

25x'25- America's Energy Future

Booth: 96

New economic analysis will be unveiled, indicating how 25x'25 can address production of food, feed, fuel and fiber.

Ernie Shea
Read Smith
Richard Smith
Sara Wyant

AGCO Corporation

Booth: 17

Doug Griffin, VP of Marketing, North America

AGCO Corporation recently introduced a new branding and distribution strategy for USA and Canada featuring three "cornerstone" brands for dealers. As a global player, AGCO understands the rapidly changing global agricultural landscape and has implemented numerous internal initiatives in preparation to take on the competition with new and innovative products and technologies, as well as alternative fuel studies and engine advancements.

Jason Hoult, Product Marketing Manager, High Horsepower

The new Challenger MT900B Series of 4WD articulated tractors including the most powerful production tractor in the world, the 570 HP MT975B. The new Class VIII Combine with the largest capacity and fastest unloading rate in the industry. AGCO's technological advancements in AutoGuide steering systems, yield mapping software suites, engines/emissions, transmissions, alternative fuels, efficiency, and productivity.

Bob Gideon, Marketing Communications, AGCO Parts

AGCO Parts Division provides both parts support and aftermarket accessories for the most advanced ag technology, and provides support for older equipment--working machines and restored collectables--through the rapidly growing Heritage Parts program. AGCO has also made numerous advancements in its engines and transmissions.

Application Representative, TBD

New RoGator Super Sprayer Series, which have more power, less noise and the best ride in the industry, featuring industry-leading air-ride suspension and optional semi-active seat suspension. And, the Spra-Coupe 4000 Series Sprayers have a new, sleek hood design, quieter cab with added foam insulation and versatile 60/80 foot boom option. Beyond new products, representatives can speak about industry trends in the applications industry.

AGP

Booth: 86

Doug Brown, Director of Grain Operations

Expansion of grain operations in Texas Panhandle to serve growing dairy market; non-GMO soybean export program through Duluth, MN; AGP's grain operations in North Dakota, Nebraska, and Kansas.

Agrium

Booth: 55

Todd Denzin

ESN- Environmentally Smart Nitrogen, the first major advancement in Nitrogen in several years. The time-released formula increases efficiency.

Ben Graham
ESN

Sarah Gronberg
ESN

AgStar Financial Services, ACA

Booth: 25

Paul DeBriyn
Ethanol Impact of the Ag Industry
Grain Storage and Bin Construction Financing Program
AgStar Fund Commitment to Rural America

John Monson
Rural Market Development

Alltech

Booth: 21

Tyler Bramble, Midwest Regional Manager
Ethanol: Good for America, bad for agriculture?
G(r)owing natural: What alternatives are out there for high production agriculture systems?
The European Dance: Will the US follow the lead from across the Atlantic?

Billy Frey, North American PR Manager
Alltech FEI World Equestrian Games: The biggest sporting event that America has never heard of.
So many people, so little land: How will we feed a growing population?
State of Emergency: Can one little supplement give hope to millions with HIV/AIDS.

American Agriculture Movement, Inc.

Booth: 98

Larry Matlack, president
Wayne Allen, vice president
Buddy Vance
Ed Fashing

Biomass...independence from foreign oil

American Angus Association/Certified Angus Beef LLC

Booth: 10

Steve Suther, CAB Director of Industry Information
Consumers demand a high-quality eating experience every time. Yet, the industry struggles to meet that production goal. Certified Angus Beef LLC can share why quality grade is on the decline and provide profitable marketing and management ideas for change.

Miranda Reiman, CAB Industry Information Specialist
Quality, quantity and efficiency can work together. Producers across the United States are adding value at the ranch by aiming for the Certified Angus Beef brand target. Networking with bull suppliers and feedlots makes them more money and improves beef quality.

Shelia Stannard, Association Director of Communications and Events
Cattle producers place a high value on Angus genetics. The genetic tools available through the American Angus Association provide a competitive management edge, and premiums for AngusSource calves earn higher revenues.

American Farm Bureau Federation

Booth: 5

President Bob Stallman
Trade, immigration, energy and farm policy

Mary Kay Thatcher
Farm Bill, disaster relief

Tracy Taylor Grondine

Johnna Miller

Mace Thornton

American Lamb Board

Booth: 7

Bo Donegan, Executive Director
Lamb Marketing and Promotions Programs

Joe Harper, Board Member
Lamb Marketing and Promotions Programs

American Sheep Industry Association (ASI)

Booth: 89

Peter Orwick, Executive Director for ASI

- 1) Two-year Extension of the American Wool Trust
- 2) FCIC Approval of the Livestock Risk Protection - Lamb Pilot Program -- a multi-year effort. 27 states approved for the pilot program.
- 3) NRCS Approved a two-year \$100,000 Prescriptive Grazing Grant
- 4) Re-authorization of Mandatory Price Reporting

Bob Gilbert, Montana Producer

- 1) Industry Unity which led to Year-on-Year Increase in Sheep Numbers and Increase in Number of Sheep Operations -- There are now more sheep operations in the U.S. than there are pig operations;
- 2) Wool Programs -- Military set to distribute 5,000 sets of enzyme treated wool underwear and the Development of a high performance, moisture management, anti-microbial sock
- 3) Two-year Extension of the American Wool Trust

American Soybean Association

Booth: 42

Persons Available for Interviews:

- ASA President Richard Ostlie
- ASA Chairman Bob Metz
- ASA First Vice President John Hoffman
- ASA Washington Representative Beverly Paul

Topics for Discussion:

- Agriculture and the Federal Budget
- Transportation and Infrastructure
- Biodiesel, the Soy Renewable Fuel
- Trade Negotiations and WTO
- Soy Solutions to Trans Fat Labeling
- What was learned about Soybean Rust

American Sugar Alliance

Booth: 32

Luther Markwart, American Sugarbeet Growers Association
Steve Williams, Red River Valley Sugarbeet Growers Association
Ervin Schlemmer, Mountain States Beet Growers Association of Montana
Doug Etten, Minn-Dak Farmers Cooperative
Alan Welp, Colorado Sugarbeet Growers Association

Reaction to the Nov. 7 elections
2007 Farm Bill debate
Impact of CAFTA, NAFTA, and other trade deals
WTO

Animal Agriculture Alliance

Booth: 88

Philip Lobo, Communications Director

Associated Milk Producers Inc

Booth: 53

Sheryl Meshke
Farm Bill
Dairy Trade

Donn DeVelder
Dairy Market Outlook
Dairy Trade

BASF, The Chemical Company

Booth: 60, 61

Dennis Belcher
New innovations in corn herbicides

Dr. Gary Fellows
Plant Health and Headline fungicide

Jim Gaffney
BASF seed treatments and the CLEARFIELD Production System (wheat, rice, sunflowers)

Dr. Janet Snow, Field Nutritionist
NutriDense nutritionally enhanced corn can help increase producer profitability

Diane Jones, NutriDense Grain Product Manager
News on programs for dairy, grain and swine producers

Bayer Animal Health

Booth: 72

Bayer CropScience

Booth: 38, 39

John Smith, insecticide and seed treatments business unit manager, will discuss the growing portfolio of Bayer's seed treatment business, which includes seed applied fungicides and insecticides. New products include Trilex™ seed-applied fungicide and Gaucho® seed-applied insecticide for soybeans. Poncho®, the leading seed-applied insecticide in the U.S. corn market, continues to outperform all other seed-applied insecticides.

