

01.11-16.2019

AFBF

NEW ORLEANS

ANNUAL CONVENTION
CENTENNIAL CELEBRATION
& IDEAg TRADE SHOW

#AFBF19

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*the future of
agriculture*



When Mother Nature is your business partner, expect a few curveballs.



Farmers and ranchers step up to the plate 365 days a year. Growing your food is their job. In their eyes, you are all part of the winning team.

Learn more about how food from America's farms and ranches nourishes our nation. Visit agfoundation.org/resources



AMERICAN FARM BUREAU FEDERATION®

Welcome to the American Farm Bureau Federation Annual Convention and IDEAg Trade Show!



BREAKTHROUGH



Welcome! Let's Celebrate!

Welcome to this year's American Farm Bureau annual convention and Centennial celebration! Throughout 2019, we will highlight the important role this organization has played over the past 100 years as ONE VOICE for America's farmers and ranchers.

And there's no better place to have a party than New Orleans! I look forward to celebrating with you our history of uniting, engaging and transforming American agriculture, as well as building excitement as we BREAK THROUGH to the next century of Farm Bureau success.

We have a lot to celebrate. Farm Bureau's grassroots advocates are more influential than ever. We are having an impact at all levels of government and in growing the public's trust in food production. We're seeing big wins as we work to implement the policies that our delegates set at this gathering every year: reducing regulatory burdens, improving agricultural risk management tools and protecting trade deals that help us access markets around the world. Of course, we still have a lot of work ahead of us as farmers and ranchers are impacted by low prices and other challenges. Based on a century of farmers and ranchers coming together to develop solutions, I am confident that our delegates will set a good course for Farm Bureau to have a positive impact on the issues we are facing in agriculture today.

Whether it's attending church, spending the holidays with family or going to Farm Bureau meetings—there's something restorative about gathering with people who are a lot like you, who understand what you do and where you're coming from, who want to build you up and help you succeed. I hope the educational sessions and networking opportunities at this annual convention will recharge your batteries and help you to feel even more excited about the calling we have answered as farmers and ranchers: to grow the food, fuel and fiber our nation needs to stay strong.

Have a great annual convention! Laissez les bon temps rouler!

A handwritten signature in dark ink that reads 'Zippy Duvall'.

President Zippy Duvall

Schedule-at-a-Glance

Friday, January 11

9:00 a.m.–5:00 p.m.

Convention Registration

5:00 p.m.–6:30 p.m.

YF&R Competitor Networking Reception

By Invitation Only

6:00 p.m.–9:00 p.m.

State Presidents Dinner

By Invitation Only

Saturday, January 12

6:30 a.m.–5:00 p.m.

Convention Registration

7:00 a.m.

Fun Run

Meet in the Spanish Plaza for a family-friendly fun run 5K.

7:30 a.m.–8:30 a.m.

Women in Ag Meet-and-Greet Breakfast

8:00 a.m.

Louisiana Ag Tours

Shuttles depart from the shuttle pickup area outside of Halls D & E; check your ticket for departure time.

8:30 a.m.–10:00 a.m.

Women's Leadership Networking and Regional Caucuses

9:00 a.m.–3:00 p.m.

YF&R Achieve and Apply Learning Session

By Invitation Only

9:00 a.m.–5:00 p.m.

YF&R Excellence in Agriculture Presentations

10:30 a.m.–Noon

Annual Meeting of the American Farm Bureau Women

11:00 a.m.–Noon

YF&R Discussion Meet Round 1

1:00 p.m.–2:15 p.m.

Communicate, Collaborate and Influence Round 1

Open to All Registered Attendees

2:30 p.m.–3:30 p.m.

YF&R Discussion Meet Round 2

2:30 p.m.–4:00 p.m.

Communicate, Collaborate and Influence Round 2

Open to All Registered Attendees

4:00 p.m.–5:30 p.m.

IDEAg Trade Show

Celebration of Grassroots Reception

Urban County Farm Bureaus

Hosted by the AFB Women's Leadership Committee

YF&R Discussion Meet Sweet 16 &

Achievement Award Top 10 Announcements

Sunday, January 13

6:30 a.m.–5:00 p.m.

Convention Registration

7:00 a.m.–7:30 a.m.

Sunrise Service

Hosted by the AFB Women's Leadership Committee

7:45 a.m.–9:00 a.m.

Flapjack Fundraiser

Ticketed Event, All Welcome

9:30 a.m.–10:30 a.m.

Opening General Session

10:30 a.m.–5:30 p.m.

IDEAg Trade Show

10:45 a.m.–5:00 p.m.

YF&R Achievement Award Top 10 Interviews

11:00 a.m.–Noon

Farm Bureau Ag Innovation Challenge

11:15 a.m.–Noon

Concurrent Workshops

Sunday, January 13 (cont.)

Noon-1:00 p.m.

Leadership Luncheon

Ticketed Event, All Welcome

Noon-4:00 p.m.

Farm Bureau Gives Back

1:15 p.m.-2:15 p.m.

YF&R Discussion Meet Sweet 16

1:30 p.m.-2:15 p.m.

Concurrent Workshops

2:00 p.m.-5:00 p.m.

YF&R Excellence in Ag Learning Session

By Invitation Only

2:30 p.m.-3:30 p.m.

Featured Workshops

3:45 p.m. - 4:45 p.m.

Town Hall

5:05 p.m.-5:10 p.m.

YF&R Discussion Meet Final Four and Excellence in Ag Top 10 Announcements

5:10 p.m.-6:00 p.m.

YF&R Finalist and Sponsors Reception

By Invitation Only

5:15 p.m.-7:00 p.m.

Centennial Grassroots Leadership Reception

By Invitation Only

5:30 p.m.-7:00 p.m.

Centennial Presidents & Administrators Reception

By Invitation Only

Monday, January 14

7:00 a.m.-3:00 p.m.

Convention Registration

8:00 a.m.-8:45 a.m.

Concurrent Workshops

8:00 a.m.-3:00 p.m.

IDEAg Trade Show

8:15 a.m.-9:15 a.m.

YF&R Discussion Meet Final Four

9:00 a.m.-9:45 a.m.

Concurrent Workshops

10:00 a.m.-11:00 a.m.

Featured Workshops

11:15 a.m.-12:45 p.m.

Closing General Session

1:00 p.m.-3:00 p.m.

AFBF Centennial Celebration

Field to Fork Face-Off Game Show

Hosted by the AFBF Promotion & Education Committee

8:00 p.m.

Foundation Night Out

Ticketed Event, All Welcome. Doors Open at 7:30 p.m.

Tuesday, January 15

7:45 a.m.

Louisiana Ag Tours

Shuttles depart from the shuttle pickup area outside of Halls D & E; check your ticket for departure time.

8:00 a.m.-5:00 p.m.

AFBF Annual Meeting of the Voting Delegates

Noon-1:00 p.m.

Voting Delegate Luncheon

1:00 p.m.

Delegate Regional Caucuses

Wednesday, January 16

7:00 a.m.-8:00 a.m.

AFBF Board of Directors Breakfast

8:00 a.m.

AFBF Board of Directors Meeting

Cultivation Center



Download the app to view the TED-style talks schedule on the Cultivation Center stage.

Saturday, January 12
4:00 p.m.–5:30 p.m.

Sunday, January 13
10:30 a.m.–5:30 p.m.

Monday, January 14
8:00 a.m.–3:00 p.m.

See the FULL LIST of EXHIBITORS and Cultivation Center schedule on the app!
Visit fbevents.quickmobile.mobi and enter event ID: AFBF19





TRADE SHOW

@ AFBF Annual Convention

January 12-14 • Ernest N. Morial Convention Center • Exhibit Hall E

The **IDEAg Trade Show** @ AFBF Annual Convention will bring together 6,000 of the country's leading farmers and ranchers to view the latest products from top agribusinesses.

Located with the American Farm Bureau Federation's annual convention, IDEAg @ AFBF offers a unique experience to attendees and exhibitors alike through an exciting floor plan, special events, educational TED-style talks and information on Farm Bureau member benefit companies.

IDEAg Trade Show @ AFBF Annual Convention is a not-to-miss event!

TRADE SHOW SCHEDULE

Saturday, January 12

4:00 p.m.

Show Opens

Celebration of Grassroots Reception

Urban County Farm Bureaus

Hosted by the AFB Women's Leadership Committee

YF&R Discussion Meet Sweet 16 & Achievement Award Top 10 Announcement

5:30 p.m.

Show Closes

Sunday, January 13

10:30 a.m.

Show Opens

11:00 a.m.

Farm Bureau Ag Innovation Challenge on Cultivation Center Stage

Noon - 4:00 p.m.

Farm Bureau Gives Back

3:45 p.m. - 4:45 p.m.

Town Hall on Cultivation Center Stage

5:05 p.m.

YF&R Discussion Meet Final Four and Excellence in Ag Top 10 Announcements

5:30 p.m.

Show Closes

Monday, January 14

8:00 a.m.

Show Opens

8:15 a.m.

YF&R Discussion Meet Final Four on Cultivation Center Stage

1:00 p.m.


Centennial Celebration Reception

Field to Fork Face-Off Game Show

Hosted by the AFBF Promotion & Education Committee

3:00 p.m.

Show Closes



Come visit
the Case IH
booth #518

CASE IH IS A PROUD SUPPORTER OF YOUNG FARMERS & RANCHERS

As part of our ongoing commitment to support the next generation of agricultural leaders, Case IH proudly sponsors the American Farm Bureau Federation® Young Farmers & Ranchers. We wish the best of luck to all participants! To learn more about Case IH, stop by our booth or visit www.caseih.com.

