



CommodityClassic.com

time to
shine!
Orlando
2019

February 28-March 2

America's largest farmer-led, farmer-focused
agricultural & educational experience!

welcome

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

Welcome to Orlando! It's TIME TO SHINE as thousands of farmers and agribusiness leaders converge for the 2019 Commodity Classic.

Commodity Classic is brought to you annually by 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).

Commodity Classic is created by farmers, for farmers. So you'll get bottom-line information, unique experiences and new ideas to help you operate efficiently and profitably—even in today's uncertain and challenging times.

Make the most of your TIME TO SHINE here in Orlando by taking advantage of the wide range of experiences available at the 2019 Commodity Classic, including:

- An incredible line-up of **educational sessions** that will challenge you to think differently about your farm—and your future
- A huge **trade show** with the latest innovation, equipment and technology
- The inspiring and thought-provoking **General Session** on Friday morning that is sure to leave you energized and proud to be in agriculture
- Powerful presentations on the Commodity Classic **Main Stage** on the trade show floor
- Saturday's Evening of Entertainment featuring **The Charlie Daniels Band**
- Important **policymaking sessions** for your commodity association
- The chance to **network with other farmers** from across America

How to stay informed Download the 2019 Commodity Classic mobile app at the iTunes app store, Google Play store or visit CommodityClassic.com/app. And keep this booklet and the accompanying floor plan/schedule insert with you so you don't miss a thing.

Why your badge is important Your name badge is your admission ticket to the trade show, all sessions, and trade show meals. After you get home, your badge number will help give you access to the online video library that includes all educational sessions offered on the days for which you registered.



Thanks so much for joining us as we learn, network and celebrate American agriculture's TIME TO SHINE in Orlando!

Special thanks to the farmer members of the committee for their commitment and dedication to bring you the 2019 Commodity Classic:

Donald Bloss • Bob Bowman • Anthony Bush • Wade Cowan (Co-Chair) • Brad Doyle • Gerry Hayden • Dave Milligan • Wesley Spurlock (Co-Chair) • Paul Taylor • Bill Wykes

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COMMODITY CLASSIC SURVEY

**Complete the Commodity Classic surveys
and you could win \$500 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 Orlando

Share your opinion on the future direction of Commodity Classic.
Look for survey kiosks in *West Hall C Lobby*.

Survey #2: Emailed to You After You Get Home

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.



For registered farmers and family members only. Eight cash awards of \$500 each are provided compliments of Commodity Classic. Each survey will have four winners, drawn at random from completed surveys. Winners will be notified on or before April 30, 2019.

All Commodity Classic events are held at the **Orange County Convention Center**, West Concourse. Some association and ancillary events are held at the Hyatt Regency Orlando, Rosen Centre, and Hilton Orlando hotels.

TRADE SHOW HOURS

Thursday, February 28	9:00 a.m. – 10:30 a.m. (Media Only)
	10:30 a.m. – 4:30 p.m.
Friday, March 1	11:00 a.m. – 4:30 p.m.
Saturday, March 2	8:30 a.m. – 12:00 p.m.

REGISTRATION DESK HOURS

Wednesday, February 27	8:00 a.m. – 7:00 p.m.
Thursday, February 28	6:45 a.m. – 5:30 p.m.
Friday, March 1	6:45 a.m. – 6:00 p.m.
Saturday, March 2	7:00 a.m. – 12:30 p.m.

TOUR DESK HOURS

Tuesday, February 26	8:30 a.m. – 1:30 p.m.
Wednesday, February 27	7:00 a.m. – 5:00 p.m.
Thursday, February 28	8:00 a.m. – 4:00 p.m.
Friday, March 1	8:00 a.m. – 4:00 p.m.
Saturday, March 2	10:00 a.m. – 12:00 p.m.

HOUSING DESK HOURS

Wednesday, February 27	8:00 a.m. – 5:00 p.m.
Thursday, February 28	8:00 a.m. – 5:00 p.m.
Friday, March 1	7:00 a.m. – 9:00 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

Thanks **TO OUR TRADE SHOW DAILY SPONSORS!**

THURSDAY United Soybean Board/Soy Checkoff

FRIDAY CGB Enterprises, Inc.

SATURDAY United Soybean Board/Soy Checkoff and USA Poultry and Egg Export Council (USAPEEC)



All Commodity Classic events are held in the Orange County Convention Center, West Concourse, unless otherwise noted.

Child Care Services

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

Commemorative Clothing

Sponsored by Commodity Classic
West Hall C Lobby

V-Neck Wind Shirt - \$30
Quarter-Zip Pullover - \$30
T-Shirts - \$10

Get your Commodity Classic souvenir attire! Receive one free T-shirt when you purchase a wind shirt or pullover jacket. Wind shirts and pullovers available in adult sizes. T-shirts offered in adult and kids' sizes. Quantities are limited so be sure to shop early! Hours as follows (or until inventory is sold out):

Wednesday, February 27	9:00 a.m. – 6:00 p.m.
Thursday, February 28	9:00 a.m. – 4:30 p.m.
Friday, March 1	11:00 a.m. – 4:30 p.m.
Saturday, March 2	8:30 a.m. – 11:00 a.m.

Connection Café

Sponsored by Bayer
West Hall C Lobby

Be our guest! Join Bayer at the Commodity Classic Connection Café for complimentary coffee, lemonade and popcorn! Throughout your time at Commodity Classic, catch up on your email or check the latest market prices. Also, learn about the America's Farmers programs and how you can partner to give back to your local community.

Continue the Conversation

Sponsored by Commodity Classic

Hallway outside of Rooms W207-W209

Often the sessions spark conversations that are too good to end. Meet up with fellow attendees and speakers after the sessions to keep the conversation going. Look for seating areas along the W207-W209 hallway.

Device Charging Area

Sponsored by Commodity Classic
West Hall C Lobby, Video Wall seating area

Have a seat and charge your mobile device in the Video Wall seating area, located in West Hall C Lobby. Look for power outlets in the lighted coffee tables.

Emergency

If an emergency should occur while at the Orange County Convention Center, dial 911 from any house phone, cell phone or outside line. Provide your location within the facility to the 911 dispatcher (i.e. West Building, exhibit hall, meeting room).

Non-emergency: Dial 5-1119 from any house phone or (407) 685-1119 from any cell phone or outside line.

House phones are located in concourses, front and back of exhibit halls and in meeting rooms.

The Convention Center address is Orange County Convention Center, West Concourse, 9800 International Drive, Orlando, FL 32819.

Nearest Hospital (3 miles from OCCC):

Dr. P Phillips Hospital
9400 Turkey Lake Road
Orlando, Florida 32819
Phone (407) 351-8500

Urgent Care/Walk-In Clinic (4.5 miles from OCCC):

Lake Buena Vista Centra Care
12500 S Apopka Vineland Rd
Orlando, FL 32836
Phone (407) 934-2273

24-hour Pharmacy (5 miles from OCCC):

CVS
7599 West Sand Lake Road
Orlando, FL 32819
Phone (407) 352-1177

Farm Demographics Drawing

Sponsored by New Holland

Thursday, 2:30 p.m.
New Holland booth 2345

Farmers who completed their farm demographic information with their Commodity Classic registration were automatically entered to win a New Holland Workmaster™ 25S Sub-Compact Tractor donated by New Holland. Farmers who did not complete their demographic information during the registration process may go to the Commodity Classic Registration Desk prior to the drawing to provide their demographic data.

One entry per household. Need not be present to win. No purchase necessary to enter or win. Open to farmers who are legal residents of the United States who have reached the age of majority. See official rules on CommodityClassic.com.

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, Level 1, Lobby A/B. See page 78 for full shuttle schedule.

Housing Desk

For assistance with your hotel reservation, please visit the Commodity Classic Housing Desk located on Level 1, Lobby B.

Housing Drawing

Thursday, 10:15 a.m.
West Hall C Lobby

Are you staying in an official Commodity Classic hotel? If so, you're in luck! You were entered to win a two-night stay at one of the Commodity Classic hotels in San Antonio, Texas (site of the 2020 Commodity Classic) and a gift inspired by the Alamo City! Hotel certificate is based on availability. The winner will be announced at the Trade Show Grand Opening Ceremony but if you miss it, swing by the Commodity Classic Housing Desk located on Level 1, Lobby A/B.

Information Desk

Level 1, Lobby A/B

Stop by the Information Desk for show information, directions, and answers to your questions about the show.

Kids Corner

Trade Show, Aisle 3100

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 3100. Kids Corner is available during the trade show hours. An adult must accompany a child at all times.

Meals

Trade show meals included with full and one-day registrations are Thursday lunch, Friday lunch, and Saturday morning snack. Present your conference badge at the Food & Seating Areas in Aisles 100 and 3100 to receive your meal. A separate meal ticket is not required.

Food concession stands are available in the convention center lobbies if you wish to purchase beverages, snacks, breakfast or lunch options.

Mobile App

Sponsored by Reinke

The Commodity Classic 2019 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. Stop by the Information Desk if you need assistance downloading or operating the app. Thank you to Reinke for making the Mobile App possible.

Orlando City Information

Stop by the Visit Orlando Guest Services Desk on Level 1, Lobby A/B for information on area restaurants, entertainment, directions, local transportation options, and discounts on theme park and attractions tickets. Ask about “convention attendee” tickets offered for Walt Disney World® Resort, Universal Orlando Resort®, and SeaWorld Orlando®. These special tickets are offered only to convention attendees and their families and are not available at the theme park gates.

Wednesday, February 27 8:00 a.m. – 4:30 p.m.

Thursday, February 28 8:00 a.m. – 5:00 p.m.

Friday, March 1 8:00 a.m. – 5:00 p.m.

Saturday, March 2 8:00 a.m. – 1:00 p.m.

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.

Scooter Rental

Scooters and wheelchairs are available for rent from the FedEx office and from the Scootaround desk, both located in the West Hall C lobby.

Social Media

Stay connected with other Commodity Classic attendees:

“Like” Commodity Classic Facebook page at facebook.com/CommodityClassic

Follow @ComClassic on Twitter

Hashtags: #Classic19 and #TimeToShine

Surveys

West Hall C Lobby

Tell us what you think about Commodity Classic! Visit our survey kiosks located in West Hall C Lobby, near the ramp to Registration, 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 to tell us what you thought about this year’s event. Your input helps to make Commodity Classic better each year!

Tours

For information on optional tours, visit the Commodity Classic Tour Desk located on Level 1, Lobby B. 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 Level 1, Lobby A.

Trade Show

Trade Show entrances are located on Level 2 at West Hall A4/B1 and West Hall C.

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 at these four locations along the Cart Path Aisle (look for the blue-carpeted cross-aisle):

- Aisle 900 (across from Corteva Agriscience™ Pioneer booth 875)
- Aisle 300
- Aisle 2200
- Aisle 2900

Video Wall

West Hall C Lobby

Throughout your time at Commodity Classic, you can take a break and relax in front of the large Commodity Classic Video Wall, located in West Hall C Lobby. 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!

YOUR EDUCATIONAL OPTIONS

Education is a hallmark of Commodity Classic, with dozens of educational sessions to help you maximize your learning and make the most of your investment in attending. All sessions on the days for which you are registered are available at no additional charge. See the insert for the “Education at a Glance” snapshot to plan your schedule.

Early Riser Sessions

Thu/Fri/Sat

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

Learning Center Sessions

Thu/Fri/Sat

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

Closing Learning Center Session

Saturday

Cap off the week’s educational programming with an in-depth, 90-minute session focusing on a topic of key importance to today’s farmers. Complimentary refreshments provided.

Mini What’s New Sessions

Thursday

A series of 5-minute presentations in a fast-paced 90-minute window give you a brief introduction to companies’ key innovations. Afterward, visit these companies on the trade show floor to learn even more.

What’s New Sessions

Friday/Saturday

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

Commodity Classic Main Stage

Thu/Fri/Sat

Located on the trade show floor near the Food & Seating Area in Aisle 100, this venue offers an array of keynote speakers, panel discussions, learning centers and unique ag showcases. Presented by Commodity Classic and Successful Farming®.

Educational Sessions Videos Available After You Get Home!

Commodity Classic attendees receive complimentary access to the video library of 2019 Learning Centers, Early Riser Sessions (Thursday and Saturday), and What’s New Sessions. You have access to all applicable videos of sessions held on the days for which you registered. 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, which will be available in March.

Continuing Education Credits

Certified Crop Adviser (CCA) Program Continuing Education Units (CEUs) under the Certified Crop Adviser 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.





Agriculture Division of DowDuPont

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who consume, ensuring progress
for generations to come.

