

## Schedule of Events

7:30 AM – 8:30 AM

**BREAKFAST**

---

8:30 AM – 9:15 AM

**WELCOME AND KEYNOTE ADDRESS**

---

9:30 AM – 10:05 AM

### **THE SHOP**

**Profitable Seed Strategies** – Dan Griffin, Winfield United Regional Agronomist and Bobby Diener, Mercer Landmark Seed Lead will share some early insights on 2022's top-performing seed products and discuss how to develop a profitable seed strategy that accounts for the characteristics of your fields.

### **LATTY OFFICE TRAINING ROOM**

**Global Trends and Their Impact on Our Local Grain Markets** – Kirk Roetgerman, Mercer Landmark EVP Grain and Aaron Ulland, Commodity Broker at CHS Hedging LLC will dive into the global factors that are impacting our local grain markets and suggest some ways you can minimize your risk and maximize your returns.

### **SUPPLY WAREHOUSE**

**Integrating Beef Cross Cattle Into Your Operation Part 1** – Ralph Gill, Calf Technical Sales and Business Manager for Land 'O Lakes Animal Milk Solutions will discuss one of the industry's hottest topics and opportunities for dairy and cattlemen.

### **FOOD TENT**

**Soil Health – What's Your Baseline?** – Jeremiah Durbin, Truterra Transition Advisor will explain the importance of establishing a soil health baseline. If you want to improve soil health then you need to know where you're starting from.

---

10:15 AM – 10:50 AM

### **THE SHOP**

**Supply Chain Outlook** – Greg Culp, Mercer Landmark VP Agronomy Sales and Marketing will provide an update on 2022 crop protection performance and an outlook for 2023 product availability.

### **LATTY OFFICE TRAINING ROOM**

**Profitable Seed Strategies** – Dan Griffin, Winfield United Regional Agronomist and Bobby Diener, Mercer Landmark Seed Lead will share some early insights on 2022's top-performing seed products and discuss how to develop a profitable seed strategy that accounts for the characteristics of your fields.

### **SUPPLY WAREHOUSE**

**Integrating Beef Cross Cattle Into Your Operation Part 2** – Dave Puthoff, Feed Advisory Manager for Mercer Landmark with over 50 years of experience in the industry, will pick up where Ralph Gill left off and talk about the feeding programs to support a successful Beef Cross operation.

### **FOOD TENT**

**Don't Get Your Ascot Without a Cover Crop** – Michael Watercutter, Mercer Landmark Conservation Agronomist has used cover crops on his own farm for several years.

## Schedule of Events

---

**11:00 AM - 11:35 AM**

### **THE SHOP**

**Global Trends and Their Impact on Our Local Grain Markets** - Kirk Roetgerman, Mercer Landmark EVP Grain and Aaron Ulland, Commodity Broker at CHS Hedging LLC will dive into the global factors that are impacting our local grain markets and suggest some ways you can minimize your risk and maximize your returns.

### **LATTY OFFICE TRAINING ROOM**

**Maximizing Your ROI on Nutrients** - Dan Griffin, Winfield United Regional Agronomist returns with Jason Diller, Mercer Landmark Precision Ag Specialist to discuss the importance of timing nutrient applications with your crop's nutrient needs throughout the season to maximize efficiencies and returns.

### **SUPPLY WAREHOUSE**

**Everything I Learned in Life I Learned in a Hog Barn** - Dan Gowanlock, Heartland Swine Services Manager will present an overview of today's swine industry, provide information on Mercer Landmark's sow ownership and how the pork industry is sustainable.

### **FOOD TENT**

**Sustainability Program Myth Busters** - Amanda Bahn-Ziegler with Truterra will bust the most common myths farmers believe about sustainability programs.

---

**11:45 AM - 12:20 PM**

### **THE SHOP**

**Global Fertilizer Market Projections** - Fertilizer pricing, supply and logistics are some of the biggest influencers of on-farm profitability. Chris Short from CHS will break down the outlook for 2023 and help you understand the variables to keep an eye on as you develop your nutrient program.

### **LATTY OFFICE TRAINING ROOM**

**Managing Risk in a Volatile Energy Market** - The rising cost of energy impacts all areas of our lives. Joe Hart, Mercer Landmark EVP of Energy will discuss the extreme volatility in the Energy / Fuel markets and highlight some solutions Mercer Landmark offers our customers to help stabilize this drag on your bottom line.

### **SUPPLY WAREHOUSE**

**Supply Chain Outlook** - Greg Culp, Mercer Landmark VP Agronomy Sales and Marketing will provide an update on 2022 crop protection performance and an outlook for 2023 product availability.

### **FOOD TENT**

**Making the Most of Your Manure** - Michael Watercutter, Mercer Landmark's Conservation Agronomist returns to share some tips to make sure you don't miss out on any of the benefits nature's fertilizer can provide.