SOIL HEALTH SUMMIT 2018

ROOTED IN DATA GROWING SUCCESS

JANUARY 18-19
ROSEMONT, ILLINOIS
Welcome!

It is my pleasure to welcome you to YOUR Soil Health Summit! As farmers, agronomists or collaborators to the Soil Health Partnership, we strive to make this event impactful for you.

This year our theme is “Rooted in Data, Growing Success.” We are excited to be bringing an action-packed general session and several breakout sessions to focus on how we turn scientific research into operational management strategies to improve your cropping systems. But we will not stop there! Together, we are learning about the economics of soil health. We will bring these economic learnings to the agenda by featuring the latest economic results from across your Soil Health Partnership farm network.

We want to hear from you!

The Soil Health Partnership is built upon your ideas for improvement. We have added and changed many aspects how we run the program based upon your feedback.

This year is no different - your participation and ideas throughout the event will help us learn together. The Summit will feature a unique town hall event on the second day. The town hall is a special opportunity to tell us what you think and ask us anything about the Soil Health Partnership. Bring your questions and comments about what lies ahead for the Soil Health Partnership- or any other aspect of the program.

Finally - and maybe most importantly - let us all have some fun to enjoy the opportunity to connect with others from across the Partnership. Our breaks and reception are a little longer than normal to give you more time to meet new attendees or catch up with old friends!

Thank you for joining in and I cannot wait to see you here!

Nick
Director
Soil Health Partnership
### AGENDA AT A GLANCE

#### THURSDAY, JANUARY 18

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<tr>
<th>Time</th>
<th>Event</th>
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<td>10:00 a.m.</td>
<td>Registration Opens</td>
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<td>12:00 – 1:00 p.m.</td>
<td>Summit Lunch – Cassatt Ballrooms C &amp; D</td>
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<td>Summit General Session – Avedon Ballroom</td>
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**Registration**

12:00 – 1:00 p.m.  
**Summit Lunch**  
Cassatt Ballrooms C & D

1:00 – 3:00 p.m.  
**Summit Opening Day General Session**  
Avedon Ballroom  
Welcome – Dr. Nick Goeser, Director, Soil Health Partnership  
**A Walk Through the Product Development Pipeline**  
Keynote Address –  
Dr. Robert Graney, Head of Regulatory Science, NA, Bayer  
**Idea Generation and Pre-Discovery** –  
Dr. Shawn P. Conley, Professor of Agronomy and the State Soybean and Small Grain Specialist, University of Wisconsin -Madison  
**Corporate Strategic Planning** –  
Clint Chaffer, Product Marketing Lead for Distribution and Platform, The Climate Corporation  
**Market Development and New Product Roll-Out** –  
Dan Foor, Chief Executive Office, La Crosse Seed  
**Policy and Consumer Awareness** –  
Jonathan Coppess, Director of the Gardner Agriculture Policy Program, University of Illinois  
**Soil Health Partnership Data Discussion and Review**  
Dr. Nick Goeser, Director, Soil Health Partnership  
Dr. Dave Muth, Vice President of Agronomic Planning and Sustainability, EFC Systems, Inc.

3:00 – 3:15 p.m.  
**Break**

3:15 – 4:00 p.m.  
**Concurrent Breakout Sessions**

**Nutrient Management for Enhanced Agricultural Systems**  
**Session 1**  
Cassatt A  
How can you enhance nutrient management with cover crop and tillage changes? This session will give you the low-down on maximizing this golden opportunity.  
Moderator: Jacob Ness, SHP Field Manager – Western Iowa  
- Shawn Richmond, Environmental Technology Director, Agribusiness Association of Iowa  
- Bryan Biegler, Minnesota Farmer

**The Future of Ag Technologies**  
**Session 2**  
Cassatt B  
As a 21st Century farmer, you’ve experienced phenomenal technological growth on your farm. So what’s next? This panel discussion with leaders in the precision agriculture realm will look at what’s coming down the pipeline and provide insight on how you can prepare your farm.  
Moderator: Jack Cornell, SHP Operations Manager  
- Clint Chaffer, Product Marketing Lead for Distribution and Platform, The Climate Corporation  
- Tommy Jackson, Sustainable Solutions Account Manager, Syngenta