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2019 SPONSORS



Thank you to our sponsors for their commitment
and generous support of the 2019 Commodity Classic:

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United Soybean Board/Soy Checkoff

SILVER

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Growing Hope Globally
Idaho Grain Producers Association

Illinois Soybean Association
New Holland
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Purdue University Center for
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Reinke
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Topcon Agriculture
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USA Poultry & Egg Export Council
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time to shine! Orlando 2019



Wednesday, February 27

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

DESK HOURS

Tour Desk Open	7:00 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

Blue Spring State Park & St. Johns River Cruise	7:30 a.m. – 2:30 p.m.
Kennedy Space Center	8:30 a.m. – 4:30 p.m.
John Deere Training Center	9:00 a.m. – 3:00 p.m.

Tours depart from Level 1, Lobby A.

WELCOME RECEPTION

5:00 P.M. – 7:00 P.M.

5:00 p.m. – 7:00 p.m.

Sponsored by Syngenta™

syngenta®

Valencia Ballroom W415AB

Join Syngenta in kicking off the 2019 Commodity Classic with a welcome reception. Stop by for networking, hors d'oeuvres and beverages and be sure to get a photo to commemorate the occasion.

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. Anyone under the age of 21 must be accompanied by an adult.

wednesday

Commodity Association Activities

WEDNESDAY, FEBRUARY 27

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

National Corn Growers Association (NCGA)		
Issues Briefing & Open Forum	Hyatt Regency Orlando, Florida Ballroom	12:30 p.m. – 2:45 p.m.
NCGA State Caucuses	All held at Hyatt Regency Orlando	3:00 p.m. – 4:30 p.m.
Alabama/Arkansas/Georgia/Louisiana/Mississippi/North Carolina/Oklahoma/South Carolina/Texas	Bayhill 32	3:00 p.m. – 4:30 p.m.
Colorado/Kansas/North Dakota	Bayhill 31	3:00 p.m. – 4:30 p.m.
Indiana/Michigan/Wisconsin	Bayhill 33	3:00 p.m. – 4:30 p.m.
Illinois	Bayhill 20	3:00 p.m. – 4:30 p.m.
Iowa	Bayhill 19	3:00 p.m. – 4:30 p.m.
Maryland/New York/Pennsylvania/Virginia	Bayhill 28	3:00 p.m. – 4:30 p.m.
Minnesota	Bayhill 21	3:00 p.m. – 4:30 p.m.
Missouri	Bayhill 18	3:00 p.m. – 4:30 p.m.
Nebraska	Bayhill 17	3:00 p.m. – 4:30 p.m.
Ohio	Bayhill 25/26	3:00 p.m. – 4:30 p.m.
South Dakota	Bayhill 27	3:00 p.m. – 4:30 p.m.

NCGA CORNPAC HORS D'OEUVRES RECEPTION

7:00 p.m. – 9:00 p.m.

Valencia Ballroom W415CD

A Night with the “Corn Growers of the Caribbean”! There will be food, socializing with your fellow growers, and information regarding what CornPAC has done in the last year to fulfill its mission to support members of Congress who support the interests of Corn Growers.



Commodity Association Activities (continued)

WEDNESDAY, FEBRUARY 27

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

American Soybean Association (ASA)		
ASA Resolutions Subcommittees	Hyatt Regency Orlando: <i>Rainbow Spring I, Rainbow Spring II, Silver Spring I</i>	1:00 p.m. – 5:00 p.m.
National Association of Wheat Growers (NAWG)		
NAWG Budget Committee Meeting	Rosen Centre, <i>Salon 13/14</i>	8:00 a.m. – 9:00 a.m.
NAWG Environment and Renewable Resources Committee Meeting	Rosen Centre, <i>Salon 15/16</i>	9:00 a.m. – 11:30 a.m.
NAWG Research and Technology Committee Meeting	Rosen Centre, <i>Salon 13/14</i>	1:00 p.m. – 3:00 p.m.
NAWG Domestic & Trade Policy Committee Meeting	Rosen Centre, <i>Salon 15/16</i>	3:00 p.m. – 5:30 p.m.
NAWG Nominating Committee Meeting	Rosen Centre, <i>Salon 12</i>	5:30 p.m. – 7:00 p.m.
National Sorghum Producers (NSP)		
NSP Board of Directors Meeting	Hilton Orlando, <i>Lake Eola B</i>	12:30 p.m. – 5:00 p.m.



CATCH A FREE RIDE! Complimentary Trade Show Courtesy Cart

Sponsored by Enlist™ weed control system

Catch the cart at these locations along the Cart Path Aisle (blue carpet)

- Aisle 300
- Aisle 900 (Across from Corteva Agriscience™ booth 875)
- Aisle 2200
- Aisle 2900





THE GREAT 2019 GRAIN MARKET DEBATE

Will 2019 Be A Game-Changer?

Early Riser Session • Thursday, February 28, 7 a.m.
Room W414 • Orange County Convention Center
2019 Commodity Classic • Orlando

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

Insight for 2019 Grain 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 2019.

Bryce Knorr, Ed Usset 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 2019 and 2020 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
2019 Commodity Classic**

**More details at —
www.CommodityClassic.com**

Sponsors



Farm Futures.
Corn + Soybean Digest.

time to shine! Orlando 2019



Thursday, February 28

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

DESK HOURS

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

TRADE SHOW HOURS

See page 20 for details

Media Only Access	9:00 a.m. – 10:30 a.m.
Trade Show Grand Opening	10:15 a.m.
Trade Show Open	10:30 a.m. – 4:30 p.m.
Trade Show Lunch	11:30 a.m. – 1:00 p.m.

thursday

Commodity Association Activities

THURSDAY, FEBRUARY 28

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

National Corn Growers Association (NCGA)		
NCGA Corn Congress Session I	Hyatt Regency Orlando, Plaza International Ballroom	8:00 a.m. – 11:30 a.m.
American Soybean Association (ASA)		
ASA State Caucuses	All held at the Hyatt Regency Orlando	7:30 a.m. – 10:45 a.m.
Minnesota/North Dakota/South Dakota/Wisconsin	Bayhill 23/24	7:30 a.m. – 10:45 a.m.
Kansas/Nebraska/Oklahoma/Texas	Bayhill 21	7:30 a.m. – 10:45 a.m.
ASA State Caucus Meeting	Bayhill 20	8:00 a.m. – 10:45 a.m.
Illinois	Bayhill 25/26	8:00 a.m. – 10:45 a.m.
Indiana/Michigan/Ohio	Bayhill 17/18	8:00 a.m. – 10:45 a.m.
Iowa	Bayhill 19	8:00 a.m. – 10:45 a.m.
Kentucky	Bayhill 22	8:00 a.m. – 10:45 a.m.
Missouri	Bayhill 27	8:00 a.m. – 10:45 a.m.
North Carolina	Bayhill 30	8:00 a.m. – 10:45 a.m.
Tennessee	Bayhill 28	8:00 a.m. – 10:45 a.m.
ASA Open Policy Session	Hyatt Regency Orlando, Florida Ballroom AB	11:00 a.m. – 12:00 p.m.
ASA Soy Social & Auction (see page 23)	Valencia Ballroom W415AB	6:00 p.m. – 9:30 p.m.
National Association of Wheat Growers (NAWG)		
NAWG Board of Directors Meeting	Rosen Centre, Grand Ballroom B	8:00 a.m. – 12:00 p.m.
National Wheat Yield Contest Winner's Reception/NAWG President's Reception and PAC Auction (see page 23)	Valencia Ballroom W415D	6:00 p.m. – 8:30 p.m.
National Sorghum Producers (NSP)		
NSP Board of Directors Meeting	Hilton Orlando, Lake Eola B	8:00 a.m. – 11:00 a.m.

Education Schedule

THURSDAY, FEBRUARY 28

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

SESSION TYPE	TOPIC	ROOM	TIME
Early Riser	The Great Grain Market Debate: Will 2019 Be a Game-Changer?	W414	7:00 a.m. – 8:00 a.m.
Learning Center	Break Through Yield Barriers by Building Better Plants	W414	8:15 a.m. – 9:30 a.m.
Mini What's New	Series of 5-minute Innovation Presentations	W209	8:15 a.m. – 9:45 a.m.
Learning Center	Learn from the Masters	W414	9:45 a.m. – 11:00 a.m.
Main Stage	Mini What's New Session (Repeat of 8:15 a.m. session)	Trade Show Aisle 100	10:45 a.m. – 12:15 p.m.
	Ag Keynote: 100% Control of Palmer, Waterhemp, Kochia, Maretail & Ragweed		12:30 p.m. – 1:30 p.m.
	Learning Center Session: Plugging Into the Power of Your Regional Cover Crop Council		1:45 p.m. – 2:30 p.m.
	Learning Center Session: Technology, Economics and Sustainability: Combining 4R Nutrient Stewardship and Soil Health Practices		2:45 p.m. – 3:30 p.m.
	Ag Keynote: Farmer Brown on Family Business		3:30 p.m. – 4:30 p.m.

See page 6 for Education Glossary

thursday

THURSDAY, FEBRUARY 28

EARLY RISER SESSION

7:00 A.M. – 8:00 A.M.

The Great Grain Market Debate: Will 2019 Be A Game-Changer?

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

7:00 a.m. – 8:00 a.m. • Room W414

Coffee and breakfast pastries provided.

SPEAKERS: **Bryce Knorr**, Senior Grain Market Analyst for Farm Futures magazine and Farm Futures Daily newsletters;

Edward Usset, Grain Marketing Specialist, Center for Farm Financial Management,

University of Minnesota; **Matt Bennett**, Grain Marketing Consultant, Channel Seed



Uncertainty roiled futures markets in 2018 thanks to shifting patterns of demand and weather. Find out what forces are shaping world markets and where and when key turning points could appear. Our panel of experts provides insights on the past, present and future of the grain market. You'll also get actionable ideas to consider implementing on your farm to control risks from unpredictable markets in the U.S. and around the world. Discover how to prepare a marketing plan for 2019 and 2020, with strategies that could be effective in volatile markets and take advantage of new opportunities.

LEARNING CENTER SESSION

8:15 A.M. – 9:30 A.M.

Break Through Yield Barriers by Building Better Plants

Sponsored by Stoller

8:15 a.m. – 9:30 a.m. • Room W414

MODERATOR: **Dale Hanke**, Marketing Director, Stoller

PANELISTS: **Dr. Brian Adams**, Agronomist, corn, soybeans, and cotton from Jackson, Tenn.; **Perry Galloway**, Farmer, corn, soybeans, rice, and wheat from Augusta, Ark.; **Josh Koehn**, Farmer, corn, wheat, sorghum, and corn from Montezuma, Kan.; **Joshua Rausch**, Farmer, corn and soybeans from Paulina, Iowa

During this roundtable panel discussion, learn from experienced corn, soybean, wheat and sorghum growers and agronomists who not only consistently place high in state and national yield contests each year, but who also intensely manage every crop acre to maximize plant performance. The moderated discussion will highlight the management practices these yield breakers employ in their operations and why they use them. Learn how they manage their crops at key times throughout the season and focus on critical areas of crop development that directly impact yields – all designed to build better plants that lead to better yields.



MINI WHAT'S NEW SESSION

8:15 A.M. – 9:45 A.M.

8:15 a.m. – 9:45 a.m. • Room W209

During this fast-paced 90-minute window, exhibitors 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. This session will be repeated in reverse order on the Main Stage at 10:45 a.m.

1. Combine Automation Turns Any Driver Into an Expert Operator

Sponsor: Case IH

2. Tillage Technology Unlocks Hidden Seedbed Potential

Sponsor: Case IH

3. Sefina™ Insecticide with Active Ingredient Inscalis® Insecticide for Control of Soybean Aphids

Sponsor: BASF Corporation

4. Join the Migration; Avoid Costly Data Delay

Sponsor: AGCO Corporation

5. Syngenta Introduces Force® 6.5G Corn Insecticide, Now Available for the 2019 Growing Season

Sponsor: Syngenta

6. Your Tractor Drives Itself, Why Shouldn't Your Marketing?

Sponsor: FarmLogs

7. Addressing Potassium and Sulfur Deficiencies in Today's High Yielding Crops

Sponsor: NACHURS

8. The Alliance 398: The Industry's Only Dual Application Flotation and On-Highway Truck Tire

Sponsor: Alliance Tire Group

9. New Ethos® 3D Insecticide/Fungicide for the 3RIVE 3D® Application System

Sponsor: FMC Corporation

10. Know What It Means to Be Connected

Sponsor: Ag Leader Technology

11. Preventing Yield Loss from Post-emergent Herbicide Drag and Environmental Stress in Row Crops and Forage

Sponsor: Oro Agri

12. Rocket Seeds PMZ Dry Nutritional Flow Aid: Your Favorite Partner in the Planter

Sponsor: Compass Minerals Plant Nutrition

13. A New Project to Tell the Story of Farmers as Conservationists

Sponsor: The Nature Conservancy

14. Introducing Planting Profits: Revolutionary On-line Production Planning Software and Service

Sponsor: Planting Profits LLC

15. Expand Your Field of Vision

Sponsor: Raven Industries

16. Agriculture's Next Frontier: Unlock Untapped Yield Potential with Innovative Crop Inputs

Sponsor: Sound Agriculture Company

LEARNING CENTER SESSION

9:45 A.M. – 11:00 A.M.

