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Minnesota Crop Production Retailers

INPUTS

2016 CPM Short Course and MCPR Trade Show

December 6-8, 2016

Minneapolis Convention Center Minneapolis Hilton Hotel

Think Differently

Ag professionals must think differently to help their farmer customers to be sustainable. Growers must manage pesticides while understanding the risk of pesticide resistance. With commodity prices low, and biological and societal pressures demanding changes in farming practices the agenda is designed to assist you in these challenging times. We will provide you with the research and the supporting tools to help you assist crop producers in achieving economic and environmental sustainability.

TECHNICAL SERVICE PROVIDER

(TSP) TRAINING

December 6th, 10am-1pm

Visit the MCPR webpage – www.mcpr-cca.org for more information.

MCPR PLENARY SESSIONS

December 6th, 1pm – 3pm

Earning Consumer Trust -- What Matters Most to Consumers and You
It's time to talk differently about food and agriculture. The public is skeptical about how food is produced and they crave transparency. What do they want, where do they want it, and most importantly, why is it needed? The Center for Food Integrity's annual consumer trust research provides direction. In this presentation,

CFI's Donna Moenning will navigate through the insight underscoring what matters most to your business. Anchored with a farm background and thirty years of experience in the consumer marketplace, Moenning's engaging delivery will equip and empower attendees with the knowledge they need to earn trust in the dynamic food system in which we function.



What Is Society Now Demanding from Crop Production Retailers and Our Suppliers and Customers?

To address that question you will hear a riveting presentation from a true veteran

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2016 CPM Short Course and MCPR Trade Show

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of Iowa's Water Wars, Dean Lemke, Nutrient and Environmental Stewardship Director for the Iowa Agribusiness Association. Dean is an Iowa State University of Agricultural Engineering graduate and licensed engineer. Dean invested his career in leading the work on the Iowa Nutrient Reduction Strategy and also served as the co-chair for the national coordinating committee of the Mississippi River/Gulf of Mexico Watershed Nutrients Task Force and chair of the five-state Upper Mississippi River States Collaboration Sub Basin Team that worked to address the hypoxia zone in the Gulf of Mexico. The Des Moines Water Works lawsuit has raised the stakes for MCPR members. Dean speaks throughout the country about the challenges Ag is facing. Learn from Dean the risk this law suit and others like it such as the Hypoxia in Gulf lawsuit brings to your firm and your own career.



PESTICIDE APPLICATOR

RECERTIFICATION:

December 6th, 2 PM – 3:30 PM and

December 7th, 8 AM – 5 PM

- Category A + C: Attend all December 7th recertification sessions.
- Category A + H: Attend December 6th from 2 pm to 3:30 pm and December 7th recertification sessions from 8 am to 2:45 pm.
- Category A + C + H: Attend all December 6th and December 7th recertification sessions.

Visit the MCPR webpage for more details!

CROP PEST MANAGEMENT SHORT

COURSE GENERAL SESSION

December 7th, 8 AM - 11 AM

Dr. Jeffrey Gunsolus, Professor, University of Minnesota will draw on his 30 plus years as a Weed Scientist working in the areas of applied research and Extension education to assess how the complicated interactions between agricultural policy, pesticide manufactures, marketing and retail sectors, farmers and University researchers and educators have influenced pesticide resistance. Dr Gunsolus will challenge the audience to "Think Differently about Pesticide Resistance - the Role of Biology in Crop Production".

Because of a recent Executive Order in Minnesota, the Minnesota Department of Agriculture has proposed action steps regarding the use of neonicotinoids to minimize the impact of neonicotinoids on pollinators. Corn and soybean producers in Ontario are already dealing with restrictions involving neonicotinoid-treated corn and soybean seed. A very timely Keynote Address entitled "Battle Scarred Experience from the North American Beachhead on Neonic Bans" will be presented by Ontario crop farmer and Field Crop IPM scientist, Dr. Art Schaafsma. Dr. Art Schaafsma , Professor in Field Crop Pest Management at the University of Guelph, Ontario, Canada's premier agricultural university, and has been intimately involved in the neonic debate in Ontario informing policy, conducting research, serving as a critic to protect the voice of science and to be the voice of practical reason. Dr. Schaafsma and his research team began studying neonic drift in 2013. Most recently they have studied the neonic issue as it relates to

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Executive Director's Report

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I so appreciate the strong direction the MCPR Board of Directors provided which compelled MCPR to address an emerging problem in the sustainability, transparency, and accountability arena. That is, creation of a software does not certify or endorse people, services, or companies. Rather, we addressed the current challenge in the market place for ag retailers and growers which is that the precision ag programs are proprietary so that common data collection and aggregation are not possible. We solved that problem by creating a web based software and a data collection process that allows the agronomy sales person to use their proprietary system within their established trusted relationship with their growers without the agronomy staff having to do double entry into our software. Rather, the software allows the agronomy sales person to drop their geospatial field data into the assessment software tool prior to presenting it to the grower, allowing the grower to examine at the point of sale the alternative environmentally sensitive field practices to increase their environment score, and also generates a profit and loss estimate to evaluate the profitability of each practice consideration so they can estimate the ROI on each decision prior to a final determination of nutrient application. We have been working with U of MN faculty and MN Dept. of Ag regulators to develop and test precise environmental risk metrics which can serve to be evaluated on predictability, reliability and sensitivity. We then allow the agronomy sales person to request that the grower allow our system to confidentially store with the growers' permission the data for aggregated collection of current field practices across our agricultural acres in Minnesota to track current practices and

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Executive Director's Report

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trends for improving the environmental metrics. This program has been developed to be scalable from water shed, to county, to state and nationally.