Tim Zurliene, herbicides and fungicides business unit manager, features the Growing Strong™ Rewards Program that offers cash incentives for farmers who use Bayer's portfolio of herbicide, fungicide and insecticide products. Glyphosate resistance is a growing concern in all row crop markets, and Bayer offers excellent options for resistance management programs. The LibertyLink® system offers excellent opportunity for controlling glyphosate-resistant and tolerant weeds with Liberty® herbicide in corn and Ignite® herbicide in cotton. LibertyLink soybeans are expected to be introduced to the market for the 2008 growing season. Laudis® herbicide, expected for the 2008 growing season, offers excellent control of grasses and broadleaf weeds in a postemergent program. Balance® Pro herbicide is the best pre-emergent option to control weeds ahead of Roundup® or Liberty applications.

Randy Myers, Ph.D., fungicide product manager for row crops, will discuss exciting new products like Provost™ fungicide for peanuts and Prosaro™ fungicide for the cereal grain market. He will also provide insight on the pending registration of Stratego® fungicide on soybeans, and Absolute™ fungicide, which is expected to receive registration for the 2008 growing season.

Dave Feist, herbicide product manager for cereals, will discuss Huskie™ herbicide, which is expected to receive registration in 2007 and is the first new mode of action for the cereal grain market in 20 years. Additionally, he'll provide insight into the comprehensive cereal grains portfolio from Bayer CropScience, including Puma® herbicide, Olympus® Flex herbicide and Rimfire™ herbicide.

Chris Kleyla, insecticide product manager for cotton, discusses the Aeris™ seed-applied system that offers cotton growers a powerful new option for insect and nematode protection through broad spectrum protection with an insecticide, nematicide and an optional fungicide.

Jeff Brehmer, marketing manager FiberMax™ cotton seed, will discuss new FiberMax products and other news related to Bayer cotton seed operations.

Biotechnology Industry Organization

Booth: 57

Deb Carstou

Agricultural Biotechnology: Benefits of Plant and Animal Biotechnology

Brent Erickson

Growing a Biobased Economy: Biofuels and Biorefinery Development in Rural America

Cargill AgHorizons

Booth: 76

Case IH

Booth: 51

Gerry Salzman, Senior Director Case IH Global Product Marketing Management, Harvesting Soydiesel is flying under the radar on the consumer front, but is front and center for farmers. Gerry Salzman will discuss Case IH commitments on biodiesel warranty, factory fill and future testing of off-road diesel blends.

New communications contacts:

Julie Rudnick, Manager, Marketing Communications

Krista Knigge, Director, Case IH Global Brand Communications

Cattlemen's Beef Board

Booth: 49

Beef Board representatives will be on hand to discuss Beef Checkoff Programs aimed at increasing profit opportunities for cattlemen -- including promotion, research, education, and information projects. As the Beef Board enters Fiscal 2007, focus is on getting the good news about beef's nutritional qualities to consumers of all ages, with focus on American youth, who are bombarded with conflicting messages about nutrition and need the facts to make their own decisions about building a healthy and balanced diet.

Jay O'Brien, Beef Board Chairman
Monte Reese, Chief Operating Office
Diane Henderson, Communications Manager
Stephanie Darling, Associate Director, Trade Media

Certified Crop Advisers/American Society of Agronomy

Booth: 6

Howard Brown

Speaker available to discuss any of the following topics, (please feel free to ask about another agronomic issue if you have one in mind): Fall Fertilizer, Making Nitrogen Recommendations, Corn Growth and Development, Value of Hybrid and Variety Traits, Carbon Sequestration, Utilizing a Certified Crop Adviser to assist you in your farming operation.

Brian Rees

Speaker available to discuss any of the following topics, (please feel free to ask about another agronomic issue if you have one in mind): Forage Management, Soybean Plant Development, Fall Fertilizer, Making Nitrogen Recommendations, Livestock Waste Utilization for Crop Nutrition, Utilizing a Certified Crop Adviser to assist you in your farming operation.

Lisa Muirheid Martin

International CCA Program; Utilizing a Certified Crop Adviser to assist you in your farming operation.

Commodity Classic

Booth: 1

National Association of Wheat Growers joining Commodity Classic
Commodity Classic Evening of Entertainment March 3, 2007– Collin Raye
Commodity Classic March 1-3, 2007 in Tampa, Florida

Crop1 Insurance

Booth: 74

Terri Wallace

Share information on new products being introduced by Crop1 Insurance in 2007 and provide an update on the purchase of Crop1 Insurance by Farm Bureau Mutual in 2006.

CropLife America

Booth: 31

Grace Oh

Shattering the myths and misinformation associated with organic foods while accentuating benefits of pesticides

Dairy Farmers of America, Inc. (DFA)

Booth: 20

Monica Coleman-DFA VP of Member Relations and Corporate Communications
Will discuss a variety of dairy industry issues including niche marketing (rbST free milk and organic milk), international opportunities and food safety measures. Also, will discuss how cooperatives provide value to dairy farmers beyond just marketing their milk.

Christopher Galen-NMPF Senior Vice President of Communications
Will discuss a variety of issues impacting the dairy industry including immigration reform, legislation concerning CERCLA/EPCRA and the 2007 Farm Bill among others. Chris will also speak about the hugely successful farmer self-help program CWT.

Bill Siebenborn-Vice Chairman of DFA Board of Directors
Will give a farmer's perspective on a variety of dairy issues.

Dairy Management, Inc.

Booth: 35

Liz Anderson
Children and milk availability, dairy farmer/industry image, dairy ingredients, 2006 dairy checkoff highlights

Mary Thorsell
Dairy and the nutrition environment, new osteoporosis health claim

Margaret Speich
U.S. dairy exports

Kimberly Clauss
U.S. dairy exports

Dow AgroSciences LLC

Booth: 33

Maynard Ochs
Key Corn Belt pest issues in 2006, including western bean cutworm, corn rootworm and black cutworm, and in-plant trait performance, primarily Herculex(r) Insect Protection, versus those key corn pests; New Mycogen brand grain corn hybrids for 2007 use season and trends impacting hybrid production.