Learn from the Masters

Sponsored by AgriGold

9:45 a.m. – 11:00 a.m. • Room W414

MODERATOR: **Chris Cooper**, AgriGold

SPEAKERS: **Randy Dowdy**, NCGA Corn Yield Champion and Soybean World Record Holder, Valdosta, Ga.; **David Hula**, Corn Yield World Record Holder, Charles City, Va.



(continued next page)

The most successful growers have more in common than just the high-yielding seed they use. They all know maximizing their acres is a team effort. It takes a combination of the best genetics, know-how, and true partnership to be a Yield Master. If you're interested in and committed to trying something new – and are willing to be a student of the crop – don't miss this Yield Master session to learn the approach that the nation's top corn growers take to growing high-yielding corn.

COMMODITY CLASSIC HOUSING DRAWING

10:15 A.M.

10:15 a.m. • *West Hall C Lobby*

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 San Antonio, Texas (site of the 2020 Commodity Classic) and a gift inspired by the Alamo City! Hotel certificate is based on availability. Need not be present to win. Winner's name will be available at the Commodity Classic Housing Desk.

TRADE SHOW GRAND OPENING

10:15 A.M. – 10:30 A.M.

10:15 a.m. – 10:30 a.m. • *West Hall C Lobby*

Sponsored by United Soybean Board/Soy Checkoff

Join us for the Trade Show Grand Opening Ceremony to officially open the 2019 Trade Show.

TRADE SHOW OPEN

10:30 A.M. – 4:30 P.M.

10:30 a.m. – 4:30 p.m. • *Entrances: West Hall A4/B1 and West Hall C*

Sponsored by United Soybean Board/Soy Checkoff

The Soy Checkoff is proud to sponsor opening day of the Trade Show. Since the soybean checkoff started in 1991, we've always found all the inspiration we need in our nation's 569,998 soybean farmers – the same people who only needed four generations to turn soybeans into America's biggest crop. To this day, it remains our honor to continue the constant search for any and every Croppportunity™ with the potential to impact the bottom line for our farmers. State by state. Nation by nation. Industry by industry.

The trade show features leaders and experts from hundreds of agribusinesses to showcase state-of-the-art products and technology. 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 LUNCH

11:30 A.M. – 1:00 P.M.

11:30 a.m. – 1:00 p.m. • *Food & Seating Areas, Aisles 100 & 3100*

Sponsored by United Soybean Board/Soy Checkoff

Trade Show lunch 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.

TRADE SHOW DRAWINGS & BOOTH EVENTS

Visit these sponsors for their booth events and drawings. See page 53 for a full list of companies that are offering special opportunities.

2:30 p.m.**New Holland**

Farmers who completed their farm demographic information with their Commodity Classic registration are automatically entered to win a New Holland Workmaster™ 25S Sub-Compact Tractor donated by New Holland. 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, New Holland are not eligible to win.

Ongoing:**Booth 2849****American Soybean Association**

Stop by booth to join top ag journalists for a variety of current events discussions and hear live interviews. In between the live broadcasts, play the ASA memory match video game to win a prize.

Ongoing:**Booths 575 & 875**

**Corteva Agriscience™ – Crop Protection
& Corteva Agriscience™ – Pioneer®**

Booth 2345

Stop by these booths each day of the show for these opportunities:

- Complimentary adult beverages Thursday and Friday 3:30 p.m. – 4:30 p.m.
- Enter to win a daily grand prize
- Check out daily guest speaker schedule
- Try unique food samples featuring Plenish® high oleic soybean oil and Pioneer® white corn products

Ongoing:**Booth 845****DTN/ The Progressive Farmer**

Stop by booth for a chance to win Carhartt Gear. Watch a demo or start your free DTN product trial and pull to win. Also grab a Fortune Cookie and find out what other opportunities DTN offers.

Ongoing:**Booth 402****NACHURS**

Register at booth for a chance to win a DJI Phantom 4 Pro V2.0 Quadcopter (drone) plus accessories package for crop scouting/ aerial video.

COMMODITY CLASSIC MAIN STAGE**10:45 A.M. – 4:30 P.M.**

Presented by Successful Farming® and Commodity Classic

Located in the Trade Show Aisle 100, 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.

10:45 a.m. – 12:15 p.m.**Mini What's New Session (Repeat)**

During this fast-paced 90-minute window, exhibitors present brief, back-to-back five-minute introductions to their newest innovations. Repeat of 8:15 a.m. Mini What's New Session. Presentations will occur in reverse order. See page 19 for list of presentations.

12:30 p.m. – 1:30 p.m.
**Ag Keynote: 100% Control of Palmer,
Waterhemp, Kochia, Marestail, & Ragweed!**

Sponsored by Topcon Agriculture

SPEAKERS: Brian and Darren Hefty, Co-hosts of AgPhD TV & Radio

Millions of acres in the United States are losing significant yield due to inadequate weed control. During this session, we'll talk about how to eliminate Palmer, waterhemp, kochia, marestail, and ragweed in your corn, soybeans, wheat, and sorghum! You'll get a simple strategy you can put into action this spring on your farm to bump your yields, increase your profits, and end the headaches these tough weeds often bring.



Brian Hefty



Darren Hefty

COMMODITY CLASSIC MAIN STAGE *(continued)*

1:45 p.m. – 2:30 p.m.

Learning Center Session: Plugging into the Power of Your Regional Cover Crop Council

Sponsored by GO Seed

MODERATORS: **Jerry Hall**, Director of Research, GO Seed; **Dr. Rob Myers**, Regional Director of Extension Programs, North Central Region, USDA Sustainable Agriculture Research and Education Program



PANELISTS: **Douglas Poole**, Oregon farmer representing Western Cover Crop Council; **Jimmy Emmons**, Oklahoma farmer representing Southern Cover Crop Council; **Johnny Burk**, Michigan farmer representing Midwest Cover Crop Council; and **Donn Branton**, New York farmer representing Northeast Cover Crop Council

A panel of farmers and other cover crop experts will share their experiences and benefits from participating in their regional Cover Crop Council (Northeast, South, Midwest and West). Did you know the regional Cover Crop Councils now represent the entire U.S.? Each Council is composed of a network of stakeholders including breeders and researchers, conservationists, government agencies, influencers, seed suppliers and farmer consumers. The mission of the councils is to connect dots and provide transparency, education and collaboration throughout the network. By plugging into this network, farmers are better able to navigate the complex “Sustainability – Cover Crop – Soil Health” landscape both locally and nationally.

2:45 p.m. – 3:30 p.m.

Learning Center Session: Technology, Economics, and Sustainability: Combining 4R Nutrient Stewardship and Soil Health Practices

*Sponsored by The Fertilizer Institute,
Nachurs Alpine Solutions, International
Certified Crop Adviser Program*



MODERATOR: **Dr. Sally Flis**, CCA, Director of Agronomy, The Fertilizer Institute

PANELISTS: **Maria Cox**, 4R Advocate Farmer, Cox Land and Cattle Co., White Hall, Ill.; **Dr. Terry Griffin**, Assistant Professor, Kansas State University; **Dr. Jason Weirich**, Director of Agronomy, MFA Incorporated

The 4R concept is the Right fertilizer source at the Right rate, at the Right time and in the Right place. Combining 4R with soil health practices leads to a strong economic and environmental legacy on the farm. This session will be a discussion among the speakers about integrating 4R and soil health practices. Topics will include no-till, cover crops, diverse crop rotations, technology opportunities, the Certified Crop Adviser Program, and Natural Resource Conservation Service (NRCS) programs for farmers.

The session also includes the presentation of the 2019 International Certified Crop Adviser of the Year award, celebrating outstanding individual proficiency and industry leadership. Armando Campos, CCA-FL, President, Nutrient Technologies will present the award to this year's winner.

3:30 p.m. – 4:30 p.m.

Ag Keynote: Farmer Brown on Family Business

SPEAKER: **Jolene Brown**, Family Business Consultant, Farmer, Professional Speaker from West Branch, Iowa



Jolene Brown has been called agriculture's version of Dr. Phil. Her 30+ years of working with farm families have taught her valuable lessons of what works ... and what doesn't. In this insightful and fun-filled session, you'll learn the actions and behaviors needed for productive transition and succession planning. It requires work to make a good family business even better!

MAIN STAGE PRESENTED BY:



NATIONAL WHEAT YIELD CONTEST WINNER'S RECEPTION/ NAWG PRESIDENT'S RECEPTION AND PAC AUCTION

6:00 p.m. – 8:30 p.m. • **Valencia Ballroom W415D**

The National Wheat Foundation (NWF) will recognize the 2018 winners of the National Wheat Yield Contest beginning at 6:00 p.m. prior to NAWG's President's Reception and WheatPAC Auction. You won't want to miss the opportunity to interact with some of the best wheat growers in the nation!



Guests are then welcome to stay for the National Association of Wheat Growers (NAWG)'s reception honoring its outgoing and incoming Presidents. The event will be combined with the 2019 auction and with countless great items up for auction, food and drink, you won't want to miss it! Tickets are required for the President's Reception and can be purchased ahead of time or at the door. For more information regarding sponsorship opportunities and tickets, please call Craig Berning at NAWG, (202) 547-7800 or cberning@wheatworld.org.

ASA SOY SOCIAL & AUCTION

Gold Sponsors: REG & Syngenta

6:00 p.m. – 9:30 p.m. • **Valencia Ballroom W415AB**

ASA members are invited to join us on "Treasure Island" at our annual Soy Social & Auction! Event tickets required. Casual attire. For more information and to purchase tickets, please visit the SoyPAC desk on Level 1 near the Commodity Classic Registration Area. The SoyPAC desk will be open all day Wednesday and on Thursday morning.





EARLY RISER SESSION

Come join the Special Television Taping of

U.S. Farm Report

Hosted by Tyne Morgan

Friday, March 1, 2019
7:00 a.m. - 8:15 a.m.

W414 in the Orange County
Convention Center
West Concourse

FEATURING

Mark Gold

Bill Biedermann

Bob Utterback

Coffee and breakfast baked goods provided.

Presented by:

FARM  **JOURNAL**

time to shine! Orlando 2019



friday

Friday, March 1

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

DESK HOURS

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	7:00 a.m. – 9:00 a.m.

GENERAL SESSION

See page 30 for details

Chapin Theater W320	9:00 a.m. – 11:00 a.m.
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EDUCATION

Early Riser Session	7:00 a.m. – 8:15 a.m.
Main Stage	11:15 a.m. – 4:30 p.m.
What's New Sessions	12:30 p.m. – 4:10 p.m.
Learning Center Sessions	1:00 p.m. – 4:30 p.m.

TRADE SHOW HOURS

See page 31 for details

Trade Show Open	11:00 a.m. – 4:30 p.m.
Trade Show Lunch	11:30 a.m. – 1:00 p.m.

BANQUETS

See page 40 for details

American Soybean Association Awards Banquet	6:00 p.m.
National Corn Growers Association Awards Banquet	6:00 p.m.

Commodity Association Activities

FRIDAY, MARCH 1

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

National Corn Growers Association (NCGA)		
NCGA / NCYC State Award Winners Breakfast (see page 30)	Hyatt Regency Orlando, Plaza International Ballroom	7:00 a.m. – 8:30 a.m.
NCGA Awards Banquet (see page 40)	Hyatt Regency Orlando, Plaza International 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 40)	Hyatt Regency Orlando, Regency Ballroom	Cash bar opens 5:00 p.m. Doors open 5:30 p.m. Banquet begins 6:00 p.m.
National Sorghum Producers (NSP)		
Sorghum PAC Auction & Casino Night (see page 40)	Hyatt Regency Orlando, Windermere Ballroom WX	8:00 p.m. – 10:30 p.m.

DOWNLOAD THE MOBILE APP!

Sponsored by Reinke



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All of Commodity Classic in the palm of your hand. Visit iTunes or GooglePlay to download. If you need assistance, stop by the Information Desk.



Education Schedule

FRIDAY, MARCH 1

All held at Orange County Convention Center, West Concourse, unless otherwise noted.