**Cover Cropping 101: Intro to Success Cover Cropping**  
**Session 3**  
Warhol A  
New to the cover crop space? We’ve got you covered! Learn from agronomic experts and other farms who have experienced both the glorious wins and epic fails with cover crops.  
Moderator: Jim Isermann, SHP Field Manager – Northern Illinois  
- Rob Stout, Iowa Farmer  
- Brian Martin, Missouri Farmer
**Session 4**

**Saying Yes to No-Till Systems**

**Warhol B**

This introduction to No-Till Systems will give you access to some of the nation’s leading experts in no-till production. Whether you’re new to no-till or just want to refine your knowledge of the practice, you’re sure to benefit from this wealth of knowledge.

Moderator: Hans Kok, SHP Field Manager - Southern Indiana/Ohio
- Steve Berger, Iowa Farmer
- Kirk Kimble, Illinois Farmer

**Session 5**

**A Day in the Life of a Farmer: Farming 101 for Collaborators**

**Pollock A**

Have you ever wanted to walk a mile in a farmer’s boots? Today’s farming is a more complex venture than ever. What are the production, cash flow, market and societal pressure impacts that can influence how often and how fast farmers adopt agricultural technologies? In the spirit of collaboration, we’ll help connect the dots.

- Elyssa McFarland, SHP Field Manager & Iowa Farmer

**Session 6**

**Social Media 101 (Yes, you!)**

**Pollock B**

With more than 1 billion people currently using Facebook, social media has changed the landscape of communication in our daily lives. Social media is a valuable tool to share knowledge, inspire, and network with others on soil health! So, if you’ve thought about jumping into social platforms like Facebook or Twitter, there’s no time like the present. We’ll show you how…and why!

- Renee Hulshof, Communications Specialist, Rose Media

4:00 – 4:15 p.m.

**Networking Break**

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**Concurrent Breakout Sessions**

**Nutrient Management for Enhanced Agricultural Systems**

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- Carrie Vollmer-Sanders, Indiana-Ohio Farmer

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• Deb Gangwish, Nebraska Farmer  
• Ben Kuhn, Indiana Farmer

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**Reception**  
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**RECEPTION EXHIBITORS**

**FieldRise** is a sustainability measurement and agricultural consulting company. Their agronomists, economists, programmers, and communicators combine an innovative measurement platform, peer-reviewed analytics, and social science behavioral change strategies to speed best practice adoption, targeting 100 million acres by 2025. The team’s technology and strategy are designed to help today’s outcome measurement programs reach far more farmers and acres while saving time and cost compared to traditional strategies.

**EFC Systems** is supporting the Soil Health Partnership with the Profit Zone Manager data platform. The data platform is being used to identify economic and environmental outcomes across the strip trial treatments. Profit Zone Manager is available for all of the Soil Health Partnership participants to use on all of the farming operation acres.

**Precision Conservation Management** welcomes visitors to step into their Farmer Portal. Here, you can view a Partial Budget Analysis of the current system and how it compares financially to conservation systems. View sustainability and economic reports created by the PCM team for the individual farmer. Then visit with PCM staff to learn about the personalized Resource Analysis and Assessment Plan, which includes the FieldPrint Calculator. And finally, see how successful conservation can be by playing Conservation Plinko, and sign up for PC to see how conservation can improve your bottom line.

**The Soil Health Partnership** will demonstrate the digital tools used to look at data with the opportunity for visitors to take a dive into the data. The SHP team will also demonstrate the growth of several varieties of cover crops with emphasis on what lies underground. Cover crop seed provided by The Cisco Companies.
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8:00 – 9:30 a.m.  Summit General Session
Avedon Ballroom
  Welcome – Dr. Nick Goeser, Director, Soil Health Partnership
  Presentation of Awards – Soil Health Partnership Team
  Data Dudes Panel
  Moderator: Jim Isermann, Field Manager, Soil Health Partnership
  Panelists
  • Mark Waibel, Indiana Farmer
  • Harry Schirding, Illinois Farmer
  • Jack Hardwick, Agronomist

9:30 – 10:00 a.m.  Break

10:00 – 10:45 a.m.  Concurrent Breakout Sessions

Session 1  Optimizing Your Nutrient Management
Cassatt A
Using advanced, science-based nutrient management techniques is a surefire way to reduce nutrient loss to air and water. This session will cover proven ways to optimize N, P & K for crop production and economics.

