

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

TUESDAY, AUGUST 5

Exhibitor move in: 1:00pm - 6:00pm

Registration open: 1:00pm - 5:00pm

WEDNESDAY, AUGUST 6

Exhibitor move in: 7:00am - 12:00pm

Registration open: 8:00am - 5:00pm

Exhibits open on the tradeshow floor: 1:00pm - 6:00pm

TIME	SESSION TITLE	SPEAKER(S) NAME	ROOM
1:15	Opening Keynote: Trade and tariff impacts on agriculture	Gregg Doud	Tradeshow Floor
2:15	Industry Keynote: The value of mentors	Shane Tiffany	Tradeshow Floor
2:15	Panel: Alfalfa grower perspective	Don Miller, Tim Peterson, Drew Thompson, Clayton Janicke, David Buss	Cypress Room
2:15	It's a process: Transitioning to regenerative agriculture	Tyler Johnson	Redbud Room
2:15	Bushels, bleachers, and burnout	Janna Splitter	Pear Tree Room
3:15	Uncovering alfalfa's hidden yield (Sponsored by Croplan)	Jeff Jackson & Leta Larsen	Tradeshow Floor
3:15	Advances in forage sorghum – water savings and quality (Sponsored by Adama DoubleTeam)	Brent Bean	Cypress Room
3:15	Emerging diseases in bovine health-Asian Longhorned Tick, New World Screwworm, and others	Dr. Rosslyn Biggs, DVM	Redbud Room
4:15	Top 10 things to know about backgrounding nutrition	Dale Blasi	Tradeshow Floor
4:15	How to pick the best alfalfa variety for your production needs	Don Miller	Cypress Room
4:15	Ranch business development - Diversifying income streams	Lettie Nickell	Pear Tree Room
5:15	Panel: The toolbox to manage chinch bugs	Sarah Sexton-Bowser, Brent Bean, Sandeep Marla, Brian McCornack	Tradeshow Floor
5:15	Livestock risk and insurance management options	Jennifer Ifft	Cypress Room
5:15	Defending grasslands with satellites, strategy, and stewardship (Sponsored by Kansas Department of Agriculture)	Doug Spencer	Redbud Room
6:00 - 7:00	WELCOME RECEPTION & PRODUCT DEMO AT BOOTH #600 (Sponsored by Croplan)		Tradeshow Floor

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THURSDAY, AUGUST 7

Registration open: 8:00am - 5:00pm

Exhibits open on the tradeshow floor: 8:00am - 6:00pm

TIME	SESSION TITLE	SPEAKER(S) NAME	ROOM
8:00	Panel: Marketing your cattle for the highest bid	Jason Warner, Barrett Broadie, Skyler Moore, Layne Konkel, Barrett Simon	Tradeshow Floor
8:00	Panel: High yield success: Commodity growers share lessons learned	Dave Deken, Alex Noll, Darwin Ediger, Rod Stewart, Amy Peterson	Cypress Room
9:00	Industry Keynote: Drought-resilient alfalfa varieties and deficit irrigation management strategies	Ian Ray	Tradeshow Floor
9:00	Part 1 BQA training - Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM	Cypress Room
9:00	Moving the fences back in HRW wheat breeding for a better consumer experience	Brett Carver	Redbud Room
10:00	Where to cut inputs without losing yield	Brian Arnall	Tradeshow Floor
10:00	Part 2 BQA training - Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM	Cypress Room
10:00	Diverse forages and the opportunities they bring using regenerative management	Steve Swaffar	Redbud Room
11:00	Panel: Farm and ranch advocacy	Maddy Meier, Lettie Nickell, Janna Splitter, Amy Peterson, Jacquelyne Leffler	Pear Tree Room
11:00	Disease management: Wheat streak mosaic virus	Kelsey Anderson-Onofre	Cypress Room
11:00	Alfalfa weevil and other competitors for the alfalfa crop	Jeff Whitworth	Redbud Room
11:00	Using DNA to make sound breeding decisions	Cody Jorgensen	Tradeshow Floor
12:00	Noble Research Sponsored Lunch & Learn: Improved soil health = better grazing	Steve Swaffar	Tradeshow Floor
12:00	Industry Keynote: Five steps towards your farms future	Shannon Ferrell	Tradeshow Floor
1:45	Beef cattle situation & outlook	Glynn Tonsor	Tradeshow Floor
1:45	Fireside Chat: Expanding markets in sorghum	Craig Meeker & Tim Lust	Cypress Room
1:45	Panel: HB4 Wheat - A rare opportunity for the U.S. wheat industry	Brad Erker, Dusti Gallagher, Dalton Henry	Redbud Room
2:45	Flower farming in the nooks and crannies	Rachel Tucker	Pear Tree Room
2:45	Biologicals for the High Plains: Do they have a place in semi-arid environments?	Brian Arnall	Tradeshow Floor
2:45	Hay market update: Diversity in alfalfa	Jordan Garrett	Cypress Room
3:45	Rooted in purpose: The why and how of ag education	Shannon Martin	Pear Tree Room
3:45	Evaluating fungicides and cropping system practices for sorghum stalk rot management in Kansas	Rodrigo Onofre	Redbud Room
3:45	Panel: Farm marketing and grain storage dynamics in an everchanging environment	Ken Eriksen, Guy Allen, Scott Sartor, Mike Steenhoek	Tradeshow Floor
3:45	Old MacDonald had a wind/solar/battery/server farm: The intersection of agriculture and energy in the 21st century	Shannon Ferrell	Cypress Room
4:45	Product Demo (Sponsored by FGI)		Tradeshow Floor Booth #412
5:00	Farm bill and agricultural policy update	Jennifer Ifft	Tradeshow Floor
5:00	ATTENDEE RECEPTION HPJ Live Award Announcement (Sponsored by Hy-Plains Feedyard) HPJ Faces: Meet the High Plains Journal staff at booth #701!		Tradeshow Floor

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FRIDAY, AUGUST 8

Registration open: 8:00am - 1:00pm

Exhibits open on the tradeshow floor: 8:00am - 1:30pm

TIME	SESSION TITLE	SPEAKER(S) NAME	ROOM
8:00	Industry Keynote: Growing a regenerative farm: An honest look at the adaptation of regenerative ag practices (Sponsored by Midwest Bio-Tech, Inc.)	Steve Tucker	Tradeshow Floor
9:00	Cropland livestock integration and soil health impacts	Bryan Jorgensen	Tradeshow Floor
10:00	Product Demo (Sponsored by Ceres Tag)		Tradeshow Floor Booth #205
10:30	From data to decisions: Interpreting your soil health sample results (Sponsored by Ensoil Algae)	Noah Goza	Tradeshow Floor
11:30	Panel: Sustainable cover crop rotations (Sponsored by JP Weigand)	Steve Tucker, Zach Louk, Scotty Herriman, Nick Guetterman, Ben Cramer	Tradeshow Floor
12:30	Lunch and Soil health roundtable discussion	Jennifer Simmelink, Tyler Johnson, Bryan Jorgensen, Steve Tucker, Noah Goza	Tradeshow Floor
Exhibitor move out: 1:30pm - 6:00pm			