SESSION TYPE	TOPIC	ROOM	TIME
Early Riser	U.S. Farm Report	W414	7:00 a.m. – 8:15 a.m.
What's New Sessions	Improving Management Zone Accuracy: The Key to Improving Farm Profitability?	W206A	12:30 p.m. – 1:10 p.m.
	With Envita, Now Your Corn (and Other Crops) Can Fix Nitrogen, Too	W206B	12:30 p.m. – 1:10 p.m.
Learning Centers	Assessing Worldwide Potential for U.S. Soy	W207	1:00 p.m. – 2:00 p.m.
	The Art and Science of Creating Herbicides	W208	1:00 p.m. – 2:00 p.m.
	Aligning Agriculture Messaging with Today's Consumer	W209	1:00 p.m. – 2:00 p.m.
What's New Sessions	Early-Season Diseases: Getting Ahead Before It's Too Late	W206A	1:30 p.m. – 2:10 p.m.
	Climate FieldView™ Seed Advisor: Leveraging Predictive Analytics to Optimize Hybrid Placement at the Field Level	W206B	1:30 p.m. – 2:10 p.m.
Learning Centers	Digital Disruption in Agriculture	W207	2:15 p.m. – 3:15 p.m.
	The Bottom Line Benefits of Sustainability	W208	2:15 p.m. – 3:15 p.m.
	Integrated Weed Management: It Pays Off!	W209	2:15 p.m. – 3:15 p.m.

See page 6 for Education Glossary

(continued next page)

Education Schedule *(continued)*

FRIDAY, MARCH 1

What's New Sessions	The Farming Platform of Choice in a Driverless Future	W206A	2:30 p.m. – 3:10 p.m.
	Patented Enzyme Technology	W206B	2:30 p.m. – 3:10 p.m.
	The New Combine Harvesting Frontier	W206A	3:30 p.m. – 4:10 p.m.
	The Future of Crop Nutrition: A Solution from the Soil	W206B	3:30 p.m. – 4:10 p.m.
Learning Centers	National Wheat Yield Contest: Putting Quality in the Spotlight	W207	3:30 p.m. – 4:30 p.m.
	What Does It Mean to Rebuild Rural America?	W208	3:30 p.m. – 4:30 p.m.
	SCN: Managing North America's Top Yield Robber Is Getting Tougher	W209	3:30 p.m. – 4:30 p.m.
Main Stage	Practical Strategies in Challenging Marketing Years	TRADE SHOW Aisle 100	11:15 a.m. – 11:40 a.m.
	Ag Keynote: Is a Lack of Micronutrients Killing Your Yields & Profits?		11:45 a.m. – 12:45 p.m.
	Successful Farming® Talk: Breaking Away from Social Media		12:45 p.m. – 1:30 p.m.
	Agricultural Executive Panel: U.S. Infrastructure—Time to Act, Time to Invest		1:45 p.m. – 2:30 p.m.
	Successful Farming® Talk: Positioning for Profit in 2019		2:45 p.m. – 3:30 p.m.
	Successful Farming® Talk: The FarmHer Journey		3:30 p.m. – 4:30 p.m.

See page 6 for Education Glossary

SEE DISEASE CONTROL IN A TOTALLY NEW LIGHT.

Manage disease and resistance like never before.

Only new Lucento™ fungicide from FMC combines a best-in-class triazole, flutriafol, and a next-generation SDHI molecule, bixafen, for preventive and curative control of the most threatening crop diseases. Protect your soybean fields from frogeye leaf spot and your corn fields from gray leaf spot with the novel premix that outperformed competitors in field studies.

Lucento fungicide is among 40+ FMC products that qualify for the exclusive economic incentives of the FMC Freedom Pass program.

See it for yourself, booth #930



Visit your FMC retailer or [FMCagUS.com/lucento](https://www.FMCagUS.com/lucento) to learn more.

Always read and follow all label directions, precautions and restrictions for use. Some products may not be registered for sale or use in all states. Lucento™ fungicide may not be registered for sale or use in all states. Contact your local FMC representative or retailer for details and availability in your state. FMC, FMC logo and Lucento are trademarks of FMC Corporation or an affiliate. ©2019 FMC Corporation. All rights reserved. 18-FMC-2281 01/19



FRIDAY, MARCH 1

EARLY RISER SESSION

7:00 A.M. – 8:15 A.M.

U.S. Farm Report

Sponsored by Farm Journal Media

7:00 a.m. – 8:15 a.m. • Room W414

Coffee and breakfast pastries provided.



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

PANELISTS: **Mark Gold**, Managing Partner, Top Third Ag Marketing; **Bob Utterback**, Utterback Marketing; **Bill Biedermann**, Market Analyst, Allendale

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. 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 Corporation, John Deere and Pioneer

7:00 a.m. – 8:30 a.m. • Hyatt Regency, Plaza International Ballroom

Grower recognition 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 Corteva Agriscience™, Agriculture Division of DowDuPont

9:00 a.m. – 11:00 a.m. •

Chapin Theater W320, Enter from Level 3

Doors open 8:30 a.m.



Agriculture Division of DowDuPont

MODERATOR: **Mark Mayfield**

KEYNOTE: **Sonny Perdue**, U.S. Secretary of Agriculture (Invited)

CLOSING SPEAKER: **Christine Cashen**



The General Session is where you truly experience why Commodity Classic is "Time to Shine!" 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 for a discussion of the hottest issues facing our nation's corn, soybean, wheat and sorghum farmers are ASA President Davie Stephens, NCGA President Lynn Chrisp, NAWG President Jimmie Musick, and NSP Chairman Daniel Atkisson. Additionally, there will be an update from the Association of Equipment Manufacturers Ag Sector Board Past Chair John D. Lagemann.



Sonny Perdue, the 31st United States Secretary of Agriculture, was born into a farming family in Bonaire, Georgia. Perdue has experienced the industry from every possible perspective, including as a farmer, agribusinessman, veterinarian, state legislator, and governor of Georgia. He has served as U.S. Secretary of Agriculture since April 2017.

Closing speaker, Christine Cashen, will deliver a fast-paced, hilarious program on handling conflict and reducing stress – as well as tips on life, love, work and happiness. Cashen combines a down-to-earth attitude with an invigorating message. She is known worldwide for her ability to entertain and energize audiences.

The General Session is sure to be a highlight of your Commodity Classic experience!

TRADE SHOW OPEN

11:00 A.M. – 4:30 P.M.

11:00 a.m. – 4:30 p.m. • Entrances: West Hall A4/B1 and West Hall C

Sponsored by CGB Enterprises, Inc.

For nearly 50 years, CGB Enterprises, Inc. has been an innovative and progressive leader in the agriculture industry focused on enriching the lives of our nation's producers. CGB operates a diverse family of businesses including financial services, grain marketing, crop insurance, and storage and transportation services. Please join us at the Commodity Classic Main Stage on Friday at 11:15 a.m. as two of our leading experts offer strategies on how to navigate challenging markets and build the most comprehensive risk management plan for your operation.

As you explore the Commodity Classic trade show, take time to talk one-on-one with top agribusiness representatives from hundreds of companies. Be among the first to hear about game-changing ideas, new products and technology directly from the people who created them. And while there, be sure to enter the many drawings and giveaways being offered.

TRADE SHOW LUNCH

11:30 A.M. – 1:00 P.M.

11:30 a.m. – 1:00 p.m. • Food & Seating Areas, Aisles 100 & 3100

Sponsored by CGB Enterprises, Inc.

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

TRADE SHOW DRAWINGS & BOOTH EVENTS

Visit these sponsors for their booth events and drawings. See page 53 for a full list of companies that are offering special opportunities.

Noon-4:00 p.m.

National Association of Wheat Growers

Booth 2549

Stop by booth for a chance to win a Boogie Board™ LCD tablet with sleeve.

3:00 p.m.

Association of Equipment Manufacturers

Booth 2649

Be at booth to be a part of the awarding of the 2019 Davidson Prize for outstanding equipment engineering design.

Presented by Successful Farming® and Commodity Classic

Located in the Trade Show Aisle 100, 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.

11:15 a.m. – 11:40 a.m.

Practical Strategies in Challenging Marketing Years

Sponsored by CGB Enterprises, Inc.

SPEAKERS: **Brooks York**, Director of Producer Services, Diversified Services Agency; **Mike Mock**, Farmer Marketing Advisor, Consolidated Grain and Barge Co.



Brooks York



Mike Mock

In years with little volatility and few marketing opportunities, a complete understanding of how crop insurance guides crop sales is key. Please join Brooks York and Mike Mock, grain marketing experts with over 50 years of combined experience, as they offer strategies on how to navigate the markets and build the most comprehensive risk management plan for your operation.

11:45 a.m. – 12:45 p.m.

Ag Keynote: Is a Lack of Micronutrients Killing Your Yields & Profits?

Sponsored by Topcon Agriculture

SPEAKERS: **Brian Hefty and Darren Hefty**, Co-hosts of AgPhD TV & Radio



Brian Hefty



Darren Hefty

For years you have likely focused on N, P, & K on your farm, and that's great. However, how many pounds of micronutrients have you removed in the last 20 years, and how many have you applied? What kind of testing should be done to determine whether or not micronutrients are deficient? How should micronutrients be applied? What is the least expensive way to get the most response from each micro? When we visit with high yield producers around the world, we find it interesting how often they talk to us about micronutrients. Whether it's zinc, boron, copper, manganese, iron, molybdenum, or another micro, these elements are important. Get the answers to your micronutrient questions and learn where micronutrients could add to your bottom line in this important session.

12:45 p.m. – 1:30 p.m.

Successful Farming® Talk: Breaking Away from Social Media

SPEAKER: **Rob Sharkey**, Shark Farmer

Rob Sharkey is a fifth-generation farmer who made a name for himself while going on a weeklong Twitter rant against his power company. Building on that popularity, he launched the Shark Farmer Podcast, where he created a platform for people in agriculture to tell their stories. As the podcast downloads surpassed his Twitter presence, Sharkey looked into what media were influencing agriculture the most. As always, Rob speaks his mind, and you'll want to hear his latest rant.



Rob Sharkey

1:45 p.m. – 2:30 p.m.

Agricultural Executive Panel: U.S. Infrastructure – Time to Act, Time to Invest

Sponsored by Association of Equipment Manufacturers

SPEAKERS: **Scott Harris**, Vice President, Case IH North America; **Bill Hurley**, Vice President, Aftersales, Customer Support and Distribution Development, AGCO Corporation; **Jerry Johnson**, President, Farm Ranch and Ag Division, Blount International, Inc.; **John Lagemann**, Senior Vice President, Sales & Marketing – Regions 3 & 4, Deere & Co.; **Todd Stucke**, Senior Vice President, Marketing, Product Support & Strategic Products, Kubota Tractor Corporation

The Association of Equipment Manufacturers (AEM) will host an important conversation with executive leaders about the urgent need for the agricultural community to become actively involved in the infrastructure investment conversation taking place on Capitol Hill this year. The panel will issue a call to action to stakeholders to join the equipment manufacturing industry in urging the White House and Congressional leadership to meaningfully address infrastructure investment and a long-term funding solution across all modes in 2019.

2:45 p.m. – 3:30 p.m.

Successful Farming® Talk: Positioning for Profit in 2019

Sponsored by BASF

SPEAKER: **Al Kluis**, Marketing Columnist, *Successful Farming* magazine

Al Kluis will review the bullish global grain fundamentals that are developing this year. He will review the post-trade war environment for U.S. farmers in 2019. Al will outline his updated three-step risk management plan. Audiences really enjoy the price and time targets that Al provides, and the specific game plan he outlines. Al's 40+ years of experience in charting and trading makes this presentation one that you cannot afford to miss.



Al Kluis

3:30 p.m. – 4:30 p.m.

Successful Farming® Talk: The FarmHer Journey

Sponsored by Valent U.S.A. LLC

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

Marji will share her story of inspiration and finding her passion with FarmHer. From the start of the project to where it is today, Marji will take you along with her on the FarmHer journey, introducing you to the strong, amazing women she has met along the way. Their stories are told through still photographs of everyday work on the farm, mixed with heartfelt videos from her TV show, FarmHer. Through the women of FarmHer you will laugh, shed a tear and most importantly, will leave knowing your place in the culture of agriculture.



Marji Guyler-Alaniz

MAIN STAGE PRESENTED BY:

Successful
Farming® AND



WHAT'S NEW SESSIONS

12:30 P.M. – 4:10 P.M.

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

WHAT'S NEW SESSIONS

12:30 P.M. – 1:10 P.M.

Improving Management Zone Accuracy: The Key to Improving Farm Profitability?

