DIRECTIONS

FROM THE NORTH:
In Iowa, travel Interstate 90 East to I-80 East. Take Exit 11A toward Andalusia.

FROM THE SOUTH:
In Illinois, travel Interstate 90 South to I-80 West. Take Exit 11A toward Andalusia.

FROM THE EAST:
In Illinois, travel Interstate 90 East to I-80 West. Take Exit 11A toward Andalusia.

FROM THE WEST:
In Iowa, travel Interstate 90 East to I-80 East. Take Exit 11A toward Andalusia.

In Illinois, travel Interstate 90 East to I-80 East. Take Exit 11A toward Andalusia.

FROM THE NORTH:
In Iowa, travel Interstate 90 East to I-80 East. Take Exit 11A toward Andalusia.

Registration: Opens at 8:00 a.m.
Program: 8:30 a.m. to 4:00 p.m.
Dress: Business Casual
THURSDAY, MARCH 14, 2019

REGISTRATION/LIGHT BREAKFAST: 8:00 a.m. — 8:30 a.m.
WELCOME AND COMMENTS: 8:30 a.m.
OPENING SESSION: 8:45 a.m. — 9:45 a.m.

BULLISH AGRICULTURE 2019 & BEYOND
Tyne Morgan was named the first-female host of U.S. Farm Report in 2014. During that time, she’s not only seen the ups and downs of the economy, but the opportunities. It’s those challenges and opportunities also changing the landscape of agriculture today. Join Tyne as she looks into the policy and news shaping the agriculture industry, as well as exploring how the future could hold.

BREAK: 9:45 a.m. — 10:00 a.m.

BREAKOUT SESSIONS: 10:00 a.m. — 10:50 a.m. (select one)
MANAGING STRESS IS KEY TO FARMING SUCCESSFULLY
Dr. Michael Rosmann
Dr. Rosmann will address how farmers, their families, employees and communities can cope with stress and offer resources.

LIVESTOCK STANDARDS OF CARE
Angela Anderson, Director Customer Outreach
Innovation Center for U.S. Dairy
As farmers, we have a duty and obligation to do what’s right for our animals, our people, and our environment. For many of us, this is a natural part of our everyday job on the farm. But with today’s food service and retailer customers and consumers having more questions, and more hesitations, about how their food is grown and raised, it is important to follow and implement industry care standards for animals, workers and the environment. In this breakout session, learn how national industry standards in beef, pork and dairy are helping address customer standards in beef, pork and dairy are helping address customer expectations, concerns and questions about the food they purchase. In a tough agricultural economy, these voluntary programs are working to keep market access open for farmers to sell their products while meeting the customer and consumer demands for doing more.

DIRECT FOOD MARKETING: HOW TO GROW, MARKET AND SELL TO YOUR LOCAL MARKETS
Raghela Scavuzzo, Local Foods Program Manager
Illinois Farm Bureau
Discover the different market opportunities in your local community. Identify ways to market, merchandise, and price products for your target consumer. Discover methods for crop planning, season extension, and value-added production. Change the way you grow your business.

MID-DAY SESSION: 11:00 a.m. — 11:50 a.m.
FAILING TO PLAN IS PLANNING TO FAIL: SUCCESSION & ESTATE PLANNING
Cari Rinker, Principal Attorney
Rinker Law, PLLC
Using a common sense approach, Cari works through the Who, What, When, How and Much with farm succession and estate planning.

LUNCH: 11:50 a.m. — 1:00 p.m.

BREAKOUT SESSIONS: 1:00 p.m. — 1:50 p.m. (select one)
YOUR PATH TO WELLNESS: PERSPECTIVE, PROCESS, PERSEVERANCE
Emily Webel, Behavioral Health and Wellness Consultant
Peoria County Regional Office of Education
Finding balance is imperative to physical and mental wellness. But who has the time for that? There’s always something else to do, and Emily Webel, farm mom of six and community health advocate, understands this issue from a variety of lenses. As an avid runner and lifelong athlete, Emily has gained strategies from coaches and personal trainers, perspective from injuries, pregnancies and time constraints, and nutrition from a very, very scary health concern with her husband, Farmer Joe.

As a community health advocate, Emily is seeing the results of poor health from an economic and community health viewpoint. Perspective is key. Process is necessary, and perseverence is imperative for lifestyle changes and lasting results. There’s no magic pill, but there is hard work and sweat.

Emily will challenge participants to seek their participation in a manner that may seem old fashioned, but has given her the fuel to face even the toughest challenges of her life.

EMERGING TRENDS AND ISSUES IN THE FOOD INDUSTRY
Angela Anderson, Director Customer Outreach
Innovation Center for U.S. Dairy
Sustainable sourcing to animal welfare, these are a few of the hot topics food retailers and restaurant experts are working to define in their sustainability platforms for their companies. Join our breakout for a candid conversation about what sustainability and consumer trends are emerging in the food industry and how you – as a food producer – can get engaged. Guest panelists will provide first-hand knowledge and experience about how they navigate these topics and share best practices they have witnessed from the agricultural industry.

FIRE UP YOUR FARM’S FINANCES!
Paul Stoddard, Senior Lecturer | University of Illinois
Learn financial management techniques to generate greater success for your farm operation.

BREAK: 1:50 p.m. — 2:00 p.m.

CLOSING SESSION: 2:00 p.m. — 3:30 p.m.
WE MEND MORE FENCES WHEN WE MEET IN THE MIDDLE
Erin Brenneman, Farmer & Farming Manager
Brenneman Farm
What is your hobby outside the farm? your office? When you start a conversation do you immediately start talking about your farm and what you want that person(s) to know? What if we started asking the question that weren’t related to farming but more about finding common ground outside the farm?

WRAP-UP: 3:30 p.m. — 4:00 p.m.