• Michael Zwingman, Technical Development Manager, Verdesian Life Sciences

Session 2  Interview Like A Pro
Cassatt B
Telling your story is one of the most important things you can do when it comes to spreading the word on soil health practices...and that often means talking to media. Whether working with members of the media is a terrifying proposition to you, or you just want to brush up on your skills, this session will help you learn the tricks of the trade for giving a stellar interview!

• Jenna Higgins-Rose, CEO, Rose Media
• Dave Brown, Illinois Farmer

10:45 – 11:00 a.m.  Session 3  Cover Crop 201: Techniques for Seeding Cover Crops
Warhol A
If you’ve got the cover crop basics down and are ready to move to the next level, this session is for you. Learn from other farms on what has worked and not worked when it comes to seeding cover crops.

Moderator: Jim Isermann, SHP Field Manager – Northern Illinois
• Don Elsbernd, Iowa Farmer

Session 4  Cover Crops 301: Termination of Cover Crops
Warhol B
This session will host discussion of techniques to terminate cover crops and best times to terminate, along with the positives and negatives of planting green.

• Pete Fandel, Professor of Agriculture, Illinois Central College

Session 5  AgSolver®: A Tale of Profit and Loss
Pollock A
The data has a story to tell in this discussion with the team at AgSolver®. Learn how they use software to move the focus from profit to Return-On-Investment across your fields and what that could mean for better returns.

• Dave Muth, VP, EFC Systems Inc.
• Alex McMurray, Support Manager, EFC Systems Inc.

Session 6  Understanding Strip-Till Systems
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Do you have questions about strip-till? Let us strip it down to the basics. Leading experts will lead this session on strip-till systems, ideal for beginners or those who just want to brush up on their know-how.

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Avedon Ballroom
Dr. Robert Graney, Head of Regulatory Science, NA, Bayer

Dr. Bob Graney received his B.S. and Masters from Virginia Tech in Biology and completed his Ph. D. in Environmental Toxicology at Michigan State in 1985. He joined Bayer in 1988 as Head of the Ecotoxicology Group, and in 1995 was promoted to VP of Environmental Research, located at the Bayer Research Site in Stilwell, Kansas. After 4 years serving in this role, he moved to Germany, taking on a position as global project manager for new herbicides and eventually Head of the Global Residue and Operator Safety group. Dr. Graney returned to the U.S. in 2008 to lead the BCS Field Operations group and after 3 years in this function, he again moved to Germany to take over global responsibility for Human Safety. Returning to the U.S. in 2013, Bob took responsibility for Development activities in N. America. His current position focuses on all Regulatory Science and Policy issues in N. America.

Dr. Shawn P. Conley, Professor of Agronomy and the State Soybean and Small Grain Specialist, University of Wisconsin, Madison

Dr. Conley’s research goal is to generate science based solutions to address real world problems in soybean and small grain production. This knowledge is then integrated and delivered through his Extension program. Dr. Conley has authored or co-authored 82 refereed journal articles and has spoken at over 690 events and to more than 51,000 clients since beginning his academic career. Dr. Conley’s commitment to agriculture and the Wisconsin idea has also led him to coauthor a children’s book entitled “Coolbean the Soybean”.

Clint Chaffer, Product Marketing Lead for Distribution and Platform, The Climate Corporation

Clint is focused on expanding the Climate offering to customers. Having grown up on a farm near Seaton, Illinois, he has always loved agriculture but also has a passion for technology. Clint joined Climate in 2014 as a business manager in northwestern Illinois. He holds a Bachelor's degree in business information management and a M.B.A. from Western Illinois University. In his free time, Clint can be found spending time with his wife and two kids, farming with his parents, and playing in the great outdoors.

