SUSTAINING AMERICA'S AGRICULTURE

AFBF Annual Convention & Trade Show

January 17-22 • 2020  ★  Austin • TX
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photos.fb.org
videos.fb.org
annualconvention.fb.org

Download the Convention Mobile App!

Download the official AFBF Annual Convention mobile app and access everything on the go. Use your favorite QR reader to scan the code below or visit fbevents.quickmobile.mobi from your mobile device.

Enter event ID: AFBF2020
Make sure to allow Push Notifications to receive important announcements and updates.

Vote for People’s Choice Winner who will win a total of $25,000.

Voting is easy on AFBF Annual Convention App!
Make your voice heard between Saturday at 8 a.m. and Sunday at 8 p.m.

Farm Bureau Ag Innovation Challenge sponsored by:
A Farm Bureau Family Reunion

Welcome to the American Farm Bureau’s 101st annual meeting and convention. This year’s theme, “2020 Vision: Sustaining America’s Agriculture,” comes as we turn the page from celebrating our past 100 years of Farm Bureau to getting out our binoculars and looking toward the horizon for the next 10, 50 or even 100 years.

What are the trends that are shaping agriculture? What innovations are in the pipeline to help us meet growing food demand as well as sustainability goals? What new rules and regulations will we face? What do consumers want? How do we grow and sustain our farms’ profitability? How do we engage more young people in agriculture?

From the workshops to the trade show exhibits, from the guest speakers to the Farm Bureau delegates whose votes will guide our work, every aspect of the 2020 AFBF Annual Convention and Trade Show is designed to bring the future of American agriculture into clear focus.

We come together each year to learn and grow as agricultural leaders. Our annual convention is also a time to renew friendships, share our challenges and celebrate our successes. We come together as Farm Bureau Family.

I hope you enjoy this year’s Farm Bureau Family reunion, and I hope you return to your farms and homes renewed in your passion for agriculture — with 20/20 vision for how to sustain your farm or ranch, and all of American agriculture, for many years to come.

Thank you for your leadership and support of the American Farm Bureau — the Voice of Agriculture.

Zippy Duvall, President
Schedule-at-a-Glance

**Friday, January 17, 2020**

8:00 a.m. - 5:30 p.m. **Rural Resilience Training**  
_By Invitation Only_

9:00 a.m.–5:00 p.m. **Convention Registration**

10:00 a.m.–4:00 p.m. **Ag Innovation Challenge Top Ten Semi-Finalist Competition**

4:00 p.m.–5:30 p.m. **Ag Innovators Reception**  
_By Invitation Only_

5:00 p.m.–6:30 p.m. **YF&R Competitor Check-In and Social Hour**  
_By Invitation Only_

6:00 p.m.–10:00 p.m. **State Presidents Dinner**  
_By Invitation Only_

**Saturday, January 18, 2020**

6:30 a.m.–5:00 p.m. **Convention Registration**

7:00 a.m. **Fun Run**

7:30 a.m.–9:00 a.m. **Women in Ag Meet-and-Greet Breakfast**

8:00 a.m. **Ag Innovation Challenge Final Four Announcement**

8:00 a.m. **Texas Ag Tours**

8:30 a.m.–10:00 a.m. **Women’s Leadership Networking and Regional Caucuses**

9:00 a.m.–3:00 p.m. **YF&R Achieve and Apply Learning Session**  
_By Invitation Only_

9:00 a.m.–5:00 p.m. **YF&R Excellence in Agriculture Presentations**

10:00 a.m.–3:00 p.m. ** Presidents’ Industry Meeting**  
_By Invitation Only_

10:30 a.m.–Noon **Annual Meeting of the American Farm Bureau Women**

11:00 a.m.–Noon **YF&R Discussion Meet Round 1**

1:00 p.m.–1:45 p.m. **Concurrent Workshops**

1:00 p.m.–3:45 p.m. **Communicate, Collaborate and Influence**

1:00 p.m.–5:30 p.m. **Trade Show**

2:00 p.m.–2:45 p.m. **Concurrent Workshops**

2:30 p.m.–3:45 p.m. **YF&R Discussion Meet Round 2**

3:00 p.m.–3:45 p.m. **Concurrent Workshops**

4:00 p.m.–5:30 p.m. **Celebration of Grassroots Reception**

4:30 - 5:15 p.m. **When Animal Care is Questioned: Lessons from Fair Oaks Farms**  
_Hosted by the AFB Women’s Leadership Committee_

5:15 p.m. **YF&R Discussion Meet Sweet 16 & Achievement Award Top 10 Announcements**

**Sunday, January 19, 2020**

6:30 a.m.–5:00 p.m. **Convention Registration**

7:00 a.m.–7:30 a.m. **Sunrise Service**

7:45 a.m.–9:00 a.m. **Flapjack Fundraiser**  
_Ticketed Event; All Welcome_
**Sunday, January 19, 2020 (cont.)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30 a.m.–10:30 a.m.</td>
<td>Opening General Session</td>
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<tr>
<td>10:30 a.m.–5:30 p.m.</td>
<td>Trade Show</td>
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<tr>
<td>10:45 a.m.–5:00 p.m.</td>
<td>YF&amp;R Achievement Award Top 10 Interviews</td>
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<tr>
<td>11:00 a.m.–3:00 p.m.</td>
<td>YF&amp;R Excellence in Ag Learning Session</td>
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<td>11:15 a.m.–Noon</td>
<td>Concurrent Workshops</td>
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<tr>
<td>11:30 a.m.–1:00 p.m.</td>
<td>Farm Bureau Ag Innovation Challenge</td>
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<td>Noon–1:00 p.m.</td>
<td>Leadership Luncheon</td>
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<td>Noon–4:00 p.m.</td>
<td>Farm Bureau Gives Back</td>
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<tr>
<td>1:00 p.m.–1:45 p.m.</td>
<td>Concurrent Workshops</td>
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<tr>
<td>1:15 p.m.–2:15 p.m.</td>
<td>YF&amp;R Discussion Meet Sweet 16</td>
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<tr>
<td>2:00 p.m.–3:00 p.m.</td>
<td>Featured Workshops</td>
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<tr>
<td>3:15 p.m.–4:00 p.m.</td>
<td>Concurrent Workshops</td>
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<tr>
<td>5:05 p.m.–5:10 p.m.</td>
<td>YF&amp;R Discussion Meet Final Four and Excellence in Ag Top 10 Announcements</td>
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<tr>
<td>5:00 p.m.–8:00 p.m.</td>
<td>Farm Bureau Industry Reception</td>
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<tr>
<td>5:10 p.m.–6:00 p.m.</td>
<td>YF&amp;R Finalist and Sponsors Reception</td>
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**Monday, January 20, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m.–3:00 p.m.</td>
<td>Convention Registration</td>
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<tr>
<td>8:00 a.m.–8:45 a.m.</td>
<td>Concurrent Workshops</td>
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<tr>
<td>8:00 a.m.–3:00 p.m.</td>
<td>Trade Show</td>
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<tr>
<td>8:15 a.m.–9:15 a.m.</td>
<td>YF&amp;R Discussion Meet Final Four</td>
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<tr>
<td>9:00 a.m.–9:45 a.m.</td>
<td>Concurrent Workshops</td>
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<tr>
<td>10:00 a.m.–11:00 a.m.</td>
<td>Featured Workshops</td>
</tr>
<tr>
<td>11:15 a.m.–12:45 p.m.</td>
<td>Closing General Session</td>
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<tr>
<td>1:00 p.m.–3:00 p.m.</td>
<td>Taste of America Reception</td>
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<tr>
<td>8:00 p.m.</td>
<td>Foundation Night Out</td>
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**Tuesday, January 21, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Texas Ag Tours</td>
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<tr>
<td>8:00 a.m.–5:00 p.m.</td>
<td>AFBF Annual Meeting of the Voting Delegates</td>
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<tr>
<td>Noon–1:00 p.m.</td>
<td>Voting Delegate Luncheon</td>
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<tr>
<td>1:00 p.m.</td>
<td>Delegate Regional Caucuses</td>
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**Wednesday, January 22, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m.–8:00 a.m.</td>
<td>AFBF Board of Directors Breakfast</td>
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<tr>
<td>8:00 a.m.</td>
<td>AFBF Board of Directors Meeting</td>
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</table>
The Trade Show @ AFBF Annual Convention will bring together more than 6,000 of the country’s leading farmers and ranchers to view the latest products and services from the nation’s top agribusinesses. Immerse yourself in an agricultural experience through the Trade Show’s innovative floor plan, special events, educational TED–style talks and information on Farm Bureau member benefit companies.

