiana/Mississippi/North Carolina/Oklahoma/South Carolina/Texas	*Elite 1*	3:00 p.m. – 4:30 p.m.
Colorado/Kansas/North Dakota	*Grand Ballroom GH*	
Indiana/Michigan/Wisconsin	*Platinum 7*	
Illinois	*Grand Ballroom A*	
Iowa	*Orange County Ballroom 3-4*	
Minnesota	*Grand Ballroom D*	
Missouri	*Orange County Ballroom 1-2*	
Nebraska	*Grand Ballroom B*	
Ohio	*Grand Ballroom C*	
South Dakota	*Elite 2*	
NCGA CornPAC Reception	Anaheim Marriott, *Grand Ballroom A-F*	7:00 p.m. – 9:00 p.m.
American Soybean Association (ASA)		
Resolutions Subcommittees	Hilton Anaheim, *Manhattan, Redondo, Huntington C*	1:00 p.m. – 5:00 p.m.
National Association of Wheat Growers (NAWG)		
NAWG Budget Committee Meeting	Hilton Anaheim, *Avila AB*	8:00 a.m. – 9:00 a.m.
NAWG Environmental & Renewable Resources Committee Meeting	Hilton Anaheim, *Avila AB*	9:00 a.m. – 11:30 a.m.
NAWG Research & Technology Committee Meeting	Hilton Anaheim, *Avila AB*	1:00 p.m. – 3:00 p.m.
NAWG Domestic & Trade Policy Committee Meeting	Hilton Anaheim, *Avila AB*	3:00 p.m. – 5:30 p.m.
NAWG Nominating Committee Meeting	*Hilton Anaheim, Avila AB*	5:30 p.m. – 7:00 p.m.

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We are using science and innovation to drive food and nutrition solutions that are local, collaborative and sustainable.

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DISCOVER

The LAND OF CROPPORTUNITY

OUR SOY CHECKOFF

SERVING AMERICA'S SOYBEAN FARMERS SINCE 1991.

Over the past three decades, our nation's soybean acreage has gone up by over 30 million. Meanwhile, the value of the U.S. soy crop has increased over $30 billion. That's a lot of Cropportunity.

Visit booth #2023 to find out more.

OUR SOY CHECKOFF™

#CROPPORTUNITY

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GROW BEYOND ANAHEIM 2018

Tuesday, February 27

DESK HOURS	*Commodity Classic Welcome Center*
Registration Desk Open	6:45 a.m. – 5:30 p.m.
Tour Desk Open	8:00 a.m. – 4:00 p.m.
Housing Desk Open	8:00 a.m. – 5:00 p.m.

EDUCATION	
Early Riser Session	7:00 a.m. – 8:00 a.m.
Learning Center Session	8:15 a.m. – 9:30 a.m.
Mini What's New Sessions	8:15 a.m. – 9:45 a.m.
Learning Center Session	9:45 a.m. – 11:00 a.m.
Mini What's New Sessions *(repeat)*	10:00 a.m. – 11:30 a.m.
Main Stage	12:00 p.m. – 4:30 p.m.

TRADE SHOW HOURS	*See page 19 for details*
Media Only Access	10:00 a.m. – 11:30 a.m.
Trade Show Grand Opening	11:15 a.m.
Trade Show Lunch	11:30 a.m. – 1:00 p.m.
Trade Show Open	11:30 a.m. – 4:30 p.m.

Commodity Association Activities

TUESDAY, FEBRUARY 27

National Corn Growers Association (NCGA)		
NCGA Corn Congress Meeting	Anaheim Marriott, *Marquis Ballroom Center/South*	8:00 a.m. – 11:30 a.m.
American Soybean Association (ASA)		
ASA State Caucuses	All held at Hilton Anaheim	7:45 a.m. – 10:45 a.m.
Minnesota/North Dakota/South Dakota/Wisconsin	*California B*	7:45 a.m. – 10:45 a.m.
ASA State Caucus Meeting	*Redondo*	8:00 a.m. – 10:45 a.m.
Illinois	*El Capitan AB*	
Indiana/Michigan/Ohio	*Palos Verdes AB*	
Iowa	*Malibu*	
Kansas/Nebraska/Oklahoma/Texas	*Huntington AB*	
Kentucky	*San Simeon AB*	
Missouri	*Laguna B*	
North Carolina	*San Clemente*	
Tennessee	*Carmel*	
ASA Open Policy Session	*Pacific A*	11:00 a.m. – 12:00 p.m.
ASA Soy Social and Auction (see page 21)	Anaheim Convention Center, *Ballroom*	6:00 p.m. – 9:30 p.m.
National Association of Wheat Growers (NAWG)		
NAWG Board of Directors Meeting	Hilton Anaheim, *Pacific B*	8:00 a.m. – 12:00 p.m.
NWF National Wheat Yield Contest Reception (see page 21)	Hilton Anaheim, *Pacific C*	6:00 p.m. – 7:30 p.m.
NAWG President's Reception & WheatPAC Auction (see page 21)	Hilton Anaheim, *Pacific D*	7:30 p.m. – 9:00 p.m.
National Sorghum Producers (NSP)		
NSP Board of Directors Meeting	Hilton Anaheim, *Avalon A*	8:00 a.m. – 12:00 p.m.

Education Schedule

TUESDAY, FEBRUARY 27

All held at Anaheim Convention Center. See daily schedule pages for additional details.

SESSION TYPE	TOPIC	ROOM	TIME
Early Riser	Commodity Prices: There's a 100% Chance That No One Knows	204	7:00 a.m. – 8:00 a.m.
Learning Center	The Ag Economy Barometer: Lessons from 2017 and Strategies for 2018	204	8:15 a.m. – 9:30 a.m.
Mini What's New	Series of 5-minute Innovation Presentations	207	8:15 a.m. – 9:45 a.m.
Learning Center	Locking in Your Legacy: What to Anticipate in Ag 2028	204	9:45 a.m. – 11:00 a.m.
Mini What's New	Repeat of 8:15 a.m. session	207	10:00 a.m. – 11:30 a.m.
Main Stage	Announcement of Davidson Prize winner	TRADE SHOW Aisle 500	12:00 p.m. – 12:10 p.m.
	Successful Farming® Talk: Positioning for Profit in 2018		12:15 p.m. – 1:00 p.m.
	Agricultural Executive Panel: The Infrastructure for New Technology		1:15 p.m. – 2:00 p.m.
	Learning Center Session: Power to the Plant – Set Record Yields For Your Farm		2:15 p.m. – 3:15 p.m.
	Ag Keynote: Soybean Weed Control – Dicamba, Liberty & Why You Can't Skip the Pre		3:30 p.m. – 4:30 p.m.

See page 6 for Education Glossary

TUESDAY, FEBRUARY 27

EARLY RISER SESSION 7:00 a.m. – 8:00 a.m.

Commodity Prices: There's a 100% Chance That No One Knows

Sponsored by Advance Trading, Inc.

Dave Fogel

7:00 a.m. – 8:00 a.m. • Room 204
Coffee and breakfast baked goods provided.

SPEAKER: **Dave Fogel**, Ag Risk Management Consultant, Advance Trading, Inc.

A pivotal characteristic of this year's farming trends finds farmers letting their losses run against them before making a cash sale. At the same time, farmers miss out on the higher price opportunities by selling too quickly when emotions interfere with decision-making efforts. While it is human nature to hear what one wants to hear on price action, this session will address the differences between the real news, the fake news, the emotions involved and how each of those affect proper management of farming and production. This session teaches farmers how to build a simple-to-use plan to produce solid results in today's marketing environment.

LEARNING CENTER SESSION 8:15 a.m. – 9:30 a.m.

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

The Ag Economy Barometer: Lessons from 2017 and Strategies for 2018

Sponsored by Purdue University Center for Commercial Agriculture

Jason Henderson

James Mintert

Fred Seamon

David Widmar

8:15 a.m. – 9:30 a.m. • Room 204

SPEAKERS: **Jason Henderson**, Ph.D., Associate Dean and Director, Purdue Extension; **James Mintert**, Ph.D., Professor, Department of Agricultural Economics, and Director, Center for Commercial Agriculture, Purdue University; **Fred Seamon**, Managing Director, CME Group; **David Widmar**, Senior Research Associate, Center for Commercial Agriculture, Purdue University

Crop budgets and commodity prices in early 2017 were a near repeat of the tough financial conditions producers faced at the beginning of 2016. However, producers were more optimistic in early 2017. From attendance at land auctions to activity at equipment dealerships, anecdotal evidence early in 2017 hinted that producers were hopeful about what 2017, and beyond, had in store.

In this session, a panel of experts from Purdue University and CME Group will share the key lessons from 2017 and help producers plan for the financial realities of 2018. It will feature the latest data from the Purdue/CME Group Ag Economy Barometer, providing an update on producers' management plans and expectations for 2018.

MINI WHAT'S NEW SESSIONS 8:15 a.m. – 9:45 a.m.

8:15 a.m. – 9:45 a.m. • Room 207

During this fast-paced 90-minute window, exhibitors will provide brief, five-minute introductions to their newest innovations. Listen to their presentations and then visit these companies on the trade show floor to learn even more.

Full-farm Connectivity Tools
Sponsor: Ag Leader Technology

The Next Generation of Sprayer Tire
Sponsor: Alliance Tire Group

Herbicide Activation: What It Takes and Will You Get Full Activation?
Sponsor: BASF Corporation

Stamina F4 Cereal Seed Treatment Fungicide: The First Cereal Seed Treatment Formulated with Xemium® Brand Fungicide
Sponsor: BASF Corporation

Go From Liquid to Dry Application in as Few as 42 Minutes with Case IH Trident™ 5550 Combination Applicator
Sponsor: Case IH

Now Available: An Innovative Solution to Burndown and Weed Control
Sponsor: Dow AgroSciences

Introducing Authority Supreme – For Residual Control of Waterhemp and Other Tough Weeds
Sponsor: FMC Corporation

New Dual Site of Action Fungicide for Broad Spectrum Disease Control
Sponsor: FMC Corporation

SpotOn Handheld Inversion Tester
Sponsor: Innoquest, Inc.

LAFORGE DynaTrac Implement Guidance Hitch
Sponsor: LAFORGE Systems, Inc.

Mixmate Flow: Chemical Mixing with a Future
Sponsor: Praxidyn

Precision Ag Reviews: Farmers Helping Farmers
Sponsor: Precision Ag Reviews

Syngenta Introduces Axial® Bold Herbicide, Coming Soon for Use in Wheat and Barley
Sponsor: Syngenta

Enogen® Corn: Helping to Enhance Ethanol Production and Improve Grower ROI Potential
Sponsor: Syngenta

Seed Treatments for the Next Generation
Sponsor: Timac Agro USA

New Tool for Soybean Cyst Nematode Management: Aveo™ EZ Nematicide from Valent U.S.A.
Sponsor: Valent U.S.A. LLC

FUTURE SITES

February 28-March 2, 2019 • Orlando, Florida
Thursday/Friday/Saturday
February 27-29, 2020 • San Antonio, Texas
Thursday/Friday/Saturday

LEARNING CENTER SESSION 9:45 a.m. – 11:00 a.m.

Locking in Your Legacy: What to Anticipate in Ag 2028

Sponsored by Syngenta

Aaron Deardorff

David Hollinrake

Jerry Welch

Vern Hawkins

9:45 a.m. – 11:00 a.m. • Room 204

SPEAKERS: **Aaron Deardorff**, Head of Digital Agriculture Solutions North America, Syngenta; **David Hollinrake**, President, Syngenta Seeds, LLC; **Jerry Welch**, Publisher of *Commodity Insight*; **Vern Hawkins**, President of Syngenta Crop Protection Inc.

Growers have experienced significant changes in their farming operations over the years. From changing pest pressures and unpredictable weather conditions, to precision planting and new technologies, farming today isn't the same today as it was 10 years ago. Experts who study farming trends and technologies predict even more dramatic changes in agriculture in the next decade. What will the scope of farming look like in the future? This session will explore the factors — like weed resistance, ecological changes and high-tech solutions — and identify the key strategies and transformative technologies in the pipeline that growers can use to ensure their farms are set for a more long-term, successful future.

MINI WHAT'S NEW SESSIONS (REPEAT) 10:00 a.m. – 11:30 a.m.

