

# Corn•Soy Expo

Feb. 1 & 2  
Kalahari Resorts & Conventions  
**Thursday, Feb. 1**

**7:30 a.m. Registration Opens**

**8:00 a.m. Grand Opening: Angie Setzer — Kalahari Ballroom**

Angie Setzer has been in the cash grain industry for over 18 years. She has dedicated her career to learning the ins and outs of the cash grain business from both the commercial and the farmer side, working to marry the two, teaching the farmer to manage his grain as an elevator would.

She left the elevator business to launch Consus in 2021. At Consus she not only works with farmers helping take their bushels from concept to cash, she and her partners consult with agribusinesses and other industry members around the world. In addition to actively trading the cash market Angie is a well-known market analyst, having been seen on Bloomberg Television, BBC News, Fox Business, Market to Market, and the Weather Channel. She has also been a featured guest on Bloomberg's "Oddlots" podcast and well as a regular guest on Forex Analytics Community Experience and Benzinga's Pre-Market Prep, taking her ag industry knowledge mainstream.

**8:45 a.m. Corn•Soy Expo Introductions — Kalahari Ballroom**

**9:15 a.m. Market Development Panel — Kalahari Ballroom**

Learn what our national partners are doing to maintain existing and develop new trade relationships. Each of the organizations are supported by checkoff funds every year.

Neil Caskey, CEO, NCGA

Eric Wenberg, Executive Director, Specialty Soya & Grains Alliance

Brent Boydston, Chairman, US Grains Council

Dean Meyer, Immediate Past Chair, US Meat Export Federation

Kim Atkins, Director for Strategic Partnerships, US Soybean Export Council

*Session sponsored by SB&B*

**10:00 a.m. Corn•Soy Expo Trade Show Opens — Africa East**

*Brought to you by Wyffels Hybrids*

**10:30 a.m. Wisconsin Pork Annual Meeting — Africa 10**

**10:30 a.m. Wisconsin Soybean Annual Meeting — Tamarind/Guava**

**11:30 a.m. Wisconsin Corn Annual Meeting — Africa 20**

**11:30 a.m. Lunch – Africa West**

Served until 1:00 p.m.



1:30 p.m.

## Breakout Sessions

*(CCA credit available for some sessions, credits listed next to session.)*

### **CTIC: Farmers for Soil Health — Africa 20**

Discover how Wisconsin corn & soybean farmers can now receive incentive payments for planting cover crops, including those already planted, by enrolling in Farmers for Soil Health.

Farmers for Soil Health is an initiative led by the Soy Checkoff, Pork Checkoff, and National Corn Growers Association, in partnership with state commodity groups and conservation \ organizations. This 20-state program, created by farmers for farmers, accelerates the learning curve for transitioning to cover crops. With a simple online enrollment process,dedicated state technical assistance, access to a marketplace connecting farmers and end users and flexible timing, this initiative allows farmers to enroll before or after planting cover crops.

Step into the future by paying for the past! Enroll in Farmers for Soil Health and receive payment for your 2023 cover crops.

*Session sponsored by CTIC & Bayer ForGround*

### **PRE-Emergence Herbicides and Cover Crops During a Drought year, Rodrigo Werle, Assistant Professor & Extension Cropping Systems Weed Scientist, University of Wisconsin — Africa 30 (1.0 PM)**

Join Dr. Werle for a recap of 2023 and weed management considerations for 2024.

Dr. Werle will discuss fate of PRE-emergence herbicides and cover crop management considerations during dry springs and provide an update on his program's latest weed management research efforts.

*Session sponsored by Wilbur Ellis*

### **2024 Grain Marketing Outlook: Naomi Blohm, Senior Market Advisor, Total Farm Marketing — Africa 40 (1.0 PD)**

Join Naomi as she walks you through pertinent supply and demand fundamentals for grain markets, along with discussion on which outside market influences may play a factor in grain prices this coming year. You'll walk away feeling confident of how to be prepared for various market price scenarios for 2024 and into 2025.

