









From print to in-person THE MEETUP YOU'VE BEEN LOOKING FOR.

The inaugural HPJ Live Event happening August 6-8, 2025 in Wichita, Kansas – combining the popular U-learning series of events into one multi-day tradeshow, this is an event you won't want to miss.

On behalf of High Plains Journal, we are proud to welcome you to the inaugural HPJ Live event!

Our goal is simple: Invest in the future of family farms and ranches and honor the legacy of those that built them. We recognize your passion for improving your operation and the power of a shared commitment to profitability and progress.

At High Plains Journal, we are more than a publication or multimedia company — we are your partner and advocate in the ag industry. Whether you are new to us, a long-time subscriber, or a returning event attendee, HPJ Live is here to equip you with practical tools, valuable insights and meaningful connections.

With strong industry support and input from producers like you, we have built a timely and diverse lineup of sessions tailored to the wide-ranging needs of High Plains agriculture. No two operations are the same — and there is no one-size-fits-all solution. HPJ Live is designed to help you meet your unique challenges and identify new opportunities to grow, adapt and thrive.

Today, more growers and cattlemen are searching for their next edge — whether that means expanding, becoming more efficient, or responding to market changes. This event connects you with the region's best resources to help you succeed.

Throughout the event, we encourage you to engage — ask questions, connect with speakers and fellow attendees, and explore the insights our exhibitors bring as you browse the tradeshow floor. This event is built on shared knowledge and community.

Learning never stops. It strengthens your operation, sharpens your focus, and prepares you for long-term success. This is your legacy — and we are honored to help you grow it.

We are thrilled you are here. Welcome to HPJ Live!

Cordially,

Zac Stuckey, Publisher High Plains Journal

Registration Type	Pre-Registration (JULY 1 - AUGUST 5)	Event Day Pricing (AUGUST 6-8)
All-Inclusive	^{\$} 125	^{\$} 145
HPJ Subscriber All-Inclusive	^{\$} 75	^{\$} 145
Single Day	^{\$} 65	

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Complimentary offerings

(INCLUDED WITH GUEST REGISTRATION)

WIFI

Network: HPJLive /// Password: HPJ2025

WELCOME RECEPTION

Wednesday 8/06 /// 6:00 - 7:00 pm /// Tradeshow floor in Expo Hall SPONSORED BY CROPLAN

COFFEE BAR/NETWORKING AREA

Thursday & Friday /// 7:00 am - 10:00 am /// Expo Hall

LUNCH

Thursday & Friday /// Near the education stage in Expo Hall (see schedule for details) SPONSORED BY Sesence & WEIGAND

CERTIFIED CROP ADVISER CEUS

Sessions noted with CCA Credit on the schedule will have a sign-up sheet in each room. If you forget to sign a specific sheet, you can stop by the registration desk.

BQA CERTIFICATION

BQA certification will be offered through Dr. A.J. Tarpoff's session, *Our pathway to continuous improvement.* To receive the certification, attendees will be required to attend both sessions at 9:00 a.m. and 10:00 a.m. on Thursday, August 7.





EXHIBITOR NAME	BOOTH #	EXH
AABS Global		Kans
ARRO Kopper Kutter LLC		Kans
Adama - DoubleTeam Sorghum		Kans
Advance-Trading, Inc		Kaut
Agri-Services Agency		L2 R
Beaver County Stockyards		Mars
Biglron		Mart
Biozyme Inc (VitaFerm)		Mas
CROPLAN		Midv
Ceres Tag		Mou
Champion Window		Nave
Conklin Agrovantage	612	Nob
DLF		Okla
EGE Products		Ozar
Emprise Bank	614	Plair
EnSoil Algae	605	Purp
Farm Buddy Company		Red
Fed 'n Happy		Reno
Forage Genetics International, LLC		Robe
Frieling Ag Solutions LLC		S&N
Frontier Metal LLC		Send
Green Cover		Silve
Greenfield Contractors	115	Solir
Harshbarger Ag LLC		Sust
Hayden Outdoors Real Estate		TEVA
Heartland Soil Services		The
High Plains Journal		The
Hiwassee Products, LLC		Tima
Insight Investment Advisors	613	Tran
Intellifarms Northern Division		Travi
International Stock Food		Unite
Joplin Regional Stockyards		WKI
Jorgensen Land and Cattle		Weig
Kansas Agricultural Mediation Services (KAMS)	601	Wrai
Kansas Association of Conservation Districts (KACD)		Wrig