10:00 a.m. – 11:30 a.m. • Room 207

Repeat of 8:15 a.m. session Mini What's New Sessions. Presentations will occur in reverse order. See page 17 for list of presentations.

Commodity Classic Housing Drawing

11:15 a.m.

Trade Show Grand Opening Ceremony • Commodity Classic Welcome Center, *Exhibit Halls B & C*

Winner 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 Orlando, Florida (site of the 2019 Commodity Classic) and a gift inspired by Orlando's exciting location. Hotel certificate is based on availability. Need not be present to win. Winner's name will be available at the Commodity Classic Housing Desk.

Full registrants receive free access to the complete video library of 2018 Learning Centers, Early Riser Sessions (Tuesday and Thursday), and What's New Sessions. If you registered for less than the full three days, you get access to videos of the sessions that occurred on the days for which you registered.

TRADE SHOW GRAND OPENING & LUNCH 11:15 a.m. – 4:30 p.m.

Sponsored by Sponsored by United Soybean Board/Soy Checkoff

For almost three decades, the mission of the soybean checkoff has been the same: Maximize profit opportunities for America's soybean farmers. After all these years, it's still an honor to work on behalf of and alongside our fellow farmers. Bringing more innovation and market-expanding ideas to the soy industry than ever before. Ideas that will help our nation remain the Land of Cropportunity for generations to come.

TRADE SHOW GRAND OPENING 11:15 a.m. – 11:30 a.m.

11:15 a.m. – 11:30 a.m.
Commodity Classic Welcome Center, *Inside Exhibit Halls B & C*

TRADE SHOW LUNCH 11:30 a.m. – 1:00 p.m.

11:30 a.m. – 1:00 p.m. • Food & Seating Areas, *Aisles 500 & 4000*

Trade Show lunch is included with all full-conference registration packages and Tuesday one-day registration packages. Show your conference badge at Food & Seating Areas. No additional ticket required.

TRADE SHOW OPEN 11:30 a.m. – 4:30 p.m.

11:30 a.m. – 4:30 p.m. • *Entrances: Exhibit Halls A, B & C*

The Trade Show features leading agribusiness decision makers and showcases state-of-the-art products and technology. You will see the latest innovations firsthand. 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.

TRADE SHOW DRAWINGS & BOOTH EVENTS

Visit these sponsors for their booth events and drawings. See page 48 for a full list of companies that are offering special opportunities.

Ongoing: American Soybean Association **Booth 1921**
Join top ag journalists for a variety of current events discussions and hear live interviews in the booth.

Ongoing: Bayer **Booth 2853**
Register at booth for a chance to win a 160-acre trial of New Delaro™.

Ongoing: DTN / *The Progressive Farmer* **Booth 1563**
Register at booth for a chance to win a Yeti Tundra® 45 cooler.

Ongoing: NACHURS **Booth 1409**
Register at booth for a chance to win a DJI Phantom 4 Pro+ Quadcopter (drone) for crop scouting/aerial video.

Ongoing: United Soybean Board/Soy Checkoff **Booth 2023**
Visit booth or capture "Cropportunities" using Text or Twitter for chances to win an XL Big Green Egg BBQ Grill.

COMMODITY CLASSIC MAIN STAGE 12:00 p.m. – 4:30 p.m.

Presented by Successful Farming® and Commodity Classic

Located in the Trade Show Aisle 500, the Commodity Classic Main Stage, presented by *Successful Farming®* and Commodity Classic offers unique entertaining, informative and educational sessions. Bring your lunch to the Main Stage seating area. Stop by throughout the afternoon to hear a variety of speakers and topics.

12:00 p.m. – 12:10 p.m.
Announcement of Davidson Prize winner

Presented by AEM

American Society of Agricultural and Biological Engineers' AE50 is the only awards program of its kind, celebrating product innovations in the areas of agricultural, food, and biological systems engineering. The new Davidson Prize, presented by AEM, is being awarded to three elite AE50 winners who best exemplify the spirit of J.B. Davidson, the father of modern agricultural engineering.

12:15 p.m. – 1:00 p.m.
Successful Farming® Talk: Positioning for Profit in 2018

Al Kluis

SPEAKER: **Al Kluis**, Editor, *Successful Farming®* magazine and *Successful Marketing®* newsletter

Join Al Kluis, editor of "Your Profit" for *Successful Farming®* magazine and the *Successful Marketing®* newsletter, as he takes a look back at 2017 markets and presents his corn and soybean price outlook for 2018.

1:15 p.m. – 2:00 p.m.
Agricultural Executive Panel: The Infrastructure for New Technology

Sponsored by Association of Equipment Manufacturers

As part of its Infrastructure Vision 2050 policy-focused thought leadership initiative, the Association of Equipment Manufacturers (AEM) will host an important and timely discussion about the increased reliance on new and innovative agricultural technologies and solutions that depend on high-speed broadband.

2:15 p.m. – 3:15 p.m.
Learning Center Session: Power to the Plant – Set Record Yields For Your Farm

Sponsored by StollerUSA

PANELISTS: **Kris Ehler**, Crop Specialist, Ehler Brothers Company, Thomasboro, Ill.; **JR Bollinger**, farmer from Sikeston, Mo.; **Casey Hook**, farmer from Lake City, Ark.

Focus on how growers can proactively direct crop development – and literally design and build better plants – to reach record yields for their farms. Among the diverse group of panelists will be Kris Ehler, of Ehler Brothers Company in Thomasboro, Ill., a pioneer in early planted soybeans who has helped multiple growers achieve 100+ bushel soybeans the past three years; JR Bollinger, of Sikeston, Mo., who has won 8 recent state corn and sorghum yield titles; and Casey Hook, named to Successful Farming magazine's up-and-comer list for 2017. The session will feature audience participation and be moderated by Hall-of-Fame broadcaster Ken Root.

3:30 p.m. – 4:30 p.m.

Ag Keynote: Soybean Weed Control – Dicamba, Liberty & Why You Can't Skip the Pre

Brian Hefty

Darren Hefty

Sponsored by Topcon Agriculture

SPEAKERS: **Brian Hefty** and **Darren Hefty**, Ag PhD in Baltic, S.D.

Dicamba has been the subject of more questions than any other single topic in 2017. During this session, you'll hear about Ag PhD research on this subject and how to minimize off-target movement, as well as new label changes for 2018. You'll also hear about Liberty, pre-emerge herbicides and how you can maximize on-farm profit when you have great weed control in soybeans. Whether you have weedy fields or not, learn how you can keep your fields clean for less money in 2018.

ASA SOY SOCIAL & AUCTION

Premier Sponsors: REG, Syngenta and WinField United

6:00 p.m. – 9:30 p.m.
Anaheim Convention Center, *Ballroom*

Catch the Wave
2018 ASA Soy Social & Auction
Anaheim, California

Don't miss the boat – ASA members are invited to "Catch the Wave" at our 13th Annual Soy Social and Auction. Event tickets required. Casual attire. For more information and to purchase tickets, please visit the SoyPAC desk in the Commodity Classic Welcome Center, located inside Halls B & C. The SoyPAC desk will be open all day Monday and on Tuesday morning.

NWF NATIONAL WHEAT YIELD CONTEST RECEPTION

6:00 p.m. – 7:30 p.m. • Hilton Anaheim, *Pacific C*

The National Wheat Foundation (NWF) will recognize the 2017 winners of the National Wheat Yield Contest with a cocktail hour beginning at 6:00 p.m. prior to NAWG's Presidents Reception and WheatPAC Auction. You won't want to miss the opportunity to interact with some of the best wheat growers in the nation!

NAWG PRESIDENT'S RECEPTION & WHEATPAC AUCTION

7:30 p.m. – 9:00 p.m. • Hilton Anaheim, *Pacific D*

Please join the National Association of Wheat Growers (NAWG) at the Hilton Anaheim for an evening of honoring NAWG's outgoing and incoming Presidents. The event will be combined with the 2018 PAC Auction. With countless great items up for auction and plenty of hors d'oeuvres, you won't want to miss this! Tickets are required for the President's Reception & WheatPAC Auction and may be purchased at the NAWG PAC desk in the Commodity Classic Welcome Center.

WHEATPAC

Come join the
Special Television Taping
of

U.S. Farm Report

Hosted by Tyne Morgan

Wednesday, February 28, 2018
7:00 a.m. - 8:15 a.m.

Room 204

Coffee and breakfast baked goods provided.

Expert Marketing Panel

Chip Flory: Farm Journal
Mark Gold: Top Third Ag Marketing
Mike North: Commodity Risk Mgmt. group
Arlan Suderman: INTL FCStone

Presented by:

Farm Journal MEDIA

GROW BEYOND ANAHEIM 2018

Wednesday, February 28

DESK HOURS	*Commodity Classic Welcome Center*
Registration Desk Open	6:45 a.m. – 6:00 p.m.
Tour Desk Open	8:00 a.m. – 4:00 p.m.
Housing Desk Open	8:00 a.m. – 10:00 a.m.

GENERAL SESSION	*See page 26 for details*
Anaheim Convention Center, *Arena*	9:00 a.m. – 11:00 a.m.

EDUCATION	
Early Riser Session	7:00 a.m. – 8:15 a.m.
Main Stage	11:30 a.m. – 4:30 p.m.
Learning Center Sessions	12:30 p.m. – 4:00 p.m.
What's New Sessions	12:30 p.m. – 4:10 p.m.

TRADE SHOW HOURS	*See page 27 for details*
Trade Show Lunch	11:00 a.m. – 12:30 p.m.
Trade Show Open	11:00 a.m. – 4:30 p.m.

BANQUETS	*See page 35 for details*
American Soybean Association Awards Banquet	6:00 p.m.
National Corn Growers Association Awards Banquet	6:00 p.m.

wednesday

Commodity Association Activities

WEDNESDAY, FEBRUARY 28

National Corn Growers Association (NCGA)		
NCGA / NCYC State Award Winner Breakfast (See page 26)	Anaheim Marriott, *Marquis Ballroom Center/South*	7:00 a.m. – 8:30 a.m.
NCGA Awards Banquet (See page 35)	Anaheim Marriott, *Marquis Ballroom*	Cash bar opens 5:00 p.m. Doors open 5:45 p.m. Banquet begins 6:00 p.m.
American Soybean Association (ASA)		
ASA Awards Banquet (See page 35)	Anaheim Convention Center, *Arena*	Cash bar opens 5:00 p.m. Doors open 5:15 p.m. Banquet begins 6:00 p.m.
National Sorghum Producers (NSP)		
Sorghum PAC Casino Night & Auction (See page 35)	Hilton Anaheim, *Pacific AB*	8:30 p.m. – 11:00 p.m.

Education Schedule

WEDNESDAY, FEBRUARY 28

See daily schedule pages for additional details.

SESSION TYPE	TOPIC	ROOM	TIME
Early Riser	U.S. Farm Report	204	7:00 a.m. – 8:15 a.m.
Learning Centers	Grain Markets and the Hotel California	204	12:30 p.m. – 1:30 p.m.
	Ag Technology: Shaping the Now and the Future of Farming	207	12:30 p.m. – 1:30 p.m.
	Leaving a Legacy on Your Farm through the Soil	210	12:30 p.m. – 1:30 p.m.
What's New Sessions	Achieve Your Personal Best Yield with Help from New Delaro™ Fungicide	205	12:30 p.m. – 1:10 p.m.
	The USDA Crop Statistics and World Supply and Demand Estimates	208	12:30 p.m. – 1:10 p.m.
	XtendFlex Soybeans: The Next Generation of Herbicide Tolerant Soybeans	205	1:30 p.m. – 2:10 p.m.
	How ISOBUS Can Take Your Precision Farming to the Next Level	208	1:30 p.m. – 2:10 p.m.
Learning Center	Hot Topics from our Nation's Capital 2018	204	1:45 p.m. – 2:45 p.m.

Education Schedule *(continued)*

WEDNESDAY, FEBRUARY 28

All held at Anaheim Convention Center. See daily schedule pages for additional details.