**TRADE SHOW SCHEDULE**

**Saturday, January 18**
- 1:00 p.m. Trade Show Opens
- 4:00 p.m. Celebration of Grassroots Reception
- 4:30 p.m. When Animal Care is Questioned: Lessons from Fair Oaks Farms Hosted by the AFB Women’s Leadership Committee
- 5:15 p.m. YF&R Discussion Meet Sweet 16 & Achievement Award Top 10 Announcement
- 5:30 p.m. Show Closes

**Sunday, January 19**
- 10:30 a.m. Show Opens
- 11:00 a.m. Purina Dog Show
- 11:30 a.m. Farm Bureau Ag Innovation Challenge on Cultivation Center Stage
- Noon Farm Bureau Gives Back
- 3:30 p.m. Purina Dog Show
- 5:05 p.m. YF&R Discussion Meet Final Four and Excellence in Ag Top 10 Announcements
- 5:30 p.m. Show Closes

**Monday, January 20**
- 8:00 a.m. Show Opens
- 8:15 a.m. YF&R Discussion Meet Final Four on Cultivation Center Stage
- 1:00 p.m. Taste of America Reception
- 3:00 p.m. Show Closes

**Cultivation Center**
The Cultivation Center serves as the educational centerpiece of the trade show. Prominently located on the show floor, the Cultivation Center allows attendees to gather for information on various topics through engaging TED–style talks. The theater setting provides the perfect opportunity for our exhibitors, sponsors, educators and agriculture enthusiasts to present a 15-minute session, highlighting their newest and best ideas.

Download the app to view the Cultivation Center stage schedule.

Check out the schedule on the trade show floor or in the annual convention app!
foundation night out

8:00 p.m. (Doors Open at 7:30 p.m.)

austin city limits moody theater

general admission: $80

join the foundation for a night out with country music star jamey johnson at the iconic austin city limits! dance and sing the night away to johnson’s hit songs.

jamey johnson is an eleven-time grammy-nominated singer-songwriter and “one of the greatest country singers of our time,” according to the washington post. he is one of only a few people in the history of country music to win two song of the year awards from both the cma and acms.

sponsored by

purina

your pet, our passion:
Foundation Silent Auction

Bid to Benefit Ag Literacy!

View a select sample of auction items on-site at the Foundation booth on the trade show floor or see the full list of items online! All proceeds of the auction will support the Foundation’s ag literacy efforts. Bidding is from January 13 through January 20.

IMPORTANT LOCATIONS

**Austin Convention Center**

<table>
<thead>
<tr>
<th>Convention Registration</th>
<th>Solar Atrium, Main Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFBF Annual Convention Headquarters</td>
<td>10C</td>
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<tr>
<td>Executive Headquarters</td>
<td>10B</td>
</tr>
<tr>
<td>General Sessions</td>
<td>Exhibit Hall 2–3</td>
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<tr>
<td>Trade Show</td>
<td>Exhibit Hall 4</td>
</tr>
<tr>
<td>Newsroom Headquarters</td>
<td>9A</td>
</tr>
<tr>
<td>Foundation Headquarters</td>
<td>8C</td>
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<tr>
<td>Sponsor Lounge</td>
<td>8A</td>
</tr>
<tr>
<td>Voting Delegate Meeting</td>
<td>Ballroom D</td>
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<tr>
<td>Women’s Leadership Committee Headquarters</td>
<td>5C</td>
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<tr>
<td>Promotion &amp; Education Committee Headquarters</td>
<td>5A</td>
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<tr>
<td>YF&amp;R Committee Headquarters</td>
<td>14</td>
</tr>
<tr>
<td>Farm Bureau State Staff Lounge</td>
<td>Austin Suite</td>
</tr>
</tbody>
</table>
We care about farmers and their livelihood

Visit us at booth #401

As the #1 farm insurer, Nation-wide can help provide coverage for the unique risks your operation faces every day.

When you choose Nation-wide to protect your operation, you get a company that:

• Understands your business
• Offers affordable solutions tailored to your insurance needs
• Provides expert claims and risk management support
• Helps you protect what matters most

1 By direct written premium, AM Best (2017).
Nation-wide and the Nation-wide N and Eagle are service marks of Nation-wide Mutual Insurance Company.
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Helping You Feed the Future.

Nutrien is the world’s largest supplier of crop inputs and services. You can count on us for high-quality products, consistent and efficient delivery, and for valuable insight from our industry-leading experts. Building and maintaining strong customer relationships is central to who we are and how we do business.

Learn more visit: www.nutrien.com
AFBF Annual Convention & Trade Show

Workshop Tracks

Business & Rural Development
Economic outlooks, cultivating rural communities and business development.

Consumer Engagement
Explore topics on how to engage with consumers from non-agricultural backgrounds.

Member Engagement
Professional development, leadership training and membership expansion opportunities.

Public Policy & Advocacy
Congressional & agency updates, current issue topics and how to influence policy.

Technology
Education on farm technology advances.

Agricultural innovations to meet growing food demand and sustainability goals.

All workshops that take place on Saturday will repeat on Monday.

Connect With Farm Bureau®
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Facebook/Twitter/Flickr/Instagram
photos.fb.org
videos.fb.org
annualconvention.fb.org

DOWNLOAD The Convention Mobile App!
Download the official AFBF Annual Convention mobile app and access everything on the go. Use your favorite QR reader to scan the code below or visit fbevents.quickmobile.mobi from your mobile device.

Username: AFBF2020
Password: FordF150
Sponsored by Ford

Take your program wherever you go!

Enter event ID: AFBF2020
Make sure to allow Push Notifications to receive important announcements and updates.
FRIDAY, JANUARY 17, 2020

8:00 a.m.–5:30 p.m.
**Rural Resilience Training**
402–403, JW Marriott Austin
*By Invitation Only*

9:00 a.m.–5:00 p.m.
**Convention Registration**
Solar Atrium

5:00 p.m.–6:30 p.m.
**YF&R Competitor Check-in & Social Hour**
502–503, JW Marriott Austin
*By Invitation Only*

6:00 p.m.–9:00 p.m.
**State Presidents Dinner**
*By Invitation Only*

10:00 a.m.–4:00 p.m.
**Ag Innovation Challenge Top Ten Semi-Finalist Competition**
211-212, JW Marriott Austin

4:00 p.m.–5:30 p.m.
**Ag Innovators Reception**
401, JW Marriott Austin
*By Invitation Only*

SATURDAY, JANUARY 18, 2020

6:30 a.m.–5:00 p.m.
**Convention Registration**
Solar Atrium

7:00 a.m.
**Fun Run**
Start your Annual Convention with some health and wellness by participating the Fun Run! Bring the whole family to interact with other Farm Bureau staff and members in an organized run along Austin’s Lady Bird Lake. Participants will meet in the JW Marriott Austin Lobby.