EXHIBITOR NAME	BOOTH #
Kansas Grain Sorghum Commission	615
Kansas Soil Health Alliance	
Kansas Wheat	
Kauffman Seeds Inc	
L2 Realty, Inc.	
Marshall Tree Saw	
Martin Till	
Mason & Morse Ranch Company	
Midwest Bio-Tech	619
Mountain View Seeds	415
Nave Analytics, Inc	604
Noble Research Institute, LLC	
Oklahoma Wheat Commission	
Ozark Hills Insurance	
PlainJan's	
Purple Wave Auction	610
Red Dirt Argonomy Podcast	
Renovo Seed	
Roberts Seed Inc	
S&W Seed Co	
SendorTech, LLC	
Silveus Insurance Group	603
Solinftec	
Sustainable Oils	
TEVA Holdings	618
The Fine Twine Company	
The Mosaic Company	611
Timac Agro USA	609
Tranbarger AgriVision LLC	621
Travis Scale Company LLC	620
United Sorghum Checkoff Program	
WKI Kenworth	
Weigand Real Estate	
Wraith, Scarlett & Randolph Insurance Services Inc	
Wright Ag Consulting	403

Schedule at a Glance

	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 - 6:00	Opm	
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
	THURSDAY, AUGUST 7		
	Registration open: 8:00am - 5:00pm		
	Exhibits open on the tradeshow floor: 8:00am - 6:0	Opm	
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	lan 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 Flo
10:00	Part 2 BQA training - Beef Quality Assurance Certification: Our pathway to continuous improvement	Dr. AJ Tarpoff, DVM	Cypress Roor
10:00	Diverse forages and the opportunities they bring using regenerative management	Steve Swaffar	Redbud Roor
11:00	Panel: Farm and ranch advocacy	Maddy Meier, Lettie Nickell, Janna Splitter, Amy Peterson, Jacquelyne Leffler	Pear Tree Roo
11:00	Disease management: Wheat streak mosaic virus	Kelsey Anderson-Onofre	Cypress Roor
11:00	Alfalfa weevil and other competitors for the alfalfa crop	Jeff Whitworth	Redbud Roor
11:00	Using DNA to make sound breeding decisions	Cody Jorgensen	Tradeshow Flo
12:00	Noble Research Sponsored Lunch & Learn: Improved soil health = better grazing	Steve Swaffar	Tradeshow Flo
12:00	Industry Keynote: Five steps towards your farms future	Shannon Ferrell	Tradeshow Flo
1:45	Beef cattle situation & outlook	Glynn Tonsor	Tradeshow Flo
1:45	Fireside Chat: Expanding markets in sorghum	Craig Meeker & Tim Lust	Cypress Rooi
1:45	Panel: HB4 Wheat - A rare opportunity for the U.S. wheat industry	Brad Erker, Dusti Gallagher, Dalton Henry	Redbud Rooi
2:45	Flower farming in the nooks and crannies	Rachel Tucker	Pear Tree Roo
2:45	Biologicals for the High Plains: Do they have a place in semi-arid environments?	Brian Arnall	Tradeshow Flo
2:45	Hay market update: Diversity in alfalfa	Jordan Garrett	Cypress Rooi
3:45	Rooted in purpose: The why and how of ag education	Shannon Martin	Pear Tree Roo
3:45	Evaluating fungicides and cropping system practices for sorghum stalk rot management in Kansas	Rodrigo Onofre	Redbud Roo
3:45	Panel: Farm marketing and grain storage dynamics in an everchanging environment	Ken Eriksen, Guy Allen, Scott Sartor, Mike Steenhoek	Tradeshow Flo
3:45	Old MacDonald had a wind/solar/battery/server farm: The intersection of agriculture and energy in the 21st century	Shannon Ferrell	Cypress Roo
4:45	Product Demo (Sponsored by FGI)		Tradeshow Flo Booth #412
5:00	Farm bill and agricultural policy update	Jennifer Ifft	Tradeshow Fl
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 Flo
	FRIDAY, AUGUST 8		
	Registration open: 8:00am - 1:00pm		
TIME	Exhibits open on the tradeshow floor: 8:00am - 1:3 SESSION TITLE	•	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.)	SPEAKER(S) NAME Steve Tucker	Tradeshow Flo
9:00	Cropland livestock integration and soil health impacts	Bryan Jorgensen	Tradeshow Fl
10:00	Product Demo (Sponsored by Ceres Tag)	שיאמו זטוקבווצבוו	Tradeshow Fl Booth #205
10:30	From data to decisions: Interpreting your soil health sample results (Sponsored by Ensoil Algae)	Noah Goza	Tradeshow Fl
11:30	Panel: Sustainable cover crop rotations (Sponsored by JP Weigand)	Steve Tucker, Zach Louk, Scotty Herriman, Nick Guetterman, Ben Cramer	Tradeshow Fl
12:30	Lunch and Soil health roundtable discussion	Jennifer Simmelink, Tyler Johnson, Bryan Jorgensen, Steve Tucker, Noah Goza	Tradeshow Fl