Elanco Animal Health

Booth: 79

Dennis Erpelding
Finishing Improvement Technologies and tools for increasing production efficiency

Environmental Protection Agency

Booth: 70

Jon Scholl, Counselor to the Administrator for Agricultural Policy, Washington, D.C.
National perspectives regarding air/water issues, CAFO rule, agriculture environmental management systems and renewable fuel standard.

John B. Askew, Region 7 Administrator, Kansas City, Kan.
Agricultural and environmental updates on air/water issues, renewable fuels, ethanol and biodiesel, and partnerships with agriculture stakeholders in Iowa, Kansas, Missouri, and Nebraska.

William A. (Art) Spratlin, division director, Water, Wetlands and Pesticides, Kansas City, Kan.
Region 7 water issues involving the agriculture community in Iowa, Kansas, Missouri, and Nebraska.

Ethanol Promotion and Information Council (EPIC)

Booth: Century Foyer

Jeff Simmons

Team Ethanol driver Jeff Simmons will be speaking about the performance benefits of ethanol. In addition, he will discuss the details of the IndyCar Series' using 100 percent fuel-grade ethanol in the 2007 season.

Greg Krissek

Greg Krissek, an EPIC board member, will be on hand to discuss what states and regions ethanol will be heading to next.

Tom Slunecka

All things ethanol including national pump branding initiatives.

Reece Nanfite

Research on consumer trends relating to ethanol. The latest research results will be early released during Trade Talk.

Joanna Schroeder

Environmental benefits of ethanol. Will discuss EPIC's recent environmental white paper and environmental calculator.

Farm Credit Services of America

Booth: 13

Doug Stark, President & CEO

Biofuels Industry Outlook. Livestock Insurance. Other topics of interest involving Farm Finance

Shane Frahm, Commercial Lending/Biofuels

Biofuels Industry Outlook

Farm Safety 4 Just Kids

Booth: Century Foyer

Marilyn Adams, Spokesperson, President and Founder

Upcoming 20th anniversary of Farm Safety 4 Just Kids, new educational packets, our chapter volunteers

David Schweitz, Executive Director

Upcoming 20th anniversary of Farm Safety 4 Just Kids, new educational packets, our chapter volunteers

Heidi Luett, Director of Marketing and Community Relations

Upcoming 20th anniversary of Farm Safety 4 Just Kids, new educational packets, our chapter volunteers

Farmers National Company

Booth: 68

Serving America's landowners since 1929, Farmers National Company, an employee-owned company, is the nation's leading agricultural services company. We offer landowners and investors a full line of services; including farm and ranch management, real estate sales, consultation services, commodity marketing, insurance, appraisals, oil and gas management, mapping technology, and conservation and recreational services.

Jim Farrell, CEO Farmers National Company

Lee Vermeer, Vice President of Real Estate Operations

The Fertilizer Institute - Nutrients for Life Foundation - Progressive Agriculture Foundation
Booth: 12

Kathy Mathers, Vice President and Executive Director
Energy, security, water quality efforts. From Martha Stewart to Middle School - improving the general public's understanding of the tremendous benefits of commercial fertilizers.

Sherry Nielson, Progressive Agriculture Foundation
Progressive Agriculture Safety Days are helping local communities save lives and prevent injuries on farms, ranches and at home. This is shown not only by research and success stories, but also by the increasing demand for additional safety days throughout the U.S., its territories and Canada.

FMC Corporation
Booth: 16

Mr. Tom Crumby
Tom will discuss the expanding portfolio of crop protection solutions from FMC Corporation, including Carbine insecticide for cotton, Beleaf insecticide for fruits and vegetables, Brigade 2EC insecticide for cotton, Brigade WSB insecticide for tree nuts and many others. Mr. Crumby will also discuss new products coming to the market in 2007 and talk about INNOVA Solutions -- the Customer-Driven Innovation division introduced recently by FMC.

Sally Behringer, Nicholson Kovac, Inc.
Sally will be on hand to discuss product field performance in 2006, the continuing expansion of the FMC product portfolio and how FMC continues to bring customer-driven innovations to the crop protection marketplace.

Garst Seed Company
Booth: 46

Rick Henley, Marketing Development Manager
Lori Thomas, Communications Manager

Changing the Landscape - Hear how we are challenging the competition and challenging ourselves to deliver more value to growers.

Blue + Yellow = Green initiatives - including BYG Blue Truck giveaway and launching of ExtraEdge corn hybrids

AgriEdge Grain Premium Program - Learn how growers can receive premiums for higher yields!

AgriEdge Corn offers and assurances - More yield; less risk

Results of Garst's annual Commercial Competition with FFA

Yield results - Product performance for corn and soybeans

Garst Gold Plan - the industries leading deferred payment option!

Golden Harvest Seeds
Booth: 18

Chuck Lee - Head of Marketing
Golden Harvest continually strives to give producers more control and more options; the latest addition is the introduction of Agrisure RW hybrids to the lineup. Producers now have more options to choose from in their farming operation.

Intervet Inc.

Booth: 64

Scott Nordstrom, D.V.M., Intervet Veterinary Services Manager

Jeff Baxter, Intervet Marketing Manager, Cattle Vaccines

Beef producers are unnecessarily losing millions of dollars annually because of intramuscular (IM) vaccine administration. But, producers don't have to sacrifice Beef Quality Assurance (BQA) guidelines for superior respiratory and reproductive protection for their herds. Visit the Intervet booth, 64, where Scott Nordstrom, D.V.M., Manager Veterinary Technical Services for Intervet, and Jeff Baxter, Intervet Marketing Manager, Cattle Vaccines, will be on-hand to discuss Vista vaccines, which provide the most complete protection while still delivering a BQA-friendly end-product.

John Deere

Booth: 44

Ron Schwertner

Ron Schwertner, Division Manager, Marketing, John Deere Waterloo Tractor Works will discuss the new 7030 Large-Frame Series Tractors and the 6030 Premium Series Tractors. He will also discuss 8030 Series Tractor updates, including higher transport speeds, and the fuel efficiency records set at the Nebraska Tractor Test Lab.

Seth Crawford

Seth Crawford, Marketing Manager, John Deere Ag Management Solutions (AMS), will discuss new GreenStar Precision Farming Systems from John Deere, including iTEC Pro, Universal AutoTrac, GS2 Display, and other new guidance systems and software. All this new technology is designed to help producers become more efficient in their operations and more comfortable and productive while operating their equipment.

Barry Nelson

Barry Nelson, Manager, Public Relations, will discuss new equipment and technology recently introduced by John Deere. He will also review John Deere's support of renewable energy and current initiatives with biodiesel, ethanol, wind energy, and other renewable fuels and resources.