Many MCPR members serve on your behalf to provide the ag retailer perspective on issues critical to our success. Many of you remember the creation of the \$0.40/ton fertilizer fee which funded the Minnesota Agricultural Fertilizer Research and Educational Council (AFREC). MCPR recently appointed Kevin Kruzie, manager of Central Advantage, to a vacancy created when Mike Minnehan, SVP Central Farm Services stepped down after many years of excellent service. I watched with amazement as Kevin



Kevin Kruzie

provided the AFREC Board a primer on precision ag covering 200,000 acres from 80 farms. The Board has representatives from the Farm Bureau, Farmers Union, Corn Growers, Soybean Growers, Irrigation Association, etc. – a cross section of crop production leadership in Minnesota with over \$1,000,000 of research funds to invest annually. Thanks to the leadership of Dean Fairchild, retired agronomist from The Mosaic Company who serves as the AFREC director, Kevin had the opportunity to reflect the impressive contribution ag retailers all across the state and upper Midwest are making to efficiency of fertilizer utilization rather than the call for reduced rates we often hear related to

commercial fertilizer. Clicking on Kevin's web site, you will see a group of bright young precision ag leaders who represent the future of this industry. One of Kevin's staff also should be recognized. Kate Stenzel, precision ag agronomist, is serving on the MCPR Technical Advisory Committee developing the details of MCPR's Soil Fertility and Environmental Risk Assessment Tool which you will learn about at the MCPR Short Course and Trade Show this year. Also, I must mention that also serving on the technical advisory committee are a few other MCPR member firm precision ag leaders: Bob Schoper, Dean Fairchild, Dale Johnson – Ag Partners Coop, Todd Holland – CentraSota Coop, Matt Pietig- Harvestland Coop, and Brad Fronning- West Central Ag. We all owe a debt of gratitude for the leadership and sacrifices these MCPR members are making for you. Be sure to let them know you appreciate what they are doing next time you see them.

If you see a common thread through these remarks, it is clear the world is run by those who show up. The MCPR Trade Show is designed for you as leaders who want to lead by showing up! ☺

Until next time,

Bill Bond

Bill Bond



Kate Stenzel

Ice Breaker Reception

Exhibit Hall D Show Floor, Minneapolis Convention Center. Tuesday, December 6th from 5:00 PM to 6:30 PM.

Come and Celebrate!

Complimentary hors d'oeuvres, soft drinks, and a cash bar. **\$1.00 Beer!**

Admission free with your name tag!



Craig's View

First of all, I would like to thank all the participants and sponsors who attended the MCPR golf outing last month. It was a great day of golf and Little Crow Golf Club again was an outstanding host.

As we push towards fall harvest I can't help but think of the hurdles placed in front of retailers every harvest season. Wet field conditions, slipping commodity prices and credit at the farm gate will have an impact on all our businesses this next year. Harvest will be a long process in the areas of too much rain. I hope everybody can take a step back and use the correct measures of safety as we navigate through the next two months of harvest.

I encourage everybody to take advantage of our early registration to annual CPM Short Course and MCPR Trade Show in December. Registration is already up and running and the brochure has been mailed (it is also available on the MCPR website). Again we have an outstanding event in the making and we hope you join us for this outstanding event. In closing have a safe and productive fall. ☺

Craig Maurer

Craig Maurer
Board Chairman





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2016 CPM Short Course and MCPR Trade Show

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vacuum-style planters used for planting corn and soybeans as well as the use of newer seed coatings. Dr. Schaafsma will provide an overview of the forces at play in Ontario, the powers they wield, and the lessons to be learned for Minnesota corn and soybean crop production.

Jan Johnson, President of Millennium Research Inc based in Minneapolis, will present the results of a detailed survey: "**Smashing Stereotypes: How Millennial Farmers are Nothing Like Their Urban Counterparts**" and what that means for crop retailers and crop advisors. Millennial Farmers defy the expectations of their generation. Jan Johnson will paint the picture of the new producer, and how you must change your business to meet their expectations. At the conclusion of Jan Johnson's keynote address we will host a panel of three Minnesota Millennial farmers who will provide their opinions about the use of social media, internet, education needs, need for personal contact, loyalty to a crop retailer/advisor and viewing farming as a business.

CROP PEST MANAGEMENT SHORT COURSE CONCURRENT SESSIONS

December 7th, 1 PM - 5 PM and December 8th, 8 AM - 2:30 PM

Wednesday's and Thursday's concurrent sessions continue the strong educational program with a wealth of pest, crop and fertilizer management topics.

TRADE SHOW FLOOR HOURS

Tuesday, December 6th: 3 pm-6:30 pm
Wednesday, December 7th: 9 am – 5 pm
(includes breaks and lunch in the exhibit hall)
Thursday, December 8th: 9 am – 11 am

HOTEL ACCOMODATIONS:

The Minneapolis Hilton hotel offer a special room rate of \$110/night if you book before **NOV. 15th, 2016** or until the room block sells out – whichever comes first! You can make your Mpls. Hilton hotel reservation online at www.mcpr-cca.org or by phone at (612) 376-1000 and use code **CRP. Hurry – rooms are filling up fast!** Save money by Preregistering at www.mcpr-cca.org.