



Precision Ag Workshop: **FARM FORWARD**

February 14th, 2020 from 10 a.m. to 4:30 p.m.
Minneapolis Convention Center (Room 211)

Presented by



JOHN DEERE

Thank You to our Precision Ag Workshop Sponsors:



AGENDA

For more information Contact: Ryan Heiniger, Director of Agriculture, rheiniger@pheasantsforever.org, 319-768-8348

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- 9 a.m. Registration & Networking with Sponsors**
- 10 a.m. Welcome**
Chip Flory, Host of AgriTalk
- 10:15 Pheasants Forever & Quail Forever Precision Ag Vision**
Ryan Heiniger, Director of Agriculture
- 10:30 Supporting Precision Ag at the John Deere Dealership Level**
Integrated Solution Specialist Panel – Moderated by Chip Flory
Joel Kaczynski from RDO
Rudy Raatz from SEMA
Dusty Engle from Lasseter
- 11:00 Farmer Panel with Audience Q&A**
Moderated by Chip Flory
North Dakota – Christof Just
Minnesota – Kari Olson & Nicole Strafelda
Kansas – Andy Hineman
Georgia – Trey Davis
- 12:00 Lunch**
- 12:45 Keynote – The Vision of John Deere Precision Ag**
Matt Olson, Tactical Marketing Manager – Precision Ag, John Deere
- 1:15 Room Dividers – Break**
- 1:30 Breakout Sessions (see chart on next page)**
- 4:00 Combine Conversations for Common Ground** Sponsored by MN Soybean Research & Promotion Council
Moderated by Commissioner Thom Petersen, MN Department of Agriculture
Bill Gordon, Worthington MN Farmer
Daniel Jambor, Ramsey County MN PF President
- 4:20 2020 PF/QF Precision Farmer of the Year Presentation**
Drawing for Henry Golden Boy – Farmer Edition Rifle
- 4:30 Closing Remarks & Adjourn**
Chip Flory
- 5:00 Explore National Pheasant Fest and Quail Classic Show Floor**
(Free Admission with Precision Ag Workshop Registration)
- 7:00 Ag Tweet Up during Friday nights Upland Rally**
(Tickets Sold Separately)

+ Continuing Education Units (CEU) are available – Certified Crop Adviser

BREAKOUT SESSIONS

	1:30 – DATA COLLECTION	2:15 – DATA ANALYSIS & INSIGHTS	3:00 – HABITAT SOLUTIONS
ROOM A	JD Operations Center - 101 Sarah McCulloh John Deere Solution Specialist Craig Mosher Precision Ag Tactical Marketing, John Deere	Granular Farming for the Future Leveraging Software and Science to Help Farmers Best Steward Their Land Ben Gordon, Product Manager	USDA Farm Bill Programs Troy Daniell MN NRCS State Conservationist Tanner Bruse MN Ag & Conservation Manager
ROOM B	JD Operations Center - 201 Advanced Doug Dickman Precision Ag Tactical Marketing, CCA Matt Olson Precision Ag Marketing Manager	Digital Ag Climate Corporation Field View Katie Brenny Climate Business Manager	PF Soil Health and Habitat Program Presented by Purina Rachel Bush ND PF State Coordinator Diane Herndon Sr. Manager, Sustainability Nestle Purina
ROOM C			PF Precision Success Stories from the Farm Melissa Shockman PF Precision Ag & Conservation Specialist (ND) Josh Divan PF Precision Ag & Conservation Specialist (IA)

TURN **RED** ACRES **GREEN**

PURCHASE YOUR TICKETS HERE



KEYNOTE MATT OLSON

Matt Olson is Product Marketing Manager, Precision Ag with the John Deere Agriculture & Turf Division. A position he has held since January

2017. In addition to his role at John Deere, Matt is a Trustee for the Iowa 4-H Foundation and actively participates in their row crop, cattle and hog operation in North Central Iowa.