7:30 a.m.–9:00 a.m.
**Women in Ag Meet-and-Greet Breakfast**
Grand Ballroom Salon G, Hilton Austin
*Open to All Registered Women Attendees*

*Sponsored by*

| Bayer | FarmHer | Nationwide |

7:30 a.m.–9:00 a.m.
**YF&R Excellence in Agriculture Orientations**
Competitors, 16A; Judges, 15

8:00 a.m.
**Texas Ag Tours**
Shuttles depart from the shuttle pickup area outside of Exhibit Halls 1-4 of the Austin Convention Center; check your ticket for departure time. For more information, visit [https://annualconvention.fb.org/texas-tours](https://annualconvention.fb.org/texas-tours)

8:30 a.m.–10:00 a.m.
**Women’s Leadership Networking and Regional Caucuses**
Austin CC: Midwest, Ballroom F, Northeast, Ballroom E; Western, Ballroom G
Hilton Austin: Southern, Salon H

9:00 a.m.–10:00 a.m.
**YF&R Discussion Meet Orientations**
Competitors, 18A; Judges, 17A; Timekeepers, 19A

9:00 a.m.–3:00 p.m.
**YF&R Achieve and Apply Learning Session**
602, Hilton Austin
*By Invitation Only*

*Sponsored by Farm Credit*

9:00 a.m.–5:00 p.m.
**YF&R Excellence in Ag Presentations**
15; 16A; 16B

*Sponsored by AFBIS, Inc.*
10:00 a.m.–3:00 p.m.
**Presidents’ Industry Meeting**
Grand Ballroom Salons 3-4, JW Marriott Austin
*By Invitation Only*

10:30 a.m.
**Annual Meeting of the American Farm Bureau Women**
Grand Ballroom Salon JK, Hilton Austin

11:00 a.m.–Noon
**YF&R Discussion Meet Round 1**
12A; 12B; 17A; 17B; 18A; 18B; 18C; 18D; 19A; 19B

**CONCURRENT WORKSHOPS**
All Saturday workshops will repeat on Monday.

**CONSUMER ENGAGEMENT**
1:00 p.m.–1:45 p.m.
**Ag & Showbiz**
Ballroom A
Becca Ferry, County Secretary and Farm Manager
Matt Niswander, State Chair of Tenn. YF&R, NP-C
Amy France, Farm Manager & Agricultural Advocate, France Family Farms Inc.

Lights! Camera! Action! Every minute, more than 100 hours of video are uploaded to YouTube. Is agriculture included? We’re all familiar with the disheartening statistic that less than 1% of the population is involved in production agriculture, and we’ve heard we all need to tell our stories as farmers and ranchers. Join us as we show you just how easy it is! Grab your smartphones, bring your stories and get ready to show the real story of agriculture!

**PUBLIC POLICY & ADVOCACY**
1:00 p.m.–1:45 p.m.
**Update and Advice for Farmers on Clean Water Act Developments**
Ballroom B
Tony Francois, Senior Attorney, Pacific Legal Foundation

This workshop will survey current developments in the regulation of farm and ranch lands under the Clean Water Act, including changes to the definition of navigable waters (or “waters of the United States”) under the Act, and permitting and enforcement issues under the Act’s exemptions for normal farming activities. Attendees will hear practical advice for assessing the statutory limits of EPA and U.S. Army Corps of Engineers authority over their property and instructing consultants in preparing proposed jurisdictional determinations and determinations of exemption. Materials summarizing developments and advice will be provided.

**PUBLIC POLICY & ADVOCACY**
1:00 p.m.–1:45 p.m.
**Profile of an American Farmer and the Tools to Tell Your Story**
Ballroom C
Hubert Hamer, Administrator, USDA NASS

The USDA’s National Agricultural Statistics Service (NASS) will share what is known about today’s American Farmer through statistics from the recent Census of Agriculture. Highlights will include facts about the aging farming population, new farmer characteristics, farm decision-making, value of production and more. The session will detail the role of NASS in producing official USDA statistics and how farmers, ranchers and other decision-makers use the data to inform advocacy and policy development. NASS will showcase the tools available for accessing Census and survey data and close the presentation with a question and answer session.
MEMBER ENGAGEMENT & DEVELOPMENT

1:00 p.m.–1:45 p.m.
Engaging Youth in Agriculture Through 4-H
Ballroom E

Serena Woodard, 2018 4-H Youth in Action Agriculture Pillar Winner
Joe Martinez, Director of Development, Agriculture, National 4-H Council

What opportunities are there for young people in agriculture? 4-H programs engage and excite young people in agricultural topics such as veterinary science, biotechnology, raising and training animals, and forestry. Learn about opportunities 4-H offers at the national level to young people in agriculture such as Citizenship Washington Focus, National Youth Summit on Agri-Science and Youth in Action. Hear from 2018 4-H Youth in Action Agriculture Pillar Winner Serena Woodard and National 4-H Council director of development Joe Martinez.

MEMBER ENGAGEMENT & DEVELOPMENT

1:00 p.m.–1:45 p.m.
Fostering Inclusion: Leveraging Diversity and Building Community
Ballroom F

Maria Morukian, President & CEO, MSM Global Consulting, LLC

Diversity encompasses all the dimensions of identity that make us who we are. Diversity shapes our “lenses” through which we view the world, as well as our behaviors and relationships. Inclusion is the practice of creating an environment where everyone feels equally valued and respected for their individual diversity. Research shows that diverse and inclusive organizations have higher performance, sustainability and customer satisfaction. Moreover, the next generation of workers expects their leaders to value diversity and create inclusive work environments. However, our human instinct often compels us to seek what is familiar and safe and to exclude what we see as different. Without realizing it, we fall into mental traps that impede diversity and inclusion. In this workshop, attendees will walk away with language for building their business case for diversity and inclusion and tips for managing mental traps to effectively build inclusive practices into their teams and organizations.

TECHNOLOGY

1:00 p.m.–1:45 p.m.
Does Your Ag Business Need Blockchain Yet?
Ballroom G

Zach Pinto, Sustainability Associate, K·Coe Isom

Anyone working in the agricultural supply chain knows the challenges that come with logistics: from farm to table, dealing with products that have a short shelf life, in uncertain conditions, in high quantities, with a lot of dollars on the line. Blockchain can play a central role in the smart logistics of your ag business. Join Zach Pinto, blockchain certified expert and sustainability associate with K·Coe Isom, as he walks you through the basics of blockchain and how you can decide whether your farm or ag business needs blockchain!

TECHNOLOGY

1:00 p.m.–1:45 p.m.
The Power of Resiliency in Agriculture’s Ecosystem Services
Ballroom B

Amanda Raster, Program Manager, U.S. Farmers & Ranchers Alliance

In the grand challenge of nourishing a growing population but also nurturing our land and soils for generations to come, agriculture has a unique opportunity — our ability to spur innovation providing climate-smart solutions and vital ecosystem services will shape the food systems of the future. With support from across agricultural supply chains, farmers and ranchers could have the opportunity to reduce agriculture greenhouse gas emissions by 50%, and through harnessing further innovation, the sector’s emissions could become net-negative, up to 147%. Find out how farmers and ranchers are on a path to become the solution for sustainability and climate through soil carbon sequestration, water quality and biodiversity. And learn how investment opportunities through agriculture ecosystem services co-benefit our society and farmers’ economic sustainability.
1:00 p.m.—4:00 p.m.
COMMUNICATE, COLLABORATE AND INFLUENCE (CCI)
Open to All Registered Attendees
Co-hosted by the AFBF Promotion & Education and AFB Women’s Leadership Committees

1:00 p.m.—2:15 p.m.
ROUND ONE
Up Your Game
Grand Ballroom Salon F, Hilton Austin
AFBF Promotion & Education Committee
This session will highlight agriculture awareness for all ages in a fun and interactive way by showcasing a variety of interactive games that you can use in your outreach efforts. This carnival-style workshop will provide opportunities to test your skills and will leave you with ideas and next steps for your promotion and education outreach.