SESSION TYPE	TOPIC	ROOM	TIME
Learning Centers	Practical Approaches for Cover Crops and Soil Health	207	1:45 p.m. – 2:45 p.m.
	Consider Corn Challenge	210	1:45 p.m. – 2:45 p.m.
What's New Sessions	New Climate FieldView™ Tools to Manage Field Variability and Maximize ROI	205	2:30 p.m. – 3:10 p.m.
	Crop Tour: From Siberia to Iowa—Corn Response to Management at Planting	208	2:30 p.m. – 3:10 p.m.
Learning Centers	What's a Guy Gotta Do to Get a Drought Around Here?	204	3:00 p.m. – 4:00 p.m.
	Around the World with U.S. Soy	207	3:00 p.m. – 4:00 p.m.
	From Farm Field to Capitol Hill: Implementing and Advocating for the Right Practices	210	3:00 p.m. – 4:00 p.m.
What's New Sessions	Leverage Your Soil: Build a Stronger Root System with New Technology	205	3:30 p.m. – 4:10 p.m.
	Strong, Smart, Simple—Steiger® Tractors with New CVXDrive™ Transmission	208	3:30 p.m. – 4:10 p.m.
Main Stage	Learning Center Session: Harnessing the Power of Digital to Solve Agriculture's Most Complex Challenges	Trade Show Aisle 500	11:30 a.m. – 12:15 p.m.
	Successful Farming® Talk: Key Design Features to Farm Shops		12:30 p.m. – 1:15 p.m.
	Successful Farming® Talk: Maximize Farm Profit by Minimizing Machine Failures		1:30 p.m. – 2:15 p.m.
	Successful Farming® Talk: Successful Marketing		2:30 p.m. – 3:15 p.m.
	Ag Keynote: What Your Fertilizer Dealer Won't Tell You		3:30 p.m. – 4:30 p.m.

See page 6 for Education Glossary

WEDNESDAY, FEBRUARY 28

EARLY RISER SESSION 7:00 a.m. – 8:15 a.m.

U.S. Farm Report

Sponsored by Farm Journal Media

Tyne Morgan

7:00 a.m. – 8:15 a.m. • Room 204
Coffee and breakfast baked goods provided.

MODERATOR: **Tyne Morgan**, Host of U.S. Farm Report

PANELISTS: **Chip Flory**, Farm Journal Media; **Mark Gold**, Managing Partner, Top Third Ag Marketing; **Mike North**, Senior Risk Management Advisor, Commodity Risk Management Group; **Arlan Suderman**, Chief Commodities Economist, INTL FCStone

Be a part of "U.S. Farm Report," the nation's longest-running, syndicated, agricultural news program, produced by Farm Journal Broadcast. See a television show in the making and guide the lively discussion by asking questions of host 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. Plus, hear unique insight and commentary from John Phipps. Highlights from this special television taping will air nationwide on "U.S. Farm Report."

NCGA/NCYC STATE AWARD WINNERS BREAKFAST 7:00 a.m.– 8:30 a.m.

Sponsored by BASF, DuPont Pioneer and John Deere

7:00 a.m. – 8:30 a.m.
Anaheim Marriott, *Marquis Ballroom Center/South*

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.

GENERAL SESSION 9:00 a.m. – 11:00 a.m.

Sponsored by Dow AgroSciences & DuPont

Mark Mayfield

Sonny Perdue

Keni Thomas

9:00 a.m. – 11:00 a.m. • Doors open 8:30 a.m.
Anaheim Convention Center, *Arena*
Enter from Arena Plaza

MODERATOR: **Mark Mayfield**
KEYNOTE: **Sonny Perdue**, U.S. Secretary of Agriculture
CLOSING SPEAKER: **Keni Thomas**

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

Comedian Mark Mayfield returns to the stage as our emcee. Joining Mayfield to provide a perspective on today's agriculture will be NCGA President Kevin Skunes, ASA President John Heisdorffer, NAWG President Gordon Stoner and NSP Chairman Don Bloss. Additionally, there will be an update from the Association of Equipment Manufacturer Ag Sector board member Bill T. Hurley.

Sonny Perdue came by his knowledge of agriculture the old fashioned way: he was born into a farming family in Bonaire, Georgia. From childhood, and through his life in business and elected office, Perdue has experienced the industry from every possible perspective. Uniquely qualified as a former farmer, agribusinessman, veterinarian, state legislator, and governor of Georgia, he became the 31st United States Secretary of Agriculture on April 25, 2017.

The session concludes with an appearance by **Keni Thomas**, a Staff Sergeant with the Army 3rd Ranger Battalion who was deployed to Mogadishu, Somalia in 1993 as part of the elite special operations package Task Force Ranger. Keni and his fellow rangers distinguished themselves in an eighteen-hour firefight that would later be recounted in the highly successful book and movie *Blackhawk Down*. Keni will captivate you with an incredible story of extraordinary individuals and how they fought to bring each other home.

Don't miss this event that embodies the spirit pushing farmers to "Grow Beyond!"

TRADE SHOW OPEN & LUNCH 11:00 a.m. – 4:30 p.m.

Sponsored by Sponsored by United Soybean Board/Soy Checkoff

For almost three decades, the mission of the soybean checkoff has been the same: Maximize profit opportunities for America's soybean farmers. After all these years, it's still an honor to work on behalf of and alongside our fellow farmers. Bringing more innovation and market-expanding ideas to the soy industry than ever before. Ideas that will help our nation remain the Land of Cropportunity for generations to come.

TRADE SHOW LUNCH 11:00 a.m. – 12:30 p.m.

11:00 a.m. – 12:30 p.m. • Food & Seating Areas, *Aisles 500 & 4000*

Trade Show lunch is included with all full-conference registration packages and Wednesday one-day registration packages. Show your conference badge at Food & Seating Areas. No additional ticket required.

TRADE SHOW OPEN 11:00 a.m. – 4:30 p.m.

11:00 a.m. – 4:30 p.m. • Entrances: *Exhibit Halls A, B & C*

Be among the first to hear about game-changing ideas, new products and technology directly from the people who created them. See the latest innovations firsthand and talk one-on-one with top agribusiness representatives at the trade show. And while there, be sure to enter the many drawings and giveaways being offered.

TRADE SHOW DRAWINGS & BOOTH EVENTS

See page 48 for a full list of companies that are offering special opportunities.

National Association of Wheat Growers • Booth 1721 1:00 – 3:00 p.m.
Come speak with 2017 NWYC winners and register for a chance to win a Fitbit.

COMMODITY CLASSIC MAIN STAGE 11:30 a.m. – 4:30 p.m.

Presented by Successful Farming® and Commodity Classic

Located in Aisle 500 in the Trade Show, the Main Stage offers unique entertaining, informative and educational sessions. Bring your lunch to the Main Stage seating area. Stop by throughout the afternoon to hear a variety of speakers and topics.

11:30 a.m. – 12:15 p.m.
Learning Center Session: Harnessing the Power of Digital to Solve Agriculture's Most Complex Challenges

Sponsored by DuPont

SPEAKERS: **Sid Gorham**, CEO, Granular, Inc. and Digital Agriculture Leader, DuPont; **Lane Arthur**, Director, Digital Solutions, John Deere; **Trey Hill**, Owner/Manager, Harborview Farms, Maryland; **Ryan Bergman**, Agricultural Sourcing Senior Manager, The Dannon Company, Inc.

Discussion of the benefits of data-driven agriculture—connecting growers, input, technology, equipment and service providers, public and private data, and other stakeholders to improve the sustainability, productivity and livelihoods of those who produce food and agricultural products, as well as consumers and users of these products. Attendees will gain a better understanding of the digital landscape and opportunities for engagement.

12:30 p.m. – 1:15 p.m.
Successful Farming® Talk: Key Design Features to Farm Shops

Dave Mowitz

SPEAKER: **Dave Mowitz**, Executive Editor, Machinery & Technology, *Successful Farming*® magazine

Where you place doors, work centers, storage areas, or electrical outlets has a huge impact on the capacity of a farm shop. Dave Mowitz, *Successful Farming*® magazine Executive Editor and host of the *Successful Farming*® *Show*, will offer key tips on shop design plus provide renovation recommendations for existing shops that will expand a structure's capacity.

1:30 p.m. – 2:15 p.m.
Successful Farming® Talk: Maximize Farm Profit by Minimizing Machinery Failures

Ray Bohacz

Sponsored by Firestone AG

SPEAKER: **Ray Bohacz**, Engine Man, *Successful Farming*® magazine

As a farmer, mechanic, and *Successful Farming*® magazine's Engine Man, Ray Bohacz will identify several key maintenance and repair chores that you often overlook prior to planting. It's not too late to put his down-to-earth advice to use yet this winter to ensure a smooth spring season.

2:30 p.m. – 3:15 p.m.
Successful Farming® Talk: Successful Marketing

Al Kluis

SPEAKER: **Al Kluis**, Editor, *Successful Farming*® magazine and *Successful Marketing*® newsletter

With over 40 years of experience in trading grain markets, Al Kluis will share his in-depth knowledge on how to put together a successful marketing plan for your crops in 2018 and beyond. Kluis, editor of "Your Profit" for *Successful Farming*® magazine and the *Successful Marketing*® newsletter, will also explain complex marketing concepts in a way that is easy to understand.

3:30 p.m. – 4:30 p.m.

Ag Keynote: What Your Fertilizer Dealer Won't Tell You

Brian Hefty

Darren Hefty

Sponsored by Topcon Agriculture

SPEAKERS: **Brian Hefty** and **Darren Hefty**, Ag PhD in Baltic, S.D.

Other than cash rent, your biggest expense is likely fertilizer, but are you fertilizing correctly? Talk to any high yield farmer about big yields, and you'll likely spend 90 percent of the conversation on fertility. It's not about spending more. It's about spending your fertilizer dollars wisely. We'll help you understand soil and plant tissue tests yourself, so you don't need to rely solely on others to make your most valuable decisions.

LEARNING CENTER SESSIONS 12:30 p.m. – 4:00 p.m.

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

LEARNING CENTER SESSIONS 12:30 p.m. – 1:30 p.m.

Grain Markets and The Hotel California

Darin Newsom

Sponsored by DTN/The Progressive Farmer

12:30 p.m. – 1:30 p.m. • Room 204

SPEAKER: **Darin Newsom**, Senior Analyst, DTN/*The Progressive Farmer*

Grain markets seem to have checked into someplace they like. A place they can never leave. Increasing global stocks and tentative world trade agreements continue to hold grain prices near multi-year lows, looking for a passage back to the place they were before. Attendees to this session will gain a better understanding of market structure, market types, and how all of this intertwines with standard supply and demand information.

Ag Technology: Shaping the Now and the Future of Farming

Jim Hedges

Joel Wipperfurth

Sponsored by WinField United

12:30 p.m. – 1:30 p.m. • Room 207

SPEAKERS: **Jim Hedges**, Senior Director of Strategy and Insights, Ag Technology, WinField United; **Joel Wipperfurth**, Ag Technology Applications Lead, WinField United

Ag technology is an investment, but the risk of not adopting it could be more costly. Farmers have access to advancing technology such as in-season satellite imagery, tissue sampling data analysis, forecasting and modeling tools and spray drift monitoring, among other precision agriculture tools. Ag technology gives farmers complete access to a year-round look at their fields to help them develop precise, individualized crop management strategies and make in-season decisions to produce and protect maximum yield potential. This session will provide a state of the ag tech industry update and lend insight into how future innovations will shape the tools available to farmers and their operations.

Leaving a Legacy on Your Farm Through the Soil

Tom Connors

Dale Cowan

Sponsored by American Society of Agronomy's International Certified Crop Adviser (CCA) Program; NACHURS; The Fertilizer Institute

12:30 p.m. – 1:30 p.m. • Room 210

SPEAKERS: **Tom Connors**, 2016 4R Advocate and Grower from Shipman, Illinois; and **Dale Cowan**, 2016 International Certified Crop Adviser of the Year, 4R Nutrient Management Specialist, Senior Agronomist for AGRIS and Wanstead Cooperatives from Ontario, Canada

The intersection of soil health, 4R (Right fertilizer source, at the Right rate, at the Right time and in the Right place) nutrient management, and conservation practices: learn how these stewardship programs work together as a system. "Just one" is not the answer! You are not alone in this long-term process of ensuring your farm's future for generations to come. A Certified Crop Adviser can help you plan and implement the agronomic practices that keep nutrients in your field, improve crop yields, and increase on-farm profit. Learn more about the nutrient management specialty along with some nutrient management strategies. The 2018 recipient of the International Certified Crop Adviser (ICCA) of the Year Award will be recognized during this session. The award celebrates outstanding individual proficiency and industry leadership.

