

Forum Agenda

Last Updated Wednesday, 25 November 2009

Indiana Livestock, Forage & Grain Forum

Friday, January 15, 2010

9:00 a.m.- 6:30 p.m.

Indiana Convention Center, Indianapolis, IN

7:00 am - 8:30 am - Early Bird Breakfast Movie featuring Food, Inc.

You've probably heard about it and if you haven't seen it, now's your chance to see Food, Inc., a movie that claims to "lift the veil on our nation's food industry." Food Inc., is one of the top grossing specialty documentary's of 2009. This is an optional program for registrants.

8:00 - 9:00 a.m. – Registration, Continental Breakfast & Trade Show

9:00-11:30 a.m. – General Session: Committing to the Conversation

How do consumers feel about farmers, their food and where it comes from? How can you commit to the conversation that is already taking place in your backyard and in your community and on the Internet? The day starts with a look at what's being said about U.S. agriculture and how consumers really feel about us, our industry and their food today.

Keynote Speaker: Dr. Lowell Catlett, Economic Futurist

Regent's Professor and the Dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University.

Hold on to your seat and get ready for a ride into the future like you've never taken before! Dr. Catlett is not your typical college professor and his insight into the future will make you think about how your business will fit. Dr. Catlett advises organizations such as the U.S. Departments of Agriculture, Labor, Interior, Defense, Education, Energy and the World Bank.

The general session wraps up with the kick-off of an exciting new program designed to help consumers connect with those raising their food. You will leave this session with a "toolkit" designed to help you commit to the conversation about how we raise food today.

11:30 a.m.-1:30 p.m. - Lunch - A Progressive Experience

1:30-2:00 p.m. – Trade Show Open

2:00 - 3:00 p.m. – Breakout Session #1 (Participants choose one topic per session and can mix and match between commodities.)

Aquaculture: Market Potential in the Midwest: Branding Locally-Raised Seafood

Presenter: Steve Hart, Director of Aquaculture, Indiana Soybean Alliance

Beef: IBCA Annual Business Meeting featuring remarks from NCBA President Gary Voogt

Voogt and his wife Shirley own and operate a registered Angus family farm in West Michigan. He is a graduate of Michigan Technological University in Houghton, Mich. with a Bachelor of Science degree in Civil Engineering. He is a registered Professional Engineer. In July of 2007, he retired from a 41-year career as owner and CEO of a consulting engineering company. Voogt is a past president of the Michigan Cattlemen's Association where he has been a member for 35 years, and past chairman of the Michigan Beef Industry Commission and a director for 18 years. He has represented Michigan since 1989 as a director of NCBA. In 2007, he served as Chairman of the Federation of State Beef Councils division of NCBA, and last year he served as President-Elect.

Dairy: Saving Money by Reducing Feed Shrink and Waste

Presenter: Mike Brouk, Kansas State University

Forage: Indiana Forage Council Annual Business Meeting

Horse: Sensitive Equine Issues

Presenter: Sue Wallis, Founding President and CEO, The United Organizations of the Horse

Pork: Indiana Annual Business Meeting

Indiana Farm Bureau: Let's Talk Cows and Crops at your Kitchen Table, Helping Those who will Regulate You Understand Their Impact on Your Business

Presenters: Greg Slipher, Livestock Specialist, IFB; and Pete Hanebutt, Political Education Specialist, IFB

Soybean/Corn: Indiana Soybean Alliance & Indiana Corn Growers Association Annual Meeting & The Changing World and Its Impact on Grain Prices

Presenter: Richard Brock, Brock Associates. (Richard Brock will begin at 2:30 p.m. and continue into the 3 p.m. session.)

Richard Brock is owner and president of Brock Associates, an agricultural marketing advisory service and publisher of The Brock Report, a 24 page weekly fundamental and technical newsletter. His firm manages grain sales on over 400,000 acres throughout the U.S. and is an advisor on purchasing strategies for many large poultry, pork and food companies. Brock is on retainer with several agri-business firms for his input on strategic planning. He writes a monthly column for two agriculture magazines and appears regularly on both the Ag Day television show and U.S. Farm Report.

3:00 - 4:00 p.m. – Breakout Session #2

Aquaculture: Economics and Financing Aquaculture

Presenter: Kwamena Quagrainie, Aquaculture Marketing Specialist, Purdue University

Beef: U.S. Beef Demand Drivers and Enhancement Opportunities”

Presenter: James Mintert, Ph.D., Assistant Director of Extension, Agriculture & Natural Resources, Purdue University

Prior to joining Purdue's faculty in 2009, Mintert was a Professor and Extension State Leader in the Department of Agricultural Economics at Kansas State University. Mintert holds B.S. and M.S. degrees in agricultural economics from Purdue University and a Ph.D. from the University of Missouri. Dr. Mintert is also the author of over 200 publications focusing on the economics of the livestock industry.