THANK YOU TO OUR 2025 HPJ LIVE PARTNERS!







Kansas Farm Bureau®

The Voice of Agriculture®





Wednesday EDUCATION SESSION DETAILS

🔲 1:15 PM

Opening Keynote: Trade and tariff impacts on agriculture

In this keynote address, Doud will discuss the ongoing uncertainty surrounding tariffs and international trade as it relates to agriculture, foreign and domestic.

Gregg Doud, President and CEO, National Milk Producers Federation

CCA CEU

🔲 2:15 PM

Industry Keynote: The value of mentors

The opportunity to be a first-generation feedlot owner would not have been possible without the help of a great mentor. I will share the lessons learned that have helped lead to our success.

Shane Tiffany, CEO/Owner Tiffany Cattle Company

Panel: Alfalfa grower perspective

Several growers from diverse farming operations will discuss their alfalfa operations and how they address the current economic challenges in keeping their operations profitable.

MODERATOR:

Don Miller, Forage Technical Consultant | Mountain View Seeds

PANELISTS:

David Buss, Owner/Operator of Buss Farms, Hunter, OK Clayton Janicke, Farmer from Cheyenne County Tim Peterson, Farmer/Rancher Drew Thompson, Thompson Farms – Partner/manager CCA CEU

It's a process: Transitioning to Regenerative Agriculture

This session will discuss the challenges and successes of transitioning from a full tillage operation to a no-till regenerative agriculture operation.

Tyler Johnson, Farm Manager at Johnson Family Farms

CCA CEU

Bushels, Bleachers and Burnout

This honest, yet upbeat, session will cover what it really looks like to manage a busy farm, raise kids, run a business and prioritize mental health.

Janna Splitter, Co-Owner, Splitter Farms

🔲 3:15 PM

Uncovering alfalfa's hidden yield Sponsored by Croplan

Take a dive into what we can do to help uncover the yield potential alfalfa has. What are some of the current management practices and stressors that are holding yields back.

Jeff Jackson & Leta Larsen, Alfalfa/Forage Specialists | CROPLAN



Advances in forage sorghum – water savings and quality

Sponsored by Adama Double Team

Forage sorghum uses less water and is more drought tolerant than corn when used for silage. Advancements in grain processing technology greatly improve starch availability. Male sterile hybrids are an alternative for those wanting high quality forage with little grain.

Brent Bean, Director of Agronomy, United Sorghum Checkoff

CCA CEU

Emerging diseases in bovine health-Asian Longhorned Tick, New World Screwworm, and others

Learn more about emerging threats to cattle health, including the Asian Longhorned Tick and New World Screwworm. Identification, prevention, and control strategies will be discussed.