LEARNING CENTER SESSIONS 1:45 p.m. – 2:45 p.m.

Hot Topics from Our Nation's Capital 2018

Mary Kay Thatcher

Rob Larew

Sara Wyant

Sponsored by John Deere

1:45 p.m. – 2:45 p.m. • Room 204

SPEAKERS: **Mary Kay Thatcher**, Farm Bill veteran and former Senior Director of Congressional Affairs, American Farm Bureau Federation; **Rob Larew**, Senior Vice President of Public Policy and Communications, National Farmers Union

MODERATOR: **Sara Wyant**, President, Agri-Pulse Communications

This panel of DC insiders will discuss what is certain to be a game-changing year in Washington. Will Congress finish the Farm Bill reauthorization before it expires in September? How will low commodity prices affect decision-making? What new issues will emerge and surprise us all? This highly ranked "hot topics" panel will cover all of the issues farmers are talking about and what decision makers are doing about them. Join us to hear about Washington policies that will affect your farming operation in 2018 and beyond.

Practical Approaches for Cover Crops and Soil Health

Sponsored by North Dakota Corn Council; North Dakota Soybean Council; North Dakota Wheat Commission

Lee Briese

Caley Gasch

Mitch Hoenhause

Terry Wehlander

1:45 p.m. – 2:45 p.m. Room 207

PANELISTS: **Lee Briese**, Independent Crop Consultant with Centrol Ag in North Dakota and 2017 International Certified Crop Advisor of the Year; **Dr. Caley Gasch**, Assistant Professor of Soil Health, North Dakota State University (NDSU); **Mitch Hoenhause**, Farmer from North Dakota; **Terry Wehlander**, Farmer and North Dakota Corn Council Treasurer

(continued next page)

MODERATOR: **Dr. Abbey Wick**, Assistant Professor of Soil Health-Extension, NDSU

Practical approaches for incorporating soil health building practices need to consider climate, soil type, rotation, herbicide program, fertility, yield, timing and equipment – there is nothing simple about this system! This is why it can be overwhelming to get started with using some of these practices. North Dakota consultants and farmers along with NDSU research and extension will use a panel format to share how we are using these practices along with the thought process behind why we choose specific cover crop mixes or tillage practices. We'll also talk about ideas for equipment modifications.

Consider Corn Challenge

Sponsored by National Corn Growers Association (NCGA)

1:45 p.m. – 2:45 p.m. • Room 210

Amie Gianino

Jim Bauman

Nathan Danielson

SPEAKERS: **Amie Gianino**, Chief Strategy Officer and Vice President of Market Development, NCGA; **Jim Bauman**, Director of Market Development, NCGA; **Nathan Danielson**, Principal, BioCognito

Discussion of NCGA's "Consider Corn Challenge," an open innovation contest designed to identify new ways to convert corn and/or existing products made from corn into economically viable bio-sustainable chemicals. The contest was open to U.S. and internationally based submissions to identify ideas with the most potential to add future incremental corn grind. NCGA will publicly announce winning submissions for the first time during this session, along with background information on each project. Learn about new and potential growth opportunities for corn within the bio-sustainable chemical industry.

LEARNING CENTER SESSIONS 3:00 p.m. – 4:00 p.m.

What's a Guy Gotta Do to Get a Drought Around Here?

Bryce Anderson

Sponsored by DTN/The Progressive Farmer

3:00 p.m. – 4:00 p.m. • Room 204

SPEAKER: **Bryce Anderson**, Senior Agriculture Meteorologist, DTN/ *The Progressive Farmer*

While some areas had rough weather events in 2017, crop conditions were generally favorable. Will we see a seventh season of generally good weather, and high crop production, in 2018? Come hear the latest expectations for spring planting and the growing season, plus an update on weather conditions for grain production regions around the globe.

Anderson and the DTN weather team build crop forecasts based on public weather and commercially available data and the company's network of some 5,000 on-farm weather stations. They continue to lead the nation on discerning what early weather pattern signs spell for crop conditions, and market prices, in the U.S. and around the globe.

(continued next page)

Around the World With U.S. Soy

Sponsored by U.S. Soybean Export Council (USSEC)

3:00 p.m. – 4:00 p.m. • Room 207

SPEAKERS: **Jim Sutter**, CEO, USSEC; **Rosalind Leeck**, Director, Market Access, USSEC

Jim Sutter

Rosalind Leeck

Learn about the importance of U.S. soy exports. What are the tactics and strategies that the U.S. soy industry uses to create a preference for U.S. soy? Sixty percent of the soybean crop goes overseas. This year, more than 68 million metric tons of U.S. soy from our 569,998 soybean farmers will reach international markets. Serving over 80 countries around the world, our customers choose U.S. soy for our exceptional composition, consistent supply, sustainable farming practices, and innovation. Join us on the journey of U.S. soy.

From Farm Field to Capitol Hill: Implementing and Advocating for the Right Practices

Sponsored by The Fertilizer Institute

3:00 p.m. – 4:00 p.m. • Room 210

SPEAKERS: **Grant Strom**, 4R Advocate and Producer from Dahinda, Ill.; **Adam Dexter**, Certified Crop Adviser and 4R Advocate; **Clark Mica**, Vice President Legislative Affairs, The Fertilizer Institute; **Ashley Maybanks**, Government Relations Coordinator, Illinois Chapter of The Nature Conservancy

Grant Strom

Adam Dexter

Clark Mica

Ashley Maybanks

Whether it is the Farm Bill, state legislation or local watershed plans, as constituents, farmers are the best advocates to ensure the right policies are in place for agriculture. But, to be a good advocate you need to walk the walk, not just talk the talk. Good advocates take action, both in the field by implementing the right practices and on Capitol Hill by working to educate policymakers. Join us to hear from a panel of experts on how pairing conservation and advocacy through 4R Nutrient Stewardship (Right fertilizer source, at the Right rate, at the Right time and in the Right place) can benefit your entire bottom line.

WHAT'S NEW SESSIONS 12:30 p.m. – 4:10 p.m.

What's New Sessions offer exhibitors an opportunity to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives.

WHAT'S NEW SESSIONS 12:30 p.m. – 1:10 p.m.

Achieve Your Personal Best Yield with Help from New Delaro™ Fungicide

Sponsored by Bayer

12:30 p.m. – 1:10 p.m. • Room 205

SPEAKERS: **Thorsten Schwindt**, Bayer Fungicides Product Manager, Bayer; **Randy Myers**, Bayer Fungicides Product Development Manager, Bayer; **Invited Grower**

Delaro™, a new fungicide from Bayer, is unlike other fungicides on the market. In this session, Bayer representatives will unveil data from more than 500 Delaro field trials that took place across the country in 2017. Attendees will also hear first-hand observations from a field trial grower participant.

The USDA Crop Statistics and World Supply and Demand Estimates

Sponsored by USDA - National Agricultural Statistics Service

12:30 p.m. – 1:10 p.m. • Room 208

SPEAKERS: **Joe Parsons**, Chair, Agricultural Statistics Board, USDA-NASS; **Dr. Seth Meyer**, Chairman, World Agricultural Outlook Board

Learn how official USDA – National Agricultural Statistics Service crop statistics are prepared and disseminated to the public. Then get an overview on establishing World Agricultural Supply and Demand estimates for key commodities from USDA's World Agricultural Outlook Board. Following the presentations, the attendees will have time to ask questions of the representatives from each agency.

WHAT'S NEW SESSIONS 1:30 p.m. – 2:10 p.m.

XtendFlex Soybeans: The Next Generation of Herbicide Tolerant Soybeans

Sponsored by Monsanto

1:30 p.m. – 2:10 p.m. • Room 205

SPEAKERS: **Christina Lawrence**, Ph.D., Soybean, Cotton, and Regional Crop Systems Lead, Monsanto; **Tracy Klingman**, Ph.D., Global Weed Management Strategy Lead, Monsanto; **Lisa Streck**, North American Soybean Launch Lead, Monsanto

Part of the Roundup Ready Xtend Crop System, XtendFlex soybeans will provide growers with the flexibility and choice to control weeds through in-crop use of glyphosate, dicamba and glufosinate. This multiple herbicide offering will give farmers choice of herbicide options to manage tough to control weeds.

How ISOBUS Can Take Your Precision Farming to the Next Level

Sponsored by Trimble

1:30 p.m. – 2:10 p.m. • Room 208

SPEAKER: **Wade Stewart**, Solutions Manager, Trimble

Have you heard of ISOBUS? How can ISOBUS be put to work on your farm? Learn about the latest innovations in ISOBUS and how Trimble technology can make your implements smarter and work with any ISOBUS compatible display.

WHAT'S NEW SESSIONS 2:30 p.m. – 3:10 p.m.

New Climate FieldView™ Tools to Manage Field Variability and Maximize ROI

Sponsored by Monsanto / Climate FieldView

2:30 p.m. – 3:10 p.m. • Room 205

SPEAKERS: **Clint Chaffer**, Director of Product Marketing, The Climate Corporation; **Craig Deim**, corn & soybean farmer from Iowa; **Greg Deim**, corn & soybean farmer from Iowa; **Joe Nail**, Product Marketing Manager, The Climate Corporation; **Bret Sitzmann**, Director of Product Marketing, The Climate Corporation

Each field is different. Every acre is unique. Join us for a discussion on new Climate FieldView™ tools to manage field variability through zones. This interactive session features farmers who are using FieldView tools, as well as FieldView experts to answer your questions and share what's new in Climate FieldView for 2018.

Crop Tour: From Siberia to Iowa – Corn Response to Management at Planting

Sponsored by AGCO Your Agriculture Company

2:30 p.m. – 3:10 p.m. • Room 208

SPEAKERS: **Darren Goebel**, Agronomist and the Director of Global Commercial Crop Care, AGCO; **Larry Kuster**, Seeding and Tillage Product Marketing Specialist, AGCO

Agronomists at AGCO and Precision Planting are studying ways to improve planting performance to unlock the genetic potential of every seed. We will share yield data from our 2016 and 2017 agronomy trials in North America. Plus don't miss hearing about our experiences and research results from trial work in Russia in 2017.

WHAT'S NEW SESSIONS 3:30 p.m. – 4:10 p.m.

Leverage your Soil – Build a Stronger Root System with a New Technology

Sponsored by Valent U.S.A., LLC

3:30 p.m. – 4:10 p.m. • Room 205

SPEAKER: **Trevor Israel**, Ph.D., Field Market Development Specialist, Valent USA; **Brady Krchnavy**, President, New Age Farming; **Bo Pagel**, retailer, Dunkerton, Dunkerton, Iowa

Come hear this interactive discussion on leveraging mycorrhizal fungi, naturally occurring organisms in the soil, to protect the health and yield of your corn crop by building a stronger root system. Newly introduced MycoApply® EndoPrime™ can help improve nutrient efficiency, drought tolerance and yield potential for your corn.

Strong, Smart, Simple – Steiger® Tractors with New CVXDrive™ Transmission

Sponsored by Case IH

3:30 p.m. – 4:10 p.m. • Room 208

SPEAKER: **Mitch Kaiser**, Steiger Tractor Marketing Manager, Case IH

A 60-year legacy continues as the proven performance of Steiger tractors (370 to 540 hp) meets the new CVXDrive transmission — the most powerful continuously variable transmission available. It's an intelligent transmission designed specifically for the rugged frame of a Steiger tractor and paired with easy-to-use controls for endless applications on and off the farm.

AMERICAN SOYBEAN ASSOCIATION AWARDS BANQUET

Premier Sponsors: DuPont Pioneer, United Soybean Board/Soy Checkoff and John Deere

5:00 p.m. Cash bar opens
5:15 p.m. Doors open *(tickets required at door)*
6:00 p.m. Banquet begins, Anaheim Convention Center, *Arena (enter from Arena Plaza)*

American Soybean Association members and supporters from across the country gather for this celebration of the soybean industry. Awards will be presented to honor achievements by volunteers, leaders and farmers. In a special presentation, award-winning photographer Paul Mobley will tell stories of American farmers while showing some of the photos from his three years of travel capturing pictures of farmers and ranchers across America.

