



IOWA AG EXPO
JANUARY 30-FEBRUARY 1, 2024
IOWA EVENTS CENTER | DES MOINES, IA

PRESS RELEASE

[FOR RELEASE: December 20, 2023]

SUBJECT: Iowa Ag Expo Announces Ag Talk Speaker Lineup and Schedule

Des Moines, IA — The Iowa Ag Expo announced today the speaker lineup and schedule for its new series of educational ag talks. The talks will take place in Room 301 and 311 on the main floor of Community Choice at the Iowa Events Center. Ag Talk sessions are included with admission to the Iowa Ag Expo.

This year's lineup of speakers will cover topics like autonomous equipment and robotics, regenerative agriculture, precision ranching, commodity market, and organic farming. Each speaker is a leading expert in their respective field.

A total of 26 presentations will take place, including a panel discussion. There is seating for approximately 100 people in each room.

The full lineup includes:

Tuesday, January 30

» **Family Farm Succession Planning: Be Remembered for the Planning You Did, Not the Planning That You Didn't Do**

Ryan Swalwell, CPA, RICP, AIF, Heartland Financial Resource Group | 10:00-10:45 a.m. | Room 301

Join the discussion on transitioning the family farm to the next generation and beyond. Learn about tax advantage planning to include current tax issues; capital gain tax issues and estate planning; wealth management; risk management; long-term care concerns; pick a buyer versus forced sale; and farm corporation buy-sell processes.

» **Implementing a Bionematicide as part of an SCN Resistance Management Program**

Geoff Gray and Shannon Gnad, Local Account Managers, Indigo Ag | 10:00-10:45 a.m. | Room 311

We will be talking through strategies for reducing SCN economic impacts on farms. We will discuss bionematicides as being a new layer along with genetic and chemistry options. Combat the number one yield-robbing pest in soybeans by using a multilayered approach.

» **The Role of Compost in Regenerative Farming**

Edwin Blosser, Owner, Midwest Bio Systems | 11:00-11:45 a.m. | Room 301

Leveraging a unique compost derived from various farm waste materials, including crop residues and other organic matter, allows for a reduction in fertilizer input costs. This is achieved by harnessing the sun energy stored in the Photosynthate during the initial growth phase of the organic matter through the photosynthesis process.

» **How Humates (Humic and Fulvic Acids) play a role in Sustainable Agriculture**

Michael Erdman, Sr. Sales Rep., Black Earth Products | 11:00-11:45 a.m. | Room 311

Humates have been in Agriculture for over 50 years. This is an old technology for the world but a new technology for the Midwest farmer/grower. There is a lot of misunderstanding of how organic carbon plays a role in soil health. The Land Grants are just starting to look at the role of Labile Carbon (POxC) Carbon with several grad students measuring it in their research projects. Now some of the commercial labs are offering the service to measure it for agronomist using it for their recs. What does this mean for sustainable agriculture? This is what we are going to discuss in a presentation to help growers understand what and why is Active Carbon/POxC Carbon so important.



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» 2024 Market Outlook

Mike North, President, Ever.Ag | 12:00-12:45 p.m. | Room 301

Market conditions have changed significantly in recent years, and they will continue to change. Learn more about the current market outlook and how you can position yourself to be in the driver seat.

» Improving Growers Bottom Line and Phosphorus Uptake with New Fertilizer Technology

Brian Reineke, Director of Agronomy, Phospholutions Inc. | 12:00-12:45 p.m. | Room 311

Fertilizer technology increases phosphorus efficiency by up to 50% and increases yield. Backed by more than three decades of research from Pennsylvania University and has been tested across 500+ on-farm and small-plot trials. This patented plant-based release fertilizer technology is based on a chemical gradient in the soil rather than environmental conditions and improves uptake throughout the growing season. Growers can apply like traditional dry phosphate fertilizer without additional equipment while saving up to \$20 ROI per acre. Learn more about this technology in the upcoming presentation by Brian Reineke, Director of Agronomy, from Phospholutions.