Dairy: Financial Strategies Dairy Producers Can Use to Improve Their Situation

Presenter: Albert Nunes, CPA from Genske, Mulder & Co. LLP of Modesto, CA

Forage: Improving Your Hay Management Skills: Tips from Experienced Growers

Presenters: Jeremy Sweeten, Sweeten Farms LLC of Peru, Ind. and Jason Tower, Superintendent of Purdue's Southern Indiana Agricultural Center, Dubois, Ind.

Producing a high quality hay crop is “much easier said, than done.” What management decisions are important to the establishment and maintenance of forage that is harvested as hay? What skill set is necessary to reduce the amount of rain-damaged hay? Attendees will have the opportunity to listen to and interact with experienced hay producers.

Horse: Avoiding Legal Liability for Equine Owners and Professionals

Presenter: Casey Eckert, Bingham McHale

Pork: National Pork Board Update

Presenters: Chris Novak, CEO of National Pork Board; and Tim Bierman, Chairman of National Pork Board

Indiana Farm Bureau: Let's Talk Cows and Crops at your Kitchen Table (continued), Helping Those who will Regulate You Understand Their Impact on Your Business

Presenters: Bob Kraft, IFB State Government Relations; Kent Yeager, IFB Director of Government Relations; and Jon Sparks, Hancock County farmer

The hour will have two parts:

- When's the right time to speak up?
- Simple ways to be an effective influencer

Soybean/Corn: The Changing World and Its Impact on Grain Prices (continued)

Presenter Richard Brock, Brock Associates

4:00 -5:00 p.m. – Breakout Session #3
Aquaculture: What We Do and How We Do It: Aquaculture Producer Panel

Beef: "When Less is More: Strategic Feeding Programs for Beef Operations"

Presenter: Jeff Lehmkuhler, Extension Beef Cattle Specialist, University of Kentucky

Lehmkuhler was born and raised in southern Indiana and attended Purdue University where he received a bachelor degree in Animal Science. He continued his education and obtained a Masters degree for his work with grazing systems from the University of Missouri. Dr. Lehmkuhler then switched his focus to protein supplementation of growing and finishing cattle and received a Doctorate degree from the University of Missouri in 2001. Jeff was an Assistant Professor and Extension Beef Cattle Specialist at the University of Wisconsin from 2001 through 2008 before accepting a Beef Cattle Extension Specialist position with the University of Kentucky in 2008. He is involved in a variety of educational programs and continues to develop on-farm demonstrations focused on assisting producers to make better informed decisions.

Dairy: Farming Your Online Community: Social Networks & Beyond. Session will go to 5:30 p.m. Presenter: Michelle Payn-Knoper

LinkedIn, blogging, Ning, Twitter, YouTube and other online communities really matter to agriculture? Absolutely! Michele Payn-Knoper will explain 300 million reasons why you need to be engaged with social networking. You'll learn from her experiences with developing online communities and how social networks are impacting popular opinion about agriculture. This interactive session will give you a road map of how to get started with an online community, understand differences between the major sites and get started by staking your claim in Web 2.0. You may be surprised with your ability to farm the online community; Michele is an agricultural advocacy expert who is 100% self-taught in social media sites and believes agriculture needs to learn from others.

Forage: Best Management Practices for Grazing Managers: A Producer Perspective
Presenters: Dave Forgey, River-View Farm in Cass County, Ind.; Ron Lemenager, Professor in the Department of Animal Sciences, Purdue University; and Dave Embree, farmer in Washington County, Ind.

Individuals will learn about practices that have been successful in the provision of more days of grazing for livestock. Pasture management strategies that have been used to produce high quality livestock products will be emphasized by the producers speaking at this session.

Horse: Debunking the Myths of Feeding Horses
Presenter: Carey A Williams, Rutgers University

Pork: National Pork Producers Council Update

Indiana State Department of Agriculture: Strategic Opportunities and Updates
Come and learn how ISDA is advancing Indiana agriculture through our three strategies of Advocacy, Economic Opportunity and Environmental Stewardship. Sarah Simpson, ISDA Director of Regulatory Affairs will share an update on advocacy efforts in regulatory coordination on issues that matter most to Indiana Farmers from CAFO to fertilizer rulemaking. Amy Eizinger-Ott, ISDA Grants Coordinator and author of Indiana's very own Ag Grant Guru blog will share economic opportunities through available grant programs. Jerod Chew, ISDA Director of Environmental Stewardship will discuss available soil and water conservation solutions - be it technology or resource management - which can add farm profitability and information regarding current environmental concerns.

Soybean/Corn: Trucks, Tractors, Trailers and Implements of Ag, (PARP credits available for additional cost with this session.) Session will go to 5:30 p.m.
Presenter: Fred Whitford, Director of Purdue Pesticide Programs

5:00-6:30 p.m. – Reception and Trade Show
[Click here to register.](#)