NATIONAL CORN GROWERS ASSOCIATION AWARDS BANQUET

Sponsored by BASF Corporation, DuPont Pioneer and John Deere

5:00 p.m. Cash bar opens
5:15 p.m. Doors open *(tickets required at door)*
6:00 p.m. Banquet begins, Anaheim Marriott, *Marquis Ballroom*

Join the excitement as NCGA celebrates the winners of the ever-popular annual National Corn Yield Contest, as well as all those who helped break membership records for the organization. You'll also get an update from NCGA leadership and industry representatives. Then, sit back and enjoy the humorous, interactive entertainment of The Oklahoma Kid, Marty Tipton.

Business attire requested (coat and tie for men). Those who did not receive ticket may stand in line outside of the door. Ten minutes after the banquet begins, those in line will be seated in empty seats in the order which they arrived.

SORGHUM PAC CASINO NIGHT & AUCTION

8:30 p.m. – 11:00 p.m.
Hilton Anaheim, *Pacific AB*

Back by popular demand! Join National Sorghum Producers (NSP) for a fun-filled evening at the annual Sorghum PAC Casino Night & Auction. Tickets can be purchased onsite at the Sorghum PAC table near Commodity Classic registration.

2018 NCGA OFFICERS

NATIONAL CORN GROWERS ASSOCIATION

Kevin Skunes
President
Arthur, North Dakota

Lynn Chrisp
First Vice President
Hastings, Nebraska

Wesley Spurlock
Chairman
Stratford, Texas

Chris Novak
CEO
St. Louis, Missouri

2018 ASA OFFICERS

ASA American Soybean Association®

John Heisdorffer
President
Keota, Iowa

Davie Stephens
Vice President
Wingo, Kentucky

Ron Moore
Chairman
Roseville, Illinois

Brian Vaught
Acting CEO
St. Louis, Missouri

2018 NAWG OFFICERS

National Association of Wheat Growers

Gordon Stoner
President
Outlook, Montana

Jimmie Musick
Vice President
Sentinel, Oklahoma

Chandler Goule
CEO
Washington, D.C.

2018 NSP OFFICERS

Don Bloss
Chairman
Pawnee City, Nebraska

Daniel Atkisson
Vice Chairman
Stockton, Kansas

James Born
Past Chairman
Booker, Texas

Tim Lust
CEO
Lubbock, Texas

2018 AEM OFFICERS

ASSOCIATION OF EQUIPMENT MANUFACTURERS

John D. Lagemann
Ag Chair
Olathe, Kansas

Jerry Johnson
Ag Vice Chair
Oregon, Illinois

Dennis Slater
President, AEM
Milwaukee, Wisconsin

YOUR 2018 COMMODITY CLASSIC COMMITTEE

Special thanks to the committee members for their commitment and hard work on the 2018 Commodity Classic.

Martin Barbre • James Born • Bob Bowman • Wade Cowan • Gerry Hayden *(Co-Chair)* • Dave Milligan • Anita Sennett • Paul Taylor *(Co-Chair)* • Bill Wykes

THE GREAT 2018 GRAIN MARKETING DEBATE

Rising Tide or Everyone for Themselves?

Learning Center Early Riser Session • Thursday, March 1, 7 a.m.
Room 204 AB • Anaheim Convention Center
2018 Commodity Classic • Anaheim

Presenting Speakers

Bryce Knorr
Senior Grain Market Analyst
Farm Futures

Ed Usset
Grain Marketing Specialist
Center for Farm Financial Management
University of Minnesota

Matt Bennett
Windsor, Ill., Farmer and Grain Marketing Consultant
Channel Seed

Grain Marketing Insight for 2018 Markets

Market forces change year-to-year and you won't want to miss the insight presented in this Commodity Classic Early Riser session. Learn to **identify and understand** the issues that matter most to manage market risk in 2018.

Ed Usset, Bryce Knorr and Matt Bennett will present a lively, **informative and valuable debate** on grain markets and marketing strategies.
Your participation is encouraged!

Key Learning Points:

•What forces are shaping world markets and where / when could key turning points appear.

•Discover marketing strategies for 2018 and 2019 that could be effective in volatile markets and position you for possible new opportunities.

•Come prepared with your own questions and concerns to get ready for the year ahead.

Don't miss this exceptional Learning Center opportunity at 2018 Commodity Classic

More details at — www.CommodityClassic.com

Sponsors

Channel Seedsmanship At Work®

Farm Futures

Corn+Soybean Digest

Thursday, March 1

DESK HOURS

Commodity Classic Welcome Center

Registration Desk Open	7:00 a.m. – 12:30 p.m.
Tour Desk Open	8:00 a.m. – 12:30 p.m.

EDUCATION

Early Riser Session	7:00 a.m. – 8:00 a.m.
Learning Center Sessions	8:15 a.m. – 9:15 a.m.
Main Stage	8:45 a.m. – 11:30 a.m.
What's New Sessions	9:30 a.m. – 10:10 a.m.
Closing Learning Center Session	1:00 p.m. – 3:00 p.m.

TRADE SHOW HOURS

See page 43 for details

Trade Show Morning Snack	8:30 a.m. – 9:15 a.m.
Trade Show Open	8:30 a.m. – 12:00 p.m.

TOURS

Robinson Helicopter Factory	12:00 p.m. – 4:00 p.m.
Urban Farming Trends & Chocolate Education	12:30 p.m. – 4:30 p.m.
Battleship USS Iowa	12:30 p.m. – 5:30 p.m.
Jewels of the Coast: Laguna Beach & Mission San Juan Capistrano	12:30 p.m. – 5:30 p.m.

Tours depart from the Convention Center Transit Plaza entrance

Worship Service

Room 205	5:30 p.m. – 6:00 p.m.

Evening of Entertainment

See page 46 for details

Anaheim Convention Center, *Arena*	8:30 p.m. – 9:45 p.m. Doors open 8:00 p.m.

Commodity Association Activities

THURSDAY, MARCH 1

National Corn Growers Association (NCGA)		
NCGA Corn Congress Meeting	Anaheim Marriott, *Marquis Ballroom Center/South*	1:00 p.m. – 4:30 p.m.
American Soybean Association (ASA)		
ASA Voting Delegates Session	Hilton Anaheim, *Pacific D*	1:30 p.m. – 5:30 p.m.

CHECK OUT THE COMMODITY CLASSIC VIDEO WALL!

Located in the Commodity Classic Welcome Center

- Informative videos from video wall sponsors
- Daily schedule updates
- Commodity Classic event reminders
- More info you can use!

Comfortable seating and outlets to charge your mobile devices are available in this area.

Education Schedule

THURSDAY, MARCH 1

All held at Anaheim Convention Center. See daily schedule pages for additional details.

SESSION TYPE	TOPIC	ROOM	TIME
Early Riser	The Great 2018 Grain Marketing Debate: Rising Tide or Everyone for Themselves?	204	7:00 a.m. – 8:00 a.m.
Learning Centers	The Ultimate Watch List for 2018 Grain Marketing	204	8:15 a.m. – 9:15 a.m.
	The Rise of Rural America: What's on the Horizon	207 AB	8:15 a.m. – 9:15 a.m.
	The Bee & Butterfly Habitat Fund: How Growers Can Support Honeybee Health and Monarch Recovery	207 CD	8:15 a.m. – 9:15 a.m.
	Six Secrets to Producing High Yielding Soybeans	210	8:15 a.m. – 9:15 a.m.
What's New Sessions	The New SCN Coalition: Why It's More Important Than Ever to Take the Test. Beat the Pest.	205	9:30 a.m. – 10:10 a.m.
	Tips to Improve Nitrogen Use Efficiency for Corn and Application Strategies in the War Against Weed Resistance	208	9:30 a.m. – 10:10 a.m.
Main Stage	Cooking Demonstration	TRADE SHOW Aisle 500	8:45 a.m. – 9:45 a.m.
	Learning Center Session: The Future of Pest Control		10:00 a.m. – 10:45 a.m.
	Ag Keynote: FarmHer—Shining a Light on Women in Agriculture		10:45 a.m. – 11:30 a.m.
Closing Learning Center	Learn from the Masters	204	1:00 p.m. – 3:00 p.m.

See page 6 for Education Glossary

THURSDAY, MARCH 1

EARLY RISER SESSION 7:00 a.m. – 8:00 a.m.

The Great 2018 Grain Marketing Debate: Rising Tide or Everyone for Themselves?

Sponsored by Corn+Soybean Digest and Farm Futures magazines; Farm Progress; Channel Seed

7:00 a.m. – 8:00 a.m. • *Room 204*

Coffee and breakfast baked goods provided.

Bryce Knorr

Ed Usset

Matt Bennett

SPEAKERS: **Bryce Knorr**, Senior Market Analyst, *Farm Futures*; **Ed Usset**, Grain Marketing Specialist, Center for Farm Financial Management, University of Minnesota; **Matt Bennett**, Marketing Consultant, Channel Seed

Some years grain markets cut across party lines, moving grain prices higher and lower in tandem. Other years, individual fundamentals of supply and demand affect each market differently. What type of year will 2018 be, and how can you position your marketing plans for success? Three experienced grain market experts will debate marketing strategies in a format that is both educational and entertaining. Audience participation is encouraged to make sure key questions are explored from all sides and opinions. Our speakers' insights will address current market trends and future indicators, with a focus on corn, soybean, wheat and sorghum markets.

LEARNING CENTER SESSIONS 8:15 a.m. – 9:15 a.m.

The Ultimate Watch List for 2018 Grain Marketing

Sponsored by Stewart-Peterson

8:15 a.m. – 9:15 a.m. • *Room 204*

Naomi Blohm

SPEAKER: **Naomi Blohm**, Senior Market Analyst, Stewart-Peterson

Join veteran Senior Market Analyst Naomi Blohm as she explains the nine grain marketing fundamentals you need to watch as you prepare to price your corn, soybeans, sorghum and wheat. She'll incorporate various futures and options strategies you can use (and understand) to supplement your marketing plan, leaving you more confident than ever before regardless of which grain marketing scenarios unfold.

The Rise of Rural America: What's on the Horizon

Sponsored by Farm Credit

8:15 a.m. – 9:15 a.m. • *Room 207 AB*

Brian Cavey

Gary Matteson

SPEAKERS: **Brian Cavey**, Senior Vice President of Government Affairs, CoBank; **Gary Matteson**, Vice President of Young, Beginning, Small Farmer Programs and Outreach, Farm Credit Council

The 2016 election shined a light on rural America and the issues affecting it. What's it going to take to rebuild rural America? How do we address the economic divide? This session will address how policy and public/private funding efforts can affect rural America now, while securing the future for agriculture and the rural communities it calls home. Our speakers will bring a unique perspective not only on policy, but also how rural America is impacting the future for young and beginning farmers. The session will focus on solutions and ways to impact the future of agriculture and rural America.

The Bee & Butterfly Habitat Fund: How Growers Can Support Honeybee Health and Monarch Recovery

Peter Berthelsen

Sponsored by National Corn Growers Association (NCGA)

8:15 a.m. – 9:15 a.m. • *Room 207 CD*

SPEAKER: **Peter Berthelsen**, President at Conservation Blueprint, LLC and Partnership Coordinator for the Bee and Butterfly Habitat Fund

NCGA is working with The Bee & Butterfly Habitat Fund to recruit growers into conservation programs aimed at increasing habitat for pollinators and Monarchs—and helping mitigate criticism of production agriculture as an influence on colony collapse disorder and declines in Monarch populations. Early results of the Honey Bee Health Coalition's "Bee Integrated" program will be shared. Growers will learn about eligibility for pollinator pilot programs to enhance their Conservation Reserve Program.

Six Secrets to Producing High Yielding Soybeans

Fred Below

Sponsored by Illinois Soybean Association Checkoff Program

8:15 a.m. – 9:15 a.m. • *Room 210*

SPEAKER: **Fred Below**, Ph.D., Professor of Plant Physiology & Principal Investigator, University of Illinois

Dr. Fred Below will present research results on "The Six Secrets of Soybean Success", a concept focused on identifying strategies for producing high-yield soybeans. The results come from research he has conducted since 2012 with funding from the Illinois Soybean Association Checkoff Program and other industry partners. The Six Secrets approach demonstrates how growers can bring together technologies and management practices for increasing soybean yields based on which combinations deliver the greatest yield and return on investment. Additionally, Dr. Below will share key insights on variety selection and supplemental nitrogen application on soybeans.

TRADE SHOW OPEN & MORNING SNACK 8:30 a.m. – 12:00 p.m.