» Evaluating Your Farm Succession Strategies Under Higher Land Values

Mark McLaughlin, Co-Owner, Farm Financial Strategies | 1:00-1:45 p.m. | Room 301

Higher land values, interest rates, and changing estate tax laws have left farm families wondering if their succession plan still accomplishes their goals. In this interactive seminar, attendees will step through a self-assessment tool to evaluate the viability of their plan. We'll also address key issues like the farm heir's control, ownership, and cash flow. The concepts we cover will benefit farmers looking to optimize an existing plan and those starting from scratch.

» Building Bridges, Not Barriers: Technology's Impact on the Farmer-Retailer Relationship

Steven Valencsin, CEO, Growers | 1:00-1:45 p.m. | Room 311

Join us as GROWERS as CEO, Steven Valencsin, delves into the pivotal role of technology in fortifying farmer-retailer relationships. Discover how GROWERS is changing the way farmers and retailers collaborate, offering an efficient and innovative pathway to the future of farm input buying so farmers can spend less time in the office and more time farming.

» Not Your Father's Cattle/Hog Market: How to Navigate Today's Market and Interpret What Spreads are Telling Us

Domenic Varricchio, Vice President, Pluto Commodities | 2:00-2:45 p.m. | Room 301

An educational experience about cattle crush spreads and calendar spreads and what they mean to a cattleman's marketing. We will look at active cattle crush spreads and historical spreads to gain an understanding of what drives cattle feeding margins. When should you feed cattle? When should you stay out?

» Advancing Stewardship Through Mapping

Curt Hadley, Business Development Director, Field Watch, Inc. | 2:00-2:45 p.m. | Room 311

This session will be an overview of the FieldWatch background, use case, and growth across North America in 10+ years as the only sensitive crop & apiary registry that helps certified pesticide applicators better steward their applications with the use of mapping data. The presentation will be geared toward the Midwest states and also show the use/adoption/growth across North America.

Wednesday, January 31

» Increase Yields and Reduce Carbon Intensity Values Using Autonomous Farm Equipment

Dave Krog, CEO, Salin 247 | 10:00-10:45 a.m. | Room 301

We will provide an overview of the Salin 247 autonomous farm machinery platform and talk about how using Salin 247 autonomous farm machinery can help increase yields and reduce carbon intensity (CI) values of corn and soybean production. We will talk about soil compaction, early planted soybeans, strip intercropping, and the Clean Fuel Production Credit (i.e., 45Z) program.



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» How to Extend the Life of Your Combine

Skyler Noftsgger, Territory Sales Rep, Ihle Fabrications, LLC | 10:00-10:45 a.m. | Room 311

Attendees will learn about the advantages of using a combine wear part to line worn combine to save money and downtime in the field during harvest. Our wear part liners are made with robust steel which will give the OEM component maximum wear life on their worn part. Repairs can be simple. Farmers can do some of them in their shops without special tools that some jobs may require. Farmers will also pay a fraction of the cost of replacing the OEM.

» Panel Discussion: Using Ag Tech Solutions to Enhance Crop Health and Yield

Moderator: Kevin Krieg, Dir., Business Dev., Intelinair | Panelist #1: Bob Ryan, NVision Ag, President & RYCO, Sales Mgr., Lead Agronomist and CEO; Panelist #2: Justin Upmeyer, Farmer; Panelist #3: Sam Welton, Training and Compliance Manager, Terraplex Ag | 11:00-11:45 p.m. | Room 301

From remote sensing to applications by drone, ag technology is changing the landscape and offering an end-to-end solution for farmers. Hear from a panel of experts on how ag tech is reshaping how farmers are navigating and solving challenges with innovative technology and enabling more informed decision-making throughout the crop season and planning for future crop seasons. Panelists will explore how monitoring and measuring emergence, nutrient deficiency, and disease risk can help quantify and prioritize fields for optimal crop health and protect yield potential. Gain a better understanding of ag technology and how others are embracing technology to accelerate progress in tackling agronomic issues.