Sponsored by AGCO Your Agriculture Company

12:30 p.m. – 1:10 p.m. • Room W206A

SPEAKERS: **Darren Goebel**, Agronomist and Director of Agronomy and Farm Solutions, AGCO Corporation; **Larry Kuster**, Seeding and Tillage Product Marketing Specialist, AGCO Corporation; **Jason Webster**, Lead Commercial Agronomist, Precision Planting

SmartFarmers are radically changing our knowledge of soil characteristics and the planting environment. SmartFarmers provide organic matter, soil moisture, and soil temperature maps to inform higher resolution management zones for precision farming enabled planting and nutrient management. In this session we will review agronomic research that began at AGCO in May 2018.

With Envita, Now Your Corn (and Other Crops) Can Fix Nitrogen, Too

Sponsored by Azotic North America

12:30 p.m. – 1:10 p.m. • Room W206B

SPEAKERS: **Tom Reed**, Ph.D., Research Agronomist - North America, Azotic Technologies; **Nolan Berg**, President & General Manager, Azotic North America; **Tom Tregunno**, Director Commercialization, Azotic North America

Imagine a time on your farm where every crop could fix nitrogen, and not just at the roots, but within every cell of the plant, ALL season long. In 2019, this dream is a reality with Envita. Join us to learn more about how it works, 2018 farm trial results, and applying it to your corn and other crops this year.

WHAT'S NEW SESSIONS

1:30 P.M. – 2:10 P.M.

Early-Season Diseases: Getting Ahead Before It's Too Late

Sponsored by Syngenta

1:30 p.m. – 2:10 p.m. • Room W206A

SPEAKERS: **Dale Ireland**, Ph.D., Seedcare Technical Product Lead, Syngenta; **Anne E. Dorrance**, Ph.D., Professor of Plant Pathology, The Ohio State University

This session will cover the effects of early-season diseases on soybeans and corn. It will also discuss two new seed treatments – Salto® seed treatment for soybeans and Vayantis® seed treatment for corn and soybeans – that are anticipated to be available to growers for the 2020 and 2021 growing seasons, respectively.

Climate FieldView™ Seed Advisor: Leveraging Predictive Analytics to Optimize Hybrid Placement at the Field Level

Sponsored by Climate FieldView™, a subsidiary of Bayer

1:30 p.m. – 2:10 p.m. • Room W206B

SPEAKERS: **Steve Moffitt**, corn & soybean farmer from Springfield, Ill.; **Rick DeGroote**, corn & soybean farmer Parkersburg, Iowa; **Bret Sitzmann**, Global Director of Product Marketing, The Climate Corporation

MODERATOR: **Matt Sorge**, Econometric Modeling & Design Lead, The Climate Corporation

Climate FieldView™ Seed Advisor uses predictive analytics and machine learning to rank hybrids and deliver the best products for each field. FieldView's first dealer-delivered tool, Seed Advisor puts the right product, at the right volume, in the right field. Join this session to interact with farmers who tested Seed Advisor in 2018, as well as FieldView product experts who will share more details on last season's impressive trial results and the feature's limited launch in 2019.

WHAT'S NEW SESSIONS

2:30 P.M. – 3:10 P.M.

The Farming Platform of Choice in a Driverless Future

Sponsored by Smart Ag

2:30 p.m. – 3:10 p.m. • Room W206A

SPEAKERS: **Justin Heath**, Chief Marketing Officer, Smart Ag

The Smart Ag driverless vehicle platform is non-invasive, affordable and presents the farmer with little to no switching cost to enter into autonomous farming. This session will provide an overview of our company, our vision, and the impact our new technology will have in modern crop production as well as introduce our go-to-market strategy for 2019 harvest.

Patented Enzyme Technology

Sponsored by BRANDT®

2:30 p.m. – 3:10 p.m. • Room W206B

SPEAKERS: **Brian Haschemeyer**, Director of Discovery & Innovation, BRANDT; **Ed Corrigan**, Senior Technical Agronomist, BRANDT

BRANDT EnzUp is a groundbreaking new enzyme technology that enhances water and nutrient availability, uptake and use. It improves soil and plant health, increases root mass and improves drought and stress tolerance. Sit in and learn how our enzyme technology can help crops reach their full potential.

WHAT'S NEW SESSIONS

3:30 P.M. – 4:10 P.M.

The New Combine Harvesting Frontier

Sponsored by Fendt, AGCO Corporation

3:30 p.m. – 4:10 p.m. • Room W206A

SPEAKERS: **Caleb Schleder**, Marketing Manager - Harvesting North America, AGCO Corporation; **Brent Kvasnicka**, Marketing Product Specialist - Harvesting North America, AGCO Corporation

The Fendt IDEAL Combine is the first clean sheet of design combine to enter the market in the past several decades. This has allowed Fendt to design a combine that is not based on what has come before but what producers will need going forward. Learn how Fendt has taken the step towards tomorrow and how that will impact today's harvesting operations.

The Future of Crop Nutrition: A Solution from the Soil

Sponsored by Pivot Bio

3:30 p.m. – 4:10 p.m. • Room W206B

SPEAKERS: **Kyle Morrow**, Agronomy Production Manager, Moon Island Farms; **Kevin Poppel**, Owner, Poppel Family Farms; **Mark Reisinger**, Marketing Director, Pivot Bio; **Ernie Sanders**, Vice-President – Product Development, Pivot Bio

MODERATOR: **Ken Root**, Farm Broadcaster, Iowa Agribusiness Radio Network

Hear from corn growers who used microbes as part of their nutrient management program in 2018, and why they are including it in 2019. The panel will share data from 2018 on-farm trials and provide information about the science of Pivot Bio PROVEN™, the first-ever microbial product to produce nitrogen daily.

LEARNING CENTER SESSIONS

1:00 P.M. – 4:30 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

1:00 P.M. – 2:00 P.M.

Assessing Worldwide Potential for U.S. Soy

Sponsored by U.S. Soybean Export Council

1:00 p.m. – 2:00 p.m. • Room W207

SPEAKERS: **Jim Sutter**, Chief Executive Officer, U.S. Soybean Export Council; **Rosalind Leeck**, Senior Director Market Access, U.S. Soybean Export Council; **Paul Burke**, Senior Director U.S. Soy Marketing, U.S. Soybean Export Council; **Ed Beaman**, Senior Director Basic Market Development & Regional Director-Asia Subcontinent, U.S. Soybean Export Council

Soybeans have been a fervent topic of discussion in recent months with Chinese tariffs calling into question the ability to export this product to foreign markets. As the largest agricultural commodity exported from the United States, soybeans represented more than \$28 billion in export value in 2017. It was also the second consecutive year that exports exceeded 60 percent of U.S. soybean production. In this session, hear from leaders at U.S. Soybean Export Council (USSEC) to learn how the organization is working for American farmers to explore and develop new international markets for U.S. Soy and safeguard profitability in a challenging global environment. The session will include an opportunity for Q&A and discussion with USSEC leaders.

There will also be a giveaway at this session for those who participate in our U.S. Soy: Passport to Export activity. Stop by the USSEC booth for more details.



Jim Sutter



Rosalind Leeck



Paul Burke



Ed Beaman

The Art and Science of Creating Herbicides

Sponsored by Corteva Agriscience™, Agriculture Division of DowDuPont

1:00 p.m. – 2:00 p.m. • Room W208

SPEAKERS: **Madan Somasi**, Formulation R&D Group Leader, Corteva Agriscience™, Agriculture Division of DowDuPont; **Brandon Downer**, Applications Specialist, Corteva Agriscience™, Agriculture Division of DowDuPont



Madan Somasi



Brandon Downer

Generic crop protection products are flooding the market, and many farmers are weighing the pros and cons of mixing their own herbicides versus purchasing multi-modal, premixed crop protection products. While the active ingredients are easy to identify on the label, the art and science of the herbicide lies in the nondescript “Other Ingredients” category – a category that can exceed 60% of the product in some cases! Through a highly visual, interactive presentation, a leading formulation R&D chemist will demonstrate how the components of a multi-modal herbicide work together – and how the “Other Ingredients” category can improve your ROI.

Aligning Agriculture Messaging with Today’s Consumer

Sponsored by Dairy Management Inc.

1:00 p.m. – 2:00 p.m. • Room W209

SPEAKERS: **Serena Schaffner**, Senior Vice President of Communications, Dairy Management Inc.; **Nate Chittenden**, Dairy Farmer, Schodack Landing, New York



As consumer preferences change and technologies evolve, messaging and communications strategies need to adapt as well. Discover the trends shaping modern consumer-facing marketing and how agriculture needs to refine its approaches to make lasting connections with today’s consumers.

Through consumer research conducted by the dairy industry, we have learned more about our consumers. We know where they get their news and information and who they trust and deem credible as sources of information. They are looking for a “connection” and an “experience” with their food. Hear how the dairy industry is taking modern marketing communications to the next level through partnerships and an industry-wide campaign to reach consumers.

LEARNING CENTER SESSIONS

2:15 P.M. – 3:15 P.M.

Digital Disruption in Agriculture

Sponsored by Syngenta

2:15 p.m. – 3:15 p.m. • Room W207

SPEAKERS: **Brad Allen**, AgriEdge Specialist, Syngenta; **Ashley Green**, AgriEdge Specialist, Syngenta; **Marcos Castro**, Business Development Lead, Digital Agriculture, Syngenta; **Jim Love**, corn and soybean farmer from Harmony, Minn.



The digital revolution in agriculture is only beginning. From the powerful computers most farmers carry in their pockets to the heavy equipment used to transform their land, digital tools are everywhere. Today, the farm is more connected than ever, and the connectivity will continue to accelerate. Farmers need to embrace digital opportunities, power through the frustrations, and ask for even more and better tools that seamlessly connect. The farmers who do will be able to sustainably prosper for generations to come. This session will provide you with strategies to leverage digital tools to your benefit.

The Bottom Line Benefits of Sustainability

Sponsored by National Corn Growers Association

2:15 p.m. – 3:15 p.m. • Room W208

SPEAKERS: **Shefali Mehta**, Executive Director of Soil Health Partnership, National Corn Growers Association; **Nathan Fields**, Vice President of Production and Sustainability, National Corn Growers Association; **Suzy Friedman**, Senior Director of Agricultural Sustainability, Environmental Defense Fund

Sustainability isn't a buzz word in agriculture. It's an emerging pathway to cleaner water, healthier soil and a potential income stream for farmers. Hear the latest on exciting sustainability opportunities available to you. Discover the latest models providing cash return to growers – and those returning invaluable research results to aid you in making key decisions for your operation. If you're already pursuing or considering adopting practices or programs on your farm related to soil health, biotech opportunities, pollinator health, water quality or other ecosystem programs, this session is for you.



Shefali Mehta



Nathan Fields



Suzy Friedman

Integrated Weed Management: It Pays Off!

Sponsored by Bayer

2:15 p.m. – 3:15 p.m. • Room W209

MODERATOR: **Arlene Cotie**, Senior Product Development Manager, Bayer

PANELISTS: **Chad Leman**, Farmer from Eureka, Ill.; **Jason Norsworthy**, Professor in Crop, Soil, and Environmental Sciences Department, University of Arkansas; **Bill Chism**, Senior Biologist at the U.S. Environmental Protection Agency

In an economically challenging time, farmers have tough decisions to make on how to manage weeds and pests. New research shows that practicing Integrated Weed Management provides financial returns to growers in addition to the environmental, sustainability, and resistance management benefits. A persistent Integrated Weed Management approach will lower the weed seed bank, limit weed infestation in the future, and put weeds off balance for better yields. Hear about the latest research on Integrated Weed Management, its economic benefits, and learn tips for how to implement it on your farm.

Panelists include a university researcher to discuss the economics and new research on harvest weed seed destruction methods to drive down weed seed banks; an EPA representative to discuss the value of implementing Integrated Weed Management from a regulatory perspective; and a farmer to discuss the practical pros and cons of adopting IWM practices on the farm to remain competitive and sustainable for future generations.



Arlene Cotie



Chad Leman



Jason Norsworthy



Bill Chism

LEARNING CENTER SESSIONS

3:30 P.M. – 4:30 P.M.

National Wheat Yield Contest: Putting Quality in the Spotlight

Sponsored by National Association of Wheat Growers/National Wheat Foundation and U.S. Wheat Associates

3:30 p.m. – 4:30 p.m. • Room W207

MODERATOR: **Steve Joehl**, Director Research & Technology, National Association of Wheat Growers, and Director of the National Wheat Yield Contest

PANELISTS: **Dennis Pennington**, Wheat Extension Agronomist, Michigan State University; **Dave Green**, Executive Vice President, Wheat Quality Council; **Steve Wirsching**, Vice President &

Director West Coast Office, U.S. Wheat Associates; **Rick Horton**, NWYC 2018 Hard Red Category Winner

U.S. wheat growers produce the highest quality in the world, in six different classes (HRW, HRS, HWW, SRW, SWW, Durum).