Matt joined Deere & Company in May 2002 and has held a number of positions in finance, sales and marketing. In addition to his experiences within the Ag and Turf Division, he also has held several positions within John Deere Financial. Currently, Matt is responsible for leading a team of marketing managers focused on marketing technology solutions to help Ag Producers increase yields, decrease costs and increase the efficiency of the work they do through application of equipment and technology solutions.

Matt enjoys working on the family farm, fitness, technology and travel.

Matt graduated from Drake University with a B.S degree in Accounting and an M.B.A., also from Drake University.

Presented by



JOHN DEERE

Thank You to our Precision Ag Workshop Sponsors:



Precision Ag Workshop Hosts



CHIP FLORY – MASTER OF CEREMONIES

Chip is your host for both hours of AgriTalk. He joined Farm Journal's Pro Farmer as a floor reporter for Futures World News in January 1988 after graduating from Iowa State University with a degree in Ag Journalism. He spent three years reporting from the floors of the Chicago Board of

Trade and the Chicago Mercantile Exchange as Bureau Chief for FWN. Chip moved to the Pro Farmer headquarters in 1991 where he started as Electronic Services Editor. With Pro Farmer, he has been senior market analyst, general manager, editor of the company's flagship newsletter, editorial director and is now editor emeritus.

Chip was editor of Pro Farmer Newsletter from 1997 until 2014. It was that time that prepared him to for two hours of live conversation with newsmakers and decision-makers from across the country. Growing up on a farm in the east-central Iowa community of Oxford Junction, Chip was very active in 4-H, an interest that he passed on to his kids, Emily and Thomas. Chip and his wife, Sue, currently live in Denver (not the mile-high...the mile-wide Denver just north of Waterloo, Iowa).



RYAN HEINIGER

Ryan Heiniger serves as Director of Agriculture & Director of Field Operations for the North Region for Pheasants Forever and Quail Forever. In his Agriculture role, Ryan is leading the organization's Precision Ag Initiative and developing private-sector partnerships to improve farmer profitability,

sustainability and wildlife habitat. Ryan has a Bachelor of Science degree from Iowa State University in Wildlife Biology. Ryan and his wife Nikki are raising their son and daughter as the 5th generation on their family farm along the banks of the Mississippi River in southeast Iowa. Ryan has 20 years of experience working with diverse partners to conserve habitats at landscape scales using innovative, voluntary-based programs. His core belief is that agriculture and our hunting heritages are uniquely linked and our future is also dependent upon working together since society has become urbanized and disconnected from life on the gravel roads of rural America. Ryan works from a home office on their farm north of Burlington Iowa.

Integrated Solution John Deere Dealership Panel



JOEL KACZYNSKI

Joel Kaczynski is Product Specialist Manager for RDO Equipment Co. and based in Moorhead, MN. Starting in

a sales role at RDO 15 years ago, Kaczynski built on his passion and focus on agriculture technology to become RDO's leader of the agronomy and precision product specialist teams. He holds two agriculture accreditations: the Certified Crop Advisor (CCA) and Precision Ag Specialty Certification (PASp), both of which, while not required for his role, are important to his focus and responsibility of staying on top of rapidly-growing precision agriculture technology and solutions.



DUSTIN ENGEL

Dustin is currently the Corporate Precision Ag Manager for Lasseter Tractor and have been for 11 years.

Lasseter is a 7 store organization that covers middle to south Georgia. We have roughly 40 crops grown in our area, ranging from cotton and peanuts, to blueberries and olives, to watermelons and broccoli. With our climate and variety of crops grown we can easily have something in the ground 12 months of the year that needs our attention from a Precision Ag standpoint. Dustin is from Tifton Georgia and graduated from University of Georgia.



RUDY RAATZ

Rudy is an avid outdoorsman who graduated from University of Wisconsin-River Falls in 2008 with degree in

Agricultural Engineering and Agricultural Studies. Rudy has worked for SEMA Equipment since 2014 and is the Precision Ag Manager and current CCA for a 6 store John Deere dealership located in Southeast Minnesota. Rudy has been very passionate in finding solutions to customer's needs no matter the complexity of the project. With a vast customer base Rudy works with customers who are just getting into precision agriculture to those that will push the limits of technology.