» Changing Hands

Erin Herbold-Swalwell, Senior Counsel for Advanced Markets, with the Iowa Farm Bureau Federation and Affiliated Companies (Farm Bureau Financial Services) and maintains a private practice at Wickham & Geadelmann law firm in West Des Moines, Iowa | 11:00-11:45 p.m. | Room 311

This session will provide education and resources for farm families planning to transition the farm to the next generation. In addition to basic estate and business succession strategies, the speaker will cover recent legislative updates and the use of Buy-Sell concepts often utilized by farm families along with other succession planning strategies. If your farm may be changing hands in the next 5, 10 or 15 years, this session is one you won't want to miss!

» Family Farm Succession Planning: Be Remembered for the Planning You Did, Not the Planning That You Didn't Do

Ryan Swalwell, CPA, RICP, AIF, Heartland Financial Resource Group | 12:00-12:45 p.m. | Room 301

Join the discussion on transitioning the family farm to the next generation and beyond. Learn about tax advantage planning to include current tax issues; capital gain tax issues and estate planning; wealth management; risk management; long-term care concerns; pick a buyer versus forced sale; and farm corporation buy-sell processes.

» A Different Slant on CO₂ - 2023 – Was It Really "Drought Stress" We Saw?

Jim Martindale, COO, Soil Regeneration Unlimited | 12:00-12:45 p.m. | Room 311

The discussion centers on the central role of CO₂ in plant health and productivity. We will examine actual farm experiences in 2023 from MI, WI, and IN. What are the actual dynamics of carbon dioxide and oxygen and the interface with free-water and capillary water in soil. How do various tillage and no-till practices impact these relationships? Learn about micro-erosion and how to deal with it constructively.

» How to Implement Complete Drone Solutions for Agricultural Operations

Steven Gaskins, Enterprise UAV Expert, Drone Nerds | 1:00-1:45 p.m. | Room 301

In this presentation, Brad Smith, Drone Nerds' CRO, will give a comprehensive view of implementing a successful drone program for use in agriculture, the necessary steps to manage a drone initiative from end to end, and an analytical review of examples currently in use. Brad will detail the components of a "complete drone solution," dive into navigating a drone program implementation process and show use-case examples used across a range of different farming operations.



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» How to Control White Mold and Fusarium Diseases in Row Crops

Mick Johnston, Product Mfg. Rep., Agri-Dynamics LLC | 1:00-1:45 p.m. | Room 311

An educational introduction to Xylem Plus, a systemic bacterial fungicide with up to a 60-day residual in the stalk and leaves that provides resistance to common diseases that other fungicides don't suppress or control.

» Growing Season 2024: Chances of a Historically Strong El Niño? Current Conditions, Climatological Outlooks, and Implications of the Ongoing Drought

Justin Glisan, State Climatologist | 2:00-2:45 p.m. | Room 301

After three consecutive years of La Niña, this winter will be impacted by a strong El Niño. Current conditions, soil moisture, and drought for Iowa and the Midwest will be discussed along with possible implications for agriculture.

» Drone Download: Top Ten Learnings from Flying 193k Acres Across the US in 2023

Brad Eilers, CRO, Rantizo | 2:00-2:45 p.m. | Room 311

There are some things you can only learn because you have lived it. Rantizo, an Iowa-founded and headquartered company, manages the largest network of spray drone operators in the United States. In 2023 our spray drone operators covered 193k acres- this ranged from corn fungicide in the MW to hops in the PNW and almost everything in between. Drones continue to be an emerging technology, generating interest from growers and farmers. But people still have a lot of questions about the technology and where the industry is headed. We would love for you to attend our session as we share our biggest learnings from the 2023 season.

Thursday, February 1

» Future-Proof Your Operations and Save on Input Costs by Adopting Sustainable Spraying Practices

Roeland Coopman, CEO, Agrifac USA | 10am-10:45am | Room 301

This ag talk explains legislative and sustainable spray technology developments already in use by growers in Australia, Canada and Europe, that improve efficiency whilst reducing input costs. Developed based on stringent European spray technology legislation, and with the potential shift towards tighter laws and legislations in the USA, learn how you can future-proof your operations with proven methods whilst saving money and improving spray quality.