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AGRICULTURE
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Fun Run

Saturday, January 12

Start at 7:00 a.m.

Meet in the Spanish Plaza by the Hilton New Orleans Riverside Hotel

Start your Annual Convention with some health and wellness by participating in the Fun Run! Bring the whole family to interact with other Farm Bureau staff and members in a FREE run through New Orleans.



Celebration of Grassroots Reception

Saturday, January 12

4:00 p.m.-5:30 p.m.

Kick off the IDEAg Trade Show @ AFBF Annual Convention with Saturday afternoon's Celebration of Grassroots Reception. Come celebrate the American Farm Bureau Federation's heritage of grassroots movements, and get a first look at the exhibitors of the 2019 show.



Flapjack Fundraiser

Sunday, January 13, 7:45 a.m. (Doors Open at 7:15 a.m.)

Individual: \$40.00 • Reserved Table of 10: \$460

Join us for the Flapjack Fundraiser after the Sunrise Service! Enjoy a pancake breakfast while learning about the Foundation's ag literacy efforts.

The breakfast program will be emceed by Foundation board members Bill Belzer, Corteva, and Renee McCauley, AFBF Promotion & Education Committee.

Find out this year's Foundation Book of the Year and hear from the author and illustrator. Attendees will receive a copy of the book thanks to a generous sponsorship from Farm Bureau Bank.





Foundation's Book of the Year Signing

Sunday, January 13

10:30 a.m.-Noon and

2:30 p.m.-4:00 p.m.

The Foundation's Book of the Year author and illustrator will be signing books in the Farm Bureau Bank Booth #551. Stop by on Sunday from 10:30 a.m.-Noon or 2:30 p.m.-4:00 p.m. to get your copy of the Book of the Year signed by the author and illustrator.

Sponsored by:  **FARM BUREAU BANK**



Farm Bureau Gives Back

Sunday, January 13, Noon-4:00 p.m.

Give back to the local New Orleans community by participating in Farm Bureau Gives Back! Join us and The Outreach Program to put together packaged meals for Feeding Louisiana. Stop by the assembly line on the trade show floor and donate a few minutes of your time. Help us reach our goal of packaging 10,000 meals.

AFBF Centennial Celebration

Monday, January 14

1:00 p.m.-3:00 p.m.

Join us on the trade show floor after the closing general session and keynote presentation for a celebration of the American Farm Bureau Federation's 100-year anniversary! Join your fellow convention attendees to celebrate our commitment to enhancing and strengthening the lives of rural Americans and to build strong, prosperous agricultural communities.



FOUNDATION NIGHT OUT

MONDAY, JANUARY 14

GENERAL ADMISSION: \$75

8:00 P.M.

DOORS OPEN AT 7:30 P.M.

NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER  HALL F



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

Join the Foundation for a night of music and fun! Sixwire is back by popular demand with Craig Campbell, Aaron Tippin and Eddie Montgomery. Nan Kelley will also return to emcee. We expect a packed house, so get your tickets early!

Tickets available at registration.



14
JAN

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\$75
GENERAL
ADMISSION



Foundation Silent Auction Bid to Benefit Ag Literacy!



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE

Some items are available to view on-site at the Foundation booth on the trade show floor, or see the full list of items online! All proceeds of the auction will support the Foundation's ag literacy efforts. Bidding is from January 7 through January 14.



Louisiana Ag Tours Going on a Louisiana Ag Tour?

Check your ticket for departure time. Buses will depart from shuttle pickup area outside of Halls D & E. For more information, go to fb.org/agtours.

Enjoy the tours!

Oak Alley Plantation



Sugar Cane



Photo Credit: Pixabay/JamieDeMers



Username: MCCNOFFREEWIFI

Wi-Fi is only available in public spaces.

Connect With Farm Bureau®

#AFBF19

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photos.fb.org

videos.fb.org

annualconvention.fb.org



Download The Convention Mobile App!

Take your program wherever you go!

Download the official AFBF Annual Convention mobile app and access everything on the go! Use your favorite QR reader to scan the code below or visit fbevents.quickmobile.mobi from your mobile device.

Enter event ID: AFBF19

Make sure to allow Push Notifications to receive important announcements and updates.



Plus, check the LIVE hotel shuttle schedule!

New this year—see where your next shuttle is through the app!

AFBF Annual Convention & IDEAg Trade Show



Nationwide®
is on your side



Enter to win an Amazon Echo

Take our quiz at booth #227 for your chance to win. Plus, everyone that stops by can receive a special gift.*



Nationwide thanks the American Farm Bureau Federation® for 100 years of dedicated service to America's agricultural communities.

* While supplies last

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IMPORTANT LOCATIONS

Ernest N. Morial Convention Center

Convention Registration.....Hall E

AFBF Annual Convention Headquarters252

Executive Headquarters.....235

General Sessions.....Hall F

IDEAg Trade ShowHall E

Media Newsroom Headquarters 240/241

Foundation Headquarters 255

Sponsor Room..... 256

Voting Delegate MeetingLa Nouvelle Ballroom

Women’s Leadership and
Promotion & Education Committees
Headquarters..... 264

YF&R Committee Headquarters.....263

CONVENTION HOTELS

- Hilton New Orleans Riverside (HQ)**
(504) 561-0500
- Hampton Inn New Orleans Convention Center**
(504) 566-9990
- JW Marriott New Orleans**
(504) 525-6500
- Le Méridien New Orleans**
(504) 525-9444
- New Orleans Marriott**
(504) 581-1000
- New Orleans Downtown Marriott at the Convention Center**
(504) 613-2888
- Omni Riverfront**
(504) 524-8200
- Renaissance New Orleans Arts Warehouse District Hotel**
(504) 613-2330
- Sheraton New Orleans**
(504) 525-2500

2019 CONVENTION SCHEDULE

FRIDAY, JANUARY 11

9:00 a.m.–5:00 p.m.

Convention Registration
Hall E

5:00 p.m.–6:30 p.m.

**YF&R Competitor Networking
Reception**

Marlborough AB, Hilton New Orleans Riverside

By Invitation Only

6:00 p.m.–9:00 p.m.

State Presidents Dinner

By Invitation Only

SATURDAY, JANUARY 12

6:30 a.m.–5:00 p.m.

Convention Registration
Hall E

7:00 a.m.

Fun Run

Meet in the Spanish Plaza by the Hilton New Orleans Riverside Hotel.

7:30 a.m.–8:30 a.m.

**Women in Ag Meet-and-Greet
Breakfast**

Foyer, 352 / 353 / 354 / 355 / 356 / 357

Open to Women Only

Sponsored by **FARM HER FMC**

7:30 a.m.–9:00 a.m.

**YF&R Excellence in Agriculture
Orientations**

Competitors, 260

Judges, 262

8:00 a.m.

Louisiana Ag Tours

Shuttles depart from the shuttle pickup area outside of Halls D & E; check your ticket for departure time.

For more information, visit fb.org/agtours

8:30 a.m.–10:00 a.m.

**Women's Leadership Networking
and Regional Caucuses**

Midwest, 345

Northeast, 344

Southern, 356/357

Western, 352

9:00 a.m.–10:00 a.m.

YF&R Discussion Meet Orientations
Competitors, 268

Judges, 271

Timekeepers, 266

9:00 a.m.–3:00 p.m.

**YF&R Achieve and Apply Learning
Session**
278

By Invitation Only

Sponsored by  FARM CREDIT

9:00 a.m.–5:00 p.m.

**YF&R Excellence in Ag
Presentations**

260 • 261 • 262

10:30 a.m.

**Annual Meeting of the American
Farm Bureau Women**

353 / 354 / 355

Remarks from special guests and Ronald McDonald House Charities

Sponsored by **FMC**

11:00 a.m.–Noon

YF&R Discussion Meet Round 1

265 • 266 • 267 • 268 • 271 • 272

273 • 275 • 276 • 277

Friday/Saturday

1:00 p.m.–4:00 p.m.

COMMUNICATE, COLLABORATE AND INFLUENCE*Open to All Registered Attendees**Co-hosted by the AFBF Promotion & Education and AFB Women's Leadership Committees*

1:00 p.m.–2:15 p.m.

ROUND ONE**Maximizing Resources****New Orleans Theater A***AFBF Promotion & Education Committee and Panel*

This session will showcase successful programs and events from several state Farm Bureaus and how you can implement them in your state. You will learn where to find P&E resources and have your questions answered by experienced leaders. Maximize your effectiveness and engagement, and learn more about opportunities available to you through Farm Bureau promotion and education.

Membership Matters Panel**New Orleans Theater B***Moderator: Marieta Hauser, AFB Women's Leadership Committee and Panel*

Membership is vital for grassroots organizations, and a strategic approach can lead to success. Listen and learn from some of the best membership recruiters, including state staff, a valued member service partner and a county Farm Bureau leader. Moderated by Marieta Hauser, the panel will discuss how to energize and engage members. Have your questions ready and, remember, if we each sign a pledge, we can grow membership for years to come.

Engaging with the New Congress**New Orleans Theater C***Cody Lyon, Managing Director, Advocacy and Political Affairs Program, AFBF*

This session will explore the roadmap to the upcoming battles and changing balance of power in Washington, D.C. What does the agenda for the 116th Congress mean for farmers and ranchers? With new committee chairs, there will be new priorities. Come and learn the advocacy tactics Farm Bureau will need to employ to implement our strategic issues.

2:15 p.m.–2:30 p.m.

BREAK & LEARNING LABS

2:30 p.m.–3:45 p.m.