Dr. Rosslyn Biggs, DVM, Director of the Center for Rural Veterinary Medicine | Beef

Cattle Extension Specialist, Oklahoma State University

🔳 4:15 PM

Top 10 Things to Know About Backgrounding Nutrition

Learn more about the major aspects of backgrounding nutrition and management with a focus on maximizing value and returns.

Dale Blasi, Professor, Beef Cattle Nutrition, Kansas State University

How to pick the best alfalfa variety for your production needs

The presentation will identify which alfalfa traits have the greatest impact on stand life, forage yield and quality. Alfalfa Producers can use this knowledge in variety selection to increase the profitability of their alfalfa production.

Don Miller, Forage Technical Consultant | Mountain View Seeds

CCA CEU

Ranch Business Development – Diversifying Income Streams

Whether you are looking for conventional ways to bring new income into your operation, or looking at non-traditional ways, this session gives a unique perspective on utilizing both and offering things that your area may not have or even need.

Lettie Nickell , 4th Generation Farmer, Rancher and Entrepreneur

亘 5:15 PM

Panel: The toolbox to manage Chinch bugs

Managing chinch bug infestations in sorghum production can be a pest. This panel discussion covers the farmer's toolbox to manage chinch bug at the field gate from field agronomy to emerging tolerant genetics.

MODERATOR:

Sarah Sexton-Bowser, Director, Center for Sorghum Improvement

PANELISTS:

Brent Bean, Director of Agronomy, United Sorghum Checkoff

Sandeep Marla, Research Manager, Dept. of Agronomy, Kansas State University

Brian McCornack, Entomology Professor, Kansas State University

CCA CEU

Livestock risk management and insurance options

The goal of this session is to help livestock producers decide whether existing insurance options are a good fit for their risk management needs. We will begin with an overview of livestock and forage risk management strategies, followed by an overview of insurance options. Next, examples of Livestock Risk Protection (price insurance) and Forage Insurance will be discussed.

Jennifer Ifft, Professor and Flinchbaugh Agricultural Policy Chair, Kansas State University

Defending grasslands with satellites, strategy, and stewardship

Sponsored by KDA

Attend this session to learn how new technologies are enabling large-scale monitoring of the woody encroachment threat in Great Plains grasslands. Armed with data and an improved understanding of grassland vulnerability, participants will step away with better strategies to combat this serious threat. Join the collective effort known as the Great Plains Grassland Initiative (GPGI), a rancher-driven, science-informed, and agency-supported effort, to conserve the last remaining iconic grassland regions in the Great Plains biome.

Doug Spencer, State Grazing Specialist, USDA-NRCS



Welcome Reception to Follow Sponsored by CROPLAN

Thursday EDUCATION SESSION DETAILS

🔳 8:00 AM

Panel: Marketing your cattle for the highest bid

The cattle marketing panel will take a look at cattle marketing trends at the moment with emphasis the best ways to add value and capitalize on sky high prices.

MODERATOR:

Jason Warner, Extension Cow-Calf Specialist, Kansas State University

PANELIST:

Barrett Broadie, Superior Livestock Representative

Layne Konkel, Beaver County Stockyard – Beaver, Oklahoma

Skyler Moore, Owner- Joplin Regional Stockyards

Barrett Simon, Auctioneer – Fairview Livestock Commission / Eureka Livestock Sales

Panel: High yield success: Commodity growers share lessons learned

This panel will be made up of growers who have found success in high yield contests. They will share insights and give advice on pushing the envelope with yield on wheat, sorghum, corn and soybeans.

MODERATOR:

Dave Deken, Owner, AgNow Media LLC

PANELIST:

Darwin Ediger, Co-Owner, Ediger Farms and Ediger Seed LLC

Alex Noll, Farmer/Owner Operator

Amy Peterson, Co-Owner, Winsome Farms

Rod Stewart, Co-Owner, Stewart Family Farms LLC



🔲 9:00 AM

Industry Keynote: Droughtresilient alfalfa varieties and deficit irrigation management strategies

Drought and limited irrigation resources regularly reduce alfalfa production throughout the Great Plains and western regions of the U.S. Ian Ray will discuss development of drought-resilient alfalfa varieties selected to recover from prolonged periods of drought stress, and which generate high yields when adequate irrigation is available. If you have limited water resources, irrigation management strategies that can be used on those new varieties will also be discussed.

