



WISCONSIN CORN • SOY EXPO

On-site Program

February 6-7, 2025
Kalahari Conference Center, Wisconsin Dells

*Hosted by the Wisconsin Corn Growers Association,
Wisconsin Soybean Association and Wisconsin Pork Association*

A Resilient Mindset

Greetings, friends! As Wisconsin's premier grower event, the Wisconsin Corn-Soy Expo continues to provide Wisconsin's corn and soybean growers and pork producers with timely industry and agronomic updates, and networking opportunities across two days at the Kalahari Conference Center.

Once again, the unique mix of topics highlighted at this year's Expo promises to keep you energized and engaged. This year's agenda runs the gamut and lays out the stakes for 2025. We're offering some much-needed comedy; delving deep into mental health and farm safety; hosting panels on new uses in soy, trade and conservation; and, of course, it wouldn't be a farmer gathering without a little weather banter.

We've collaborated over the past several months working through every detail to ensure that when you leave the Dells, you'll return home with relevant information to apply to your operation or business. Make sure to take your time when browsing the trade show floor, which boasts more than 125 exhibitors, and study the agenda to make sure you don't miss one of the several panel discussions, breakout sessions or keynote speakers.

And don't forget to stop by the WSA, WCGA and WPA booths and learn more about our recent successes and 2025 goals. Without our members and industry allies, our organizations simply couldn't succeed. You're the reason we keep working to innovate, and nothing makes our day like connecting with our growers and producers. We need (and appreciate) your support!

After a memorable (or was it forgettable?) 2024 growing season, we are so excited to reunite at the Kalahari and talk shop – and have a little fun in between meetings, too. Marquee events like the Corn-Soy Expo bring all the key players in Wisconsin agriculture together, strengthening relationships and securing a strong future for agriculture. Thank you for carving time out of your hectic schedule to attend this year's Expo. Let's make 2025 the best one yet!

Sara Stelter

President, Wisconsin Soybean Association

James Giese

President, Wisconsin Corn Growers Association

Christina Meylor

President, Wisconsin Pork Association

Agenda

Wednesday, Feb. 5

12:00 p.m. Private Pesticide License Training — Africa 90

The UW Pesticide Applicator Training (PAT) Program is hosting a private pesticide applicator training. The training is for the 100 Private General Farming category and concludes with the certification test. The certification test is an open book test and participants in the training only need to receive a 50% score to receive their certification. For those wanting to obtain their 100 General Farming Private Pesticide Applicator License, the manual can take up to 2 weeks to arrive, so please purchase your manual early enough to allow time to receive your manual prior to the training. Purchasing the manual DOES NOT include the training class (sold separately). Seats are first come, first serve. For questions, please contact Jordan Kampa at Jordan.kampa@wisc.edu or (414) 399-0373.

Scan the QR code to register and purchase your manual:



**100 General Farming Pesticide Applicator Training at Corn/Soy
7:00 p.m. Wisconsin Corn's 50th Anniversary — Africa West**

Thursday, Feb. 6

7:30 a.m. Registration Opens

8:00 a.m. Grand Opening Keynote Speaker: Eric Snodgrass — Kalahari Ballroom

Eric Snodgrass is a Principal Atmospheric Scientist for Conduit, where he develops predictive, analytical software solutions to manage weather risk for global production agriculture. He provides frequent weather updates that focus on how high-impact weather events influence global agriculture productivity. His current research uses machine learning to better understand field-level weather impacts on yields in the U.S. and to increase confidence in long-range weather prediction. He presents his research as a featured speaker at over 100 conferences annually where he provides logistical guidance and solutions to weather sensitive financial institutions, farmers, commodity traders and other stakeholders.

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

9:15 a.m. Prosper Through Persistence – Take the Long View — Kalahari Ballroom

It has often been said, “90 percent of success is simply showing up.” But what about the remaining 10 percent? Davis Michaelsen will bring perspective on succession planning, starting a side-business alongside conventional farming operations and what the land and grain markets are telling us about the year ahead.

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

Brought to you by Wyffels Hybrids

10:30 a.m. Wisconsin Pork Association Annual Meeting — Mangrove/Aralia

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

Agenda

Thursday, Feb. 6

11:30 a.m. Wisconsin Corn Association 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.)

The Future of Firefighting with SoyFoam — Africa 20

Unpack soy's potential with SoyFoam™ TF 1122, the first and only firefighting foam GreenScreen Certified® at the Gold level. The PFAS-free soy-based foam has the power to change the future of firefighting for the better. During this session, you'll learn how the firefighting foam developed by Cross Plains Solutions is being tested right here in Wisconsin, blazing a trail and connecting two community backbones: firefighters and farmers.