Kansas City Board of Trade

Booth: 78

Deborah Bollman

Information about the Kansas City Board of Trade, which is celebrating its 150-year anniversary. The KCBT has already set new annual volume records for the hard red winter wheat futures contract and for the exchange as a whole.

Trader

Current market conditions at the Kansas City Board of Trade

Kubota Tractor Corporation

Booth: 24

How to select the perfect tractor.

- Given the growing number of many new "lifestyle" and rural hobbyists broadcast listeners, Paul's comments about how to select the correct tractor/vehicle -- no matter the acreage, or usage -- would be helpful for anyone contemplating a new garden/lawn, sub-compact, compact, mid-size, ag/utility or ag specialty tractor. Particularly helpful for those "new" to buying tractors or caring for acreage.

Efficiency, proper power and safe operating tips for ag tractor users.

- Putting safety first: Tips for tractor operators
- Secrets for finding the right balance of tractor efficiency and power

Paul Williams Bio:

Paul Williams, Tractor and Implement Product Manager for Kubota Tractor Corporation, has been with Kubota for 25 years. Williams' background includes spending his early years on dairy and beef farms in Wisconsin and Iowa, then a tour with the U.S. Army. Post-military service, Williams farmed and worked in the outdoor power business, before joining Kubota as a Service Representative in the Midwest. In 1984, he became Kubota's Dealer Development Manager in the Midwest, and then Regional Sales Manager for Southern Illinois. Williams moved to Kubota Tractor Corporation's home office in California in 1987 to become National Product Training Manager.

Since 1993, he has served in a Product Manager role – for consumer, turf and tractor products until 2001 – now focusing as Product Manger for the ag and utility tractor line in the 40 to 108+ PTO horsepower range.

Landec Ag, Inc./Intellicoat

Booth: 69

Bill Gass/Natrajan Balachander

Intellicoat Early Plant Corn technology is now available to growers on many of their preferred seed brands. Early Plant Corn allows farmers to plant corn as early as four weeks before their normal planting date. Intellicoat Early Plant Corn offers the farmer a substantial profit advantage of \$50 net return per acre as a direct result of utilizing the innovative Intellicoat seed coating technology. In addition, the ever-increasing energy costs are another strong reason to utilize Early Plant technology. According to a recent study of 126 head-to-head comparisons, Intellicoat Early Plant Corn was found to be 4 points drier resulting in a Drying Cost Advantage of \$15 per acre compared to later planted corn. Come visit the Landec Ag and Intellicoat NAFB Trade Talk booth #69 to learn more about how farmers are putting this unique technology to work in their fields.

MachineryLink, Inc.

Booth: 9

MachineryLink is a specialty finance & asset management company providing North American growers responsive and creative combine leasing products.

New CEO and President Scott Hazlett:

Confronting the two most persistent myths surrounding equipment equity and ownership.

How under-utilized equipment assets are farmers' most readily available source of low cost capital.

The case for new asset management strategies and how it helps farmers rethink business, financial, and technology-adoption decisions.

Equipment leasing as a component of risk management and diversification strategies.

Company's blueprint for managing the scale and logistics of the business, and continuing MachineryLink's dramatic growth and acceptance in small grain and fall crop markets.

James Webb, Vice President Sales and Marketing:

Explains trends that are driving the grower to a point during the next 3-5 years from "should not own" to "cannot own".

Demonstrates a prototype interactive calculator for producers to compare the economics of combine ownership, leasing, and custom harvesting alternatives.

How smarter equipment utilization can offset increases in input costs, escalating equipment costs, and Farm Bill impacts.

Announces producer meeting times and locations where you and your listeners can learn more about harvesting alternatives and the economics of each.

Announces features of MachineryLink's Fall '06 and 2007 program enhancements.

Doug Ballou, Managing Partner, WHITWORTH X BALLOU
For More Information 913-568-9032 -or- 816-741-7394

McCormick USA

Booth: 58

Tom Ogle

Discuss trends in the U.S. tractor market and provide an overview of new innovations that will appear on McCormick tractors in early 2007.

Meat and Poultry Communications Alliance

Booth: 15

Dave Ray, American Meat Institute
BSE, Trade, Avian Influenza, Country of Origin Labeling, CERCLA

Sherrie Rosenblatt, National Turkey Federation
CERCLA/EPCRA, NPIP, Farm Bill, Immigration, Avian Influenza, Thanksgiving

Richard Lobb, National Chicken Council
Avian influenza, "Factory farming," and Contract production

Merial

Booth: 47

Beef and Dairy Cattle Health

The power of CORID® (amprolium) is now available as an in-feed formulation, making prevention and treatment of coccidiosis even easier for beef and dairy producers.

Learn how the MERIAL® SUREHEALTH® Calf Preconditioning Program helps producers capture the most value for their livestock in a changing market.

Fall is a critical time for a sound strategic parasite control (SPC) plan for both beef and dairy cattle.

Freshly weaned calves need help when it comes to fending off bovine respiratory disease (BRD).

Equine Health

Find out how a recent study shows Equine Gastric Ulcer Syndrome can develop more easily than previously believed.

The only products approved by the FDA to prevent and treat stomach ulcers in horses are ULCERGARD® (omeprazole) and GASTROGARD® (omeprazole).

Vaccination prior to mosquito season can protect horses all season long.

Find out how a canary can help keep horses protected from WNV.

Learn how tapeworms are prevalent across the United States and can cause colic, reduced growth, dull hair coats and general poor appearance.

Monsanto

Booths: 2, 3

Dan Zinck, Monsanto Learning Center Manager, Monmouth, IL

It's an exciting time to be in agriculture. New consumer demands mean new opportunities for producers. How will we meet the needs of new markets like bioenergy and improved food oils while maintaining existing food and feed markets? By increasing yield and reducing risk to get the most out of every acre. Over the last 10 years, with the advent of biotech traits protecting the corn crop from weeds and insects, yields have both increased and become more stable. Learn what technologies Monsanto has in its pipeline that can potentially double soy and corn yields by the year 2030.

Kelly Brintle, Ventura Foods, LLC, Senior Vice President-Corporate Strategy and Business Development

Ventura Foods has announced they are using Monsanto's Vistive low-linolenic soybeans to produce a new deep-frying oil that contains zero trans fats. Ventura supplies this high performance oil to the foodservice market, including restaurants, hospitals, schools and large foodservice chain operators. Find out why the food service industry is interested in low-linolenic soybean oil and how U.S. farmers can help meet this demand.