Sponsored by the Soy Checkoff and USA Poultry & Egg Export Council

TRADE SHOW MORNING SNACK 8:30 a.m. – 9:15 a.m.

8:30 a.m. – 9:15 a.m. • Food & Seating Areas, *Aisles 500 & 4000*

Trade Show morning snack is included with all full-conference registration packages and Thursday one-day registration packages. Show your conference badge at Food & Seating Areas. No additional ticket required.

High oleic soybeans offer farmers the opportunity to grow a healthier bottom line. It has the potential to gain back lost food industry market share for you and offers restaurants and food companies a better frying experience and consumers a better-tasting product. High oleic soybean oil for the morning snack and the cooking demonstration are funded by the Soy Checkoff.

TRADE SHOW OPEN 8:30 a.m. – 12:00 p.m.

8:30 a.m. – 12:00 p.m. • Entrances: *Exhibit Halls A, B & C*

Make the most out of your time at the trade show. Leading agribusiness decision makers and industry experts are eager to meet with you, take your questions and discuss your experiences with their products and services. Make sure your must-see exhibitor checklist has all the boxes marked! And don't forget to sign up for the many booth drawings that take place during these final hours of the trade show.

COMMODITY CLASSIC MAIN STAGE 8:45 a.m. – 11:30 a.m.

Presented by Successful Farming® and Commodity Classic

Located in Aisle 500 in the Trade Show, the Main Stage offers unique entertaining, informative and educational sessions. Come by to hear a variety of speakers and topics.

Mark Patel

8:45 a.m. - 9:45 a.m.
Cooking Demonstration

Sponsored by USA Poultry & Egg Export Council and The Soy Checkoff

Back by popular demand, Chef **Mark Patel** of Simmons Prepared Foods, one of America's largest chicken producing companies, returns to the cooking stage to prepare fun and exciting kid-friendly chicken recipes. As a graduate of the prestigious Culinary Institute of America, Chef Mark's diverse culinary career has spanned 24 years including one-of-a-kind presentations focused around "What Kids Crave to Eat". His recipes will be sure to leave your kids and grandkids screaming for more! Brought to you with support from USA Poultry & Egg Export Council, Simmons Prepared Foods, AJC International, and the Soy Checkoff.

10:00 a.m. - 10:45 a.m.
Learning Center Session: The Future of Pest Control

Sponsored by United Soybean Board

Carl Bradley

Dawn Refsell

Christy Sprague

Meagan Kaiser

PANELISTS: **Carl Bradley**, Extension Professor, Plant Pathology, University of Kentucky; **Dawn Refsell**, U.S. Herbicide Resistance Action Committee/Valent; **Christy Sprague**, Professor and Weed Extension Specialist, Michigan State University; **Meagan Kaiser**, United Soybean Board farmer-leader from Bowling Green, Mo.

Herbicide resistance. Fungicide resistance. Insecticide resistance. One after the other has shown up in headlines in recent years, making farming more challenging across the United States. How will management practices have to change to regain control of problem soybean pests? Hear what pest resistance experts expect to see change in soybean management over the next decade in this session sponsored by the soy checkoff and Take Action: Pesticide Resistance Management.

10:45 a.m. - 11:30 a.m.
Ag Keynote: FarmHer – Shining a Light on Women in Agriculture

Marji Guyler-Alaniz

SPEAKER: **Marji Guyler-Alaniz**, President and Founder of FarmHer

Don't miss your chance to hear Marji Guyler-Alaniz, president and founder of FarmHer, as she shares her story of inspiration and passion for FarmHer. From the launch of FarmHer to where it is today, Guyler-Alaniz takes you along as she introduces you to the strong, amazing women she has met throughout her journey. Told through a mixture of still photographs and heartfelt videos, the women of FarmHer will make you laugh, shed a tear, but, more importantly, leave you inspired and proud to be a FarmHer.

TRADE SHOW DRAWINGS & BOOTH EVENTS

See page 48 for a full list of companies that are offering special opportunities.

8:45 a.m. – 9:45 a.m.
USA Poultry & Egg Export Council — **Main Stage Aisle 500**
Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council booth 1812 to win a gourmet gift basket. MUST BE PRESENT TO WIN at the cooking demonstration at the Main Stage.

11:15 a.m.
Netafim USA — **Booth 2921**
Come by Netafim USA's booth for a chance to win $6,000, payable after Commodity Classic. Farmers who completed their farm demographic information with their Commodity Classic registration are automatically entered to win. Do NOT need to be present to win. One entry per household. Open to farmers and U.S. residents only. Employees of ASA, NCGA, NAWG, NSP, AEM, Netafim are not eligible to win.

11:30 a.m.
Commodity Classic 2019 — **Booth 1628**
Gather preliminary information on the 2019 Commodity Classic to be held February 28 – March 2 in Orlando, Florida and sign up to win an Orlando-inspired gift provided by their Convention and Visitors Bureau. Do NOT need to be present to win.

11:40 a.m.
Monsanto — **Booth 839**
Sign up in advance at booth to win one of ten pairs of front row seats to the Evening of Entertainment, plus special VIP treatment. MUST BE PRESENT TO WIN.

WHAT'S NEW SESSIONS — 9:30 a.m. – 10:10 a.m.

What's New Sessions are an opportunity for exhibitors to showcase their latest innovations and services. Attend these in-depth 40-minute presentations and ask questions of company representatives. Then visit the companies' exhibits at the trade show to learn even more.

The New SCN Coalition: Why It's More Important Than Ever to Take the Test. Beat the Pest.

Sponsored by The SCN Coalition

9:30 a.m. – 10:10 a.m. • *Room 205*

Speakers: **Dr. Gregory L. Tylka**, Department of Plant Pathology and Microbiology, Iowa State University; **Ron Heck**, farmer from Perry, Iowa, and Past President of American Soybean Association; **Pat Duncanson**, farmer from Mapleton, Minn.

Field tests prove that yield-robbing soybean cyst nematode (SCN) populations are rising and spreading, despite use of SCN-resistant soybean varieties. Successful growers and a leading nematologist will explain how to actively manage SCN on your farm and reset yield potential.

Tips to Improve Nitrogen Use Efficiency for Corn and Application Strategies in the War Against Weed Resistance

Sponsored by AGCO Your Agriculture Company

9:30 a.m. – 10:10 a.m. • *Room 208*

Speakers: **Darren Goebel**, Agronomist and the Director of Global Commercial Crop Care, AGCO; **Mark Mohr**, Tactical Marketing Manager North American Application Equipment, AGCO

Fertilizer, seed, and crop protection products make up the biggest proportion of variable expenses per acre on most grain farms in North America. We will discuss the latest research and strategies to get the most out of your nitrogen and weed management investment in corn and soybean production systems.

CLOSING LEARNING CENTER SESSION 1:00 p.m. – 3:00 p.m.

Learn From the Masters

1:00 p.m. – 3:00 p.m. • *Room 204*

Complimentary refreshments provided during the session. Food concessions are available for purchase starting at 11:30 a.m. outside of Room 204.

Sponsored by AgriGold

Randy Dowdy

Dan Luepkes

Perry Galloway

Terry Vissing

SPEAKERS: **Randy Dowdy**, Farmer from Ga., and NCGA Corn Yield Champion & current Soybean World Record Holder; **Dan Luepkes**, Farmer from Ill., and NCGA Corn Yield Champion; **Perry Galloway**, Farmer from Ark., and NCGA Corn and Soybean Yield Champion; **Terry Vissing**, Farmer from Ind. and NCGA Corn and Sorghum Yield Champion

The most successful growers have more in common than just the high-yielding seed they use. That's because they all know maximizing their acres is a team effort. That it takes a combination of the best genetics, know-how, and true partnership to be a Yield Master. If you are interested and committed to trying something new and willing to be a student of the crop, you are invited to attend this Yield Master panel and learn from some of the nation's top growers and their approach to growing high-yielding crops. Join us for this Closing Learning Center Session that will leave you inspired, informed and ready to Grow Beyond!

WORSHIP SERVICE 5:30 p.m. - 6:00 p.m.

5:30 p.m. - 6:00 p.m. • *Room 205*

Sponsored by Commodity Classic

All are invited to attend this nondenominational service, led by the Fellowship of Christian Farmers nondenominational service.

EVENING OF ENTERTAINMENT 8:30 p.m. – 9:45 p.m.

WORLD CLASSIC ROCKERS

Sponsored by Monsanto

MONSANTO

8:30 p.m. – 9:45 p.m.
Doors open at 8:00 p.m.
Anaheim Convention Center, *Arena (enter from Arena Plaza)*

Enjoy this Commodity Classic exclusive event at the Anaheim Convention Center as we close out another incredible convention. Visit the Monsanto booth 839 during trade show hours for an opportunity to win front-row seats.

What happens when you bring together talent from such classic rock superstars as Journey, Boston, Santana, Steppenwolf and Lynyrd Skynyrd? The night explodes into an epic conclusion of Anaheim's all-star Commodity Classic — growing beyond all expectations. World Classic Rockers brings all your favorite hits from all of the biggest classic rock bands together for a night you are sure to remember. With an unparalleled lineup of talent, rock along to the tunes you love — played by the artists that first made them famous. The years may have passed, but these stars still shine. Light up the night with a Commodity Classic send-off for the ages.

COMMODITY CLASSIC SURVEY

Complete the COMMODITY CLASSIC SURVEYS and

YOU COULD WIN $2,000 CASH

just for sharing your opinion!

EIGHT TOTAL WINNERS

awarded between two surveys.

Complete both surveys and

DOUBLE YOUR CHANCES TO WIN!

Survey #1: Opinion Survey Here in Anaheim

FOUR $2,000 CASH WINNERS

Share your opinion on the future direction of Commodity Classic. Look for survey kiosks throughout the Convention Center.
Welcome Center, Exhibit Hall A entrance, Second floor near Room 204 and 207.

Survey #2: Emailed to You After You Get Home

FOUR $2,000 CASH WINNERS

Tell us what you thought of your experience at this year's Commodity Classic after you get back home. If you provided your email address when you registered, the survey will arrive in your inbox a few days after Commodity Classic.

Cash awards compliments of ADM

For registered growers and family members only. Eight cash awards of $2,000 each are provided compliments of ADM. Each survey will have four winners, drawn at random from completed surveys. Winners will be notified on or before November 15, 2018.

ADM®

Congratulations to the 2017 Survey Winners!

Carlton Bridgeforth Tanner, Alabama

Gordon V. Briggs Scottville, Michigan

Leah Brown Archer, Nebraska

Robyn Brown Soda Springs, Idaho

Tyler Franklin Richmond, Virginia

Charlie Haas Larned, Kansas

Ray Oglesby Dumas, Texas

Shawn Sullivan Wallace, Nebraska

TRADE SHOW DRAWINGS AND EVENTS

Companies' booth drawings and events with specific times are listed below in date and time order.

TUESDAY, FEBRUARY 27

☐ **Opening – 4:00 p.m.**
Compass Minerals **701**

Stop by the booth for specialty coffee drinks and fresh cookies!

☐ **11:30 a.m.**
TIGER-SUL Products **1201**

Stop by booth to learn more about "the 4th Major Nutrient" presented by Wesley Haun Agronomist.

☐ **1:00 p.m.**
Environmental Tillage Systems **3553**

Come to booth to explore the agronomics of strip-till with ETS.

☐ **2:00 p.m.**
Firestone AG **3563**

Hear *Successful Farming's* Engine Man Ray Bohacz speak.

WEDNESDAY, FEBRUARY 28

☐ **11:15 a.m.**
TIGER-SUL Products **1201**

Stop by booth to learn more about "the 4th Major Nutrient" presented by Wesley Haun Agronomist.

☐ **11:30 a.m.**
Firestone AG **3563**

Hear *Successful Farming's* Engine Man Ray Bohacz speak.

☐ **Noon**
Environmental Tillage Systems **3553**

Come to booth to explore the agronomics of strip-till with ETS.

☐ **1:00 p.m. – 3:00 p.m.**
National Association of Wheat Growers **1721**

Come speak with 2017 NWYC winners and register for a chance to win a Fitbit.

THURSDAY, MARCH 1

☐ **8:45 a.m. – 9:45 a.m. USA Poultry & Egg Export Council** **Main Stage**

Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council booth 1812 to win a gourmet gift basket. **MUST BE PRESENT TO WIN** at the cooking demonstration at the Main Stage.