ROUND TWO**Cultivating Conversations****New Orleans Theater B***AFB Women's Leadership Committee**Stephanie Sox, South Carolina Farm Bureau*

Have you ever tried to talk about food and farming with someone only to find yourself with a hand in your face? We've all been there. Let's face it—science is hard and social media is loud. This workshop will help you learn how to connect with consumers over shared values and how to have conversations that are easier and more meaningful for everyone involved.

The Buzz on Sustainability**New Orleans Theater A***AFBF P&E Committee and Panel*

This engaging panel will look at the different definitions for "sustainability" in society today and how consumers and producers can speak the same language. The featured panel will include USFRA, a non-farm blogger and a member of the retail food chain sharing insight and answering questions. The discussion will be moderated by Hilary Maricle, AFBF P&E Committee member, CommonGround advocate and rancher.

Building Blocks of Governance**New Orleans Theater C***Elise Stoddard, Director, Organization Development, AFBF*

Whether this is your first time serving on a county Farm Bureau board or you've been in your role for 30 years, join us for this session on running effective boards. How can you effectively engage members to rally behind shared goals to strengthen your organization?

3:45 p.m.–4:00 p.m.

WRAP-UP & LEARNING LABS



It's a new day in farming and,
*like you, we
were up
before sunrise*

It's hard work. You rise early, work late, and you're constantly looking for new ways to get the most out of your crops. You're not alone. The people at Bayer are right there with you, working on even better ways to grow.

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COMMITTED TO AMERICA'S FARMERS AND RURAL COMMUNITIES



At Farm Credit, we are dedicated to working in partnership with our customers, as we have for more than 100 years.



FARM CREDIT

2:00 p.m.

**YF&R Discussion Meet Round 2
Room Announcements**
271

2:30 p.m.-3:30 p.m.

YF&R Discussion Meet Round 2
265 • 266 • 267 • 268 • 271 • 272 • 273
275 • 276 • 277

4:00 p.m.-5:30 p.m.

IDEAg Trade Show
Hall E

**Celebration of
Grassroots Reception**
Trade Show Floor, Hall E

**Urban County Farm Bureaus
Cultivation Center Stage**

Hosted by the AFB Women's Leadership Committee

In urban agriculture, combines and livestock operations may be replaced by vertical farms and rooftop gardens. But food security is a concern for everyone. Urban county Farm Bureaus can play an important role by communicating and partnering with each other to help address food production and security, educate consumers and find common cause with their more-rural Farm Bureau colleagues. This panel will discuss the grassroots Urban county Farm Bureaus initiative, the opportunities it presents and how you can be part of the conversation.

**YF&R Achievement Award Top
10 and Discussion Meet Sweet 16
Announcements**
Cultivation Center Stage

5:00 p.m.

**YF&R Achievement Award
Top 10 Competitor Orientation**
262

SUNDAY, JANUARY 13

6:30 a.m.-5:00 p.m.

Convention Registration
Hall E

7:00 a.m.-7:30 a.m.

Sunrise Service
Hall F

"An Attitude of Gratitude" with
celebrant Marsha H. Purcell,
former AFBF staff and lay
speaker, United Methodist
Church

Music: 4-Harmony, Louisiana
State 4-H Performing Arts Troupe

Hosted by AFB Women's Leadership Committee



7:45 a.m.-9:00 a.m.

Flapjack Fundraiser
La Nouvelle Ballroom

Ticketed Event, Doors Open at 7:15 a.m.

- Foundation Awards
- Book of the Year Recognition

9:30 a.m.-10:30 a.m.

Opening General Session
Hall F

- Address by
President Zippy Duvall
- Distinguished Service Award
& Farm Bureau Founders
Award
- State Awards
- Farm Dog of the Year Award



10:30 a.m.*-5:30 p.m.

IDEAg Trade Show
Hall E

10:30 a.m.*-Noon

Book of the Year Author Signing
Hall E, Farm Bureau Bank Booth #551

10:45 a.m.*-5:00 p.m.

**YF&R Achievement Award
Top 10 Interviews**

Closed-Door Event

274

**This event will start immediately following the
Opening General Session, but no sooner than
the time listed.*

11:00 a.m.*-Noon

Farm Bureau

Ag Innovation Challenge

Cultivation Center Stage, Trade Show Floor, Hall E

This Challenge is a rural business plan competition for entrepreneurs with agriculture and food businesses. Watch the Final Four teams compete before judges and a live audience. **Vote for your favorite team to win an extra \$10,000 in the app!**



*This event will start immediately following the Opening General Session, but no sooner than the time listed.

11:15 a.m.-Noon

CONCURRENT WORKSHOP

Business & Rural Development

Commodity Market Directions

343

Todd Hultman, Grain Market Analyst, DTN

Using DTN's proprietary Six Factors Strategies, Todd Hultman has been a thought leader for farmers and agribusinesses on where commodity markets are headed, what signposts to watch for and what to do when those critical points occur. Hultman will discuss his unique view on the markets, how he uses technical and fundamental analysis to shape his view and will outline where various commodity markets will be headed in 2019 based on trade, export and domestic demand, noncommercial interest in commodities versus other investments and DTN's unique outlook for 2019 weather and crop production.

11:15 a.m.-Noon

CONCURRENT WORKSHOP

Business & Rural Development

Waste to Energy: Is Your Farm a Candidate for This Alternative Source of Revenue?

New Orleans Theater A

Gov Graney, Co-Founder; Managing Member, Nacelle

Have you been looking to diversify the revenue of your farm while also making a positive environmental impact? Join us to learn the elements for converting waste into energy (renewable natural gas/electricity). We will cover the criteria that makes a farm a good candidate for a biogas project, steps to initiate discussions about a biogas project on your farm, positive environmental impact of biogas projects and new economic opportunities biogas projects create for your farm and local community.

11:15 a.m.-Noon

CONCURRENT WORKSHOP

Consumer Engagement

Storytime on Your Farm: Making It Personal, Impactful & Memorable

344

Janice Person, Online Engagement Director, Bayer

Storytelling is both an art and science and it is what keeps consumers interested. For years, agriculture's critics have been beating us with their fabricated innuendo of dastardly deeds in documentaries. While many of us know we should be telling our farm's story, we haven't necessarily put the time and energy into it to be sure we can be impactful. This workshop will showcase the elements of good storytelling and help participants begin constructing narratives about the reality of farming that will be as compelling as any documentary. And better yet, it will be personal and true!

11:15 a.m.-Noon

CONCURRENT WORKSHOP

Consumer Engagement

Staying Rooted, Reaching Forward

New Orleans Theater B

Val Wagner, Vice Chair, AFBF P&E Committee

If you glance back at 100 years of Farm Bureau, you can see the changes in agriculture: from a time when people had a direct connection to the farm, to the resurgence of interest in those connections. Many schools are incorporating gardens to connect students back to these agricultural roots. Let's embrace these opportunities and expand that connection to modern food and farming! Learn about trends in urban gardens, the impact that they have and how we can use this renewed interest to engage, all while focusing on local concepts and seeding new connections.

11:15 a.m.-Noon

CONCURRENT WORKSHOP

Member Engagement & Development

Recruiting Farm Bureau Members & Volunteers: Preparing for New Breeds and Varieties

345

Ken Culp, III, Principal Specialist, University of Kentucky, College of Agriculture

This isn't your grandpa's organization anymore! Times have changed, society has evolved, generations have turned, the American way of life has been redefined and priorities have shifted. Expectations of communities, organizations and people are drastically

different than they were at the turn of the century. Members and volunteers expect organizations and their programs to be cleaner, greener, skill-based, outcome-oriented, schedule-friendly, flexible and efficient. This workshop will focus on 10 ways that member volunteers are markedly different and will identify strategies that can be implemented to adjust to these changing expectations in order to expand the organization and its programs.

11:15 a.m.–Noon

CONCURRENT WORKSHOP

Member Engagement & Development

Your Ag Literacy Toolbox 353

Rick Henningfeld, Education Specialist, American Farm Bureau Foundation for Agriculture

Tammy Maxey, Sr. Education Manager, Ag in the Classroom, Virginia Farm Bureau

How can you make an impact in agricultural literacy in your community? What resources are available to help you share YOUR story? Join us for a fun, engaging session brought to you by national leaders in agricultural literacy: The National Agriculture in the Classroom Organization and American Farm Bureau Foundation for Agriculture. Become familiar with each organization and the resources they offer. Leave with tools to make your job easier and help move the needle in consumer awareness about agriculture.

11:15 a.m.–Noon

CONCURRENT WORKSHOP

Niche Agriculture & Marketing Dare to Be Different, and Get Paid for It

354

*Blake & Vanessa Alexandre,
Alexandre Family Farm*

In an effort to keep the farm profitable for the next generation, the Alexandre family has spent the past 25 years pursuing specialty markets and added value while capitalizing on their 6,000 irrigated acres producing premium milk, meat and eggs. Through innovation in the dairy case by utilizing unique filtration and ultra-violet treatment for extended shelf life, their efforts with unique size and shape packaging allows for large scale distribution. The Alexandre's have adopted the philosophy that consumers have a right to pay extra to get more and have become one of the premier sources for A2/A2 dairy products.

11:15 a.m.–Noon

CONCURRENT WORKSHOP

Niche Agriculture & Marketing Organic 101: An Intro to Organic Row Crop Farming

New Orleans Theater C

*Carolyn Olson, Organic Row Crop Farmer,
Minnesota*

Have you wondered about what it takes to transition to organic farming, but didn't know who to ask? Carolyn Olson, an organic row crop farmer from Minnesota, will share her experiences from the past 20 years regarding the challenges and rewards of organic agriculture. She will cover topics such as weed control, seed selection, how to become certified organic and more. Questions will be welcomed.