*Session sponsored by Pivot Bio*

### **Building Resilience in Turbulent Times – Adrinne DeSutter, Grow Hope Sow Hope — Tamarind/Guava**

Farmers are tough...but so is farming. Join this counselor turned stubborn-farm-wife to chat about managing the chaos in an industry full of turbulent times. Sharing life-changing stories of resilience from farmers and ranchers across the country, you'll leave with a toolbox of tools, tips, and tricks to better prepare for the breakdowns of life...and you may share a few chuckles along the way.

*Session sponsored by Calcium Products*

### **Opportunity Awaits – Roadmap to Capitalizing on Corn-Soy-Pork Relationship — Nic Rue, V.P. Swine Lending, Compeer Financial, Mike Berget, Berget Farms — Africa 10 (1.0 PD)**

Corn, soybeans, and pork have a symbiotic relationship — they all rely on one another. In this session you will learn how, as producers, you can better protect your bottom line and diversify



your operation through the utilization of manure and risk management tools that you have access to right out your back door.

**2:30 p.m. Corn•Soy Expo Trade Show Break— Africa East**  
*Brought to you by Wyffels Hybrids*

**3:00 p.m. Breakout Sessions**

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*Session sponsored by CTIC & Bayer ForGround*

**Getting Back to Basics on Efficient and Economic Disease Management in Corn and Soybeans – Damon Smith, Professor and Extension Specialist – Field Crops Pathology, University of Wisconsin — Africa 30 (1.0 PM)**

This session will cover what you need to know to be efficient in managing corn and soybean diseases. The latest on the economics of some of these practices will also be presented. Focus will be placed on balancing effective disease management methods with what is economically and logistically viable at the farm gate.

*Session sponsored by Syngenta*

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*Session sponsored by Calcium Products*



**Swine Health in Wisconsin: PRRS, PEDv, & Foreign Animal Disease Prevention — Dr. Cesar Corzo, University of Minnesota & Harold Lee, Hueber Feed/ Great Plains Management — Africa 10**

What is the effectiveness of the Swine Health Rule in Wisconsin in terms of managing PRRS and PEDv? How are we managing these diseases in Wisconsin? What tools are in place for protecting Wisconsin in the event of Foreign Animal Disease and how can we better safeguard and prepare? In this session you will get answers to all these questions and more!

**4:00 p.m. Corn·Soy Expo Trade Show Break— Africa East**  
*Brought to you by Wyffels Hybrids*

**4:30 p.m. Breakout Sessions**

**Beer & Bull Session — Africa 30 (1.0 CM)**

Shawn Conley, Professor & Extension Soybean Specialist, University of Wisconsin - Damon Smith, Professor and Extension Specialist – Field Crops Pathology, University of Wisconsin - Rodrigo Werle, Assistant Professor & Extension Cropping Systems Weed Scientist, University of Wisconsin. Ask your agronomic questions over an ice-cold beverage.

*Session sponsored by WCPB, WSMB, WPA*

**Beck's Hybrids: At the Root of it All — Africa 20**

Agriculture is changing. This is not an earth-shattering statement, but as agriculture changes, it's imperative that we adapt to the changes. Sometimes, industries and businesses have a common set of prevailing assumptions, and because of those assumptions, we get stuck in a rut and are unwilling to change how we operate.

However, Beck's is not afraid to challenge assumptions and think differently. These changes may point us to different realities in the future. If we do change row width and population, band fertility, and/or strip-till, one thing to consider is how these changes may impact roots and root growth.

Join this session to learn more about Beck's initiatives to study the factors at the root of it all.

**Thrive or Survive: Economic Outlook of Swine Industry & Prop 12 Implications — Holly Cook, Economist, National Pork Producers Council – Africa 10**

It's no secret- the swine industry is in troubling times, not to mention we're juggling with various issues on the state and federal levels. In this session, Holly Cook will discuss the economic state of the industry, projected outlooks, and how producers can change their mindset to survive these challenging times and better position themselves after the storm.