» Farming with a View: Enhancing On-Farm Precision with Agriculture Drone Technology

Joe Brincks, Customer Field Experience Manager, Terraplex AgLudtke | 10am-10:45am | Room 311

With the need for smarter and more efficient farming methods, Terraplex Ag helps farmers bridge the gap between traditional agricultural practices and cutting-edge drone technology. As the largest agricultural drone company west of the Mississippi, Terraplex Ag's expertise in aerial technology offers unparalleled precision in flying, applying, and analyzing crop inputs. In this session, Terraplex Ag will give you a 360-degree view of how autonomous tools accelerate success in achieving greater yields, sustainability, and profitability.

» How Carbon Intensity Can Improve Farm Profitability

Brad McDonald, COO, Continuum Ag, | 11:00-11:45 a.m. | Room 301

The Inflation Reduction Act (IRA) signed into law a new opportunity for farmers to get compensated via the renewable fuels market. Section 45Z of the IRA says renewable fuel companies can apply for tax credits if they buy a low carbon footprint, or carbon intensity, grain to produce their fuels. The amount of tax credit is directly tied to the average carbon intensity (CI) score of the bushels they purchase. This allows farmers to be able to score their bushels and sell the grain for a premium. CI grain has the ability to be a new classification to determine how much premium a farmer may receive. The lower the CI score associated with the bushels, the higher the premium can be. This talk will focus on providing CI 101 information and how farmers can capitalize on the opportunity.



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» Cover Crops 101 for All Size Producers

T.J. Kartes, N. Regional Sales, Saddle Butte Ag | 11:00-11:45 a.m. | Room 311

T.J. Kartes will go through how to start cover cropping, what species you can use, and when to use them. He will also go over seed sourcing and why buying from a good source is very important, he will talk about raising seed yourself and what can happen if you sell seed to your neighbor. The last part will be how you can start tracking progress yourself on your own farm and the possible new markets that cover crops and soil health will be a way to you market your grain in the future.

» Solar Energy 101: Equipment, Warranties, Incentives, Financing, Successful Project Process

Ron Koppes, Solar Energy Consultant, Eagle Point Solar | 12:00-12:45 p.m. | Room 301

Have you ever wondered if solar for your farm, business, or home makes financial sense? Join us to discuss solar technology, learn about the equipment, evaluate current incentives, and follow a simple process for a successful project.

» Hydronics 101

Ryan Hunt, President, Hunt Utilities Group | 12:00-12:45 p.m. | Room 311

The purpose of the presentation is to provide an overview of in-floor heat, including the planning, heater selection, start-up, prioritizing zones/configurations, thermostats, and maintenance. The presentation will cover: An Overview of Hydronic In-Floor Heat, Planning and Installation, The Right Heater for the Job, Pros/Cons of Gas vs Electric Heaters, Prioritizing Zones, Configurations, and Thermostat Design

About the Iowa Ag Expo

The Iowa Ag Expo is January 30-February 1, 2024 at the Iowa Events Center in Des Moines, IA. Hours are 9:00am-4:00pm Tuesday and Wednesday and 9:00am-3:00pm Thursday. Regular admission is \$10 at the door. This year, visitors can register online and purchase tickets in advance to save \$5 on admission. Registration information is used for demographic, sponsor, and marketing purposes. Student tickets are free with a valid student ID.

The Iowa Ag Expo is owned and managed by the Iowa-Nebraska Equipment Dealers Association (INEDA). The show is sponsored by: Diamond Sponsors – Farm Credit Services of America and AgDirect; Platinum Sponsor – Stine Seed Company; Gold Sponsor – Sukup Manufacturing; Silver Sponsor – Sound Agriculture; and Media Sponsors – Iowa Farmer Today and WHO Radio.

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