11:15 a.m.–Noon

CONCURRENT WORKSHOP

Public Policy & Advocacy How Deep Are Your Grassroots? Building a Foundation for Effective Advocacy

355

*Angi Bailey, Grassroots Coordinator, Oregonians
for Food and Shelter*

Effective advocacy is built upon a foundation of established relationship. As a grassroots advocate, it is essential that you build relationships with your local, state and federal elected officials before you need them. Based on lessons learned from working on a local ballot measure campaign, this workshop will provide practical, effective and immediately applicable information on different ways to engage and educate elected officials through direct communication, outreach events and coalition building. During this workshop you will be encouraged to create an engagement plan that can be utilized as a roadmap for building new relationships with your elected officials.

11:15 a.m.–Noon

CONCURRENT WORKSHOP

Technology Gene Editing: Fake News or Modern Agriculture Revolution

356

*Steve Brody, Global Director, Regulatory &
Government Affairs, Genus PLC*

The New York Times recently called the double helix the "most iconic image of the 20th century." In this interactive talk, hear presenters from Genus discuss their burgeoning technological advancement to combat Porcine Reproductive and Respiratory Syndrome Virus (PRRSv): a devastating swine disease for which there is no cure. Participants will learn the fundamental biology buzzwords "CRISPR," transgenesis and more, as well as current and future



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applications for gene editing. The discussion will include the pork industry's unified strategy to ensure market and consumer acceptance and the methodical steps taken to avoid the consumer fears over modern agriculture technologies of the past.

11:15 a.m.–Noon

CONCURRENT WORKSHOP

Technology

Agriculture Applications of UAS Technology in High School Agriculture Programs

357

Keitha Bennett, AEST Director, Florida Farm Bureau

Douglas Fisher, Agriculture Teacher, Pearl River High School

Sam Harris, UAS Program Director, Embry-Riddle Aeronautical University

Gustavo Junco, S. Florida Regional Manager, Assistant Professor, Embry-Riddle Aeronautical University

Through this session, participants will walk away with information about starting a STEM driven high school agriculture class called Uses of Unmanned Systems in Agriculture. This is a one-year course developed by Florida Farm Bureau, University of Florida and Embry-Riddle Aeronautical University. Students will master flying techniques and use the data collected to make recommendations to agriculture production systems. After successful course completion, students will walk away with an impressive flight log and have the knowledge to sit for the two industry certifications: the FAA Part 107 exam and the AEST Unmanned Aircraft Systems in Agriculture Specialist exam.

Noon-1:00 p.m.

Leadership Luncheon

La Nouvelle Ballroom C

Ticketed Event

The American Farm Bureau Federation: A 100-Year Success Story

Stewart R. Truelsen, Freelance Writer, Producer and Author of "Forward Farm Bureau"

Celebrate the American Farm Bureau Federation and learn the keys to its success for the past 100 years. You will discover how the original purpose still drives the organization to unite farm and ranch families to solve problems that directly advance American agriculture and society.

Stewart Truelsen is a freelance writer, producer and author of "Forward Farm Bureau." He worked for the American Farm Bureau Federation for three decades



leading the organization's radio and television services. Prior to joining AFBF, he was in broadcast news. He earned a degree in journalism from the University of Iowa and currently resides in Illinois.

Sponsored by  **NORTHERN TRUST**

Noon-4:00 p.m.

Farm Bureau Gives Back Trade Show Floor, Hall E

Give back to the local New Orleans community by participating in Farm Bureau Gives Back! Join us and The Outreach Program to put together packaged meals for Feeding Louisiana. Stop by the assembly line on the trade show floor and donate a few minutes of your time. Help us reach our goal of packaging 10,000 meals.

1:15 p.m.–2:15 p.m.

YF&R Discussion Meet Sweet 16

265 / 266 • 267 / 268 • 271 / 272 • 276 / 277

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Business & Rural Development

Evaluating Farm Policy & Financial Risk

343

Krista Swanson, Research Specialist, University of Illinois

With challenges in the farm economy and potential changes to farm policy (or recent depending on status of Farm Bill), how can you manage financial risk? Zero in on the impact various current economic and policy scenarios have on your bottom line. Learn how to benchmark against modeled scenarios and explore the impact your current farm business decisions can have on your farm financial health over the next five years using a modeling tool developed by the Gardner Agriculture Policy Program at the University of Illinois.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Business & Rural Development

Protecting Rural Veterans & Military Families from Frauds & Scams

356

Doug Shadel, State Director, AARP Washington

According to recent research, U.S. Veterans & Military families are twice as likely as the general public to be victimized for frauds, scams and identity theft. An AARP survey found 80% of veterans say they've encountered veterans-specific scams related to their military service or benefits. Join nationally-recognized financial fraud expert and former investigator Doug Shadel to learn basic tips on how to keep you and your family protected from con

Sunday

artists and their savvy schemes. It's part of AARP's free Fraud Watch Network and alliance with the U.S. Postal Inspection Service – "Operation Protect Veterans." Find out more: AARP.org/ProtectVeterans or #AARPsalutesVets.

Sponsored by **AARP**
Real Possibilities

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Business & Rural Development Opioid Abuse: Perspective from Medical Providers, Farmers and the Families That Are Affected New Orleans Theater A

Colbie & Matt Niswander, Tennessee Farm Bureau Federation

Sherrie Lou Tate, Staheli Family Farm, Utah

What causes more deaths than motor vehicle crashes and gun violence combined? Opioids. Deaths related to opioid use have increased two-fold in the last decade. Rural America is being hit especially hard, and 74 percent of rural Americans say they have been impacted by opioid addiction. In this session, we will explore the perspective from a medical provider and a husband and wife that engage with families and children that are impacted by opioid addiction.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Consumer Engagement Arctic® Apples: Biotech 2.0 and How to Talk to Consumers New Orleans Theater B

Jennifer Armen, Vice President, Okanagan Specialty Fruits, Inc.

Okanagan Specialty Fruits Vice President Jennifer Armen will share the road that has led to the development and commercial introduction of non-browning Arctic® apples. From the science to public reaction and consumer outreach, attendees will learn what it takes to bring a new bioengineered food to market and gain insights on what's to come.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Member Engagement & Development Incorporating a Culture of Safety in Farm Bureau 344

Amy Johnson, DNP, FNP-C, Centra Medical Group-Bedford

It is no secret that agriculture is one of the most dangerous professions in the world. As a grassroots organization, what can Farm Bureau members do to incorporate a culture of safety into their local Farm Bureau programs? Attendees will have the

opportunity to understand the impact that agriculture injuries have on the family farm as well as take away ideas that will allow them to plan safety programs and educational events for their members on a local or state level.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Member Engagement & Development One Line Legacies: Capturing Farm Bureau Histories that Captivate Hearts & Minds 357

Laura C. Nelson, Writer, Photographer & Historian, Montana Farm Bureau Federation

Writer and photographer Laura Nelson will share the legacies of leaders who made Montana Farm Bureau history. More importantly, you'll see how those legacies are alive in our members today through photographs, stories and lessons learned in the research library, on the road and behind the lens. You'll glean history writing tips, research resources and ideas to bring your Farm Bureau legacies to life in a way that builds community, unity and energy into your organization today.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Niche Agriculture & Marketing Market Differentiation, Key to Success 345

Adam Moody, Farmer & Entrepreneur

Building a business plan based on a differentiated product that is in demand is essential to the success of any business. "You can't sell the same thing cheaper than a big box store." Identifying and understanding today's consumer-driven and changing food market is paramount to building solid business and branding strategies. Direct marketing agriculture's mindset of more margins per acre or animal is a 180° shift from production-oriented commodity agriculture.



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1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Niche Agriculture & Marketing Industrial Hemp: How Farmers Can Profit in this Emerging Industry

353

Ken Anderson, Founder and President, Legacy Hemp, LLC

James Comer, Congressman, U.S. House of Representatives

Jonathan Miller, Attorney, Frost Brown Todd Attorneys, LLC

Katie Moyer, Kentucky Hemp Works

Federally outlawed for the last 50 years, industrial hemp is now making a comeback. The 2014 Farm Bill gave states the authority to establish hemp pilot programs to study its growth, cultivation and marketing. To date, roughly 35 states have taken advantage of the opportunity. Hear from an expert panel on the politics, agronomics and economics of this emerging multi-billion-dollar industry in markets covering agriculture, textiles, building and construction, automotive, food and beverage, personal care products, supplements and the biomedical and high-tech industries. With tens of thousands of potential uses, this panel will provide you with valuable insight on how America's farmers can maximize profits with this crop.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Public Policy & Advocacy Agriculture's Role in Addressing Livestock Care

354

Moderator: Lou Nave, AFB Women's Leadership Committee; Executive Director, Farm Animal Care Coalition of Tennessee

Samantha Beaty, Staff Veterinarian, Tennessee Department of Ag

Keith Harrison, Assistant Commissioner, Tennessee Department of Ag

Kevin Hensley, Public Policy Associate Director, Tennessee Farm Bureau

Hannah Thompson-Weeman, Vice President of Communications, Animal Agriculture Alliance

The issue of animal care and production livestock welfare has made headlines across our country. Insuring the care and welfare is a priority and unacceptable behavior and treatment of livestock is not tolerated. Recent incidents have found abuse has been inflicted by nonfarmers, yet the reputation of livestock farmers and ranchers has suffered. Tennessee's agriculture community joined together to develop a nonprofit organization that coordinates

resources and supports government programs that address livestock welfare and abuse. This panel will showcase the steps to provide successful protocols and training in your state to facilitate rapid response to livestock abuse issues and complaints.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Public Policy & Advocacy Farm Labor: What Does the Future Hold?