Joe Bothe, Vistive Product Manager

Vistive production for 2007 will be expanded to 1.5 million acres, covering 10 states. Find out where Vistive will be grown, what kind of premiums growers can earn, what the production requirements are and what growers' experienced in 2006.

The Mosaic Company

Booth: 83

Dr. Dan Froehlich, U.S. Agronomy Manager, The Mosaic Company

Dr. Froehlich will be discussing the following topics:

What growers should (or shouldn't) do to handle higher input costs?

This year, growers have an outstanding opportunity to reap the agronomic and financial benefits of balanced fertilization.

Dr. Clifford Snyder, Southeast Region Director, The Potash & Phosphate Institute

Dr. Snyder will be discussing the following topics:

Looking to the future, what ethanol opportunities exist for growers currently, and what is the impact on soil fertility?

We've seen record yields in the last several years (and maybe another one in 2006), how does this impact soil fertility?

National Association of Conservation Districts

Booth: 63

Steve Robinson, Keira Franz
2007 Farm Bill - Conservation Title
Conservation Technical Assistance
Renewable Energy - Challenges and Opportunities for Conservation
Budget/Conservation Funding
Endangered Species Act Reform

The National Association of State Departments of Agriculture (NASDA)

Booth: 80

Rick Kirchhoff, NASDA CEO, and State Department of Agriculture leaders
The 2007 Farm Bill: The States Perspective Guiding principles; 1 - farm and ranch financial viability; 2 - enhancing domestic and international markets; 3 - sustaining agricultural resources: land, water, and air; 4 - rural development; 5 - safe, healthy, and nutritious food; 6 - bio-industry development and energy from agriculture; 7 - biotechnology; 8 - bio-security: safeguarding plants and animals; and 9 - infrastructure.

National Cattlemen's Beef Association

Booth: 48

Mike John, NCBA President
Ag policy, 2007 Farm Bill, environmental regulation, property rights, animal ID, international trade, beef demand, beef checkoff task force recommendations

Joe Schuele, NCBA Communications

National Corn Growers Association

Booth: 40

Ken McCauley
Ron Litterer
Gerald Tumbleson
Rick Tolman
Mimi Ricketts
Farm Policy, Food vs. Fuel, WRDA, WTO, NCGA 50th Anniversary

National Ethanol Vehicle Coalition

Booth: 11

Michelle Kautz
Phillip Lampert
What E85 is, its benefits, and the alternative fuel's significant growth in retail facilities throughout the United States.

National Farm Medicine Center

Booth: 22

Scott Heiberger, communications specialist
"Keep Kids Away from Tractors" national campaign; National Farm Medicine Center celebrates 25 years; 2007 national journalists workshop on childhood agricultural health and safety scheduled for Kentucky.

Regina Fisher, youth safety specialist
"Keep Kids Away from Tractors." This is a national campaign by 14 health and safety organizations and individuals who are delivering the following unified message: children younger than 12 years old should NEVER be on or near a tractor. Tractors are the leading cause of fatal injuries to children on farms.

National Farmers Union

Booth: 34

NFU President Tom Buis
NFU Communications Director Emily Eisenberg
NFU Communications Coordinator Liz Friedlander

The Farm Bill - NFU will discuss the findings of its Farm Bill Listening Sessions, and explain why the 2002 Farm Bill should be extended for two more years.

Disaster Assistance - NFU will explain the need for immediate congressional action to pass disaster assistance for rural areas that have been devastated by droughts and flooding in the last year.

Carbon Credit Program - NFU will tell you about its new Carbon Credit Program, which allows producers to earn income through environmental stewardship.

National Grain and Feed Association

Booth: 84

Kendell Keith, President
Randy Gordon, Vice President for Communications and Government Relations
The National Grain and Feed Association's 900-member companies operate about 6,000 grain elevators, feed mills, grain processing plants and export facilities, and handle more than 70 percent of all U.S. grains and oilseeds. With more than 350 member companies operating feed manufacturing and integrated livestock and poultry operations, the NGFA also is the nation's largest trade association representing commercial feed manufacturer interests.

Interview Topics:

1. What's Causing the Volatility in Grain Futures Prices and What Can Farmers Do to Manage Basis Risk? What are the underlying causes of futures market volatility for wheat, corn and soybeans? Why is the cash basis for these crops behaving in atypical ways? The NGFA will provide information on the multiple marketplace factors that have influenced futures markets and basis levels, and provide information on how producers can better manage basis risk.
2. Food Versus Fuel. Will There Be Sufficient U.S. Grain Production to Meet New Market Demand? There's been lots of talk about whether U.S. grain production will be sufficient to meet demand from the burgeoning U.S. biofuels industry, while providing continued opportunities for growth for the livestock, poultry and export sectors. A diverse range of agriculture producer and agribusiness organizations, including the NGFA, have joined together to sponsor a significant new research project that, among other things, will project the levels of biofuel production that realistically may occur over the next 10 years, and evaluate whether current government land-use restrictions (particularly the Conservation Reserve Program) and U.S. transportation capacity constraints (particularly for rail) could limit future growth potential for U.S. agriculture. The NGFA will discuss these and other research objectives and the timetable for completion.
3. Rail Capacity Constraints and Costs - the Producer Impacts: As the leading national agribusiness organization addressing transportation issues, the NGFA will discuss the major challenge posed to grain and grain product shippers by freight rail capacity constraints, and the direct ripple effects on farmers. The NGFA also will provide updates on two highly significant issues that directly affect grain transportation costs and farmgate prices: 1) rail fuel surcharges; and 2) the feasibility of small shippers to challenge unreasonable rail rates.
4. What's the Latest on FDA's BSE-Prevention Feed Regulations? The Food and Drug Administration is expected by early next year to decide whether to proceed with changes to its 1997 feed rule that is designed to prevent the establishment and spread of bovine spongiform encephalopathy (BSE). The NGFA will discuss the latest developments concerning the changes that may be made and the factors that likely will determine the outcome of FDA's final decision.

National Grange

Booth: 82

Richard Weiss

Methamphetamine - A Menace to Rural America

National Honey Board

Booth: 73

Lee Heine, chairman

Nat'l Honey Board activities (marketing and research), status of U.S. honey market

Lisa Jager

Nat'l Honey Board activities

National Peanut Board

Booth: 37

Innovation! Innovation! Innovation!

Welcome to the versatile, flavorful, wide-open world of peanuts.

America's peanut farmers invite you to come by their booth and speak with Marie Fenn and Lisa Agostoni about all of the great things the National Peanut Board is doing to promote high quality USA-grown peanuts.