Ian Ray, Emeritus Professor of Agronomy (retired), New Mexico State University CCA CEU

BQA training – Beef Quality Assurance Certification: Our pathway to continuous improvement

PART 1: This is your opportunity to obtain your BQA Certification (good for 3 years). This first session will share up to date best management practices for the Beef industry to pave the way for continuous improvement. You'll need to attend both Part 1 and Part 2 to obtain certification.

Dr. AJ Tarpoff, Beef Extension Veterinarian, Associate Professor. Kansas State University

Moving the fences back in HRW wheat breeding for a better consumer experience

Consumers are looking for cleaner and healthier ingredients across the grocery store including the bread aisle. Innovation in the baking sector can be bolstered by innovation in wheat breeding programs. Two such examples will be provided such that HRW flour can serve as an all-natural additive ingredient to commodity bread flour. These include recent development of "Ox" wheat varieties with highly unique and value-generating dough strength profiles, and pigmented-bran varieties with certain phytochemicals known to confer numerous human health benefits when otherwise present in fruits and vegetables.

Brett Carver, Regents Professor, Wheat Breeding and Genetics, Oklahoma State University

CCA CEU

🔲 10:00 AM

Where to cut inputs without yield loss

With tight economies we have to be tight with our budgets. There are many places that we can become more efficient on our inputs without the loss of yield. But there are inputs we should not take for granted. This session will walk through concepts of where there is some input "fat" to trim, and those not to skip on.

Brian Arnall, Precision Nutrient Management Specialist, Oklahoma State University

CCA CEU

BQA training – Beef Quality Assurance Certification: Our pathway to continuous improvement

PART 2: In this second and final session, you will be able to have the opportunity to obtain your BQA Certification (good for 3 years). You must have attended Part 1 prior to, to obtain certification.

Dr. AJ Tarpoff, Beef Extension Veterinarian, Associate Professor. Kansas State University

Diverse forages and the opportunities they bring using regenerative management

Utilizing a mix of warm and cool season grasses, native forbs, cover crops, introduced grazing crops and stockpiled forages, a livestock producer has abundant grazing opportunities throughout the year. Most producers have a dominant forage around which they need to build their grazing system. Identifying other forage sources, adding livestock enterprises, and extending grazing seasons can help spread risk and create opportunities for innovative management. Regenerative management offers an opportunity to diversify your grazing.

Steve Swaffar, Regenerative Ranching Advisor at Noble Research Institute

CCA CEU

🔲 11:00 AM

Panel: Farm and Ranch Advocacy

This panel will include a discussion on how women can become more involved with leadership, promotion and advocacy of agriculture.

MODERATOR:

Maddy Meier, Director of Communications and Outreach, Kansas Grain Sorghum Commission

PANELIST:

Jacquelyne Leffler, Leffler Prime Performance

Lettie Nickell, Farmer and Rancher

Amy Peterson, Co-Owner of Winsome Farms

Janna Splitter, Co-Owner - Splitter Farms

Disease Management: Wheat Streak Mosaic Virus

This session will revisit the disease complex, factors that contributed to the 2025 outbreak and key management options.

Kelsey Anderson-Onofre, Assistant Professor, Wheat Extension Specialist, Kansas State University



Thursday EDUCATION SESSION DETAILS

Alfalfa weevil and other competitors for the alfalfa crop

Alfalfa weevils are possible to control, but persistence and dedication are needed. Learn how their control relates to other insects commonly found in alfalfa

Jeff Whitworth, Extension Specialist-Entomology, Kansas State University

CCA CEU

Using DNA to make sound breeding decisions

My take-away is to not be intimidated with DNA results. In most cases DNA is hard to interpret and knowing what to do with the results can be challenging. I want to talk about learning what to do with the results.