New Orleans Theater C

Moderator: Paul Schlegel, Managing Director, Public Policy, AFBF

Bob Boehm, General Manager, Great Lakes Ag/Labor Services LLC

Leon R. Sequeira, Private Attorney, LRS Law

Farm Bureau members have worked for years on solutions to agriculture's labor needs. It may be years — if ever — when legislation is introduced that so closely aligns with the policies we need. Many members are now asking: What does the future hold? Where will farmers and ranchers get the workers they need? Is H-2A a solution? If not, what are the alternatives? Hear from a panel of growers and labor experts on how they are seeking solutions to this persistent need. Come with your questions about the issue, the policies, the politics and the nuts-and-bolts considerations that affect your operations.

1:30 p.m.–2:15 p.m.

CONCURRENT WORKSHOP

Technology The Future of Ag Innovation

355

Moderator: Susanne Wasson, President of Crop Protection Business Platform, Corteva

Trey Hill, Grower, Delaware

Billi Hunt, Executive Director, Cultivation Corridor

Mike Paustian, Pork Producer, Iowa

An industry panel, led by Corteva President of Crop Protection Business Platform Susanne Wasson on using innovation to place cutting edge tools in the hand of growers to increase productivity and tackle challenges, including sustainability. Panelists include experts on:

- CRISPR
- Digital Ag

2:00 p.m.–4:00 p.m.

AFBF General Counsel Advisory Committee Meeting

348

By Invitation Only

2:00 p.m.-5:00 p.m.
**YF&R Excellence in
Ag Learning Session**
278

By Invitation Only

2:30 p.m.-3:30 p.m.
FEATURED WORKSHOP
Consumer Engagement
**Why Science Doesn't Sell: Closing
the Gap between Consumer Trust
and Technology**
New Orleans Theater A

Charlie Arnot, CEO, The Center for Food Integrity

Science no longer carries the weight it once did, and in fact, it may simply be discarded by a growing number of consumers who look to social sources of information to guide their decisions. Doubters have declared war on scientific consensus. What does it take to earn the trust in innovation that's imperative to sustainably increasing food production to meet global demand? It's not about science. Charlie Arnot, CEO of The Center for Food Integrity (CFI), details a specific approach to making complex and controversial technical information meaningful and to earning trust in the industries using science to innovate.

2:30 p.m.-3:30 p.m.
FEATURED WORKSHOP
Public Policy & Advocacy
Trade Outlook Workshop
New Orleans Theater B

*Moderator: Dave Salmonsens, Senior Director,
Congressional Relations, AFBF*

This workshop will cover the many trade issues affecting farmers and ranchers for 2019. The diverse impacts of tariffs, the outcomes of the North American Free Trade Agreement (NAFTA), the future of relations with China, the opportunities of a trade agreement with Japan and the meaning of potential trade negotiations with the European Union and Great Britain are all critical for the future of agricultural exports and the growth of American agriculture.

2:30 p.m.-3:30 p.m.
FEATURED WORKSHOP
Public Policy & Advocacy
#Ask Farm Bureau Town Hall
New Orleans Theater C

AFBF Policy Staff

AFBF lobbyists work on a variety of issues important to American agriculture: farm policy and risk management programs, bioengineering, renewable fuels, agricultural trade, taxes, immigration, rural development, regulatory reform, waters of the U.S., sustainability and the endangered species act, as well as economic analyses of these policy issues. Now is

your chance to #AskFarmBureau, and see what AFBF lobbyists and economists are doing to implement the policies decided by our grassroots members. Hear brief policy outlooks for 2019 and participate in a town-hall style Q&A session where attendees can ask about key issues impacting their operations.

2:30 p.m.-4:00 p.m.
Book of the Year Author Signing
Hall E, Farm Bureau Bank Booth #551

3:45 p.m. - 4:45 p.m.
Town Hall
**Cultivation Center Stage, Trade Show Floor,
Hall E**

5:05 p.m.
**YF&R Discussion Meet Final Four
and Excellence in Ag Top 10
Announcements**
**Cultivation Center Stage, Trade Show Floor,
Hall E**



StanleyBlack&Decker

5:10 p.m.-6:00 p.m.
**YF&R Finalist and Sponsorship
Reception**
350 / 351

By Invitation Only

5:15 p.m.-7:00 p.m.
**Centennial Grassroots Leadership
Reception**
243 / 244

By Invitation Only

5:30 p.m.-7:00 p.m.
**Centennial Presidents &
Administrators Reception**
245

By Invitation Only

MONDAY, JANUARY 14

7:00 a.m.-3:00 p.m.
Convention Registration
Hall E

8:00 a.m.-3:00 p.m.
IDEAg Trade Show
Hall E

Sunday/Monday

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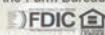


SUNDAY

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8:00 a.m.–8:45 a.m.

CONCURRENT WORKSHOP

Business & Rural Development Will Your Transition Plan Be Derailed by Long-Term Care? 343

Steve Hamilton, Director, Advanced Consulting Group, Nationwide

Are your transition and financial plans complete? You can't predict the future, but you can plan for it. Why don't plans address the escalating costs of long-term care? One survey estimates that in 20 years, a one-year stay in a nursing home will increase to \$154,920 and the cost of a home health aide will be almost \$89,000 a year. While the financial costs to the family and business can be devastating, there is also often physical, emotional and relational costs. We will discuss the available options that can help you face the realities and deal with the uncertainties, so your plans can stay on track.

8:00 a.m.–8:45 a.m.

CONCURRENT WORKSHOP

Business & Rural Development Transform Your Marketing: Market Outlook and Strategy for 2019 344

Bryan Doherty, Vice President, Senior Market Advisor, Stewart-Peterson

How do you transform outlook into a marketing approach that can make a meaningful impact on your business? Join market advisor Bryan Doherty, Stewart-Peterson's highly engaging and sought-after vice president, as he delivers an in-depth outlook on the grain and livestock markets. Leverage his nearly 30 years of experience as you learn how to execute on the clear advantages of a strategic, balanced marketing approach powered by marketing tools. Leave with two actionable resources written by Bryan, and be sure to watch out for him on a regular appearance on "U.S. Farm Report" and other radio shows across the grain belt.

8:00 a.m.–8:45 a.m.

CONCURRENT WORKSHOP

Consumer Engagement Farmers Have No Taste for Waste 345

John Boelts, 1st Vice President, Arizona Farm Bureau

Stacy Carroll, Director of Sales & Partnerships, Hungry Harvest

Elise Golan, Ph.D., Director for Sustainable Development, Office of the Chief Economist, USDA

Jay Vroom, Chair, CropLife Foundation Board of Directors

Food waste is a growing problem in the United States

with the average family throwing away 25 percent of the food they purchase. Consumers are taking note and are looking for ways to reduce food waste and save money. Come learn about the No Taste for Waste initiative, an effort to raise awareness about food waste and unite farmers and families in making changes to reduce it. The effort — a partnership between AFBF and several leading agricultural organizations — creates a unique opportunity to utilize farmers' voices in the food waste conversation to tell a positive story about modern agriculture.

8:00 a.m.–8:45 a.m.

CONCURRENT WORKSHOP

Consumer Engagement 'Fake Meat': Passing Fad or the Future of Food? New Orleans Theater A

Hannah Thompson-Weeman, Vice President, Communications, Animal Agriculture Alliance

Leah McGraph, Dietitian, BuildUp Dietitians

Eric Mittenenthal, Vice President, Public Affairs, North American Meat Institute

If you believe the headlines, meat replacements, whether lab grown or plant-based, could be the next big thing in food. In this session, attendees will hear the latest update on these products from a registered dietitian and communication pros who monitor trends daily and will look at nutritional quality, food safety concerns, marketing techniques and their costs. Speakers will share which groups and organizations are marketing these products to consumers and the tactics being used. You'll leave with a better understanding of these products, what effect they could have on your business and how to effectively communicate the benefits of meat and animal proteins.

8:00 a.m.–8:45 a.m.

CONCURRENT WORKSHOP

Member Engagement Step Right Up 353

Moderator: Marieta Hauser, AFB Women's Leadership Committee

Maxine Bell, Former Idaho State Representative

Isabella Chism, Vice Chair, AFB Women's Leadership Committee

Amy France, Kansas Farm Bureau & PAL Class 9

Penny Jordan, Former President, Maine Farm Bureau

As a member, your agriculture experience provides a credible voice on the local school board, conservation board or as a leader in Farm Bureau. Farm Bureau's grassroots policy impacts these groups, and, as population shifts continue to impact local communities, agriculture needs to be represented. Learn how you can make a difference and step-up and serve.

This session will feature a panel of speakers that will share their inspiring stories, election best practices and identify possible pitfalls. Farm Bureau can extend the influence of common-sense democracy if you will consider taking the next step.

8:00 a.m.-8:45 a.m.

CONCURRENT WORKSHOP

Member Engagement Who Is REALLY a Farmer? 354

Rosella Mosby, Mosby Farms, Washington

Deb Gangwish, PG Farms, Inc., Nebraska

Chris Pollack, Pollack-Vu Dairy LLC, Wisconsin

Sara Wayne, Wayne Cattle Company, West Virginia

It doesn't matter if you farm organic or conventional, big or small — we all face challenges, questions and opposition. This roundtable discussion is designed to open the eyes and minds of both farmers and consumers to the challenges that we all face in our different agriculture endeavors. We are often critical of what we don't understand, so this consumer-led discussion will provide an opportunity to explore what really goes on in the fields across the country. Panel participants will be representing large conventional farms, small farms, niche markets and organic farms from all over the United States.