Dan Foor, CEO, La Crosse Seed

Dan Foor is responsible for directing the business activities of the organization while continuing to refine and execute the company’s long-range growth plans. Prior to joining La Crosse Seed in 2011, Dan held various leadership roles at Monsanto Company, including two international assignments in Latin America. Before joining Monsanto, he spent five years with Becker-Underwood in various market development and sales roles. He earned his Executive Masters in International Business from Saint Louis University in 2008 and Bachelors of Science in Agricultural Economics from Iowa State University in 1990.

Jonathan Coppess, Director of the Gardner Agriculture Policy Program, University of Illinois

Former Chief Counsel to the Senate Ag Committee and Administrator of the Farm Service Agency, Jonathan is now on faculty at the University of Illinois where he is the Director of the Gardner Agriculture Policy Program and a clinical assistant professor of agricultural law and policy. Raised on his family’s farm in Ohio he received his Bachelor’s from Miami University and his law degree from the George Washington University Law School.

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Dave and his colleagues at EFC Systems are developing precision data services for retail ag supporting agronomic planning and sustainability applications. David joined EFC Systems through the acquisition of AgSolver, an ag technology start-up he co-founded in 2013. David grew up on a family farm in North Central Iowa and currently supports the growing operation. David is trained as a mechanical engineer receiving his Ph.D. from Iowa State University.

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Harry Schirding, Farmer, Schirding Farms Inc.
Harry is the owner and operator of Schirding Farms Inc, a family farm located in Petersburg, Illinois. Having been raised on a family grain and livestock farm, Harry took his passion to Iowa State University at Ames, Iowa where he earned a Bachelor’s degree in Agriculture – Farm Operations in 1970. He served in the military from 1970 to 1972 before returning home. Harry proudly farms with his wife, 3 daughters and 1 son and has recently begun transitioning the farm to the next generation.

Jack Hardwick, Agronomist,
As a Certified Crop Advisor, Jack enjoys advising growers on production and answering questions. Jack received a Bachelors of Science degree in Plant and Soil Science from Southern Illinois University Carbondale and has previously worked for Sunrise Ag FS as a Crop Specialist and at AgriGold Hybrids and Brandt Consolidated as an Agronomist.

Mark Waibel, Co-Owner/Manager of Solid Rock Ag Solutions
Mark works with growers and companies to find data and mechanical solutions to common ag problems through his work as Co-Owner and Manager of Solid Rock Ag Solutions, a family business in Remington, Indiana. His specialty has been retrofitting planters and other farm equipment to improve performance using high tech products such as Precision Planting. He also manages a small family farm that he loves using to prove out the solutions that his business offers to growers.

Dr. Nicholas Goeser, Director, Soil Health Partnership
Nicholas Goeser directs the Soil Health Partnership and soil health and sustainability for the National Corn Growers Association. Nick’s prior research background includes over a decade of research in the areas of crop production, nutrient cycling and management, and environmental quality. Nick completed a B.S. and M.S. in Agronomy and Ph.D. in Horticulture from the University of Wisconsin. His doctoral research focused on the evaluation of crop productivity, fertility management, nutrient use efficiency and nutrient cycling from organic residues within a processing vegetable rotation. Nick grew up in Eastern Wisconsin with a dairy farming background.
VENUE MAP

*Gallery/Boardrooms are easily accessible and located right off the elevator on the corresponding guest room floor. Ex: Gallery 4J4 is located on the 4th floor.
The Soil Health Partnership is a farmer-led initiative that fosters transformation in agriculture through improved soil health, benefiting both farmer profitability and the environment. With more than 100 working farms enrolled in 12 states, the SHP tests, measures and advances progressive farm management practices that will enhance sustainability and farm economics for generations to come. SHP brings together diverse partners to work towards common goals. Administered by the National Corn Growers Association, the SHP’s vision is driven by initial and continuing funding and guidance from NCGA, Monsanto, the Walton Family Foundation, the Midwest Row Crop Collaborative, General Mills, the Foundation for Food and Agriculture Research, National Wheat Foundation, Pisces Foundation and USDA, with technical support from The Nature Conservancy and the Environmental Defense Fund.

For more, visit soilhealthpartnership.org.