Cody Jorgensen, Partner at Jorgensen Land & Cattle

🔲 12:00 PM

Noble Research Sponsored Lunch & Learn

Soil Health = Better Grazing

Managing and feeding the soils is vital to managing forages and feeding your livestock. Soil communities are the cyclers and recyclers of your livestock systems' energy, nutrients and water. Ensuring your grazing patterns and management practices efficiently feed and protect the soil throughout the year can improve your forages, ultimately producing higher-quality, healthier livestock.

Steve Swaffer, Regenerative Ranching Advisor at Noble Research Institute

CCA CEU

Industry Keynote: Five steps towards your farm's future

Nearly two thirds of U.S. farms and ranches haven't put the tools in place to ensure their operation makes it to the next generation in tact. How can you and the other key stakeholders of your farm take five steps toward the future? This session presents a five-step process for farm transition planning with concrete actions you can take right now to give the next generation the very best chance of success as it takes the reins. We will discuss how to conduct an inventory of assets and stakeholders, how to have "the talk" with everyone involved, how to identify key obstacles and opportunities as your business transitions, what essential tools need to be part of your estate planning, and how to evaluate, revise, and keep moving forward with all your transition plans.

Shannon Ferrell, Professor of Agricultural Law – Oklahoma State University Department of Agricultural Economics

CCA CEU

🔲 1:45 PM

Beef cattle situation & outlook

This session will provide an overview of the beef-cattle market situation here in 2025 and an outlook for the next few quarters. Extended discussion will likely include depth on beef demand and herd expansion status.

Glynn Tonsor, Kansas State University

Fireside Chat: Expanding markets in sorghum

Join us for a candid fireside chat exploring the latest efforts to expand domestic and international markets for U.S. sorghum. Industry leaders will discuss trade opportunities, biofuel demand, and strategies to boost long-term market growth.

Tim Lust, CEO- National Sorghum Producers

Craig Meeker, Past Chair- National Sorghum Producers

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HB4 Wheat - A rare opportunity for the US wheat industry

This session will review the current regulatory status of HB4 wheat in the United States and globally. We will discuss steps being taken in the industry to integrate the trait into adapted genetics, market considerations for domestic and international buyers of wheat, and timelines for eventual commercialization.

Brad Erker, Executive Director, Colorado Wheat

Dusti Gallagher, President/CEO, Heartland Plant Innovations

Dalton Henry, Vice President of Policy – U.S. Wheat Associates

CCA CEU

🔳 2:45 PM

Flower Farming in the Nooks and Crannies

This presentation will uncover how flowers can be so much more than bedding plants in your flower beds.

Rachel Tucker, Farmer Florist

Biologicals for the High Plains: Do they have a place in semi-arid environments?

This presentation will walk through and discuss the modes of action of the most common biological products in the marketplace. Also, in the presentation the results of several studies conducted across many crops including multi-state project, which evaluated a group of products across the entire cotton belt over the 2023 and 2024 production seasons.

Brian Arnall, Precision Nutrient Management Specialist, Oklahoma University

CCA CEU

Hay Market Update: Diversity in alfalfa

This class we will dive into the diversity of marketing alfalfa. Establishing 3 key markets to your business.

Jordan Garrett, Self Employed Farmer/ Coowner SWMO Hay Auction

CCA CEU

🔲 3:45 PM

Rooted in Purpose: The Why and How of Ag Education

Discover the power of Agriculture Education and how you can make a lasting impact on youth. This session will include practical tips for delivering meaningful lessons to leave inspired and equipped to educate the next generation of Ag.

Shannon Martin, Assistant Director of Ag Education and KFB Foundation, Kansas Farm Bureau

Evaluating fungicides and cropping system practices for sorghum stalk rot management in Kansas

Stalk rots are among the most damaging diseases affecting sorghum production in Kansas, leading to weakened stems, lodging, and at least 5% yield loss annually. Fusarium stalk rot (Fusarium spp.) and charcoal rot (Macrophomina phaseolina) are the most common stalk rot diseases in sorghum. Growers currently rely on a limited preplanting management practices, including hybrid selection and avoiding high plant populations. Thus, in this study we evaluated the effects of fungicides and cropping system practices on sorghum stalk rot.