☐ **11:15 a.m.**
Netafim USA **2921**

Commodity Classic Registration Demographics Incentive Drawing
Come by Netafim USA's booth for a chance to win a $6,000 check, payable after Commodity Classic. Farmers who completed their farm demographic information with their Commodity Classic registration are automatically entered to win. Do NOT need to be present to win. One entry per household. Open to farmers and U.S. residents only. Employees of ASA, NCGA, NAWG, NSP, AEM, Netafim are not eligible to win.

☐ **11:15 a.m.**
TIGER-SUL Products **1201**

Stop by booth to learn more about "the 4th Major Nutrient" presented by Wesley Haun Agronomist.

☐ **11:30 a.m.**
Commodity Classic 2019 **1628**

Gather preliminary information on the 2019 Commodity Classic to be held February 28 – March 2 in Orlando, Florida and sign up to win an Orlando – inspired gift provided by their Convention and Visitors Bureau. Do NOT need to be present to win.

☐ **11:40 a.m.**
Monsanto **839**

Sign up in advance at booth to win one of ten pairs of front row seats to the Evening of Entertainment, plus special VIP treatment. **MUST BE PRESENT TO WIN.**

TRADE SHOW DRAWINGS AND EVENTS

These booth drawings and events are listed in numerical order by booth number. Most items listed do not have a specific time. For the drawings, please leave your cell phone number for exhibitors to contact you onsite if a winner!

☐ **Commodity Classic Commemorative Clothing** — **Welcome Center**

Get your Commodity Classic souvenir attire! Shop early as limited sizes and quantities available.

☐ **ProTrakker Guidance Systems** — **875**

Register at booth for a chance to win a 20 oz. Yeti rambler insulated tumbler given away twice during the show.

☐ **FarmLogs** — **877**

Visit booth for a chance to win a $500 Cabela's gift card.

☐ **NAU Country Insurance Co.** — **928**

Register at booth for a chance to win a Yeti cooler.

☐ **Trimble** — **1121**

Register at booth for a chance to win a grand prize of GFX-750 display with free correction services and software. Runners up can win other great prizes!

☐ **TIGER-SUL Products** — **1201**

Register at booth for a chance to win an Artic Cat ATV and many other exciting prizes. Drawings to be held 2:00 p.m. Tuesday, 2:00 p.m. Wednesday and 11:15 a.m. Thursday.

☐ **American Farm Mortgage & Financial Services** — **1277**

Register at booth to win an iPad Air 2 or Machinery Pete's database one year subscription.

☐ **RCM Ag Services** — **1285**

Register at booth for a chance to win a Yeti cooler.

☐ **National Agricultural Genotyping Center** — **1386**

Stop by booth for a free test for specific soil-borne pathogens; limited quantities.

☐ **NACHURS** — **1409**

Register at booth for a chance to win a DJI Phantom 4 Pro+ Quadcopter (drone) for crop scouting/aerial video.

☐ **DTN / *The Progressive Farmer*** — **1563**

Register at booth for a chance to win a Yeti Tundra® 45 cooler.

☐ **U.S. Grains Council** — **1729**

Register at booth for a chance to win a Sangean U4 AM/FM RBDS/Weather Alert/Bluetooth/Aux-in ultra rugged rechargeable digital tuning radio.

☐ **Case IH** — **1779**

Visit the booth to enter for a chance to win the Case IH Farm Show tool box. Plus, get a coupon for a free Case IH 175th Anniversary Magnetic tool tray.

☐ **American Soybean Association** — **1921**

Join top ag journalists throughout all three show days for a variety of current events discussions and hear live interviews in ASA's booth.

☐ **La Crosse Seed** — **1967**

Talk cover crops and grab a Soil First Management Guide.

☐ **United Soybean Board/Soy Checkoff** — **2023**

Visit booth or capture "Cropportunities" using Text or Twitter for chances to win an XL Big Green Egg BBQ Grill.

☐ **AeroVironment** — **2073**

Register at booth for a chance to win a Quantix drone and AVDSS Ecosystem.

☐ **Soil Health Partnership** — **2739**

Register at booth for a chance to win a registration to the Soil Health Summit.

TRADE SHOW DRAWINGS AND EVENTS

☐ **Rabo AgriFinance** **2821**

Register at booth for a chance to win a GoPro Karma Quadcopter with HERO6.

☐ **Roach Ag Marketing, Ltd.** **2822**

Register at booth for a chance to win one of two flat screen TVs given away on the last day.

☐ **Reinke** **2850**

Register at booth for a chance to win a Henry American Farmer Tribute Edition rifle.

☐ **Bayer** **2853**

Register at booth for a chance to win a 160-acre trial of New Delaro™.

☐ **BigIron Auction Company** **3725**

Register at booth and receive a free t-shirt.

☐ **Bushel** **3801**

Register at booth for a chance to win a $100 Amazon gift card.

☐ **Kondex Corporation** **3824**

Register at booth for a chance to win a Yeti cooler.

☐ **GO Seed** **3855**

Register at booth for a chance to win $1,000 of cover crop seed.

☐ **First Financial Bank – Farm and Ranch** **4022**

Register at booth for a chance to win a custom hunting knife.

Qualify to Pocket $6,000 Cash!

Did you complete the farm demographics section of the registration form when you registered for Commodity Classic? If so, you're automatically entered for a chance to win $6,000 cash!

NOT SURE IF YOU PROVIDED YOUR FARM DEMOGRAPHICS?

Just visit the Registration Desk in the Commodity Classic Welcome Center on Tuesday afternoon or any time Wednesday to check!

Cash prize courtesy of Netafim USA

ENTRY RULES: One entry per family. Prize consists of one $6,000 cash prize, provided by Netafim USA. Drawing will be held Thursday, March 1, 2018 at 11:15 a.m. in the Netafim USA booth. Do not need to be present to win. NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. Open to farmers who are legal residents of the United States who have reached the age of majority. Odds of winning depend on the number of entries received; winner will be chosen by random drawing. Winner is responsible for all taxes associated with the prize. ASA, NCGA, NAWG, NSP, AEM and Netafim USA employees are ineligible. Subject to Official Rules on www.CommodityClassic.com. Sponsor: Commodity Classic.

NACHURS®

ALWAYS THE INNOVATOR
NEVER THE IMITATOR

What if your crops could communicate?

They would want to attend the NACHURS® in-booth (#1409) sessions to learn about the latest liquid fertilizer technologies:

DAY	TIME	TOPIC
Tuesday	1:30 pm	Potassium strategies to obtain high yields
	2:30 pm	In-furrow strategies for maximum yield potential
	3:30 pm	Foliar nutrition strategies for maximum wheat yields
Wednesday	1:30 pm	Navigating the world of biological products
	2:30 pm	Foliar feeding strategies for maximizing yields
	3:30 pm	Managing nitrogen and potassium interactions
Thursday	9:30 am	Navigating the world of biological products
	10:30 am	Potassium strategies to obtain high yields

visit us online: www.nachurs.com

bio-K® rhyzo-LINK®

EXHIBITORS GREEN HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

NOTE: Below exhibitors are as of January 21, 2018.
Please refer to website or mobile app for the most up-to-date listing.

25 x '25 / Solutions from the Land 1525

Land based solutions for food, feed, fiber, energy and environment challenges
www.25x25.org 410-252-7079

360 Yield Center 2721

360 Yield Center provides equipment that improves the accuracy and efficiency of nitrogen and other plant nutrients in the production of corn, sorghum, sugarbeets and other row crops.
www.360yieldcenter.com 217-737-1469

A Better Way to Farm 1973

Plant food consultants
www.abetterwaytofarm.com 641-919-1206

A. Link, Inc. 2753

Fungicide, PGR's and fertilizer
www.alinkproducts.com 877-246-9722

Acadian Plant Health 727

Acadian Plant Health brings you TOGGLE. Innovative technology that is scientifically-proven to boost corn and soybean yields.
www.acadianplanthealth.com 902-468-2840

Actagro, LLC 3831

High efficiency nutritional, soil health, and fertilizer management solutions
www.actagro.com 559-369-2222

ADM 2839

Ag processing services
www.adm.com 217-424-5200

Advance Trading Inc. 3814

We are a different type of Commodities Brokerage. Developing intelligent and long- and short-term risk solutions specific to each client's needs and goals. We offer impartial, trustworthy executable strategies; A conservative approach to price risk and margin management.
www.advance-trading.com 309-664-2321

Advanced Biological Marketing 2927

Biological seed treatments and inoculants
www.abm1st.com 877-617-2461

Advanced Drainage Systems 1083

Drainage products
www.ads-pipe.com 419-348-7753

AeroVironment 2073

AeroVironment (NASDAQ: AVAV) delivers a drone-based information solution that delivers easy, efficient and immediate answers to challenges you face in your field. Our powerfully simple to use ecosystem - Quantix™ and AV Decision Support System™ is provides customers with more actionable intelligence so they can proceed with certainty.
www.avdroneanalytics.com 805-581-2198

Ag Container Recycling Council 1103

Facilitate the collection and recycling of empty, triple-rinsed crop protection product containers across America
www.acrecycle.org 877-952-2272

Ag Diesel Solutions 1087

Diesel performance modules for ag equipment
www.AgDieselSolutions.com 812-618-9166

Ag Leader Technology 2829

Precision Ag
www.agleader.com 515-735-7000

Ag PhD 1255

Hosted by Brian and Darren Hefty, Ag PhD TV has helped farmers increase yields and profits for more than 20 years.
www.agphd.com 605-360-8848

Ag Resource Management, LLC 905

ARM provides crop production loads and crop insurance for agribusiness and farmers.
www.armlend.com 318-381-0007

Ag Spray Equipment 3722

Pull type sprayers and liquid handling products
www.agspray.com 661-303-6280

AGCO Corporation 2139

AGCO (NYSE: AGCO) is a global leader in the design, manufacture and distribution of agricultural equipment, selling products like tractors, combines and hay tools through Challenger®, Fendt®, GSI®, Massey Ferguson® core brands.
www.AGCOCorp.com 770-813-9200

AGI 3539

Grain handling and storage equipment
www.aggrowth.com 204-489-1855

EXHIBITORS GREEN HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

Agnition **902**

Providing Microbial Catalyst technology for healthier soil and greater yields
www.agnition.com 507-337-6954

AGP **1713**

Soybean processor
www.agp.com 800-247-1345

Agri-Dealer **1360**

Software to manage: prospects, customers, notes/reminders, inventory and ordering, invoicing with customizable discounts, and more
www.agridealer.co 308-530-8828

Agri-Inject **1071**

Agri-Inject is a leader in prescription fluid injection systems for agriculture and providing the best chemigation technology.
www.agri-inject.com 970-848-5336

Agrian Inc. **2942**

Ag software for agronomists, growers and Ag retailers
www.agrian.com 559-437-5700

AgriGold **509**

Hybrid seed corn and soybeans
www.agrigold.com 800-262-7333

Agrimatics **978**

Tablet and smartphone-based grain cart weighing and data management system and tablet and smartphone-based ration and data management system
www.agrimatics.com 306-242-6585

AgroLiquid **3139**

High efficiency liquid fertilizer manufacturer
www.agroliquid.com 800-678-9029

AgroValley Solutions **3870**

360 Yield Center dealer, ag equipment, liquid fertilizers, micronutrients, seed treatments, planter attachments, liquid storage tanks, etc.
www.agrovalley.net 701-640-2873

Air Filter Blaster **1872**

Filter Blaster
www.airfilterblaster.com 712-580-4210

AKE Safety Equipment **1384**

STOP-FYRE the world's best fire extinguisher
www.ake.com 507-721-8012

Alliance Tire Group **1873**

Tires agricultural equipment and machinery
www.atgtire.com 781-321-3910

American Coalition for Ethanol **1624**

ACE membership, ethanol advocacy
www.ethanol.org 605-334-3381

American Farm Mortgage & Financial Services **1277**

Our company specializes in real estate secured farm loans, along with additional financial products and services.
www.americanfarmmortgage.com 800-876-2362

American Farmland Trust **977**

Saving the farmland, soil, water, people to grow America's food
www.farmland.org 202-378-1208