8:00 a.m.-8:45 a.m.

CONCURRENT WORKSHOP

Niche Agriculture & Marketing Keeping Your Roots while Spreading Your Wings 355

Shelby Watson-Hampton, Director, Southern Maryland Agricultural Development Commission (SMADC)

As a Greek philosopher once remarked, "the only constant is change." This session will focus on how to honor your roots and your family farm history, while simultaneously moving forward and changing with the times to stay viable in today's modern agriculture setting. It will feature successful farm diversification and change stories from a young farmer who has lived it, and won't shy away from the hard conversations. Learn how to better interact with family, express your ideas and work through the changes that might be needed to help you strengthen your family farm business.

8:00 a.m.-8:45 a.m.

CONCURRENT WORKSHOP

Niche Agriculture & Marketing What Is Regenerative Agriculture Anyway? Demystifying the Science & Making the Case for Profitability 357

Moderator: Jerry Lynch, Chief Sustainability Officer, General Mills

Russell Hedrick, Soil Health Institute

Jimmy Emmons, NO-Till on the Plains

Nate Powell-Palm, Montana Organic Producers

Regenerative Agriculture (RA) is a new burgeoning area with strong consumer interest. Come learn about what RA is and how leading practitioners across the industry are implementing it. A moderator (Jerry Lynch, Chief Sustainability Officer for General Mills) will lead a lively conversation with three panelists representing unique perspectives covering the following topics: the actual definition, core practices and measurement tools, cost implications and how to think about a glide path to profitability.

8:00 a.m.-8:45 a.m.

CONCURRENT WORKSHOP

Public Policy & Advocacy The 2018 Tax Return: How the Tax Cuts and Jobs Act Affects the Farmer and Rancher New Orleans Theater B

Christopher Hesse, Principal, CliftonLarsonAllen LLP

Tax reform dramatically changes how we compute taxable income and tax liability. Nearly all farmers and ranchers will see a lower tax liability. At the end of this session, the participant will understand how the Qualified Business Deduction will reduce tax liability, choices available for depreciation and how other provisions might affect a tax return. We'll discuss changes to loss limitations and the easing of accounting method burdens. Hear it all straight from a person who was directly in contact with Congress on tax reform matters.

8:00 a.m.-8:45 a.m.

CONCURRENT WORKSHOP

Public Policy & Advocacy Trade and Agriculture: A European Union Perspective New Orleans Theater C

Sylvain Maestracci, Counselor Agriculture, French Embassy

Lorenzo Terzi, Counselor on Food Safety, European Union

Jesus Zorrilla, Counselor on Agriculture, European Union

Join this discussion on the European Union's trade policy and its relevance for trade in agriculture, with a focus on the EU-US trade relations and EU-US trade on agricultural products.



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8:00 a.m.–8:45 a.m.

CONCURRENT WORKSHOP**Technology****How Localized Weather Transforms Farming Businesses: Here & Around the World**
356*Jim Block, Chief Meteorologist, DTN**Ron Sznajder, Chief Science Officer, DTN*

Precision Agriculture is improving agriculture in every region of the world. Methods such as Adaptive Learning technology are revolutionizing the insights gathered and made available for decision-making. The ability to manage, monitor and learn the weather with precision is one way farmers can improve their operations. However, many farmers don't have access to actionable weather information. This session will highlight the privately funded DTN weather network, showing how it feeds localized updates directly to farmers and what that means to their bottom line. Also learn how weather networks are expanding globally to reach more farmers.

8:15 a.m.–9:15 a.m.

YF&R Discussion Meet Final Four
Cultivation Center Stage, Trade Show Floor, Hall E

StanleyBlack&Decker

9:00 a.m.–9:45 a.m.

CONCURRENT WORKSHOP**Chronic Farm Stress: Breaking the Cycle**
356*Dr. John Shutske, University of Wisconsin, Madison*

This workshop will help participants understand: how our bodies and brains fuel the stress response as we encounter conditions and situations common in agriculture; how that response can spin out of control; and the “throttles” we can find and use to turn down the stress response and regain control.

Sponsored by **WOMEN'S LEADERSHIP**

9:00 a.m.–9:45 a.m.

CONCURRENT WORKSHOP**Business & Rural Development**
Rebuilding Rural America: The Outlook for Infrastructure Policy
343*Robbie Boone, Vice President, Government Affairs, Farm Credit Council*

Federal investment in infrastructure is a prominent part of the policy debate in Washington and a priority

shared by President Trump and Congress alike. Past infrastructure initiatives often focused on urban and suburban areas while not adequately addressing the unique needs of rural communities. AFBF is a member of the Rebuild Rural Coalition, a group of more than 220 organizations focused on rural communities and agriculture. The coalition advocates for investment in rural America's infrastructure and recognizes rural infrastructure needs are fundamentally different. Hear coalition members discuss the prospects for infrastructure policy in the coming year.

9:00 a.m.–9:45 a.m.

CONCURRENT WORKSHOP**Business & Rural Development**
Making Room for Women
Managing Family Business
344*Jeanne Bemick, Principal, Market Strategist, KCoe Isom*

More women are coming back to the farm, to their roots, to raise and run the legacy that is their family business. Advancement for women as leaders in family business requires strong, focused and effective management skills, as well as a relentless passion for learning and development. Hear real stories of women ag leaders, along with advice on how to manage tough personnel situations, strengthen your leadership and find your passion. Tips include addressing work/life balance, managing family members and creating a strong culture within your organization.

9:00 a.m.–9:45 a.m.

CONCURRENT WORKSHOP**Consumer Engagement**
New MacDonald Has a Drone: The Need for Accurate Ag Books
345*Lisl H. Dettelsen, Author of “Right This Very Minute” and “Time for Cranberries”*

Julia Recko, Education Outreach Director, AFBFA
Pitchforks, overalls, milking cows on a stool — these antiquated images litter the pages of children's literature. We know that people are heavily influenced by what they read, and young people are no exception. Hear about the American Farm Bureau Foundation for Agriculture's new publishing company, Feeding Minds Press, which was created to publish accurate and engaging books about agriculture. You will also hear from children's author Lisl H. Dettelsen. She will talk about her work as an author, her experience on a family farm and how she uses storytelling to connect readers to where their food comes from.

9:00 a.m.-9:45 a.m.

CONCURRENT WORKSHOP

**Consumer Engagement
Presenting the Real News of
Farming in a Fake News Society
New Orleans Theater A**

*Sabrina Hill, Farm Broadcaster/Digital Director,
American Ag Network*

Brian Winnekins, Owner/Farm Director, WDRN

How can we break through the noise of fake news to get the public the real news about agriculture? How can we prevent the spread of fake news and correct misinformation without alienating consumers? Seasoned news professionals answer these questions and more in this interactive workshop session. They'll discuss what to do if you see fake news in your local media, how to become a source of accurate information that reporters and editors will turn to and what steps to take in an interview to make sure the information you give is not misused.

9:00 a.m.-9:45 a.m.

CONCURRENT WORKSHOP

**Member Engagement &
Development
AFBF and 4-H: A Winning
Combination**

353

*Justin Crowe, Extension Specialist, 4-H Youth
Development, University of Tennessee Extension*

*Dan Strasser, Director of Special Programs,
Tennessee Farm Bureau Federation*

Interested in engaging with local or state level 4-H programs? The Tennessee Farm Bureau Federation and Tennessee 4-H have a long-standing tradition of collaboration in a variety of methods. Join us as Tennessee 4-H and Tennessee Farm Bureau share tips and tactics related to partnerships in areas like recruitment, livestock projects, leadership development, competitive events and Young Farmers and Ranchers programming. Learn best practices, gain 4-H point of contacts across the U.S. and learn about unique ways to connect with Extension.

9:00 a.m.-9:45 a.m.

CONCURRENT WORKSHOP

**Member Engagement &
Development
Final Cut
New Orleans Theater B**

Renee McCauley, P&E Committee, AFBF

*Tom Nugent, Director of Human Resources,
Michigan Farm Bureau*

This workshop will analyze and recommend innovative ways to get your message out using social media and video. A fun session that will focus on

actual video footage and learning what works for viewers and what to avoid. Think of the session as "America's Funniest and Most Educational Videos" and how you can do them too!

9:00 a.m.-9:45 a.m.

CONCURRENT WORKSHOP

**Niche Agriculture & Marketing
Opportunities
Standing out from the Herd**

354

Jim Shenk, JimRay Farms, Pennsylvania

Just because you're a brown cow, not a black cow, doesn't mean you're not a cow. Learn about rethinking what you do, small or large, to add dollars to your bottom line by exploring a few questions: *How can you meet a local need in the market? What are you currently doing that could be done slightly differently? Or are there radical changes on your operation that would completely set you apart and give you a competitive edge?* We will explore a new way of viewing agriculture — one that is focused on profits and community value, not just size.

9:00 a.m.-9:45 a.m.

CONCURRENT WORKSHOP

**Niche Agriculture & Marketing
Opportunities
Asking the Right Insurance
Questions about Your Farm
Agritainment Operation**

355

*Casey Roberts, Principal, Laurus Insurance
Consulting*

Many states are encouraging farm operations to engage in AgriTourism. It is also a good way to stimulate interest and income. But what about how your farm insurance program will respond? Learn how to speak with your agent/broker about what you want to insure and how best to cover it. Whether you are concerned with property or liability exposures, there is a best way to procure coverage, protect your assets and broaden the reach and educational opportunities for your farm.

