

**AUGUST 6-8, 2025 /// CENTURY II PERFORMING ARTS & CONVENTION CENTER /// WICHITA, KANSAS**

## Tuesday, August 5

1:00 - 6:00 pm	Exhibitor move in
1:00 - 5:00 pm	Registration open

## Wednesday, August 6

7:00 am - 12:00 pm	Exhibitor move in	
8:00 am - 5:00 pm	Registration open	
8:00 am - 1:00 pm	Private meetings	
1:00 pm - 6:00 pm	Exhibits Open on the tradeshow floor	
	PRESENTATION TITLE	SPEAKER
1:15 pm	Opening Keynote: Trade and tariff impacts on agriculture	Gregg Doud
2:15 pm	Industry Keynote: The value of mentors	Shane Tiffany
	Panel: Alfalfa grower perspective	Moderated by Don Miller
	Been there, done that: A wheat farmer's perspective on soil health	Tyler Johnson
3:15 pm	Uncovering alfalfa's hidden yield	Jeff Jackson & Leta Larsen
	Advances in forage sorghum – water savings and quality	Brent Bean
	Emerging diseases in bovine health—Asian longhorned tick, New World screwworm, and others	Dr. Rosslyn Biggs, DVM
4:15 pm	Wheat disease management	(To be announced)
	Beefing up your herd's nutrition	(To be announced)
	How to pick the best alfalfa variety for your production needs	Don Miller
5:15 pm	Panel: The toolbox to manage chinch bugs	Moderated by Sarah Sexton-Bowser
	Livestock risk and insurance management options	Panelists: Brent Bean, Sandeep Marla, Brian McCornack
	Defending grasslands with satellites, strategy, and stewardship	Jennifer Ifft
6:00 pm	Welcome Reception on the Tradeshow floor - Sponsored by Croplan	Doug Spencer

## Thursday, August 7

8:00 am - 9:00 am	Private meetings	
8:00 am - 5:00 pm	Registration open	
9:00 am - 5:00 pm	Exhibits open on the tradeshow floor	
8:00 am	Panel: Marketing your cattle for the highest bid	Moderated by Jason Warner Panelists: Barrett Broadie, Skylar Moore, Layne Konkel
	Panel: High yield success: Commodity growers share lessons learned	Moderated by Dave Deken
9:00 am	Industry Keynote: Drought-resilient alfalfa varieties and deficit irrigation management strategies	Ian Ray
	Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM
	Moving the fences back in HRW wheat breeding for a better consumer experience	Brett Carver
10:00 am	Where to cut inputs without losing yield	Brian Arnall
	Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM
	Diverse forages and the opportunities they bring using regenerative management	Steve Swaffer
11:00 am	Sorghum stalk rot management	Rodrigo Onofre
	Alfalfa weevil and other competitors for the alfalfa crop	Jeff Whitworth
	Using DNA to make sound breeding decisions	Cody Jorgensen
12:00 pm	Noble Research Sponsored Lunch & Learn	Steve Swaffer
	Industry Keynote: Five steps towards your farms future	Shannon Ferrell
1:45 pm	Beef cattle situation & outlook	Glynn Tonsor
	Fireside Chat: Expanding markets in sorghum	Amy France and Jace Hefner
	HB4 Wheat - A rare opportunity for the U.S. wheat industry	Brad Erker, Dusti Gallagher
2:45 pm	Biologicals for the High Plains: Do they have a place in semi-arid environments?	Brian Arnall
	Hay market update	(To be announced)
3:45 pm	Farm Marketing and Grain Storage Dynamics in an Everchanging Environment Panel	Ken Eriksen, Guy Allen, and Scott Sartor
	The state of renewables in agriculture	Shannon Ferrell
4:45 pm	Farm bill and agricultural policy update	Jennifer Ifft
	Attendee Reception	Sec. Brooke Rollins (invited)

## Friday, August 8

8:00 am - 9:00 am	Private meetings	
8:00 am - 1:00 pm	Registration open	
9:00 am - 1:00 pm	Exhibits open on the tradeshow floor	
8:00 am	Industry Keynote: Growing a regenerative farm: An honest look at the adaptation of regenerative ag practices	Steve Tucker
9:00 am	Cropland livestock integration and soil health impacts	Bryan Jorgensen
10:00 am	Interpreting soil tests	Noah Goza
11:00 am	Panel: Sustainable cover crop rotations	Keith Berns, Scotty Herriman, Nick Guetterman
12:00 pm	JP Weigand Sponsored Lunch & Learn - HPI Live Awards Soil health roundtable discussion • Closing Remarks	
1:30 pm - 6:00 pm	Exhibitor move out	