I. Innovation in Culinary Uses

Long gone are the days of the simple peanut. The once humble legume is coming out of its shell...in fact it's moving up the culinary ladder two rungs at a time. This is because the National Peanut Board is spurring innovations in culinary uses with chefs and menu developers across the country who are now starting to embrace the one-of-a-kind, full-on flavor it holds. Expanding beyond the traditional uses as a topping or peanut sauce, now peanuts are showing up on restaurant menus as a showcase ingredient. Peanut flour, cold pressed roasted aromatic peanut oil and highly imaginative peanut butter flavors are helping to create a culinary sensation.

II. Innovation through Global Flavors

Ethnic diversity is a powerful demographic force that is changing what and how we eat and America is influenced by and enjoys the taste of global flavors more than ever before. Latin and Asian cuisines are among some of the fastest growing popular eating trends and peanuts have certainly always been a major component within them. The versatility of USA-grown peanuts makes for an easy fit into virtually any type of worldly cuisine and the National Peanut Board sees this as an incredible opportunity to capitalize on.

III. Innovation in Promotions and Advertising

Through using innovative channels of promotions and advertising, such as hitting the subways of New York City and Chicago with eye-catching, motivating messages to help trigger sales of USA-grown peanuts and peanut butter or joining forces with another national commodity and executing a co-promotion to get more value out of the grower dollar, the National Peanut Board is keeping USA-grown peanuts in the center of the media universe.

National Pork Board

Booth: 71

Wayne Peugh, President of the National Pork Board

This year the National Pork Board is harnessing its resources to best position the pork industry for international competitiveness and profitability by:

Focusing on domestic marketing by promoting our product at home

Capturing the world market by focusing on export success and future opportunities

Meeting customers expectations by focusing on transferring knowledge and technology

Steve Murphy, CEO of the National Pork Board

Pork Checkoff promotions continue to support demand growth. The new The Other White Meat. Don't be blah targeted-market brand campaign is showing positive results.

In 2005, U.S. Pork broke export records for the 14th consecutive year. The U.S. pork industry sold more than \$2 billion worth of pork and pork variety meat products to export markets and exported 1.05 million metric tons in the first 11 months of 2005.

The Pork Checkoff has worked with the pork industry's customers, pork producers to develop a workable, credible and affordable solution to assure food safety and animal care and at the same time meet the needs of customers including restaurants, food retailers and consumers.

Cindy Cunningham, Assistant Vice President-Communications, National Pork Board

Teresa Roof, Manager of Public Relations, National Pork Board

National Pork Producers Council

Booth: 65

NPPC President Joy Philippi

2007 Farm Bill

NPPC Trade Counsel Nick Giordano

International Trade

National Renewable Energy Laboratory Co./Wind Powering America

Booth: 19

National Rural Telecommunications Cooperative

Booth: 62

Harry Thibedeau

Tom Hoy

Come hear the excitement of Wild Blue having reached the 100,000 subscriber mark!!

Find out about a special promotion for NAFB listeners. All interviewers will receive a special Wild Blue golf shirt. Don't miss Tom and Harry at the NAFB Trade Talk.

National Sorghum Producers

Booth: 26

NSP President Greg Shelor

NSP President-Elect Dale Murden

NSP Communications Director Christi Scherler

The future of Plains agriculture is being driven by water, energy and technology. Sorghum has a fit in growers cropping rotations because it can make the most of limited moisture while producing the same ethanol yield as other feedgrains. Since technology seems to be the missing link for sorghum, NSP recently announced a partnership forged to develop over-the-top grass control in sorghum. The NSP board is also moving forward with the process of creating a national sorghum checkoff to invest enough critical mass to make a real impact on bottom-line sorghum profitability through better grass and weed control and increased yield.

New Holland
Booth: 28, 29

NK Brand, Syngenta Seeds, Inc.
Booth: 41

Gary Wietgreffe, NK Brand TruBulk Sales Specialist
How grower needs for convenience, safety and productivity are driving the growth of the industry-leading NK Brand TruBulk Soybean Delivery System.

Bev Larson, Adv & PR Manager
NK Brand programs for a better return on every acre:
Finance choices, including 0% interest with AgriFit and unique Community Choice local financing, Early Pay and the Gold Grower Rewards program that provides up to 10% savings, as well as AgriEdge programs that help growers protect yield and manage risk.

Novartis Animal Health
Booth: 23

Doug Scholz, DVM, professional service veterinarian
Novartis Animal Health US, Inc. is a research-driven company that's committed to bringing together the right combination of animal health expertise, technology and resources to develop a comprehensive line of world-class products for the U.S. livestock industry. The company recently introduced Vira Shield 6+VL5HB and Vira Shield 6+L5HB -- the first and only inactivated viral vaccines to include *L. hardjo bovis*, the leptospire that can clobber conception rates. Dr. Scholz can explain the importance of managing *L. hardjo bovis*, why diagnosis is difficult and how producers might incorporate the vaccine into their dairy and beef operations.

John Landon, senior marketing manager -- bovine
John Landon can answer questions about Novartis, its product line and its newest vaccines Vira Shield 6+VL5HB and Vira Shield 6+L5HB. Discover why Novartis brought these products to market and how they are unique from other vaccines on the market.

Pfizer Animal Health
Booth: 45

Dr. Gary Neubauer, Sr. Veterinarian, Dairy Cattle Veterinary Operations Team
Dr. Gerald Stokka, Senior Veterinarian, Cow-Calf Veterinary Operations Team

Bovine Respiratory Disease (BRD): BRD challenges in beef and dairy cattle remain with retreatments, mortalities and chronics; the combined effects make BRD a costly disease complex. Now beef and dairy producers can get seven days of therapeutic blood concentration treatment with a single injection a full course of antibiotic therapy against the three major BRD pathogens. Plus, a new base-of-ear injection site offers added convenience and flexibility in administration.

Scours: Calf scours creates more financial loss to cow/calf producers than any other disease-related problem, and is the leading cause of dairy calf mortalities responsible for more than 62 percent of deaths. Bovine rotavirus is the most frequently diagnosed cause of viral calf scours. Now there is a new vaccine with demonstrated protection against the common G6 and G10 rotavirus pathogens.

Credible preconditioning with optional age and source verification: First introduced in 1995, the widely respected SelectVAC preconditioning program applies industry-standard calf health management protocols and practices, and ensures accurate representation of a calf's health preparation to the marketplace. Now SelectVAC offers optional age and source verification through AgInfoLinks USDA-approved Process Verified Program (PVP).