The Changing Lifestyle in the Meat Aisle
Grand Ballroom Salon H, Hilton Austin
Moderated by the AFB Women’s Leadership Committee
Leah McGrath, Dietician, Ingles Markets Inc.
Charles Penny, Tyson Food Company
Impossible Burgers are not just possible, they are already on the market! Cell and plant-based proteins have emerged to give consumers new protein options. Consumers state a variety of reasons for taking interest in such alternatives, but are those reasons grounded in perception or reality? Join the AFB Women's Leadership Committee as they moderate a panel with a dietitian, food industry representative and food blogger in discussion on the nutritional differences, market trends and ways that farmers and ranchers can communicate about the benefits of meat in a way that will connect with consumers.

2:30 p.m.—3:45 p.m.
ROUND TWO
Maximizing Resources
Grand Ballroom Salon F, Hilton Austin
AFBF Promotion & Education Committee
This session will showcase three specific timely topics including: The Nuts & Bolts of Mobile Ag Labs; Tech Tips for Time-Tight Volunteers and the Power of Promotion Using Social Media Platforms. Maximize the effectiveness, engagement and success of your state’s outreach by learning more and networking with others interested in activating, promoting and educating.

Marketing and Media Mayhem: The Label Fable
Grand Ballroom Salon H, Hilton Austin
Katie Aikins, Arizona Farm Bureau
Hosted by the AFB Women's Leadership Committee
Are labels really about the consumer’s right to know, or are they another tool in a marketer’s toolbox of deception? GMO Free, No Added Hormones, Gluten Free, Natural, Organic and Local are just a few of the labels cluttering our packages. Are these labels simply providing us with pertinent information about our food or are they playing into our ignorance about it? What about all those clever commercials? Are they being honest? What role is the media playing in our food? Come discover the truth about labels, marketing and media deception in this hands-on interactive workshop, and see what some are doing to combat it!

1:00 p.m.—4:00 p.m.
COMMUNICATE, COLLABORATE AND INFLUENCE (CCI)
Open to All Registered Attendees
Co-hosted by the AFBF Promotion & Education and AFB Women’s Leadership Committees

#CROPPORTUNITY
$39 BILLION IN REVENUE for U.S. Soybean Farmers

Source: USDA, National Agricultural Statistics Service
©2019 United Soybean Board [59812 11/19]
Would you trust your livelihood to an algorithm?

When it comes to your farm or ranch, it’s important to get the right coverage.

To do that, it’s important to work with an agent who gets to know you – and your property. For eighty years, we’ve made it a priority to build relationships first and plans second. Talk to an agent to find out why we’re the No. 1 ag insurer.

Farm Bureau Financial Services

It’s your future. Let’s protect it.

Insurance • Investments • Financial Planning • ALvsAgent.com

No. 1 ag insurer across our 8-state territory. 2018 SNL P&C Group – Farm Bureau Property & Casualty Insurance Company and Western Agricultural Insurance Company direct written premium. Securities & services offered through FBL Marketing Services, LLC,+ 5400 University Avenue, West Des Moines, IA 50266, 877.860.2904, Member SIPC. Advisory services offered through FBL Wealth Management, LLC,+ Farm Bureau Property & Casualty Insurance Company,++ Western Agricultural Insurance Company,++ Farm Bureau Life Insurance Company+*/West Des Moines, IA. +Affiliates *Company providers of Farm Bureau Financial Services PC150 (12-19)
COMMITTED TO AMERICA’S FARMERS AND RURAL COMMUNITIES

At Farm Credit, we are dedicated to working in partnership with our customers, as we have for more than 100 years.
1:00 p.m.–5:30 p.m.
**Trade Show**
Exhibit Hall 4

2:00 p.m.
**YF&R Discussion Meet Round 2 Room Announcements**
17A

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**CONCURRENT WORKSHOPS**
All Saturday workshops will repeat on Monday.

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### BUSINESS & RURAL DEVELOPMENT

2:00 p.m.–2:45 p.m.
**Profits & Pressure: How the Farm Economy Impacts Farmer Wellness**
Ballroom B

*Krista Swanson, Research Specialist in Agriculture Policy & Economics, University of Illinois*

*Adrienne DeSutter, Mental Health Consultant / Agricultural Wellness Columnist*

The farm economy has a major impact on the stress of farmers across the country. Learn how the current and projected economy affects farmer wellness and what other factors contribute to farmers leading the nation in depression and suicide deaths. Discussion will cover what steps can be taken to overcome farm financial stress from real life situations. Discover how to identify warning signs of unhealthy stress, depression and anxiety, and find out how you can provide hope for distressed farmers in your area.

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### BUSINESS & RURAL DEVELOPMENT

2:00 p.m.–2:45 p.m.
**Farmer of the Future**
Ballroom C

*Brett Sciotto, President & CEO, Aimpoint Research*

Brett Sciotto, Aimpoint’s CEO, will share macro-trends impacting U.S. agriculture and explain how these forces elevate certain farmers to unprecedented success while others are driven out of business. The talk will explore consolidation, consumer trends, technology, market forces and government regulation while crystallizing why certain farmer psychologies and business approaches are taking root. He will highlight critical changes that will impact agriculture through 2040 and explain how the businesses and institutions of agriculture must evolve to serve this new entrepreneurial class of farmer who will control production agriculture in the future.

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### BUSINESS & RURAL DEVELOPMENT

2:00 p.m.–2:45 p.m.
**Importance of Price Risk Management to the American Producer**
Ballroom E

*Richard Jelinek, Vice President - Global Education, INTL FCStone Financial Inc.*

*Cassie Adolf, Director - Business Development, INTL FCStone Financial Inc.*

The concept of managing price risk is often overlooked by the U.S. producer, which could negate all of their production achievements. This “pure” education session will highlight the many different markets, contracts and applications that could help producers maintain or even enhance their bottom line. A sound risk management portfolio should evaluate all alternatives in the cash, futures, options and OTC markets and allow the educated producer to make the best decision for their farming operation. Learn about KnowRisk, a data management program, which could provide the producer with an additional tool to achieve their marketing goals. Lastly, this session will highlight INTL FCStone’s Preferred Vendor program for AFBF members.