American Soybean Association **1921**

The American Soybean Association (ASA) represents all U.S. soybean farmers on domestic and international policy issues important to the soybean industry. ASA has 26 affiliated state associations representing 30 soybean producing states and more than 300,000 soybean farmers.
www.soygrowers.com 314-576-1770

American Sugar Alliance **1810**

Trade association for sugar industry
www.sugaralliance.org 703-351-5055

AMVAC Chemical **2854**

Provider of insecticides and herbicides for corn and soybeans
www.amvac-chemical.com 949-260-1200

Aqua Yield **1283**

Agriculture technology company. Nano technology in fertility and chemical for farm use reducing input costs and amount of fertilizer used
www.aquayield.com 801-449-9220

Arysta LifeScience **721**

Specialize in crop protection solutions including seed treatment, herbicides, fungicides, insecticides and biosolutions that meet our customer's needs.
www.arysta-na.com 919-678-4948

EXHIBITORS GREEN HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

Association of Equipment Manufacturers (AEM) 1623

AEM's role is to provide trade association services on a global basis for companies that manufacture equipment, products and services in the following industries: Agriculture, Construction. AEM is made up of 900+ companies. Core services include: Global Public Policy, Market Information, Technical and Safety and Trade Shows.
www.aem.org 866-236-0442

Bad Dog Tools 1000

For 30 years we've been making specialty and multi-purpose tools so good we guarantee 'em for life!
www.BadDogTools.com 800-252-1330

Balzer Inc. 1663

Grain carts, manure equipment and shredders
www.balzerinc.com 507-427-3133

Banjo Corporation 2949

Valves, fittings, pumps, dry-disconnects, manifold flange connections, electric valves
www.banjocorp.com 765-362-7367

BASF 1509, 1501

Chemical company
www.basf.com 919-547-2000

Bayer 2853

Global leader in crop protection, fungicides, herbicides, insecticides and seed treatments
www.bayerus.com 919-549-2000

BigIron Auction Company 3725

Unreserved online auction company
www.bigiron.com 800-937-3558

Bio S.I. Technology 3871

Soil-borne liquid microbial products for agriculture and probiotics for livestock and horses
www.biositechnology.com 940-648-2425

BIO-CAT Microbials 3743

BIOSTART® soil and seed inoculant for crop yield, biological agricultural products
www.bcmicrobials.com 877-912-4622

BioFlora 3927

Where plants and soil come to life! BioFlora® nurtures the partnership between crops and soil through biological solutions.
www.globalorganicsgroup.com 623-932-1522

Bish Enterprises 3968

Sorghum header and header adapters
www.bishenterprise.com 402-849-2674

Blackburn Mfg. Co. 1802

Marking flags, field plot signs, field flags, marking paint, flagging tape, and misc. marking products
www.blackburnflag.com 800-942-5816

Blue River Technology 3926

See and Spray is the world's first smart sprayer that applies herbicide directly to herbicide-resistant weeds.
www.bluerivert.com 408-733-2583

Botlink, LLC 3953

Botlink is a system designed to help agronomists use drones and find crop issues sooner.
www.botlink.com 701-412-2988

BRANDT 759

Foliar micronutrients, enhanced efficiency fertilizers and specialty inputs: adjuvants, humics, organics
www.brandt.co 217-547-5868

Brock Associates 1709

Publisher of *The Brock Report*, commodity marketing advisers for farmers and agribusinesses, and commodity brokerage
www.BrockReport.com 414-540-2623

Brock Grain Systems 2828

Brock Farm and Commercial Grain Bins and Accessories, Superb SQ, Meyer and (BCT) Brock Commercial Tower Grain Dryers, LeMar Towers & Structures and Riley Elevator Leg and Conveying Equipment
www.brockgrain.com 574-658-4191

Bushel 3801

Bushel is the grain industry's first automated mobile app platform for elevators and cooperatives to connect with their growers and deliver real-time actionable information via a mobile app.
www.bushel.ag 701-369-0633

Calmer Corn Heads Inc. 2763

Our featured products include custom-built row independent corn heads, our patented BT Chopper® replacement stalk rolls, multi-zone beveled stripper plates, drive and idler sprockets, gathering chains, and weed knives.
www.calmercornheads.com 309-629-9000

EXHIBITORS GREEN HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

CapstanAG 3765

CapstanAG™ is an agricultural technology company providing innovative Precision Application systems.
www.capstanag.com 785-232-4477

Case IH 1779

We bring you innovative products and market leading agricultural solutions and services. We're Case IH.
www.caseih.com 262-636-5547

CDS - John Blue Company 3958

Fertilizer and Irrigation Pumps - Centrifugal Transfer pumps and complimentary fertilizer equipment
www.cds-johnblue.com 800-253-2583

Cenex, a Brand of CHS, Inc. 2755

Cenex, an energy brand, supplies farmers and rural communities with high-quality fuels, lubricants and propane
www.cenex.com 612-355-4593

Central Life Sciences 2922

Complete long-term stored grain protection against insects with Diacon® IGR and Centynal™ - insecticide
www.bugfreegrains.com 800-248-7763

Certified Crop Adviser (CCA) Program 3829

Providing sound, valuable advice to growers and a benchmark for professionalism in agronomy and agri-business. The CCA credential is the mark of a true agronomic professional.
www.certifiedcropadviser.org 608-273-8081

Certified Labs 3745

Manufacture advance lubrication and maintenance products
www.certifiedlabs.com 972-438-0703

CGB - Diversified Services 2743

Crop insurance, grain marketing services, financial services, grain consulting and logistics
www.diversifiedservices.com 217-479-6068

CLAAS of America 1539

Harvesting equipment (combines, forage harvesters, tractors, balers and hay tools)
www.claasofamerica.com 402-861-1000

Cleanfix North America Ltd. 3822

Cleanfix® Reversible Fans provide cooling system cleaning solutions to a wide-range of agriculture and specialty industries where airborne debris clogs cooling systems.
www.cleanfix.org 519-275-2808

Colorado Corn Growers Association 1826

Custom engraved firearm
www.coloradocorn.com 970-351-8201

Commodity Classic 2019 1628

Gather preliminary information on the 2019 Commodity Classic to be held February 28 - March 2 in Orlando, Florida.
www.commodityclassic.com 314-576-1770

Commodity Classic Commemorative Clothing Location is Welcome Center

Classic Commemorative Clothing. Quantities are limited. Shop early for best selection.
www.commodityclassic.com 314-576-1770

Communique, Inc. 1804

Focused on agriculture, health and nutrition, this PR firm provides services to clients including the United Soybean Board, the Northarvest Bean Growers Association, the National Biodiesel Board and, through Imprint Publishing, commodity groups in 35 states.
www.qinc.co 573-635-3265

Compass Minerals 701

Providing farmers around the world with specialty plant nutrition products; Wolf Trax™, Protassium+® and ProAcqua™
www.compassminerals.com 800-551-8216

Concept Ag, LLC 887

Our mission is to deliver innovative concepts utilizing the latest technologies in agronomy, biology, and chemistry, to enhance soil and plant health.
www.conceptag.com 888-638-9984

Conklin AgroVantage 2179

The company that brings you the AgroVantage System of high quality starter and foliar nutrients along with specialty products to achieve greater yields and profits.
www.conklin.com 952-445-6010

Conservis Corporation 1269

Independent farm management system that unites the tools, information and hands-on guidance you need to make decisions with confidence season after season. The solution built with growers, for growers since 2009, Conservis is now at work across millions of acres and blocks on four continents.
www.conserviscorp.com 612-424-6300

Copperhead Ag Products 2066

Furrow Cruiser spiked closing wheels, made for all makes of planters and Drill Cruiser closing wheels made for John Deere drills and air seeders
www.copperheadag.com 605-528-3333

Corn + Soybean Digest 2062

Production information for large-scale corn and soybean growers - magazine, website, event The Ag Data Conference, and newsletters. Challenging farmers to "think differently" for maximum yields and profits.
www.CSDigest.com 630-524-4723

Country Enterprises, Inc. 3713

Field drainage markers, plot markers, agronomy tools and accessories
www.countryent.net 800-349-8752

Crary Industries 2847

Harvesting equipment for corn and soybeans. Products are Crary air systems, cutting systems, and combine extensions
www.crary.com 800-247-7335

CropMetrics 725

Precision irrigation services
www.cropmetrics.com 402-512-1850

CropNutrients4u 3821

Lithovit, MycoApply and Zeoactiv
www.cropnutrients4u.com 218-686-2344

CropX 901

CropX is an affordable do-it-yourself soil moisture monitoring and management system that offers soil sensors and cloud based software data via web or smartphone app.
www.cropx.com 888-832-2767

CT Applicators 1356

Precision applicators for dry products and precision applicators for liquid products
www.ctapplicators.com 605-878-3611

Custom Marketing Company, LLC 1763

Grain handling equipment and storage facilities; concrete, bin and millwright construction; grain management
www.discovercmc.com 701-281-0493

Cytozyme 1169

Cytozyme focuses on a multi-disciplinary approach featuring biologically derived, metabolically active products for comprehensive soil-to-shelf solutions for growers.
www.cytozyme.com 801-533-9208

Dairy Management, Inc. 1080

Increase the demand and maintain confidence in dairy through innovation, research and education
www.dairy.org 800-853-2479

Daniels Ag Marketing 3911

Futures and options brokerage specializing in ag risk management
www.danielsagmarketing.com 800-800-3840

Davis Instruments 805

Davis Instruments EnviroMonitor® is more than a weather station. It is a powerful, expandable, and affordable mesh network that supports over a hundred sensors and converts field data into actionable intelligence.
www.davisnet.com 510-732-9229

Decisive Farming 3908

Decisive Farming focuses on precision agronomics, crop marketing and information management services.
www.decisivefarming.com 409-935-4929

DECRA Roofing Systems, Inc. 4024

Metal roofing, stone-coated
www.decra.com 915-547-5980

Degesch America, Inc. 3962

Degesch America, Inc. provides insect control solutions for stored grain products.
www.degeschamerica.com 540-234-9281

Delta Plastics 981

Flexible agricultural irrigation polytube and accessories
www.deltaplastics.com 501-490-0395

DeltAg Formulations 1176

Micronutrients and biostimulants
www.seedcoat.com 662-332-3555

EXHIBITORS GREEN HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

Demco 4026

Demco proudly provides grain trailers, grain carts, wagons, pull-type sprayers, rear mount sprayers, saddle tanks, fertilizer applicator equipment, combine header trailers, combine grain tank extensions, drop deck trailers, and tilt bed trailers.
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U.S. Soybean Export Council 1828

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United Soybean Board/ Soy Checkoff 2023

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Tuesday, February 27	6:00 a.m. – 1:00 p.m.	Service every 15 minutes
	1:00 p.m. – 4:00 p.m.	Service every 30 minutes*
	4:00 p.m. – 6:00 p.m.	Service every 15 minutes
	6:00 p.m. – 7:00 p.m.	Service every 30 minutes*
Wednesday, February 28	6:00 a.m. – 12:00 p.m.	Service every 15 minutes
	12:00 p.m. – 4:00 p.m.	Service every 30 minutes*
	4:00 p.m. – 9:30 p.m.	Service every 15 minutes
Thursday, March 1	6:00 a.m. – 10:00 a.m.	Service every 15 minutes
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Disney's Grand Californian Hotel® & Spa	1	Shuttle Bus Lane - Valet Area
Disney's Paradise Pier® Hotel	2	Shuttle Bus Loading Area - Green Curb
DoubleTree Suites by Hilton™	3	Curbside on Harbor Boulevard - Driveway Entrance
Hilton Anaheim	N/A	Walk to the Anaheim Convention Center
Homewood Suites by Hilton	4	Curbside on Harbor Boulevard
Hyatt House at Anaheim Resort	4	Curbside on Katella Avenue
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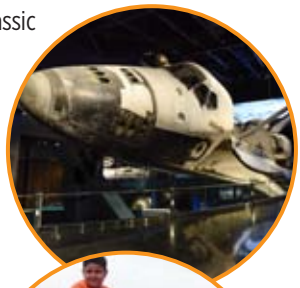

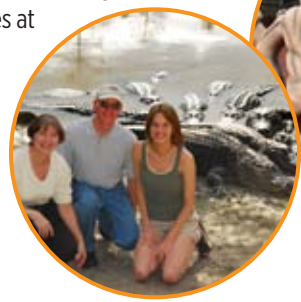

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