9:00 a.m.-9:45 a.m.

CONCURRENT WORKSHOP

**Public Policy & Advocacy
State Control of Western Public
Lands: Why Does Farm Bureau
Care?**

New Orleans Theater C

*George R. Wentz Jr., Partner, The Davillier Law
Group*

Have you wondered why the states east of Colorado have on average less than 4 percent federally administered lands, while those west of Colorado

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*Rated engine hp (ISO) per 97/68/EC.



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average more than 50 percent federally administered lands? Did you know public lands managed by western states are far more productive, have greater public access for recreation and other uses, and do not cost eastern states one dime, unlike federally managed public lands? This session will provide the historical context for the western public lands, the legal and constitutional support for turning them over to the states and the reasons why those living east of Denver should care.

9:00 a.m.-11:00 a.m.

AGRICULTURAL DRONES: HOW TO MAXIMIZE YOUR INVESTMENT AND AVOID POTENTIAL PITFALLS

357

Presented by  **AUVSI**

9:00 a.m.-9:50 a.m.

Preparing Your Operation for UAS and Getting the Right Tools

Making sense of all the technology and solutions offered by UAS is enough to make anyone's head spin. Our panel of experts provide important advice on the best equipment and strategies to employ when integrating drones into your enterprise.

10:00 a.m.-10:25 a.m.

What You Need to Know to Fly Safe

Tulinda Larsen, Executive Director, Deseret UAS

Drones are a powerful tool and can bring significant efficiency increases, but, before taking flight, it's important to understand safety and airmanship standards. This session will provide an overview of drone regulations and safe practices while setting you on the path to Part 107 certification.

10:35 a.m.-11:00 a.m.

Making the Most of Your Investment: It's All About the Data

David Tran, President & Co-founder, Optelos

Now that you have a drone and know how to fly safely, the question is what do you do with all that data? Join this discussion for the best ways to gather, harness and understand data.

10:00 a.m.-11:00 a.m.

FEATURED WORKSHOP

Business & Rural Development @FBMarketIntel Economic and Policy Update **New Orleans Theater A**

John Newton, Chief Economist, AFBF

Veronica Nigh, Economist, AFBF

Michael Nepveux, Economist, AFBF

Megan Nelson, Economic Analyst, AFBF

American Farm Bureau Federation's Market Intel team (a bunch of economists) will provide an updated outlook on U.S. farm policy and economic issues including commodity supply, demand and price projections, agricultural trade, tax policies, farm financial indicators and the status of the next farm bill. Following the updates, AFBF Market Intel economists will participate in a lightning round Q&A session where workshop attendees can ask questions on key economic issues impacting their farm and ranch operations.

10:00 a.m.-11:00 a.m.

FEATURED WORKSHOP

Public Policy & Advocacy Farmers under Fire: Trial Lawyers' Attack on Agriculture **New Orleans Theater B**

Moderator: Lorenda Overman, AFB Women's Leadership Committee

Andy Curliss, Chief Executive Officer, North Carolina Pork Producers

Blake Hurst, President, Missouri Farm Bureau Federation

Harrison Pittman, National Agricultural Law Center

The rural/urban divide is increasing along with nuisance lawsuits and right to farm cases across the country. The results are changing the landscape for many livestock producers. This panel will provide different perspectives as they discuss current trends, suggest actions for state Farm Bureaus and provide ideas that members can implement to strengthen their standing and relationships with their neighbors and in their local community.

Monday

10:00 a.m.-11:00 a.m.

FEATURED WORKSHOP
Public Policy & Advocacy
Farm Bill Update
New Orleans Theater C

*Moderator: Andrew Walmsley, Director,
 Congressional Relations, AFBF*

Hear the latest on the 2018 farm bill. The 2018 farm bill quickly advanced through both the House and Senate setting up months of conference negotiations. Come learn the latest on this important legislation and more details about risk management, conservation programs and crop insurance.

11:15 a.m.-12:45 p.m.

Closing General Session

Hall F

- Keynote Speaker: Sonny Perdue, U.S. Secretary of Agriculture (*Invited*)
- YF&R Awards
- Farm Bureau Ag Innovation Challenge Awards



12:00 p.m. CT

Foundation Auction Closes

biddingforgood.com/Foundation4Ag

1:00 p.m.-3:00 p.m.

AFBF Centennial Celebration
Trade Show Floor, Hall E

“Field to Fork Face-Off”
Game Show

Cultivation Center Stage

Hosted by the AFBF Promotion & Education Committee

“Field to Fork Face-Off” is a Family Feud-style game that uses the opinions of youth, consumers and Farm Bureau members to test players’ knowledge of the public’s perspective of agriculture. This exciting game will begin the dialogue about agriculture, while featuring elements from “Food and Farm Facts.”

2:00 p.m.-5:00 p.m.

AFBF Legal Information & Networking Committee
350

By Invitation Only

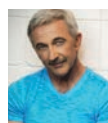
8:00 p.m.

Foundation Night Out

Doors Open at 7:30 p.m.

Tickets available at registration until 3:00 p.m.

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TUESDAY,
January 15

7:45 a.m.

Louisiana Ag Tours

Shuttles depart from the shuttle pickup area outside of Halls D & E; check your ticket for departure time.

For more information, visit fb.org/agtours

8:00 a.m.-5:00 p.m.

Annual Meeting of Voting Delegates
La Nouvelle Orleans Ballroom

Noon-1:00 p.m.

Voting Delegate Luncheon
243 / 244 / 245

1:00 p.m.

Delegate Regional Caucuses
Midwest, 343
Northeast, 344
Southern, 356 / 357
Western, 345

WEDNESDAY,
January 16

7:00 a.m.-8:00 a.m.

AFBF Board of Directors Breakfast
Canal, Hilton New Orleans Riverside

8:00 a.m.