Pioneer Hi-Bred International, Inc./DuPont Crop Protection

Booths: 66, 67

Joe Foresman

Ethanol corn hybrids and the ethanol marketplace

Daria Schmidt

Soybean research and the rich soybean product and trait pipeline from Pioneer

Kyle Whitaker

Upcoming Pioneer traits, such as Optimum GAT herbicide resistance, drought tolerance and others

Murt McLeod

2007 field studies on Herculex traits from both university and Pioneer sources

Mark Wolters

Optimum™ GAT™, harvest-to-harvest weed control programs

Marty Wojcik

New TotalSol™ soluble granule formulation products & Crop Protection Plus® program for growers

Propane Education & Research Council

Booth: 36

Mark Leitman, PERC Director of Agriculture Programs

The purpose of the Propane Education & Research Council (PERC) is to promote the safe, efficient use of propane. Propane provides an exceptional energy resource to the agriculture industry by fueling innovative technologies that are both environmentally-friendly and efficient. Visit with PERC Director of Agriculture Programs Mark Leitman to learn more about how PERC continues to invest in the development of new technology to aid the American farmer, including organic weed control technology, chemical-free poultry house sanitation, cotton defoliation and the newest project, thermal insect control in bins and silos.

Michelle Swertzic, Nebraska Propane Gas Association Executive Director

Nebraska Propane Gas Association Executive Director Michelle Swertzic serves on PERC's Agriculture Advisory Committee, along with other representatives from the propane industry. Michelle will be available to discuss a new irrigation research project, funded by the propane industry, as well as the many new and existing propane-powered technologies available to U.S. producers.

QUALISOY

Booth: 8

Jim Sutter - QUALISOY Chairman

What QUALISOY is. The future of value-add soybean traits. Seal of Quality.

Ike Boudreaux - QUALISOY Vice Chairman

Animal feed traits in the QUALISOY pipeline, such as lower phytate-phosphorus, reduced anti-nutritional factors, improved amino acid complexes and reduce allergenicity.

Greg Anderson

Low-lin oil and other oil traits in the QUALISOY pipeline.

Rabobank
Booth: 87

Lynne Burns
Rabobank in America.

Melissa Schuler
Rabobank in America.

Tad Mozena
Rabobank's explosive growth and financing for farmers.

Lizz Hund
How Rabobank's resources, global reach, and deep knowledge of agriculture are compelling advantages for our clients.

R-CALF USA
Booth: 77

Chuck Kiker, R-CALF USA President
Restoring market competition by addressing captive supplies and strengthening the P&S Act.
COOL. Beef Checkoff.
Animal ID/Animal Health/J-List. Interstate Meat Shipment.
Livestock Mandatory Price Reporting. International Trade.
Lower import standards = Unavailable export markets.
Concerns with importing OTM cattle from countries with BSE problems.

Shae Dodson, R-CALF USA Communications Coordinator
Issues facing domestic live cattle industry.

Reussen
Booth: 4

Doug Rushing, Reussen Business Development Lead
Reussen's Corn Processing System To Answer Concerns Over Food versus Feed versus Fuel
New Corn Processing System Pilot Plant Begins Operation in early 2007
Reussen Launches New Maverica™ High Value Corn and Soybeans in 2007

Renewable Fuels Association
Booth: 52

Smithfield Foods, Inc.
Booth: 50

Dennis Treacy
Smithfield Foods focuses on its commitment to corporate social responsibility, including community involvement, food safety and international social responsibility. Earlier this year, Smithfield was named to the prestigious London-based FTSE4Good Index Series. To find out more, please visit booth #50 during Trade Talk.

Stoller USA
Booth: 14

Syngenta Crop Protection, Greensboro, NC

Booth: 54

Travis Dickinson, vice president of marketing, Syngenta Crop Protection
Syngenta offers growers a collaborative approach and complete range of solutions. Travis Dickinson will be available to talk about the company's breadth and balance of products, leadership on agronomic issues and grower-focused programs like AgriEdge.

Chuck Foresman, technical brand manager for herbicide resistance, Syngenta Crop Protection
Glyphosate resistance is a real and growing threat. Chuck Foresman will share information from a recent resistance study that consisted of 400 telephone interviews with targeted growers in two regions. The results may surprise you.

TJ Technologies, Inc.

Booth: 97

Tom Johnson

Tom Johnson is President of TJ Technologies, Inc. and will be available to talk to Farm Broadcasters about the company's most recent product release, QuickRoots. QuickRoots is composed of a patented combination of microorganisms that are applied to the seed and quickly colonize the roots. The microorganisms in QuickRoots produce a multiple enzyme complex that efficiently converts soil and fertilizer applied nutrients into plant available nutrients. The QuickRoots enzyme nutrient release is not duplicated by the plant in the root zone and is significantly increasing yields of important agriculture crops such as corn, soybeans, wheat, and sugarbeets to name a few.

TJ Technologies conducts research and develops plant fertility products that can substantially increase the productivity of agricultures high producing plant genetics. Stop at our booth and learn about the role that TJ Technologies products will play in bringing new and increased production capabilities to American agriculture. Learn how we can produce more from an existing acre of farmland to support the growing need for biofuels, food and other goods that are produced from on-farm production.

Rick Thompson
Booth Assistance

Gail Parfrey
Booth Assistance

U.S. Grains Council

Booth: 59

Vic Miller, USGC Chairman & Iowa Corn Grower
USGC Increasing DDGS Demand Abroad
Corn Producers Portfolios Diversified with Exports *U.S. Feed Grains Exports Reaching Historic Levels

Dale Artho, USGC Vice Chairman & Texas Sorghum Grower
USGC Increasing DDGS Demand Abroad
Sorghum Producers Portfolios Diversified with Exports *U.S. Feed Grains Exports Reaching Historic Levels

U.S. Meat Export Federation

Booth: 75

U.S. Potato Board/National Potato Council

Booth: 56

For the second straight year, the U.S. potato industry is represented by the United States Potato Board (USPB) and the National Potato Council (NPC). USPB, the nation's potato marketing organization, and NPC, representing U.S. potato growers on federal legislative and regulatory policy, have numerous programs underway your listeners need to hear about. Visit with grower-leaders from across the country to learn about new programs and initiatives in the U.S. potato industry including: Healthy Mr. Potato Head nutrition Campaign (and how you can become a part of the Macy's Thanksgiving Day Parade), International Market Expansion Opportunities and Efforts, Innovation at Retail and Foodservice for Potatoes, Farm Policy, Immigration and Labor, and Endangered Species Act Reform. The USPB and NPC, representing the U.S. potato industry.

Randy Hardy
Larry Alsum
Jim Wysocki
John Keeling
David Fraser
Hollie Alexander
Meredith Myers

United Soybean Board

Booth: 30

Soy Biodiesel

Almost one in two soybean farmers use biodiesel, and the soybean checkoff is working to make it 10 out of 10 farmers. Another priority for the soybean checkoff is biodiesel quality. The checkoff works with the National Biodiesel Board to help biodiesel manufacturers and marketers carry out an effective soy biodiesel quality control management system (BQ-9000). Along with biodiesel, other new uses for soy, like soy-based plastics, offer promise for soybean farmers.