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### BUSINESS & RURAL DEVELOPMENT

2:00 p.m.–2:45 p.m.
**From Field to Glass: Developing the Supply Chain for the Craft Beer and Spirits Industry**
Ballroom F

*Marc Arnusch, Operator, Marc Arnusch Farms LLC*

*Chris Schooley, Co-Founder, Troubadour Maltings*

With margins as tight as they are in production agriculture, creating value-added opportunities is a must in order to keep the family farm in the family. Learn about one producer’s journey to re-invent his operation by tapping into the trending Colorado craft beer and spirits industry. Starting with seed production and moving all the way to supply-chain grain sales, this new market opportunity is helping drive farm gate revenues, while starting a dialog about agriculture among interested audiences of craft maltsters, beer makers, whiskey distillers and those who enjoy the final product. From field to glass is creating true market opportunities.
PUBLIC POLICY & ADVOCACY

2:00 p.m.–2:45 p.m.
Making Your Voice Heard: The Benefits of Free Trade for American Agriculture
Ballroom G

Angela Marshall Hofmann, Executive Director, Farmers for Free Trade

U.S. farmers, ranchers and consumers benefit greatly from free trade. This workshop will discuss the benefits of international trade agreements for U.S. agriculture and give attendees strategies they can use to advocate for trade that benefits agriculture. Attendees will learn the history of international trade and U.S. agriculture, facts and data demonstrating the importance of trade for America’s farms and ranches, the most recent conditions pertaining to agriculture and trade, and real world ways in which citizens can successfully advocate for trade agreements and the markets needed to sustain U.S. agriculture’s prominence and growth.

PUBLIC POLICY & ADVOCACY

2:00 p.m.–2:45 p.m.
Leveraging Animal Movement for the Benefit of Your Land, Livestock and Bottom Line
Grand Ballroom Salon JK, Hilton Austin

Paul Dorrance, Pastured Providence Farmstead

Rotational, Management Intensive, Mob Grazing… these terms all describe varying aspects of the same theme: movement. Movement of grazing animals has been shown to build soil health, benefit animals, reduce pest and parasite loads, and increase profitability. Paul Dorrance of Pastured Providence Farmstead will discuss the terminology, benefits, techniques and tools required to leverage animal movement for the benefit of your land, your livestock and your farm’s bottom line.

CONCURRENT WORKSHOPS
All Saturday workshops will repeat on Monday.

PUBLIC POLICY & ADVOCACY

3:00 p.m.–3:45 p.m.
Maximum Impact with Federal Lawmakers: Moving Your DC Advocacy Game from Good to Great
Ballroom A

Angi Bailey, PAL Class 9, Oregon Farm Bureau
Amelia Kent, PAL Class 9, Louisiana Farm Bureau
Cody Lyon, Managing Director of Advocacy and Political Affairs Programs, AFBF
Jonathon Sandau, Public Policy Associate, Oregon Farm Bureau

There is no shortage of issues facing our federal lawmakers these days. With a steady stream of constituents sitting around policy makers’ conference room tables, burning up their phone lines and filling up their email inboxes, what are the best tools you can use to create maximum impact when communicating how issues affect your farm or ranch? Join us for this panel conversation where we will discuss powerful advocacy tools, effective engagement strategies and how to craft compelling stories that will help you create maximum impact and move your DC advocacy game from good to great!

BUSINESS & RURAL DEVELOPMENT

3:00 p.m.–3:45 p.m.
Census of Agriculture and Its Special Studies Highlight Niche Agriculture
Ballroom C

Joe Parsons, Agricultural Statistics Board Chair and Director, Methodology Division, USDA NASS

What is a Census of Agriculture Special Study, and why are they important? The USDA’s National Agricultural Statistics Service (NASS) will address these questions and share brand-new data, collected just once every five years, in several niche agricultural areas, including aquaculture and irrigation. NASS will also spotlight local food marketing statistics and discuss what the Census of Agriculture tells us about urban agriculture. NASS will wrap up the talk with what you need to know about the recently mailed Organic and Horticulture Special Studies — including the importance of responding and when those data will be released.

Coffee Break
Solar Atrium

Enjoy a free cup of coffee and network with other attendees.

Sponsored by

2:30 p.m.–3:30 p.m.
YF&R Discussion Meet Round 2
12A; 12B; 17A; 17B; 18A; 18B; 18C; 18D; 19A; 19B
MEMBER ENGAGEMENT & DEVELOPMENT

3:00 p.m.–3:45 p.m.
Volunteer Mobilization Effort: Join the Movement
Ballroom E

Rick Henningfeld, Education Specialist, AFBFA
Leah Pratt, Education Specialist, AFBFA

If you are excited to share the story of agriculture, we want to share tools and resources with you to easily and effectively do just that! Check out how the Ag Foundation is working to make telling the story of agriculture easier. You will have the opportunity to use some of our most successful resources available with our newly designed Volunteer Guides. We will explore the new, searchable Ag Literacy Master Catalog to identify supporting materials to help share the story of agriculture. Each participant will leave with a physical resource in hand to join the movement!

CONSUMER ENGAGEMENT

3:00 p.m.–3:45 p.m.
Empower Training: Engaging with Today’s Consumers
Ballroom F

Roxi Beck, Director, Consumer Engagement, Center for Food Integrity

If you receive questions or find yourself in conversations about scientifically complex or even controversial topics — and you feel less than ready to jump in — Engage Training is for you! Engage goes beyond traditional message training — it gets to the core of what matters to consumers: shared values. This condensed session equips participants with tools to meaningfully connect with people who don’t understand today’s agriculture. Engage provides critical information about the consumer mindset as well as straightforward tactics that will leave you equipped not only to enter conversations about farming and food production — but to exit those conversations positively.

PUBLIC POLICY & ADVOCACY

3:00 p.m.–3:45 p.m.
Economic Outlook
Grand Ballroom Salon JK, Hilton Austin

Dr. John Anderson, Chair - Bumpers College of Agricultural Economics & Agribusiness, University of Arkansas
Seth Meyer, Associate Director & Research Professor, University of Missouri’s Food & Agricultural Policy Research Institute

Get the latest updates on the farm economy from two renowned industry experts. Dr. Seth Meyer — formerly of USDA’s World Agricultural Outlook Board and now an associate director and research professor at University of Missouri’s Food & Agricultural Policy Research Institute — will provide an outlook for the grains, oilseeds and biofuels sector. Then, Dr. John Anderson — former deputy chief economist of American Farm Bureau Federation and current professor and head, Department of Agricultural Economics and Agribusiness, Bumpers College of Agriculture, University of Arkansas — will review key developments in livestock and dairy markets.

4:30 p.m.—5:15 p.m.
When Animal Care is Questioned: Lessons from Fair Oaks Farms
Cultivation Center Stage, Trade Show, Exhibit Hall 4

Hosted by the AFB Women’s Leadership Committee
Dr. Mike and Sue McCloskey, Fair Oaks Farms

Are you prepared if animal activists target your farm? There are important steps to take. Do you know them? Join the AFBWLC to hear firsthand from owners of Fair Oaks Farms, Dr. Mike and Sue McCloskey, about the steps they followed, values they shared and actions they took to convey their values.
**SATURDAY/SUNDAY**

**4:00 p.m.–5:30 p.m.**  
**Celebration of Grassroots Reception**  
Trade Show, Exhibit Hall 4  
Come celebrate the American Farm Bureau Federation’s heritage of grassroot movements, and get a first look at the exhibitors of the 2020 show.

**5:15 p.m.**  
**YF&R Achievement Award Top 10 and Discussion Meet Sweet 16 Announcements**  
Cultivation Center Stage, Trade Show, Exhibit Hall 4

**5:30 p.m.–6:00 p.m.**  
**YF&R Achievement Award Top 10 Competitor Orientation**  
602, Hilton Austin

**8:00 a.m.–3:00 p.m.**  
**4-H & FFA Youth Program**  
Room 3

**7:45 a.m.–9:00 a.m.**  
**Flapjack Fundraiser**  
Ballroom D  
Ticketed Event. Doors Open at 7:15 a.m.  
Individual: $50.00  
Reserved Table of 8*: $450  
* Note that tables of 8 are being offered this year.