Dave Garlie, Managing Partner/CTO, Cross Plains Solutions, LLC

Chris Turner, Fire Safety Center Lead, Chippewa Valley Technical College

Jason Wiley, Farmer and Firefighter, Chief Rock Falls Fire Department

Moderated by Larry Lee, Anchor/Reporter, Brownfield Ag News

FBI & Cyber Threats to Agriculture — Africa 30

The agricultural industry is facing a growing number of cyber threats that can halt operations and delay sales. The increased use of cloud-based technology in agriculture has created more vulnerabilities. Learn what you can do to protect against cyberattacks.

DOT - What Are They Looking for During Audits or Inspections? — Africa 40

This presentation is to help gain an understanding of DOT compliance and most common compliance mistakes. In addition, we will help define "what is needed and what is not" when it comes to DOT compliance and inspections and farm exemptions.

Key items to review:

- Driver files
- Maintenance files
- Time records
- Hours of service
- Exemptions
- Licensing and fed med cards
- Drug and alcohol
- Crossing state lines
- Safe driving and safety training
- Questions and open discussions

Weed Control in the Age of Resistance: Harnessing Herbicide Mixtures and Integrated Strategies - Rodrigo Werle, Assistant Professor & Extension Cropping Systems Weed Scientist, University of Wisconsin (1.0 CM) —Tamarind/Guava

Join Dr. Rodrigo Werle for a recap on herbicide resistance and recent research from the WiscWeeds lab, focusing on optimizing herbicide mixtures for effective weed control, utilizing cover crops for weed suppression and exploring the future of see & spray technologies. Emphasizing integrated approaches, the discussion will highlight practical solutions for managing herbicide-resistant weeds and advancing sustainable weed management practices in Wisconsin's corn-soybean cropping systems.

Agenda

Thursday, Feb. 6

The Hard But Necessary Family Conversations on Farm Succession — Wesley Tucker, Farm & Ranch Transition Specialist, University of Missouri Extension — Africa 10

Farm succession planning is a challenging yet essential process for ensuring the long-term sustainability of family farms. In this session, Wesley will lead a deep dive into the tough but necessary conversations that every farm family must have when preparing for the future.

Drawing from his 23 years of experience in estate and succession planning, agricultural marketing systems and farm business management, Wesley will guide participants through the emotional and logistical aspects of transitioning farm operations to the next generation. He will explore the critical topics of estate planning, family dynamics, financial structures and communication strategies needed to navigate these complex decisions.

2:30 p.m. Corn-Soy Expo Trade Show Break

Brought to you by Wyffels Hybrids

3:00 p.m. Breakout Sessions

Machinery Performance and Autonomous Agriculture — Africa 20

Equipment agronomist Dave Murphy explains how to determine return on investment of field operations and how machinery decisions impact the bottom line. We will also analyze autonomous machines in agriculture; where they make sense and how Wisconsin farmers are making them payoff.

Brought to you by 360 Yield

Fungicides 201: What You Really Need to Know to Maximize Fungicide ROI in Soybeans and Corn - Damon Smith, Professor and Extension Specialist – Field Crops Pathology (1.0 PM) — Africa 30

Deep dive into the world of epidemiology. Dr. Smith brings years of experience to further develop better control recommendations for the sustainable management of field and forage crop diseases. Tapping into his wealth of knowledge through research and extension efforts, he will bring his epidemiology understanding of plant pathogens to better fungicide ROI.

What's New in Wisconsin Corn Agronomy Program — Africa 40

Hear from Dr. Harkirat Kaur on the latest from the Wisconsin Corn Agronomy Program. This is your chance to hear from Wisconsin Corn's new agronomist and find out how the corn agronomy program can help your operation.

From Data to Decisions: Mastering Product Characterization Research — Africa 10

Explore Beck's innovative approach that dives deep into understanding our corn and soybean performance indicators and detailed insights that enable us to position them to the right management practices, giving us a competitive advantage. You'll learn how Product Characterization Research combines all we do in Beck's research and testing to elevate product confidence, enhancing our powerful choices strategy.

Brought to you by Beck's

4:00 p.m. Corn-Soy Expo Trade Show Break — Africa East

Brought to you by Wyffels Hybrids

Agenda

4:30 p.m. Breakout Session

Beer & Bull Session (1.0 CM) — Africa 10 & 20

Prior to starting the Beer & Bull Session, Eocene Environmental Group Livestock Specialist Haley Kerr will give a brief update on USDA's Climate-Smart Commodity grant program, which pork producers and crop farmers in Wisconsin are now eligible to receive financial incentives for in-barn and in-field practices.