CHRISTOF JUST

Christof Just of Berlin, ND along with his wife, Kelli, and three children, Karly, Katrina, and Cole, operate a farm and ranch 50 miles

south of Jamestown, ND. Christof graduated from NDSU in 1997 with a degree in General Agriculture, worked for 4 years as an agronomist at two different coops before returning to the family farm where he grew up. Christof has served on the LaMoure County Soil Conservation Board for the last 15 years. He credits serving on this board to exposing him to the new conservation practices and ways to improve soil health. One of Christof's main goals is to better integrate livestock into a cash crop system.



ANDY HINEMAN

Hineman Farms was established in 1886 when his Great-Great-Grandfather homesteaded in Lane County, KS. Andy's kids are the sixth

generation to farm. Andy's dad, Don, and him farm approximately 15,000 acres of dryland cropland and own approximately 1,000 acres of grass that is rented to ranchers or used for custom grazing. With annual rainfall of 18" per year, crop rotations consist of winter wheat, corn, sorghum and fallow. We utilize precision ag systems for variable rate fertilizer and seeding, yield management and in-crop scouting. Nearly every acre is enrolled in the Conservation Stewardship Program. We also have 11 wetlands enrolled in the CRP – CP38B Playa program.



NICOLE STRAFELDA & KARI OLSON

Nicole Strafelda and Kari Olson, along with their father Rob Olson, farm corn, soybeans and

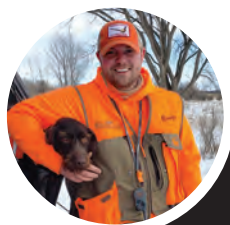
wheat on 2,300 acres in NW Minnesota. They are the 4th generation on the family farm where grandma and grandpa still live! They practice no-till on the entire farm and have modified their operation to experiment with cover crop applications, during the season and after harvest, to incorporate soil health best management practices. When not farming, the Olson's like to spend time with family at the lake and, if harvest permits, chasing white-tail and the occasional rooster in the fall.



TREY DAVIS

Trey Davis along with his father and brother own and operate Davis Family Farms in Doerun, Georgia. The Davis

Family produces cotton, peanuts, corn, and winter wheat on approximately 5,100 acres in Southwest Georgia. In addition to row crops they run 250 head purebred Angus and commercial Angus cattle for seed stock. They put a great deal of emphasis on efforts to enhance and better the soils and the environment such as cover crops and using precision ag technologies. They acknowledge that the perpetuation of the family farm and the Agriculture industry in general depends on implementing conservation efforts.



TANNER BRUSE

Tanner serves as the Ag & Conservation Program Manager in Minnesota managing a talented team of

twenty individuals working with landowners to implement conservation practices. Tanner obtained his Bachelor of Science degree in Wildlife and Fisheries from South Dakota State University. He grew up in SW Minnesota, one of his fondest memories is chasing livestock to the auction ring at the sale barn his grandfather owned. Tanner, his wife Heather and two sons Beau and Wyatt live near Camden State Park on a couple of acres "in the valley" of Lynd Minnesota.



JOSH DIVAN

Josh Divan is the Precision Ag & Conservation Specialist with Pheasants Forever for Iowa. He has been with the PF

since 2009 when he took advantage of an opportunity to move back to north-central Iowa to be a Farm Bill Biologist in the area he grew up in. Josh has also previously served as the Senior FBB for Iowa and as a Coordinating Wildlife Biologist. Josh lives on his family's Century Farm in Winnebago County and helps his father and brother with their corn and soybean operation. Josh loves to fish hardwater and to chase pheasants with his two labs, Duke and Mack.



RACHEL BUSH

Rachel Bush, North Dakota State Coordinator, has been with The Habitat Organization for nine years,

serving first as Farm Bill Biologist before moving into her current role. Rachel has a bachelor's degree in Fisheries and Wildlife Management from Lake Superior State University and a Master's degree in Zoology from North Dakota State University. In her role as State Coordinator, Rachel works to cultivate new and strengthen existing partnerships, support the Team throughout the State along with developing and delivering state habitat programs.