Join the Foundation for the Flapjack Fundraiser bright and early Sunday morning! Enjoy a pancake breakfast while learning about the Foundation’s ag literacy efforts. The breakfast program will be once again emceed by American Farm Bureau Foundation for Agriculture board members Bill Belzer (Corteva) and Renee McCauley.

Find out this year’s Foundation Book of the Year and hear from the author. Attendees will receive a copy of the book thanks to a generous sponsorship from Farm Bureau Bank.

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**SUNDAY, JANUARY 19, 2020**

**6:30 a.m.–5:00 p.m.**  
**Convention Registration**  
Solar Atrium

**7:00 a.m.–7:30 a.m.**  
**Sunrise Service**  
Exhibit Hall 2–3  
“White Robes and Dirty Towels” with celebrant Larry Pratt, former Texas Farm Bureau Board Member  
Music: Jennifer Pisarcik  
Hosted by AFB Women’s Leadership Committee

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Since 1948, AAIC has been providing reinsurance services that promote the financial strength and success of the Farm Bureau® insurance companies.  
Visit www.aaic.com to learn more!
9:30 a.m.–10:30 a.m.  
**Opening General Session**  
Exhibit Hall 2–3  
• Address by President Zippy Duvall  
• Farm Bureau Founders Award  
• State Awards  
• Farm Dog of the Year Contest Winner

10:30 a.m.–5:30 p.m.  
**Trade Show**  
Exhibit Hall 4

10:45 a.m.–5:00 p.m.  
**YF&R Achievement Award Top 10 Interviews**  
Closed-Door Event

11:00 a.m.–12:30 p.m.  
**Foundation’s Book of the Year Author Signing**  
Farm Bureau Bank Booth #533, Trade Show Floor, Exhibit Hall 4  
Stop by to get your copy of the Book of the Year signed by the author.

11:00 a.m.–3:00 p.m.  
**YF&R Excellence in Ag Learning Session**  
602, Hilton Austin  
By Invitation Only  
Sponsored by AFBIS, INC.

11:15 a.m.–Noon  
**Beyond the Buzzword: Translating “Sustainability” to ROI for Your Farm**  
Ballroom A  
Jason Weller, Senior Director of Sustainability, Land O’Lakes SUSTAIN  
“Sustainability” is everywhere. There’s no single definition for this buzzy term, but the burden to meet demand for “sustainability” often falls on farmers. Join Jason Weller of Land O’Lakes SUSTAIN to learn how to translate the buzzword into ROI for your farm and protect your freedom to operate. Created by farmers, Land O’Lakes SUSTAIN offers precision conservation tools focused on getting farmers credit for existing practices and identifying field-level tweaks that can save or make money from conservation. Matching food, feed, fiber and fuel companies seeking sustainable ingredients with farmers in their supply chains creates additional potential revenue opportunities.

11:15 a.m.–Noon  
**How to Be Heard on Capitol Hill**  
Ballroom B  
Becca Ferry, PAL Graduate  
Joel Ferry, Utah State Representative  
Now more than ever, farmers and ranchers need to know how to effectively advocate for agriculture. In this workshop, Utah State Representative Joel Ferry and his wife, Becca Ferry, recent PAL graduate, will take you through steps you can immediately use, no matter your experience in the lobbying process. Since one of the best ways to influence policy is to be the one at the table, they will show you what it takes to run a successful campaign. You will leave with strategies to contribute to the important work of advocating for agriculture.
**CONSUMER ENGAGEMENT**

11:15 a.m.–Noon

**Delivering a Positive Message in a Negatively Charged Environment**

Ballroom F

Lorenda Overman, Owner Operator, Overman Farms Inc., AFB Women’s Leadership Committee

Lynda Loveland, Director of Communications, NC Farm Bureau

This session will help you develop a positive message to the media during times of disaster or crisis. It is too often that the media will grab a negative side of adverse conditions and make news stories that provide inaccurate information to the public about farms. After dealing with a natural disaster due to Hurricane Florence in September 2018 and having our hog industry on trial, Lorena Overman and Lynda Loveland have plenty of personal experience. The media has an anti-ag agenda they have tried to change during interviews. This session will explore ways to encourage positive messages in times of crisis.

**BUSINESS & RURAL DEVELOPMENT**

11:15 a.m.–Noon

**Secure Your Farm or Ranch**

Ballroom G

Kay Johnson Smith, President & CEO, Animal Agriculture Alliance

Casey Kinler, Communications Manager, Animal Agriculture Alliance

Security is more important than ever, as livestock producers have been aggressively targeted by extreme animal rights groups. In this workshop, you will learn about the individuals and organizations behind the animal rights movement, as well as their strategies and tactics to push farmers out of business and remove milk, meat and eggs from consumers’ diets. Learn what we in agriculture can do to avoid or counter the activists’ tactics. The presenters will share farm and ranch security, red flags to watch out for when hiring, how to handle visitor requests and more. You will hear specific, real-life examples of past incidents. You will leave with steps to be proactive and with resources to help you become prepared to secure your facility and handle any threats that might arise in the future.
CONSUMER ENGAGEMENT

11:15 a.m.–Noon

Gene Editing
Grand Ballroom Salon FG, Hilton Austin
Charlie Arnot, CEO, The Center for Food Integrity
Gene editing holds tremendous promise for farmers and the food system, but only we can build public support for this amazing technology. CFI will provide insight from extensive consumer research on how to engage in conversations to build trust in gene editing. See in real time how consumers respond to various messages and take home key learnings that will help you tell the story of gene editing in agriculture.

BUSINESS & RURAL DEVELOPMENT

11:15 a.m.–Noon

Farmers Feeding Their Neighbors: Direct Marketing to Consumers
Grand Ballroom Salon H, Hilton Austin
Debbie Bearden, County Coordinator, Allen County Farm Bureau Association
Robin Schallie, Market Director, Allen County Farmers’ Market
County Farm Bureaus impact their communities by supporting and engaging farmers of all types by sponsoring farmers’ markets in their areas. Farmers’ markets engage friends and neighbors in a festive atmosphere with educational and entertaining activities all while contributing to the local economy. We’ll address what to consider when organizing and enlisting vendors, demonstrators, entertainers and collaborators; how to market and promote the event; and how to prepare vendors on interacting with the customer.

The American Farm Bureau Foundation for Agriculture, partnering with the Beef Checkoff, is promoting positive public perception of agriculture. This is accomplished through events engaging Science, Technology, Engineering, and Math (STEM) educators in On The Farm learning events and the development of national science curriculum taught through the perspective of beef farming and ranching.
CONSUMER ENGAGEMENT

11:15 a.m.–Noon
Grand Ballroom Salon JK, Hilton Austin

Julie White, Extension Associate, Mississippi State University Extension Service
Emily Buck, Professor, The Ohio State University
Jennifer Bergin, Rancher, Mother, Ag Advocate and AFBF P&E Committee Member

Have you wanted to host a community agriculture educational event and just don’t know where to start? Or maybe you’re needing some new ideas when it comes to interacting with the public? From children to adults and combinations in between, come join us as we explore the who, what, when, where, how and why of hosting community agriculture education events.

11:30 a.m.–1:00 p.m.
Farm Bureau Ag Innovation Challenge
Cultivation Center Stage, Trade Show Floor, Exhibit Hall 4

In its sixth year, the Farm Bureau Ag Innovation Challenge is a national business competition for U.S. food and agriculture startups. Entrepreneurs will compete for $145,000 in startup funds. Watch the Final Four teams compete before judges and a live audience.

Vote for the People’s Choice Award Winner who will win $25,000 on the convention app!