Animal Agriculture

Domestic livestock and poultry are a soybean farmer's number one customer and the soybean checkoff has been working to help support animal agriculture in the U.S. The soybean checkoff has partnered with other commodity groups, such as the National Pork Board, to fund advertising and materials in support of the livestock and poultry industry. The checkoff has also helped several states form their own coalitions to promote a safe animal agriculture industry.

International Marketing

U.S. soy has the fewest trade barriers among all world agriculture exports. Soybean checkoff international marketing programs have helped to strengthen demand for U.S. soybeans across the globe. U.S. soybean exports to China have nearly doubled in the past five years, from over 197 million bushels to over 365 million bushels. Latin America and the Caribbean now serve as the number one market to U.S. soybean oil and soybean meal. Global grower agreements between the United States, Paraguay and Argentina are opening doors for new markets and opportunities.

Curt Raasch, USB Chairman, Odebolt, Iowa
Eric Niemann, USB Vice Chairman, Nortonville, Kan.
Phil Bradshaw, USB Animal Ag Initiative Team Lead, Griggsville, Ill.
Norm Husa, USB Communications Chair, Wymore, Neb.

USDA-APHIS

Booth: 93

Larry Cooper

Public Affairs Specialist Veterinary Services -National Animal ID - Animal Health Issues

Burton Eller USDA Deputy Undersecretary

General Animal and Plant Health Inspection Service Issues

Jim Rogers

Accompanying Dep. Undersecretary Eller - Jim is APHIS Legislative and Public Affairs Media Director

USDA-Foreign Agricultural Service,

Booth: 90

Michael W. Yost, Administrator

Foreign market access for U.S. agricultural products; recent trade negotiations; food aid and technical assistance

John Rice, Public Affairs Specialist

(Not speaking; offering administrative support)

USDA-FSA

Booth: 94

Teresa Lasseter

Teresa Lasseter has been administrator of FSA since October 2005. She has spent a better part of the last 30 years in different roles with the agency. Her current goal is to create a solid foundation for the agency, especially as it enters the last two years of this administration's leadership. She intends to establish a tone and pace for FSA that will be an endearing legacy. Furthermore, she intends to leave FSA a better place through advances in technology, improved operating structure and streamlined processes.

Paul McKellips

Paul returned Oct. 22 from Iraq where he had completed a 90-day detail with the State Department. His function was to produce stories and encourage interest on the part of journalists in Iraq in agricultural rebuilding projects. Agriculture is the war-torn nation's second leading income producing industry and the number one source of jobs in Iraq. America's military and other government agencies are successfully restoring Iraq's farm industry. Paul is able to tell from first-hand coverage what is being done and who is making it succeed. He returns to Iraq in January for a second detail that is scheduled for all of 2007. He is employed by FSA's Office of External Affairs as a writer/editor.

USDA National Agricultural Statistics Service (NASS)

Booth: 95

Carol House, Deputy Administrator for Programs and Products

1. 2007 Census of Agriculture: Setting the Stage
2. Seasonal Statistics: Production of Turkeys, Cranberries, Pumpkins and Other Holiday Staples
3. Agricultural Resource Management Survey (ARMS): Better Data = Better Decisions

Gene Danekas, Missouri Field Office Director

Ellen Dougherty, Marketing Section Head

Krissy Young, Public Affairs Specialist

USDA-Natural Resources Conservation Service

Booth: 91

Arlen Lancaster, Chief, USDA-NRCS

Future of Conservation; Perspectives of the new Chief of NRCS; Energy Conservation for Agricultural Producers

USDA-Rural Development

Booth: 92

Under Secretary Thomas Dorr

Under Secretary Dorr will be discussing USDA Rural Developments active role in advancing renewable fuels initiatives in rural America.

Valent USA Corporation

Booth: 85

Dr. Kevin Bradley, weed scientist with the University of Missouri

Dr. Kevin Bradley, weed scientist with the University of Missouri, will be at this years NAFB Trade Talk representing the North Central Weed Science Society (NCWSS). Bradley will be available to talk about his work at the University of Missouri and the essential tools NCWSS is developing to help growers address the growing problem with resistant weeds.

Joe Short, Valent brand manager

With so many unpredictable forces in agriculture, such as the changing landscape of weed control, Valent strives to provide its growers with the most reliable crop protection tools available.

Joe Short can speak about how Valent is prepared to help growers meet challenges in 2007 and beyond, such as:

- volunteer Roundup Ready corn
- glyphosate-resistant weeds
- winter weed management

Dr. Mark Kitt, Valent field market development specialist

With so many unpredictable forces in agriculture, such as the changing landscape of weed control, Valent strives to provide its growers with the most reliable crop protection tools available.

Mark Kitt can speak about how Valent is prepared to help growers meet challenges in 2007 and beyond, such as:

- volunteer Roundup Ready corn
- glyphosate-resistant weeds
- winter weed management

Vermeer Manufacturing Company

Booth: 81

Mark Core

Discuss factors rural lifestyle market should consider before purchasing hay equipment for their acreage or small farm operation.

Dan Belzer

Provide an overview of the all-new Rebel 5410 large round baler with net wrap system design specifically for the rural lifestyle and small livestock operation market.

Wheat Industry

Booth: 27

Dale Schuler, President, National Association of Wheat Growers
Daren Coppock, CEO, National Association of Wheat Growers
Melissa George, Director of Communications, National Association of Wheat Growers
NAWG representatives will be on hand to discuss a variety of policy areas important to America's wheat growers. Some of these issues include the 2007 Farm Bill, the wheat industry's recent work on the issue of wheat competitiveness, and NAWG's adoption of biomass advocacy.

Steve Mercer, Director of Communications, U.S. Wheat Associates
Mercer will report on what U.S. Wheat Associates is doing to help increase sales and maintain America's position as the world's largest wheat exporter. He will also provide perspective on global wheat trade and markets for specific U.S. wheat varieties.

W.K. Kellogg Foundation

Booth: 43

Dee Davis

Dee Davis will give perspective on why rural voters cast their votes as they did in the just-completed 2006 election, and what the election results tell about the opinions and beliefs of rural residents. Davis is president of the bipartisan Center for Rural Strategies, which conducted two rural voter polls in the run-up to the 2006 election.

Allen Hance

Allen Hance will preview the Farm and Food Policy Project's Farm and Food Policy recommendations. Those recommendations identify needed changes to federal farm policy that would promote new markets and rural entrepreneurship, enhance farm and rural income, reward environmental stewardship, and increase access to healthy food. Hance is project coordinator of the Farm and Food Policy Project, and senior policy analyst for the Northeast-Midwest Institute.