DIANE HERNDON

Diane Herndon is a corporate responsibility and sustainability expert who works with teams across Nestlé Purina in the US to

improve and communicate sustainability progress across the company. She works with farmers, non-governmental groups, and other companies and organizations on programs that add value to agricultural landscapes through clean and abundant water, increased biodiversity and healthy soil. Diane coordinates with Nestlé and other Purina world areas to align strategies to Create Shared Value with society. Diane has been with Purina for eight years. She is married with two grown sons and has a little Shih-Tzu dog, Izzy.



DANIEL JAMBOR

Dan lives in St. Paul and is the current President of the Ramsey County Chapter of Pheasants Forever. He received his

undergraduate degree from the University of St. Thomas in finance and economics and his J.D. from Mitchell Hamline School of Law. Dan has served as President of RCPF for 5 years and is passionate about engaging people in the outdoors. He is a trained Mentor Hunter, a MN Firearms Safety Instructor, and an NRA Level I Shotgun Coach. He is also Vice President of the Minnesota Wildfowl and Decoy Collectors Club. Dan is a hunter, decoy carver, fly tier, and fisherman.



BEN GORDON

Ben Gordon is a Granular Product Manager leading the company's collaboration with John Deere, with a specific focus

on developing the next iteration of their joint Profit Maps product. He is a ND native who has worked in agriculture technology, management consulting, and spent seven years in the U.S. Army following graduation from the U of M -- Twin Cities. Granular believes that farmers are at the center of sustainability and conservation. Granular, in conjunction with John Deere, provides farmers and landowners critical financial and agronomic information to make decisions surrounding their sustainability and profitability goals.



KATIE BRENNY

Katie Brenny is a 5th generation farmer who loves to talk about agriculture, politics, quilting, her travel stories,

running and beef. She is the Minnesota/Wisconsin Climate Business Manager for Bayer Crop Science. Her husband Ted and her own Brenny Farms – a Charolais and Angus cow calf beef farm in southeast Minnesota. Katie is a graduate of the World Wide College of Auctioning, obtained an undergraduate in agriculture marketing and communication from the University of Wisconsin River Falls and holds a master's degree from Iowa State University in agriculture.



MELISSA SHOCKMAN

Melissa Shockman is the Precision Ag & Conservation Specialist for Pheasants Forever in SE North Dakota. Melissa was

born and raised as an avid outdoors woman in southern Minnesota on forty acres of CRP land. Her admiration for the outdoors led her to North Dakota where she has worked with conservation entities and private landowners to preserve, enhance, and establish habitat on public and private lands. Melissa, her husband Clayton, their black lab Lily and their Large Munsterlander Bozie reside near the family farm in LaMoure. Melissa has a Bachelor of Science degree from NDSU in Wildlife and Natural Resource Management.



BILL GORDON

Bill Gordon, a fourth generation farmer from Worthington, MN grows soybeans and corn across 2,000 acres, including 250

acres of buffer strips and wetlands. Mr. Gordon is currently serving as president of the American Soybean Association (ASA). Gordon previously served as treasurer and has been on the ASA board of directors since 2012. Gordon is the owner of Worthington Tax and Business Services, a full service business including farm analysis and planning. Gordon and his wife Dawn have four children and also a yellow lab named Jedi and a black lab named Vader. Gordon is an avid outdoorsman and a youth hunting educator.



TROY DANIELL

Troy Daniell has been with the USDA-NRCS for more than 22 years and currently serves as the State Conservationist

for Minnesota. He began his career as a Range Conservationist before becoming a District Conservationist in Oklahoma for six years; then served as an Assistant State Conservationist in Illinois for seven years. Troy has also served at National Headquarters on the Initiatives Team and as Acting National EQIP Team leader. Mr. Daniell grew up in north Texas and has been active in his family's farming, haying and cattle operations. He remains active in the family beef cattle operation with his parents and grandfather.