Voting is open between 8:00 a.m. Saturday and 8:00 p.m. Sunday

Sponsored by

Noon–1:00 p.m.
Leadership Luncheon
Leading, Legacy and Life: A Fireside Chat with Former AFBF President Bob Stallman & AFBF YF&R Chair Paul Molesky (NY)
Ballroom D

Ticketed Event; Individual: $50; Reserved Table of 8*: $450
*Guaranteed seating toward the front of the room so you can sit with your group or state!

Join an insightful, casual discussion from a real and true grassroots leaders. Paul Molesky will interview Bob Stallman to gain insight and perspective on his leadership journey in Farm Bureau and as an agriculture advocate. Stallman served for 16 years as president of American Farm Bureau Federation and is a recognized leader holding a variety of roles at the state and federal levels. Currently he is the owner and president of Oak Canyon Ventures, LLC, a management consulting and business investment firm. Paul Molesky was appointed to the AFBF YF&R Committee in 2018 and elected as chair by his peers in 2019.

Noon–4:00 p.m.
Farm Bureau Gives Back
Trade Show Floor, Exhibit Hall 4

Give back to the local Austin community by participating in Farm Bureau Gives Back! Join us and the Outreach Program to put together packaged meals for the Central Texas Food Bank. Stop by the assembly line on the trade show floor, and donate a few minutes of your time. Help us reach our goal of packaging 8,500 meals.
we believe in giving you choices, not limitations

When you talk to Syngenta, the conversation is about you: your fields, your plans, your challenges, your business.

Can we help you get better stands, fight weeds and pests, and break through yield barriers? With our industry-leading portfolio in crop protection, seeds, seed treatments and traits, the answer is usually yes.

But important as great products are, we know that what really matters is helping you succeed.

So we believe in giving you choices, not limitations. Tools, not barriers. Collaboration, not manipulation.

Let’s work together – toward your success.

Bringing plant potential to life.
1:00 p.m.–1:45 p.m.
**What an Ag Lender Looks For**
Ballroom F
Rebecca King, Agriculture Group Head, First Midwest Bank

Is preparing for your next bank meeting a challenge? Gain insight on the thought process that ag lenders go through while reviewing financial statements. Improve your opportunities for success by being knowledgeable about what documentation will help you expedite the loan approval process. Learn what bank technology is available to increase your profitability and protect your assets, securing your good financial standing for the future.

1:00 p.m.–1:45 p.m.
**Growing Members**
Ballroom G
Dr. Charlotte Emerson, Director, Student Development and Recruitment, University of Florida College of Agricultural and Life Sciences
Michele Curts, Leadership Programs Coordinator, Florida Farm Bureau Federation

Increasing membership and engaging future members is a goal of Farm Bureau organizations across the country. Dr. Charlotte Emerson and Michele Curts will discuss significant and innovative practices to engage high school and collegiate students in Farm Bureau activities and events at the local, state and national level. Further, the facilitators will offer an opportunity to “borrow and steal” from others in attendance.

1:00 p.m.–1:45 p.m.
**Trends in the Federal Judiciary: Judges, Overturning Precedent and Future Outlook for Rural America**
Grand Ballroom Salon FG, Hilton Austin
Ilya Shapiro, Director of Constitutional Studies, Cato Institute
Tony Francois, Senior Attorney, Pacific Legal Foundation

Many expect that President Trump’s greatest legacy will be his reshaping of the judiciary. In this session, legal experts will discuss, in non-legal terms how the judicial landscape has recently shifted, judicial precedent that has been and could be overturned, and what these changes mean for farmers and ranchers across our country.
THE WORLD DEPENDS ON FARMERS. BUT WHO CAN FARMERS DEPEND ON?

The seeds you choose. The crop protection you rely on. The data you use to guide your next decision. These are the critical choices you don’t have to make on your own. Learn more at Corteva.com

KEEP GROWING.
FEATURED WORKSHOPS

PUBLIC POLICY & ADVOCACY

1:00 p.m.–1:45 p.m.
What Women Want: A Look into the 2019 Women in Agriculture Survey
Grand Ballroom Salon H, Hilton Austin
Sherry Saylor, Chair, AFB Women’s Leadership Committee
Maggie Good, Director, Member Engagement, AFBF
Ever wonder why you hear a women’s voice over the subway audio system when visiting a big city? Many psychologists agree that information is most trusted when doled out with a female voice. This concept proves true when we talk to consumers about agriculture as well. The American Farm Bureau Women’s Leadership Committee conducted a survey in 2019 to gauge the goals, aspirations, achievements and needs of women in U.S. agriculture. Join them in discussing the findings of the survey and how to they plan to equip women to be the trusted source of information.

PUBLIC POLICY & ADVOCACY

1:00 p.m.–1:45 p.m.
Current Issue Discussion: The Lake Erie Bill of Rights and How ‘Rights of Nature Laws’ Can Impact Your Farm and Future
Ballroom A
Rose Hartschuch, Ohio Farmer
Yvonne Lesicko, Vice President, Public Policy, Ohio Farm Bureau
Thomas Fusonie, Attorney, Vorys Legal Counsel
Daniel Shuey, Attorney, Vorys Legal Counsel
This panel discussion will inform attendees about the implications of Rights of Nature laws on agriculture and how farmers and ranchers can prepare and protect themselves. The Lake Erie Bill of Rights will be the highlighted example, and attendees will learn how Ohio Farm Bureau and the Ohio State University responded to educate and assist Ohio farmers.

1:15 p.m.–2:15 p.m.
YF&R Discussion Meet Sweet 16
17AB; 18AB; 18CD; 19AB
2:00 p.m. – 4:00 p.m.
Coffee Break
Solar Atrium
Enjoy a free cup of coffee and network with other attendees.

Sponsored by

PUBLIC POLICY & ADVOCACY

2:00 p.m.–3:00 p.m.
Examining Efforts to Solve the Agricultural Labor Crisis
Grand Ballroom Salon FG, Hilton Austin
Dan Fazio, Partner, Winston & Strawn
Leon Sequeira, Private Attorney, LRS Law
Panelists will discuss recent legislative efforts to address agriculture’s immigration and labor concerns. Panelists will explain the reforms that farmers and ranchers need to provide long-term solutions to their workforce issues.

CONSUMER ENGAGEMENT

2:00 p.m.–3:00 p.m.
Creating a Hero That Others Will Follow: How to Tell Stories That Change Perceptions of You, Your Operation and the Ag Industry
Grand Ballroom Salon H, Hilton Austin
Vance Crowe, Owner, Articulate Ventures, LLC
Communications strategist Vance Crowe, the former director of Millennial engagement for Monsanto, will share his experience of representing one of the most controversial companies in the modern world to more than 90,000 people on over 400 stages. Through experience, Vance has learned how to tell stories that capture the imagination of rooms full of suspicious, even angry crowd members, to ultimately bring them around to a new way of viewing agriculture. During this talk, Vance will reveal the inner structure of stories so that you can be more compelling when talking with the curious and even your critics.

PUBLIC POLICY & ADVOCACY

2:00 p.m.–3:00 p.m.
Disconnected: Seven Lessons on Fixing the Digital Divide
Grand Ballroom Salon JK, Hilton Austin
Vance Crowe, Owner, Articulate Ventures, LLC
Communications strategist Vance Crowe, the former director of Millennial engagement for Monsanto, will share his experience of representing one of the most controversial companies in the modern world to more than 90,000 people on over 400 stages. Through experience, Vance has learned how to tell stories that capture the imagination of rooms full of suspicious, even angry crowd members, to ultimately bring them around to a new way of viewing agriculture. During this talk, Vance will reveal the inner structure of stories so that you can be more compelling when talking with the curious and even your critics.