**5:30 p.m. WPA Silent Auctions Opens — Africa Foyer**

**5:30 p.m. Porkapalooza – Africa Foyer**

*Sponsored by Roth Feeder Pig, Wisconsin Pork Association, Iowa Pork Producers Association and National Pork Board*

Enjoy a cold beverage, delicious pork appetizers, live music and the live auctions that support youth and industry programs.

**6:00 p.m. Corn·Soy Expo Trade Show Closes**

*Brought to you by Wyffels Hybrids*



**6:30 p.m. WPA Live Auction**

**7:00 p.m. Pat Watters Band**

Between the big river and the big lake, The Pat Watters Band is making noise! Dedicated to their Wisconsin roots, the PWB is sure to have you on your feet with their fun, interactive performance!

**8:30 p.m. Corn/Soy Awards**

**8:50 p.m. WPA Silent Auction Close**

## Friday, February 2nd

**7:30 a.m. Corn•Soy Expo Trade Show Opens — Africa East**

*Brought to you by Wyffels Hybrids*

**8:00 a.m. Early Riser Session – Matt Bennett, AgMarket.Net —Africa West Ballroom**

Matt brings the producer perspective to the table, enriched with his grain marketing background. He specializes in formulating risk-management strategies for corn, soybean and livestock producers.

Join the AgMarket.Net co-founder grain marketing consultant to discuss current market trends and opportunities.

**9:00 a.m. Keynote: Farm Bill Session — Africa West Ballroom**

Congressman Derrick Van Orden, Wisconsin District 3 (invited)

Wayne Stoskopf, Public Policy Director, National Corn Growers Association

Virginia Houston, Director of Government Affairs, American Soybean Association

Chase Adams, Senior Director of Congressional Relations, National Pork Producers Council

**Bacon & Brainstorming — Africa 10**

An opportunity to meet and greet representatives from NPPC, NPB, University of Wisconsin Extension and WPA. Do you have questions? This is your chance to discuss industry issues one-on-one. Did you say “Bacon”? Come check it out.

**10:00 a.m. Matt Niswander — Africa West Ballroom**

Matt Niswander has been all over the world learning and advocating for rural America and the family values that make our communities strong. From helping to form agriculture policy in Washington, D.C., and in Europe, to sharing personal stories about the opioid epidemic, rural mental health, food misconceptions, and leadership growth with politicians and consumers through published articles, podcasts, and even in the streets of New York City.

**10:00 a.m. National & International Issues Affecting Markets — Africa 10**

This session will be facilitated by UW-Extension Swine Specialist Jeff Morris. Learn about current phytase research at UW-Madison and how a past student’s experiences at UW-Madison relate to current research at Hubbard Feeds. Then, national representatives will discuss current industry issues that affect national marketing research behind developing international markets, key 2024 markets, and what it means for pig farmers.



Dr. Tom Crenshaw, UW-Arlington Swine Research Center  
Morgan Hart, Hubbard Feeds  
Luke Wall, Regional Director of Producer Services, National Pork Producers Council  
Courtney Knupp, VP of International Market Development, National Pork Board

**11:00 a.m. Corn•Soy Expo Trade Show Break — Africa East**

*Brought to you by Wyffels Hybrids*

**12:30 p.m. Lunch & Shark Farmer - Africa West**

Rob Sharkey, known as the Shark Farmer, is not your average Illinois grain farmer. He's a disruptor who is unwavering in his ability to directly address difficult topics.

**1:30 p.m. Compeer Financial breakout session**

**2:00 p.m. Bonus Agronomic Session: Data Driven Practices That Maximize Soybean Profitability, Shawn Conley, Professor & Extension Soybean Specialist, University of Wisconsin — Africa 10 & 20 (1.0 CM)**

In this session we will cover soybean best management practices (BMP's) that have been derived from extensive research with the underling intention of maximizing soybean profitability at the farm scale.

*Session sponsored by TH AgriChemicals*

**3:00 p.m. Corn•Soy Expo Closes. Thank You! Have a Safe 2024 Growing Season. We look forward to Seeing You in 2025.**