The National Wheat Foundation will demonstrate this achievement through results obtained from the 2018 Wheat Yield Contest. This session will help wheat growers understand how the National Wheat Yield Contest Committee is incorporating a quality measurement as part of its contest submission requirements and how it will impact growers' placement in the contest. You'll have the opportunity to hear from a diverse set of panelists about the importance of improving the yield and quality of wheat.



Steve Joehl



Dennis Pennington



Dave Green



Steve Wirsching



Rick Horton

What Does It Mean to Rebuild Rural America?

Sponsored by Farm Credit

3:30 p.m. – 4:30 p.m. • Room W208

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



Brian Cavey



Gary Matteson

This session looks beyond infrastructure and explores critical factors influencing the vitality of rural America. What does rebuilding Rural America look like? What's it going to take? How do we address the rural/urban economic divide? Learn how public policy and public/private funding efforts affect rural America now, while securing the future for agriculturalists and the rural communities they call "home."

SCN: Managing North America's Top Yield Robber Is Getting Tougher

Sponsored by The SCN Coalition

3:30 p.m. – 4:30 p.m. • Room W209

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



Tyne Morgan



Pat Duncanson



Ron Heck

PANELISTS: **Pat Duncanson**, Farmer from Mapleton, Minn.; **Ron Heck**, Farmer from Perry, Iowa and Past President of American Soybean Association; **Kip Roberson**, Farmer from Robersonville, N.C.; **Kathy Lawrence**, Plant Pathologist, Auburn University; **Greg Tylka**, Nematologist and Director of the Iowa Soybean Research Center, Iowa State University; **Albert Tenuta**, Plant Pathologist, Ontario Ministry of Agriculture, Food and Rural Affairs



Kathy Lawrence



Greg Tylka



Albert Tenuta



Kip Roberson

A panel of top-tier soybean farmers, who are successfully managing yield-robbing soybean cyst nematode (SCN) in their fields, and university researchers will address the newest challenges emerging in managing SCN. This diverse panel – representing the multiple regional and rotational differences across soybean country – will share the newest best practices available to control SCN populations while maintaining high yields.

AMERICAN SOYBEAN ASSOCIATION AWARDS BANQUET

Premier Sponsors: United Soybean Board/Soy Checkoff; Corteva Agriscience™, Agriculture Division of DowDuPont; John Deere; FMC Corporation

- 5:00 p.m.** **Cash bar opens**
- 5:30 p.m.** **Doors open**
(tickets required at door)



- 6:00 p.m.** **Banquet begins, Hyatt Regency, Regency Ballroom**

American Soybean Association supporters from across the country gather for a celebration of the soybean industry. Awards will be presented to recognize achievements by farmers, association volunteers, and distinguished leaders.

The Peterson Farm Brothers will provide the evening's entertainment. Song parody videos by these three farming brothers from Kansas have received more than 50 million total views. They'll tell their story and perform their parody hits.

NATIONAL CORN GROWERS ASSOCIATION AWARDS BANQUET

Sponsored by BASF Corporation, John Deere and Corteva Agriscience™, Agriculture Division of DowDuPont

- 5:00 p.m.** **Cash bar opens**
- 5:45 p.m.** **Doors open (tickets required at door)**
- 6:00 p.m.** **Banquet begins, Hyatt Regency,**
Plaza International 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, the Atlantic City Boys will wow you, as they have audiences across the country, with world class vocals, favorite tunes from the 60s and their delightful blend of humor and showmanship.



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 AUCTION & CASINO NIGHT 8:00 P.M. - 10:30 P.M.

Sponsored by Sorghum Partners

- 8:00 p.m. - 10:30 p.m. • Hyatt Regency Orlando, Windermere Ballroom WX**

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 desk in the Convention Center.





Saturday, March 2

DESK HOURS

Registration Desk Open	7:00 a.m. – 12:30 p.m.
Tour Desk Open	10:00 a.m. – 12:00 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	12:30 p.m. – 2:00 p.m.

TRADE SHOW HOURS

See page 45 for details

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

TOURS

Tours depart from Level 1, Lobby A

Leu Gardens & Park Avenue	12:15 p.m. – 5:30 p.m.
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WORSHIP SERVICE

See page 48 for details

Room 206A	5:30 p.m. – 6:00 p.m.
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EVENING OF ENTERTAINMENT

See page 49 for details

Chapin Theater W320	8:30 p.m. – 9:45 p.m. Doors open 8:00 p.m.
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Commodity Association Activities

SATURDAY, MARCH 2

National Corn Growers Association (NCGA)		
NCGA Corn Congress Session II	Hyatt Regency Orlando, <i>Plaza International Ballroom</i>	1:00 p.m. – 4:30 p.m.
American Soybean Association (ASA)		
ASA Voting Delegates Session	Hyatt Regency Orlando, <i>Orlando Ballroom</i>	1:30 p.m. – 5:30 p.m.

Education Schedule

SATURDAY, MARCH 2

All events are held at the Orange County Convention Center, West Concourse.

See daily schedule pages for additional details.

SESSION TYPE	TOPIC	ROOM	TIME
Early Riser	Tuning Out the Noise for More Focused Decision-Making	W414	7:00 a.m. – 8:00 a.m.
Learning Centers	Hot Topics from Our Nation's Capital	W207	8:15 a.m. – 9:15 a.m.
	Can Blockchain Deliver Real Value to Farmers?	W208	8:15 a.m. – 9:15 a.m.
	Up a Lazy River: The Impact of Prevailing Weather Patterns	W209	8:15 a.m. – 9:15 a.m.
Main Stage	Cooking Demonstration	Trade Show Aisle 100	8:45 a.m. – 9:45 a.m.
What's New Sessions	See What You've Been Missing: Drones in Modern Agriculture	W206A	9:30 a.m. – 10:10 a.m.
	Navigating a New Era in Pesticide Product Stewardship	W206B	9:30 a.m. – 10:10 a.m.
Main Stage	Learning Center Session: Corn Residue: Friend or Foe?	Trade Show Aisle 100	10:00 a.m. – 10:45 a.m.
	Successful Farming Talk: The New Rules for Marketing in 2019		10:45 a.m. – 11:30 a.m.
Closing Learning Center Session	Managing Your Farm in Times of Rising Interest Rates and Volatile Trade	W209	12:30 p.m. – 2:00 p.m.

See page 6 for Education Glossary

WELCOME TO MISSION CROPPORTUNITY.

While it doesn't take a rocket scientist to understand the infinite possibilities of U.S. Soy, we did arrange for NASA veteran Don Thomas to be at our Commodity Classic booth just in case. Having orbited Earth nearly 700 times, he's uniquely qualified to talk about why the sky's no longer the limit for U.S. Soy.

SET YOUR COURSE TO BOOTH 2949.



SOY.ORG

Tuning Out the Noise for More Focused Decision-Making

Sponsored by Advance Trading, Inc.

7:00 a.m. – 8:00 a.m. • Room W414

Coffee and breakfast pastries provided.

SPEAKER: **Dave Fogel**, Vice President, Advance Trading, Inc.

Could the grain marketing landscape for the 2018/2019 corn and soybean crop be any more intimidating than it currently is—and promises to be for the remainder of the year? Probably not. Unfortunately, the rougher the farm economy, the higher the level of noise that farmers must contend with. Tuning out market noise is easier said than done. But doing so helps you make more aggressive and profitable marketing decisions that can pay handsome dividends. This session outlines what information can be trusted and how to completely tune out all background noise that is comprised solely of opinions and guesses.



Dave Fogel

LEARNING CENTER SESSIONS 8:15 A.M. – 9:15 A.M.

Hot Topics from our Nation's Capital

Sponsored by John Deere

8:15 a.m. – 9:15 a.m. • Room W207

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

INVITED PANELISTS: Staff Directors for the Chairmen and Ranking Members of the House and Senate Agriculture Committees

This panel of DC policymakers will discuss the new Congress and the agenda for the Congressional Agriculture Committees: What should attendees expect in agriculture policy this year? How will the start of the presidential election cycle affect policy-making? What is the outlook for Farm Bill implementation, immigration reform and trade policy? Hear a preview of the agriculture issues that policy makers may tackle in 2019.



Sara Wyant

Can Blockchain Deliver Real Value to Farmers?

Sponsored by Illinois Soybean Association

8:15 a.m. – 9:15 a.m. • Room W208

MODERATOR: **Eric Woodie**, Trade Analyst, Illinois Soybean Association

PANELISTS: **Luis Macias**, Chief Executive Officer, GrainChain; **Mark Pryor**, Chief Executive Officer, The Seam; **Steve Pitstick**, Farmer, Maple Park, Ill.

Blockchain is considered widely to be a once-in-a-generation revolutionary technology, and this technology is quickly evolving and being utilized by many business sectors and industries. Blockchain is predicted to continue to disruptively impact our financial systems, our supply chains, our governments and more, having the potential to essentially change the way we do business. Join the Illinois Soybean Association in this informative session to learn more about how farmers can utilize this groundbreaking cryptocurrency.



Eric Woodie



Luis Macias



Mark Pryor



Steve Pitstick

Up a Lazy River: The Impact of Prevailing Weather Patterns

Sponsored by DTN/The Progressive Farmer

8:15 a.m. – 9:15 a.m. • Room W209

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



Weather systems have shown a tendency to move slower or even stall longer when they form and establish over the primary crop areas. The result can be either very wet or very dry conditions. This session will focus on how these patterns are acting ahead of the 2019 crop year and their forecast impact on production, as well as an overall weather outlook on the season. Anderson and the DTN weather team lead the industry in identifying how longer-lasting systems and tendencies will affect crop conditions, and market prices, in the U.S. and around the globe.

TRADE SHOW OPEN

8:30 A.M. – 12:00 P.M.

8:30 a.m. – 12:00 p.m. • Entrances: West Hall A4/B1 and West Hall C

Sponsored by the United Soybean Board/Soy Checkoff and USA Poultry & Egg Export Council

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.

TRADE SHOW MORNING SNACK

8:30 A.M. – 9:15 A.M.

8:30 a.m. – 9:15 a.m. • Food & Seating Areas, Aisles 100 & 3100

Sponsored by the United Soybean Board/Soy Checkoff and USA Poultry & Egg Export Council

Trade Show morning snack is included with all full-conference registration packages and Saturday 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 DRAWINGS & BOOTH EVENTS

Visit these sponsors for their booth events and drawings. See page 53 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

Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council booth 2864 to win a gift basket featuring items used in Saturday's cooking demonstration. **MUST BE PRESENT TO WIN** at the cooking demonstration at the Main Stage.

(continued next page)

TRADE SHOW DRAWINGS & BOOTH EVENTS *(continued)*

11:30 a.m.

Commodity Classic 2020

Booth 2966

Swing by booth 2966 to get a sneak peek of what you can expect during the 2020 Commodity Classic in beautiful San Antonio, Texas! Sign up to win some San Antonio-inspired gifts, passes to attractions and much more provided by Visit San Antonio. Do NOT need to be present to win.

11:40 a.m.

Bayer

Booth 1845

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.

COMMODITY CLASSIC MAIN STAGE

8:45 A.M. – 11:30 A.M.

Presented by Successful Farming® and Commodity Classic

Located in the Trade Show Aisle 100, the Commodity Classic Main Stage, presented by Successful Farming and Commodity Classic offers unique entertaining, informative and educational sessions. Come by to hear a variety of speakers and topics.

8:45 a.m. – 9:45 a.m.

Cooking Demonstration

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

Chef **Denise Flores Ordonez**, USAPEEC Mexico Celebrity Chef, joins the cooking stage for the first time showing us her favorite Tex-Mex inspired chicken recipes with the Mexican flare we all know and love. As a graduate of the prestigious Culinary Institute of America, Chef Denise's internationally diverse culinary career began in New York City but her love for cooking began long before that in the heart of Mexico. Her recipes are sure to leave us all hoping for more! Brought to you with support from USA Poultry & Egg Export Council, Simmons Prepared Foods, Butterball, the Soy Checkoff and high oleic soybean oil.



10:00 a.m. – 10:45 a.m.

Learning Center Session: Corn Residue: Friend or Foe?

Sponsored by Calmer Corn Heads

SPEAKERS: **Dr. Fred E. Below**, Ph.D., Professor of Crop Physiology, Department of Crop Sciences, University of Illinois; **Alison M. Vogel**, Ph.D. Program Research Assistant, Department of Crop Sciences, University of Illinois

Ever-increasing corn yields, conservation tillage, and continuous corn production all lead to more crop residue after harvest. That can be a nightmare or an asset depending on how this residue is managed. We advocate managing the residue in place to improve both soil health and to synchronize the release of mineral nutrients in the residue with the nutrient needs of the subsequent crop. In this session, you will discover ways to manage corn residue through an easily adaptable combination of mechanical and chemical techniques to increase grain yields.