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; Dr. Harkirat Kaur, Assistant Professor, Plant and Agroecosystem Sciences, University of Wisconsin. Pepper our state's leading researchers with agronomic questions in a relaxed setting over an ice-cold beverage.

Session sponsored by WCPB, WSMB, WPA

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

5:30 p.m. Porkapalooza — Africa West

Sponsored by Roth Feeder Pig, Wisconsin Pork Association and Piggly Wiggly

An evening of fun, networking, delicious pork appetizers, cold beverages, live music by Super Tuesday and live and silent auctions supporting youth programs and pork industry issues. Featuring special guests Phoebe Bacon, U.S. Olympic swimmer, and Piggly Wiggly's Mr. Pig.

Wisconsin Soybean Yield Contest Award Ceremony

See which soy growers across Wisconsin yielded "Big Bean Energy" on their operations as part of the revamped 2024 Wisconsin Soybean Yield Contest.

6:00 p.m. Corn-Soy Expo Trade Show Closes — Africa East

Brought to you by Wyffels Hybrids

Agenda

Friday, Feb. 7

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

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. Bacon & Brainstorming — Africa 10

Learn about cutting edge technologies in the pork industry, network and discuss industry issues. And what better way to enjoy a think tank than with BACON! Come check it out.

10:00 a.m. Healthy Mind – Know How to Identify Farm Stress & Resources to Help — Africa West

This session will not only share information on farm stress but help you learn practical ways to work through challenging times to help yourself, your family or others in your community. Farming is a stressful business that deals with a lot of uncertainty. Join our presenters to learn more about mental wellness because you are your farm's most important asset.

Megan Wolf, Therapist, Southwest Counseling

Karen Endres, Farmer Wellness Program Coordinator, Department of Agriculture, Trade and Consumer Protection

Doug Rebout, Vice President, Wisconsin Soybean Association

10:00 a.m. Improving Growers' ROI with Enhanced Phosphorus Efficiency Fertilizer Technology — Africa 20

Join Phosphosolutions for a compelling presentation on the latest innovations in crop nutrient dynamics. This session will explore the challenges of achieving optimal nutrient delivery, focusing on issues with traditional MAP and DAP fertilizers. They'll dive into three decades of university research dedicated to optimizing phosphorus delivery, introducing proven technology backed by over five years of on-farm field trials and grower testimonials.

Attendees will gain a thorough understanding of:

- *The complexities of soil dynamics and nutrient availability*
- *Current limitations of conventional fertilizers*
- *Breakthrough solutions with real-world results for improved phosphorus efficiency*

Brought to you by Phosphosolutions

10:00 a.m. Planning for Catastrophic & Unexpected Events — Africa 10

What if a devastating weather, disease or equipment failure event occurred on your farm? Do you have a plan for handling a high number of animal mortalities or for implementing additional biosecurity measures? In this interactive session, pork producers will work in small groups with industry experts to develop their personalized mortality disposal plans, contingency plans or Secure Pork Supply Plans. Attendees will leave with their plans in hand and feeling more prepared for their response to catastrophic or unexpected events on their farm.

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

Brought to you by Wyffels Hybrids

12:30 p.m. Lunch with Keynote Speaker Greg Warren — Africa West

Join talented comedian Greg Warren, known for captivating audiences across the country with his Midwestern-inspired humor. Self-deprecation, frustration and an arsenal of lifelike characters highlight Warren's colorful perspective.

1:30 p.m. Trade Think-Tank Panel — Africa West

Now more than ever, trade is a hot topic of conversation. With a new administration and Congress in Washington, D.C., what does future trade look like? From strategizing trade policies that support agriculture to dissecting the challenges of the current market and exploring solutions, the Trade Think-Tank Panel will cover all the export bases, offering perspectives from agricultural policy and trade experts.

Virginia Houston, Director of Government Affairs, American Soybean Association

Maria Zieba, Vice President of Government Affairs, National Pork Producers Council

Nancy Martinez, Congressional Policy Advisor and Trade Expert, National Corn Growers Association

Moderated by Mark Rhoda-Ries, Trade and Consumer Protection, Wisconsin Department of Agriculture

3:00 p.m. Corn-Soy Expo Closes. See you in 2026!

Venue Map



Wifi

Username: AgriSompo

Password: AgriSompo

Exhibitors

Exhibitor / Sponsor	Booth Number
360 Yield Center	425, 427
AgMarket.Net	416
AgPoint Solutions	624
AgrAbility of Wisconsin	208
Agri Spray Drones	225, 227
Agroliquid Fertilizer/Soil + Crop Services	511
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Bayer Crop Science	503, 505, 602, 604
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Culpitt Roofing Inc.	308
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