AFBF Board of Directors Meeting
Camp, Hilton New Orleans Riverside



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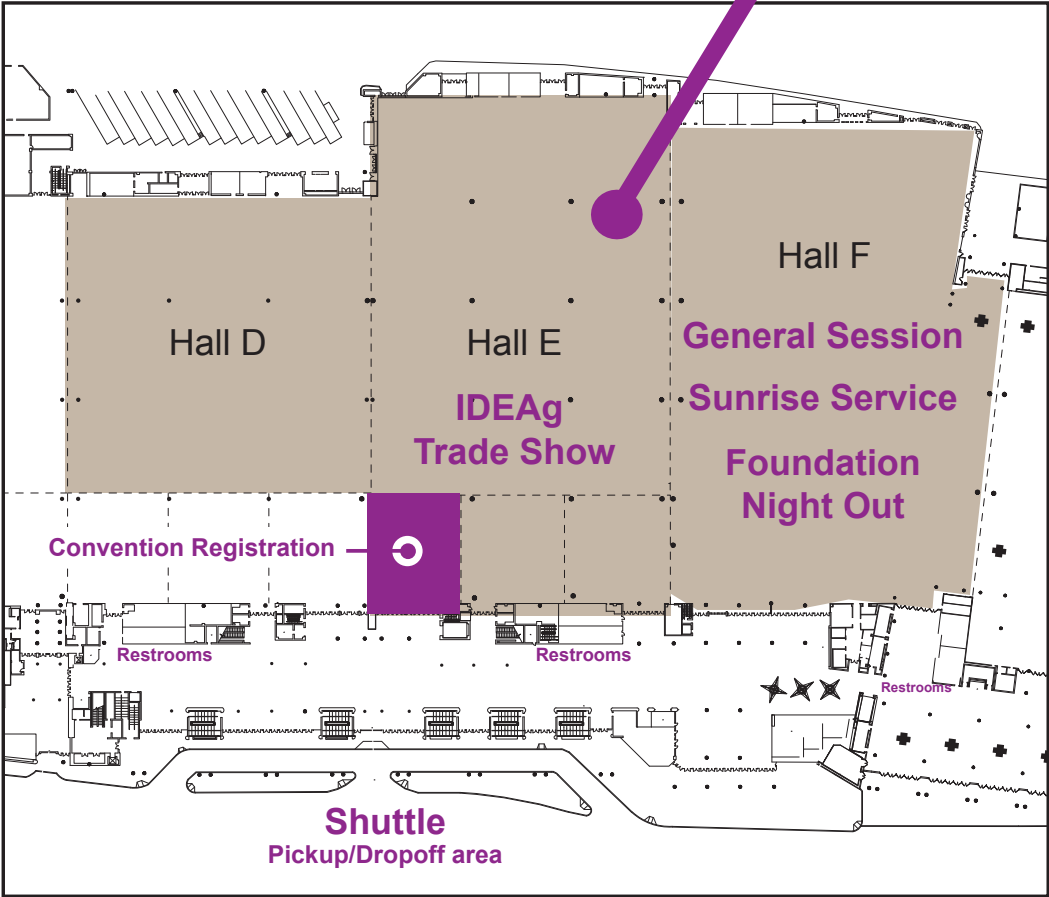
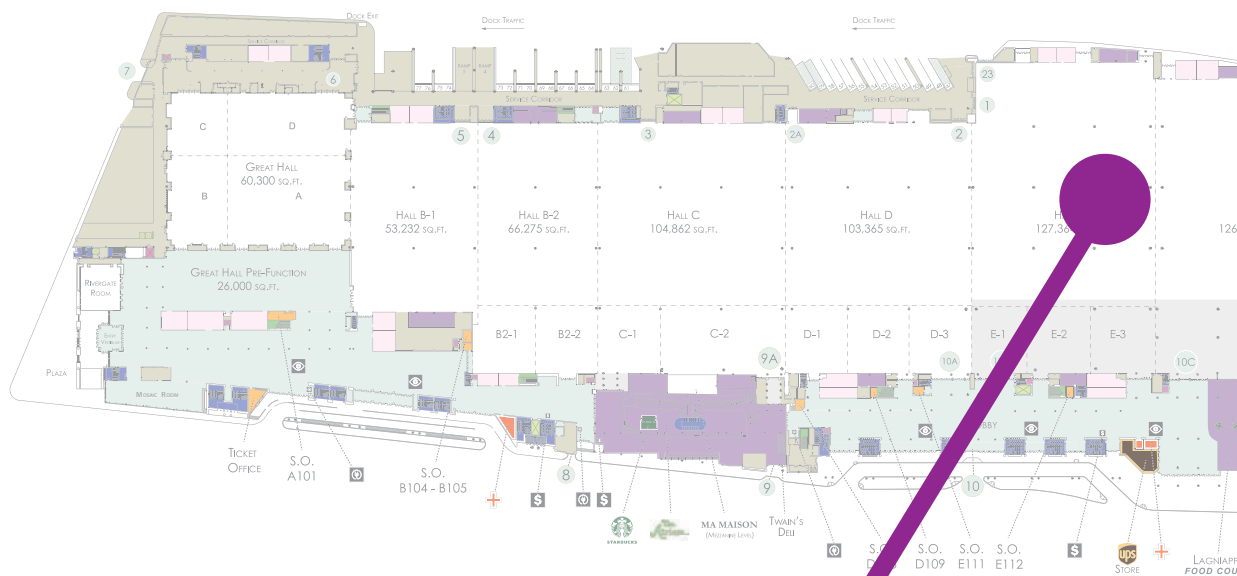
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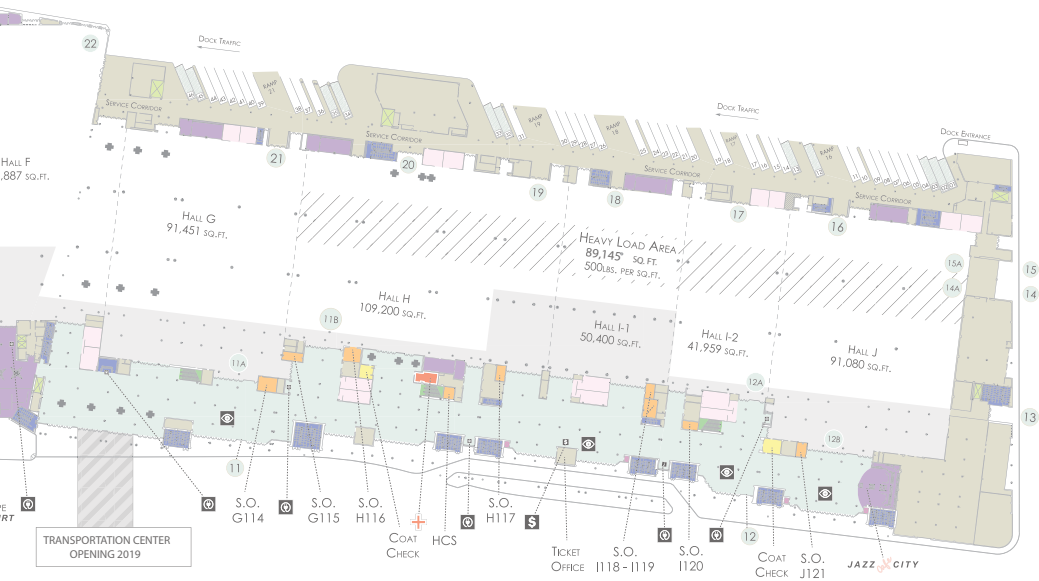
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First Floor





Shuttles Schedule

Staging Area at Ernest N. Morial Convention Center: Lobby D
Shuttle times listed are **FIRST BUS** from hotels in the convention block and **LAST BUS** from Center for the day.

Friday, January 11

8:30 AM to 5:30 PM Shuttles running at 30 minute intervals

Saturday, January 12

6:30 AM to 11:30 AM Shuttles running at 15-20 minute intervals

Noon to 2:00 PM Shuttles running at 60 minute intervals

2:00 PM to 6:00 PM Shuttles running at 15-20 minute intervals

Sunday, January 13

6:30 AM to 10:30 AM Shuttles running at 15-20 minute intervals

11:00 AM to 3:00 PM Shuttles running at 60 minute intervals

3:00 PM to 6:00 PM Shuttles running at 15-20 minute intervals

Monday, January 14

6:30 AM to 10:30 AM Shuttles running at 15-20 minute intervals

11:00 AM to 1:30 PM Shuttles running at 60 minute intervals

1:30 PM to 3:30 PM Shuttles running at 15-20 minute intervals

7:00 PM to 11:00 PM Foundation Night Out
Shuttles running at 30 minute intervals

Tuesday, January 15

6:30 AM to 9:00 AM Shuttles running at 15-20 minute intervals

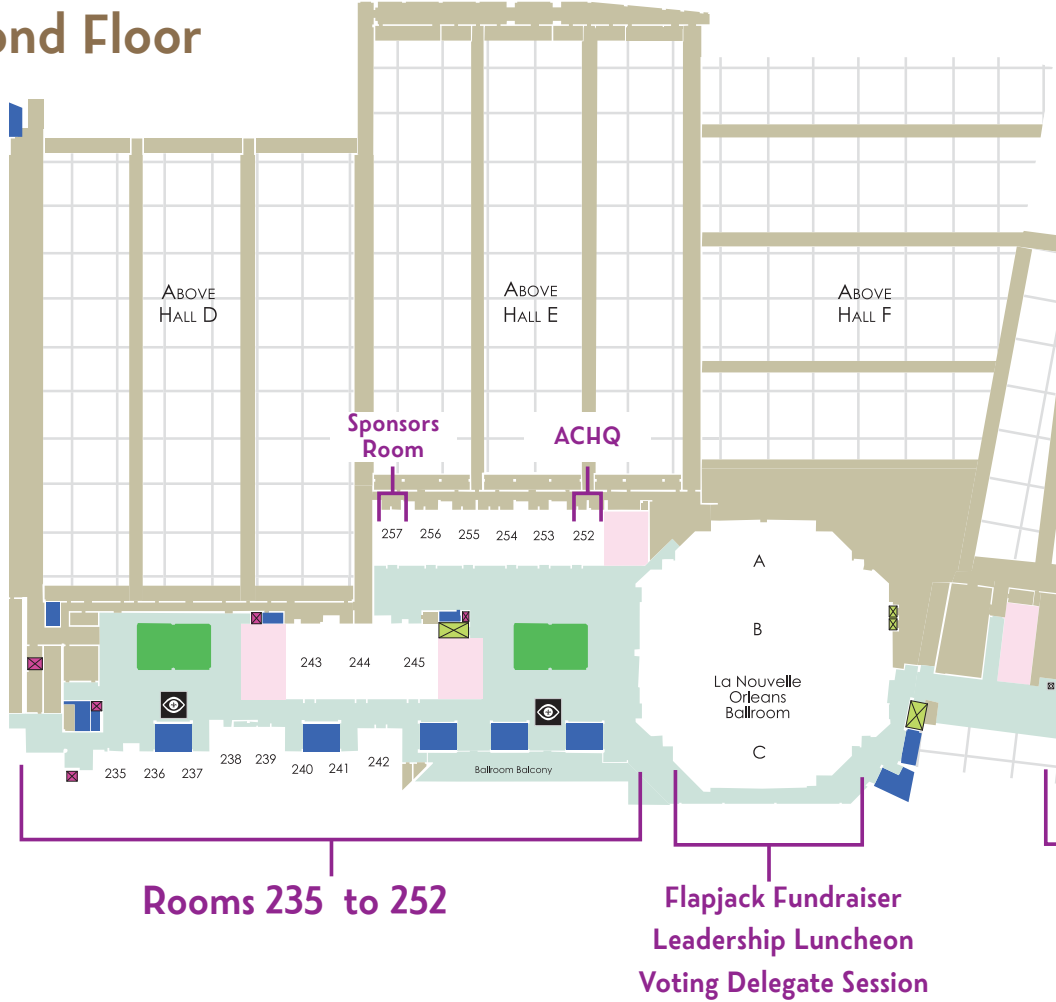
10:00 AM to 2:00 PM Shuttles running at 60 minute intervals

2:00 PM to 6:00 PM Shuttles running at 15-20 minute intervals

Attendees with Special Needs:

*Attendees w/ special
needs at the hotels on
the shuttle route should
call 1-800-251-6015.*

Second Floor



Third Floor





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Ernest N. Morial Convention Center Emergency Phone Number

Use any house phone and dial #3040

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Closest Pharmacy CVS PHARMACY

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New Orleans, LA 70113
(504) 581-6959

Pharmacy Hours

Weekdays: 8:00 a.m.-10:00 p.m.
Saturday: 9:00 a.m.-6:00 p.m.
Sunday: 10:00 a.m.-6:00 p.m.

Police, Fire & Rescue NEW ORLEANS FIRE DEPARTMENT

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Station #2
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NEW ORLEANS POLICE DEPARTMENT

(504) 821-2222
715 South Broad St.
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January 17-22, 2020

Austin, Texas