10:45 a.m. – 11:30 a.m.

Successful Farming® Talk: The New Rules for Marketing in 2019SPEAKER: **Al Kluis**, Marketing Columnist, *Successful Farming* magazine

Every year the time window for profitable grain marketing is getting shorter. Farmers who were very aggressive in making old and new crop grain sales had profitable years. Those who waited or froze, did not. The huge amount of trading by commodity funds and algorithm traders has changed how the grain markets move. They have changed the rules, and now you need to change how you market your grain. If you are frustrated with your grain marketing, you need to learn Al Kluis' new rules for marketing in 2019.



Al Kluis

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.

See What You've Been Missing: Drones in Modern Agriculture*Sponsored by AeroVironment***9:30 a.m. – 10:10 a.m. • Room W206A**

SPEAKERS: **Mark DuFau**, Director of Business Development, AeroVironment Commercial Information Solutions; **Jeff Rodrian**, Director, AeroVironment's Commercial Information Solutions; **Josh Hammond**, Agronomist and Owner of FARMASSIST, LLC

In the age of information overload, growers need precise, digestible data that sparks action. Learn how Quantix and the AeroVironment Decision Support System makes drone scouting fast and simple, delivering actionable insights so you can make informed decisions quicker—saving time and money.

Navigating a New Era in Pesticide Product Stewardship*Sponsored by Syngenta, Bayer and Valent U.S.A. LLC***9:30 a.m. – 10:10 a.m. • Room W206B**

SPEAKERS: **Caydee Savinelli**, Ph.D., Pollinator and IPM Stewardship Lead, Syngenta; **Lee Hall**, Product Manager, Bayer CropScience; **Dan Fay**, Manager, North American Stewardship and Technology Operations, Valent U.S.A.; **Wayne Fredericks**, Iowa farmer and American Soybean Association director; **Tom Smith**, Executive Director, National Pesticide Safety Education Center

Currently under EPA registration review, neonicotinoids continue to face regulatory pressure globally, resulting in a climate of increased scrutiny into how U.S. farmers steward this valuable technology. Manufacturers and users of neonicotinoid insecticides will provide updates and outline best practices for the use of neonicotinoid seed treatments and foliar products.

CLOSING LEARNING CENTER SESSION

Managing Your Farm in Times of Rising Interest Rates and Volatile Trade

12:30 p.m. – 2:00 p.m. • Room W209

Complimentary refreshments provided during the session. Lunch concessions are available for purchase in the lobby near Room W209.

Sponsored by Purdue University Center for Commercial Agriculture

SPEAKERS: **Dr. Jason Henderson**, Associate Dean and Director of Purdue Extension; **Dr. Michael Langemeier**, Professor, Department of Agricultural Economics, Purdue University; **Dr. James Mintert**, Professor, Department of Agricultural Economics, Purdue University and Director, Center for Commercial Agriculture; **Fred Seamon**, Managing Director, CME Group



U.S. interest rates are increasing, a marked shift away from the long-term decline in interest rates that began in the early 1980s. And for decades U.S. trade policy was focused on reducing or eliminating barriers to trade, helping foster growth in U.S. agriculture's exports. But in 2019, U.S. agriculture is entering a new era, where interest rates are increasing and tariffs, trade disputes and exchange rate fluctuations can disrupt export growth, all of which increase risks to producers. How will you manage your farm in this new era of rising interest rates and more volatile exports?

Our expert panel will share the key lessons from 2018 and help producers plan for the financial realities of 2019. The discussion will feature the latest data from the Purdue/CME Group Ag Economy Barometer, which focuses on what farmers see happening with farmland value, cash rental rates, farm income, and more. You will have an opportunity to ask questions of the experts.

Join us for this Closing Learning Center Session that will leave you informed and ready to take on the challenges and opportunities that arise in 2019.

WORSHIP SERVICE

5:30 p.m. – 6:00 p.m. • Room 206A

Sponsored by Growing Hope Globally

Growing Hope Globally partners with farmers and rural communities in the U.S. to help hungry people living in the poorest regions of the world grow their own food and lift themselves out of poverty.

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

EVENING OF ENTERTAINMENT

Sponsored by Bayer

The Charlie Daniels Band

8:30 p.m. – 9:45 p.m. • Doors open 8:00 p.m.

Chapin Theater W320, enter from Level 3

Visit the Bayer booth 1845 during trade show hours for an opportunity to win front row seats!

The Charlie Daniels Band will put a cherry on top of the 2019 Commodity Classic as they perform well-known hits such as “Uneasy Rider” “Long Haired Country Boy,” “The South’s Gonna Do It Again,” and of course, their signature song, “The Devil Went Down to Georgia”.

An outspoken patriot and still a road warrior at age 82, Charlie has parlayed his passion for music into a multi-platinum, award-winning career. He’s a member of the Grand Old Opry and has been inducted into the Country Music Hall of Fame.

Enjoy this exclusive performance for Commodity Classic attendees as we close out another incredible convention!

At Bayer, we’re working to shape agriculture through innovation. We combine modern science with farmers’ ingenuity to put innovation at their fingertips, which helps farmers profit today while preserving their farms for future generations. Our passion for discovery, collaboration and curiosity means we will always keep striving to find them. Through our work, we’re committed to delivering better tailored solutions for all farmers.



2019 NCGA OFFICERS



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CORN GROWERS
ASSOCIATION



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Jon Doggett
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Milwaukee,
Wisconsin

YOUR 2019 COMMODITY CLASSIC COMMITTEE



Special thanks to the farmer members of the committee for their commitment and hard work on the 2019 Commodity Classic:

Donald Bloss • Bob Bowman • Anthony Bush • Wade Cowan
(*Co-Chair*) • Brad Doyle • Gerry Hayden • Dave Milligan •
Wesley Spurlock (*Co-Chair*) • Paul Taylor • Bill Wykes

Quantix™ & AV DSS™



Put Drone Data Analytics To Work

Accurate data insights are crucial to managing inputs efficiently, targeting areas of stress and increasing crop performance. Quantix & AV DSS— A powerfully simple to use drone and data analytics ecosystem that delivers on-demand field intelligence.

VISIT OUR BOOTH #1023

AV
AeroVironment™

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WITH
CERTAINTY

TRADE SHOW DRAWINGS AND EVENTS

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

THURSDAY, FEBRUARY 28

- ☐ **11:00 a.m. /Noon/1:00/2:00/
3:00/4:00 p.m.**
AGCO Corporation **175**

Be in the booth at the top of each hour as Farmer Megzz talks about operating and features of the new IDEAL combine.

- ☐ **Noon – 4:00 p.m.**
Compass Minerals **1003**

Stop by booth to enjoy a coffee and cookie.

- ☐ **1:00 – 3:00 p.m.**
STOLLER **631**

Stop by booth to talk with our high-yield growers.

- ☐ **1:00/2:00/3:00 p.m.**
Timac Agro USA **1056**

Stop by booth to learn more about the nutrients that makes your crop input program more effective and enter an hourly raffle to win four times per day a \$100 gift card to Cabela's.

- ☐ **1:30 p.m.**
Firestone AG **1431**

Stop by booth to hear from Greg Peterson, the most trusted name in farm equipment.

- ☐ **2:00 – 3:00 p.m.**
Ag PhD **1152**

Stop by booth for a meet and greet with Brian and Darren Hefty.

- ☐ **2:30 p.m.**
New Holland **2345**

Farmers who completed their farm demographic information with their Commodity Classic registration are automatically entered to win a New Holland Workmaster™ 25S Sub-Compact Tractor donated by New Holland. Do NOT need to be present to win.

One entry per family. 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, New Holland employees are ineligible. Subject to Official Rules on www.CommodityClassic.com. Sponsor: Commodity Classic.

- ☐ **3:00 – 4:00 p.m.**
GO Seed **1158**

Stop by booth to speak with farmers from the Cover Crop panel discussion following the Main Stage learning session.

- ☐ **3:30 – 4:30 p.m.**
Sound Agriculture **1113**

Stop by booth during happy hour and the first 50 guests will receive a free tumbler.

- ☐ **4:00 p.m.**
Nufarm Americas **30**

Stop by booth to learn more about new Nematode technology and enjoy a beer.

FRIDAY, MARCH 1

- ☐ **11:00 a.m. – 4:30 p.m.**
Firestone AG **1431**

Stop by booth to chat with Successful Farming's Engine Man, Ray Bohacz.

- ☐ **Noon/1:00/2:00/3:00 p.m.**
AGCO Corporation **175**

Be in the booth at the top of each hour as Farmer Megzz talks about operating and features of the new IDEAL combine.

- ☐ **Noon – 3:00 p.m.**
Compass Minerals **1003**

Stop by booth to enjoy a coffee and cookie.

- ☐ **Noon – 4:00 p.m.**
**National Association of
Wheat Growers** **2549**

Stop by booth for a chance to win a Boogie Board™ LCD tablet with sleeve.

TRADE SHOW DRAWINGS AND EVENTS

☐ **1:00/2:00/3:00 p.m.** **Timac Agro USA** **1056**

Stop by booth to learn more about the nutrients that makes your crop input program more effective and enter an hourly raffle to win four times per day a \$100 gift card to Cabela's.

☐ **3:00 p.m.** **Association of Equipment Manufacturers** **2649**

Be at booth to be a part of the awarding of the 2019 Davidson Prize for outstanding equipment engineering design.

☐ **3:30 – 4:30 p.m.** **Sound Agriculture** **1113**

Stop by booth during happy hour and the first 50 guests will receive a free tumbler.

SATURDAY, MARCH 2

☐ **8:45 – 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 2864 to win a gift basket featuring items used in Saturday's cooking demonstration. **MUST BE PRESENT TO WIN** at the cooking demonstration at the Main Stage.

☐ **9:00/10:00/11:00 a.m.** **AGCO Corporation** **175**

Be in the booth at the top of each hour as Farmer Megzz talks about operating and features of the new IDEAL combine.

☐ **9:30 a.m.** **Firestone AG** **1431**

Stop by booth to learn about the importance of proper tire check procedures from the Firestone Ag Tire Experts.

☐ **11:30 a.m.** **Commodity Classic 2020** **2966**

Swing by booth 2966 to get a sneak peek of what you can expect during the 2020 Commodity Classic in beautiful San Antonio, Texas! Sign up to win some San Antonio-

inspired gifts, passes to attractions and much more provided by Visit San Antonio. Do NOT need to be present to win.

☐ **11:40 a.m.** **Bayer** **1845**

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.**

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** **West Lobby C**

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

☐ **xarvio Digital Farming Solutions** **103**

Stop by booth to receive a free power bank after downloading our SCOUTING app.

☐ **AGCO Corporation** **175**

Stop by booth to participate in the ideal combine experience and receive a gift. Also be sure to stop in the booth at the top of each hour Thursday-Saturday as Farmer Megzz talks about operating and features of the new IDEAL combine experience.

☐ **NACHURS** **402**

Register at booth for a chance to win a DJI Phantom 4 Pro V2.0 Quadcopter (drone) plus accessories package for crop scouting/aerial video.

☐ **Roach Ag Marketing, Ltd.** **453**

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

☐ **Helena Agri-Enterprises, LLC** **561**

Stop by booth and attend learning sessions for a chance to win a Cabela's gift card.

TRADE SHOW DRAWINGS AND EVENTS

☐ **Corteva Agriscience™ – Crop Protection** **575**

☐ **Corteva Agriscience™ – Pioneer® 875**

Stop by these booths each day of the show for these opportunities:

- Complimentary adult beverages Thursday and Friday 3:30–4:30 p.m.
- Enter to win a daily grand prize Thursday/Friday/Saturday
- Check out daily guest speaker schedule
- Try unique food samples featuring Plenish® high oleic soybean oil and Pioneer® white corn products

☐ **ProAg** **605**

Register at booth for a chance to win a DJI Mavic 2 Pro drone.

☐ **Midwestern BioAg, Inc.** **619**

Register at booth for a chance to win daily 40 acres of TerraNu® Technology, award winning soil health for your farm. Also stop by booth for happy hour Thursday and Friday from 3:30–4:30 p.m.

☐ **Arysta LifeScience** **723**

Register at booth for a chance to win up to \$5,000 in products.

☐ **FarmLogs** **804**

Register at booth for a chance to win a YETI cooler full of gear.

☐ **Airbus** **815**

Stop by booth for exclusive Airbus swag and learn more about how agriculture solutions can help provide a sustainable future.