Rodrigo Onofre, Specialist, Row Crops Pathologist, Plant Pathology Department, Kansas State University

CCA CEU

Panel: Farm marketing and grain storage dynamics in an everchanging environment

Commodities markets gyrate with weather, fundamentals, policy announcements, global disruptions and challenges in the supply chain. This panel will dig into the market dynamics to give guidance on farm marketing and the grain storage situation.

MODERATOR:

Ken Eriksen, Managing Member and Strategic Adviser, Polaris Analytics and Consulting

PANELIST:

Guy Allen, Senior Economist, IGP Institute, Kansas State University

Scott Sartor, Founder/CEO of Croptell

Mike Steenhoek, Executive Director, Soy Transportation Coalition

CCA CEU

Old MacDonald Had a Wind / Solar / Battery / Server Farm: The Intersection of Agriculture and Energy in the 21st Century

With U.S. electrical demand predicted to grow another 50% by 2050, America needs

electrical generation sources and the wires to carry that power to where it's needed. With wind and solar currently the cheapest form of power generation, there continues to be strong interest in the leasing of agricultural land for energy projects. Battery storage and data centers are also trying to locate next to renewable generation. All this means producers face a lot of new opportunities and potential challenges. This session will explore the state of the industry and how producers can negotiate win-win agreements for energy development on their land.

Shannon L. Ferrell, Professor of Agricultural Law – Oklahoma State University Department of Agricultural Economics

亘 5:00 PM

Farm Bill and Agricultural policy update

Jennifer Ifft, Professor and Flinchbaugh Agricultural Policy Chair, Kansas State University

CCA CEU

Attendee Reception

Includes a cash bar

Inaugural 2025 HPJ Live Awards Presentation

Sponsored by Hy-Plains Feedyard

The Greater Good Award The Test of Time Award

Thank you to all of our nominees! Plus, meet the HPJ team at booth #701!

🔲 8:00 AM

Industry Keynote: Growing a regenerative farm: An honest look at the adaptation of regenerative ag practices

Sponsored by Midwest Bio-Tech, Inc

This presentation delves into the realities of growing a regenerative farm. We'll explore how agricultural practices are carefully adapted to foster soil health and biodiversity. This session will provide an honest look at the challenges and successes encountered during the transition to regenerative methods, highlighting key strategies for sustainable growth.

Steven Tucker, Regenerative Farmer – Tucker Farms



🔲 9:00 AM

Cropland livestock integration and soil health impacts

We will talk about our experiances with integrating livestock into our cropland and the short term and long term impacts on soil health.

Bryan Jorgensen, Chief Agronomy Operations Officer, Jorgensen Land & Cattle

CCA CEU

🔲 10:30 AM

From Data to Decisions: Interpreting Your Soil Health Sample Results

Sponsored by Ensoil Algae

This session will guide you through the process of analyzing your soil health sample results. Soil health reports contain a lot of information, which can be overwhelming. We'll help you identify key insights and determine the next actionable steps based on your results.

Noah Goza, FarmComp Manager – Heartland Soil Services



亘 11:30 AM

JP Weigand Sponsored Lunch & Learn

Panel: Sustainable cover crop rotations

MODERATOR: Steven Tucker, Regenerative Farmer – Tucker Farms

PANELIST: Ben Cramer, Owner/Operator C4 Ag, LLC

Nick Guetterman, Farmer

Scotty Herriman, Owner/Operator of Herriman Farms

Zach Louk, Senior Sales Representative and Seed Purchasing Lead



🔲 12:30 PM

Soil Health Roundtable Discussion

During this Q&A session, attendees will have the opportunity to ask our soil health speakers questions about regenerative agriculture and delve deeper into the subjects covers during HPJ's soil health education.

MODERATOR: Jennifer Simmelink

PANELIST:

Noah Goza, FarmComp Manager – Heartland Soil Services

Tyler Johnson, Farm Manager at Johnson Family Farms

Bryan Jorgensen, Chief Agronomy Operations Officer, Jorgensen Land & Cattle

Steven Tucker, Regenerative Farmer – Tucker Farms