☐ **DTN/ The Progressive Farmer** **845**

Stop by booth for a chance to win Carhartt Gear. Watch a demo or start your free DTN product trial and pull to win. Also grab a Fortune Cookie and find out what other opportunities DTN offers.

☐ **BigIron Auction Company** **859**

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

☐ **Commstock Investments** **1014**

Register at booth for a chance to win a fuel gift card with Commstock Report subscription.

☐ **Daniels Trading** **1061**

Register at booth for a chance to win a drone.

☐ **Unverferth Mfg. Co., Inc.** **1133**

Stop by booth for a new tape measure.

☐ **GO Seed** **1158**

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

☐ **Banjo Corporation** **1163**

Stop by booth to learn more about EVX® and receive a hat.

☐ **Prolific Earth Sciences** **1212**

Register at booth for a chance to win a microbial soil test kit.

☐ **AgroLiquid** **1345**

Stop by booth to talk crop nutrition and register to win an electronic dart board given away daily.

☐ **Pivot Bio** **1353**

Register at booth for a chance to win one of five Carhartt jackets given away daily.

☐ **National Pesticide Safety Education Center** **1358**

Register at booth for a chance to win a bundle of WPS products worth a value of \$80.

☐ **Innoquest Inc** **1365**

Register at booth for a chance to win a SpotOn Sprayer Calibrator (SC-1).

☐ **Reinke** **1419**

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

☐ **IntelinAir, Inc.** **1455**

Register at booth for a chance to win a \$250 Cabela's gift card.

TRADE SHOW DRAWINGS AND EVENTS

☐ **Kondex Corporation** 1463

Register at booth for a chance to win one of three straw claw chopper blade kits.

☐ **Case IH** 1811

Register at booth for a chance to win the Case IH Farm Show top chest and get a coupon for a free Case IH LED headlight beanie hat.

☐ **NAU Country Insurance Company** 2165

Stop by booth for a free promo item and register for a chance to win a 30 oz. tumbler and more.

☐ **Waterways Council, Inc.** 2285

Register at booth for a chance to win one of two Bass Pro gift cards.

☐ **New Holland** 2345

Stop by booth to take our survey to receive \$75 and a New Holland hat.

☐ **Geringhoff, LLC** 2361

Register at booth for a chance to win a Geringhoff branded Grizzly cooler.

☐ **FBS Systems, Inc.** 2378

Register at booth for a chance to win one year of TransAction Plus accounting software and support.

☐ **Crop Vitality** 2775

Register at booth for a chance to win John Deere kid's tractor and mini fridge.

☐ **INTL FCStone & Decisive Farmer** 2778 & 2780

Stop by these booths to check market prices and enter to win a DJI Spark drone.

☐ **La Crosse Seed** 2779

Talk cover crops and enter to win a 100-year anniversary backpack.

☐ **American Soybean Association** 2849

Stop by booth to join top ag journalists for a variety of current events discussions and hear live interviews. In between the live broadcasts, play the ASA memory match video game to win a prize.

☐ **U.S. Grains Council** 2858

Register at booth for a chance to win a Bose SoundTouch10 wireless speaker that features room-filling sound and works with wifi, Bluetooth and Alexa.

☐ **USA Poultry & Egg Export Council** 2864

Sign up prior to the cooking demonstration at the USA Poultry & Egg Export Council booth to win a gift basket featuring items used in Saturday's cooking demonstration. **MUST BE PRESENT TO WIN** at the cooking demonstration at the Main Stage Saturday 8:45-9:45 a.m.



Local advice for every crossroad.

Visit us at booth #645 and talk to a local agronomic expert about pressures and performance data in your area. Get a quick download on new offerings in the BASF portfolio, plus which varieties and chemistries delivered in 2018.

Booth #645

Grow Smart™ with BASF

 **BASF**

We create chemistry

EXHIBITORS ORANGE HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

NOTE: Below exhibitors are as of January 15, 2019.

Please refer to website or mobile app for the most up-to-date listing.

25 x '25 / Solutions from the Land 2278

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

360 Yield Center 1467

Providing equipment that improves the accuracy and efficiency of nitrogen and other plant nutrients
www.360yieldcenter.com 217-737-1469

A Better Way to Farm 554

Production consulting
www.abetterwaytofarm.com 641-919-1206

A. Link, Inc. 2163

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

Acadian Plant Health 803

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 1203

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

ADM 1667

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

Advance Trading Inc. 2360

Commodities brokerage: strategically developing marketing plans and risk solutions specific to client's needs and goals
www.advance-trading.com 309-664-2321

Advanced Biological Marketing 1523

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

Advanced Drainage Systems 1015

The industry leader in water management solutions, specializing in plastic products ranging from field to grain aeration
www.ads-pipe.com 618-614-8556

AeroVironment 1023

Providing a drone-based information solution that delivers easy, efficient and immediate answers to challenges you face in your field.
www.avdroneanalytics.com 805-581-2198

Affinity Management Ltd. 807

Compass: the mobile farm management tool providing increased visibility, analysis, and efficiency for your operation
www.startcompass.com 416-204-7432

Ag Container Recycling Council 817

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

Ag Diesel Solutions 2382

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

Ag Leader Technology 1167

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

Ag PhD 1152

Hosted by Brian and Darren Hefty, Ag PhD TV has helped farmers increase yields and profits for more than 20 years.
www.agphd.com 605-529-5412

Ag Resource Management, LLC 2685

ARM provides crop production loans and crop insurance for agribusiness and farmers.
www.armlend.com 806-553-2918

Ag Spray Equipment 359

Trailered large sprayers (1950 gallon), nurse tank trailed 3 pt. spraying systems
www.agspray.com 334-673-0580

AgBiTech 814

The world's largest producer of NPV-based insecticides for corn earworm in soybeans, sorghum, cotton and corn
www.agbitech.com 214-425-3871

Agchemical.com 2784

Crop chemical provider
www.agchemical.com 561-296-2882

EXHIBITORS ORANGE HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

AGCO Corporation 175

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

AgFocus 1264

Planter Pro and FastTrac
www.agfocus.com 309-365-2771

AGI 489

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

Agnition 2280

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

AGP 2958

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

Agri Technology Solutions 1360

Supply and installation of agro-industrial equipment
www.agri-techsolutions.com 407-773-9212

Agri-Dealer 1456

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

Agri-Inject 1413

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. 1461

Agrian makes it easy for everyone in farm management to capture vital information.
www.agrian.com 559-437-5700

AgriGold 1611

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

Agrimatics 1559

Libra Cart - Tablet and smartphone-based grain cart weighing and data management system
AND Libra TMR - A ration weighing and data management system
www.agrimatics.com 888-241-7216

AGRITECHNICA 2019 - DLG 2984

World's leading trade fair for agricultural machinery taking place 10-16 November 2019 (with preview days on 10+11 November) in Hanover, Germany
www.agritechnica.com 496924788-265

AGROdeviate 527

AGROdeviate Factory to Farm™ - Innovative solutions delivered to the worlds agricultural producers by integrating technology and agronomy
www.hawkinsag.com 308-708-8185

AgroLiquid 1345

AgroLiquid manufactures high-efficiency liquid fertilizer, formulated to protect nutrients from loss to the environment.
www.agroliquid.com 800-678-9029

AgroValley Solutions 578

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

AgTraderTalk / First Choice Commodities 1109

AgTraderTalk is your independent third party source for market information.
www.agtraderstalk.com 515-273-5500

AgVend 519

Ecommerce for agriculture
www.agvend.com 612-547-8331

AgXplore 867

AgXplore manufacturers and markets fertility management aids, nutritional fertilizers, micronutrients and adjuvants. High quality and American made.
www.agxplore.com 573-357-4506

Air Filter Blaster 2153

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

EXHIBITORS ORANGE HIGHLIGHT DENOTES 4 OR MORE BOOTH SPACES

Airbus 815

Airbus provides a sustainable future with industry-leading agriculture solutions.

www.intelligence-airbusds.com 703-715-3135

Alliance Tire Group 425

The Alliance Tire Group is a leading global manufacturer of agricultural and OTR tires.

www.atgtire.com 781-321-3910

American Coalition for Ethanol 2184

ACE membership, ethanol advocacy

www.ethanol.org 605-334-3381

American Farmland Trust 2878

Saving the farmland, soil, water, people to grow America's food

www.farmland.org 202-378-1208

American Soybean Association 2849

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 2763

Trade association for sugar industry

www.sugaralliance.org 703-351-5055

American Sweeping Solutions 609

Sweeping machines for shops and any area a dust pan and broom is used.

www.haagashop.com 805-874-2242

AMVAC Chemical 1655

Provider of insecticides and herbicides for corn and soybeans

www.amvac-chemical.com 949-260-1200

Aqua-Yield Operations LLC 913

Use of nanotechnology in fertilizers and chemicals, reducing rates and input costs

www.aquayield.com 575-693-1630

Arysta LifeScience 723

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

Association of Equipment Manufacturers (AEM) 2649

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

Azotic North America 485

Now your corn can FIX-N too. Replace up to 50% of your nitrogen program with Envita™. Works on all crops.

www.azotic-na.com 877-368-4821

Balzer Inc. 2575

Grain carts, manure equipment and shredders

www.balzerinc.com 507-427-3133

Banjo Corporation 1163

Valves, fittings, pumps, dry-disconnects, manifold flange connections, electric valves

www.banjocorp.com 765-362-7367

BASF 645

Crop protection products, seeds, traits, seed treatment

www.agriculture.basf.com 919-547-2000

Bayer 1845

Seeds, traits, crop protection, digital ag products

www.bayer.com 314-694-1000

Belchim Crop Protection 1556

We provide specialized expertise and quality agricultural chemicals- herbicides, insecticides and fungicides- to markets we serve.

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National Assoc. of Conservation Districts 1513

Conservation Districts assist landowners / land managers in the conservation of natural resources throughout the U.S.
www.nacdnet.org 202-547-6223

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National Association of Farm Broadcasting 2869

A 501(c)(6) professional organization whose mission is to lead, promote and support growth in agricultural and rural broadcasting
www.NAFB.com 816-431-4032

National Association of Wheat Growers 2549

The National Association of Wheat Growers works with its 21 affiliated state associations and many coalition partners on issues as diverse as federal farm policy, environmental regulation, the future commercialization of emerging technologies in wheat and uniting the wheat industry around common goals.
www.wheatworld.org 202-547-7800

National Biodiesel Board 2863

The National Biodiesel Board is the U.S. trade association representing the entire biodiesel value chain.
www.biodiesel.org 800-841-5849

National Corn Growers Association 2749

NCGA and state corn associations are the grassroots voice of the nation's corn farmers, committed to increasing demand, strengthening consumer trust, and enhancing productivity and environmental sustainability.
www.ncga.com 636-733-9004

National Corn-to-Ethanol Research Center 2181

Provides third party validation and commercialization services to the biofuel, biochemical, biomaterial, and bioproduct industries
www.ethanolresearch.com 618-659-6737

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www.oreganclover.org 503-364-2944

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Thursday, February 28	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. – 7:00 p.m.	Service every 15 minutes
	7:00 p.m. – 10:00 p.m.	Service every 30 minutes*
Friday, March 1	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
	9:30 p.m. – 11:00 p.m.	Service every 30 minutes*
Saturday, March 2	6:00 a.m. – 10:00 a.m.	Service every 15 minutes
	10:00 a.m. – 6:30 p.m.	Service every 30 minutes*
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Embassy Suites Orlando International Drive I-Drive 360	3	Curbside on Jamaican Court
Hampton Inn Orlando International Drive/ Convention Center	4	Curbside on Universal Boulevard
Hilton Garden Inn Orlando at SeaWorld®	5	Curbside on Westwood
Hilton Orlando	1	Group Departure Area
Homewood Suites Orlando – International Drive/ Convention Center	4	Walk to Hampton Inn, Curbside on Universal Boulevard
Hyatt Place Orlando/ Convention Center	4	Curbside on Universal Boulevard
Hyatt Regency Orlando	Walk	Walk to the Orange County Convention Center
Renaissance Orlando at SeaWorld®	5	North Entrance
Residence Inn Orlando at SeaWorld®	5	Front Entrance
Residence Inn Orlando Convention Center	4	Walk to Hyatt Place - Curbside on Universal Boulevard
Rosen Centre Hotel	Walk	Walk to the Orange County Convention Center
Rosen Inn at Pointe Orlando	2	Curbside on International Drive
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Wyndham Orlando Resort International Drive	4	Convention Center Entrance

San Antonio



2020

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ncga.com



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American Soybean Association

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(314) 576-1770
FAX (314) 576-2786
soygrowers.com

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FAX (202) 546-2638
wheatworld.org



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1

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