Disconnected: Seven Lessons on Fixing the Digital Divide is a new report from the Federal Reserve Bank of Kansas City that focuses on broadband access, economic impact and solutions for communities to narrow the digital divide. Based on national data, interviews, surveys and roundtables,Disconnected illustrates that the digital divide affects every aspect of community and economic development and that digital access should capture the attention of every community leader.
As part of our ongoing commitment to support the next generation of agricultural leaders, Case IH proudly sponsors the American Farm Bureau Federation® Young Farmers & Ranchers. We wish the best of luck to all participants! To learn more about Case IH, stop by our booth or visit www.caseih.com.
It’s hard work. You rise early, work late, and you’re constantly looking for new ways to get the most out of your crops. You’re not alone. The people at Bayer are right there with you, working on even better ways to grow.

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2:30 p.m.–4:00 p.m.
AFBF General Counsel
Advisory Committee Meeting
619, Hilton Austin
By Invitation Only

2:30 p.m.–4:00 p.m.
Foundation’s Book of the Year Author Signing
Farm Bureau Bank Booth #533, Trade Show Floor, Exhibit Hall 4
Stop by to get your copy of the Book of the Year signed by the author.

CONCURRENT WORKSHOPS

TECHNOLOGY

3:15 p.m.–4:00 p.m.
Preparing Your Farm for the Next Wave in Ag Technology
Ballroom A
Dr. Scott Shearer, Professor and Chair, Food, Agricultural and Biological Engineering, The Ohio State University
Sean Arians, Founder, GrainCoat, LLC
Chad Colby, Owner, Colby AgTech
This panel of experts in ag technology trends and tools will discuss what is on the near-term and future horizon for technology in agriculture. Topics covered will include how the tools will be used, what benefits producers will receive and the reality of practical application on your farm. Panelist will also discuss where farmers and ranchers should be on the adoption curve based on their operations and the generations involved in production.

Sponsored by Nationwide

PUBLIC POLICY & ADVOCACY

3:15 p.m.–4:00 p.m.
Animal Care Programs, More Important Than Ever
Ballroom B
Chase DeCoite, Director, Beef Quality Assurance Programs, National Cattlemen’s Beef Association
Emily Yeiser Stepp, Senior Director, The National Dairy FARM Program, National Milk Producers Federation
Livestock industries have a long-standing tradition of self-regulation and improvement, driven by industry led quality assurance and animal care programs like Beef Quality Assurance (BQA) and the Dairy Farmers Assuring Responsible Management (FARM) programs. By participating in established industry programs, based on sound science and research, beef and dairy producers can improve their operation and enhance consumer perceptions of beef and dairy production. BQA and FARM will share how today’s QA programs have evolved and provide more value than ever to producers!

PUBLIC POLICY & ADVOCACY

3:15 p.m.–4:00 p.m.
What We Learned from the Tax Cuts and Jobs Act
Ballroom C
Paul Neiffer, Principal, CliftonLarsonAllen, LLP
Taxpayers struggled with new concepts in taxation, such as the Qualified Business Income deduction. Nearly every farmer and rancher could claim a deduction against farm income and sometimes (but not always) against farm rental income. Come to this session to learn more about the deduction, when it is available and the benefit of claiming the deduction. We’ll also discuss other aspects of tax reform and how it affects farmers, including the effect on income from cooperatives.

MEMBER ENGAGEMENT & DEVELOPMENT

3:15 p.m.–4:00 p.m.
Intentional Engagement
Ballroom E
Paige Pratt, PhD, Virginia Farm Bureau
When asked to join an organization, what makes you say yes without hesitation? When invited to an event, what entices you to spend time away from your farm and family in order to attend? The answer for every person is impacted by what is most important to an individual and dependent upon successful communication. Learn the four primary reasons why an individual actively engages in an organization and ways to identify their specific motivation and analyze generation-specific techniques that will allow you to more effectively communicate our benefits of membership.
The Most Important Investments

Don’t happen at banks or online. Instilling a love for the land and the lifestyle ensures we all have a future of safe, affordable food. And the next generation of farmers and ranchers to produce it.

John Deere is proud to be a sponsor of American Farm Bureau Federation.
3:15 p.m.–4:00 p.m.
**Managing Profitability in the Era of Low Net Farm Income**
Grand Ballroom Salon H, Hilton Austin
Kala Jenkins, Senior Associate, K·Coe Isom

The U.S. net farm income has decreased over the last couple of years. What will you be doing to help manage your farm operation’s profitability for the coming year? We will walk through various good business practices and risk management tools that you need to explore for increasing your farm income, such as conservation programs, income diversification and tax advantages. We will also touch on how you can leverage your money and more deeply understand what your financial numbers mean. Should you be investing in equipment or doing more prepay, and how does a change in your interest rates affect your profitability? Finally, we will also explore how precision technology helps with operational analysis such as field vs. field and enterprise comparisons. All these components make up your farm’s success — because profitability is key to continuing the legacy you have built.

5:05 p.m.
**YF&R Discussion Meet Final Four and Excellence in Ag Top 10 Announcements**
Cultivation Center Stage, Trade Show Floor, Exhibit Hall 4
the regulation of farm and ranch lands under the Clean Water Act, including changes to the definition of navigable waters (or “waters of the United States”) under the Act, and permitting and enforcement issues under the Act’s exemptions for normal farming activities. Attendees will hear practical advice for assessing the statutory limits of EPA and Army Corps authority over their property and instructing consultants in preparing proposed jurisdictional determinations and determinations of exemption. Materials summarizing developments and advice will be provided.

PUBLIC POLICY & ADVOCACY

8:00 a.m.–8:45 a.m.
Profile of an American Farmer and the Tools to Tell Your Story
Ballroom C
Hubert Hamer, Administrator, USDA NASS
The USDA’s National Agricultural Statistics Service (NASS) will share what is known about today’s American Farmer through statistics from the recent Census of Agriculture. Highlights will include facts about the aging farming population, new farmer characteristics, farm decision-making, value of production and more. The session will detail the role of NASS in producing official USDA statistics and how farmers, ranchers and other decision-makers use the data to inform advocacy and policy development. NASS will showcase the tools available for accessing Census and survey data and close the presentation with a question and answer session.

CONSUMER ENGAGEMENT

8:00 a.m.–8:45 a.m.
Ag & Showbiz
Ballroom A
Becca Ferry, PAL Class 9, County Farm Bureau Secretary and Farm Manager
Matt Niswander, PAL Class 9, Tennessee YF&R State Chair of TN YF&R, NP-C
Amy France, Farm Manager & Agricultural Advocate, France Family Farms Inc.
Lights! Camera! Action! Every minute more than 100 hours of video are uploaded to YouTube. Is agriculture included? We’re all familiar with the disheartening statistic that less than 1% of the population is involved in production agriculture, and we’ve heard we all need to tell our stories as farmers and ranchers. Join us as we show you just how easy it is! Grab your smartphones, bring your stories and get ready to show the real story of agriculture!

UPDATE AND ADVICE FOR FARMERS ON CLEAN WATER ACT DEVELOPMENTS

8:00 a.m.–8:45 a.m.
Update and Advice for Farmers on Clean Water Act Developments
Ballroom B
Tony Francois, Senior Attorney, Pacific Legal Foundation
This workshop will survey current developments in
Farm Bureau members receive $500 BONUS CASH.*

Our valued partnership highlights the great movement that we have together, and how farming and trucks have gone together for over 100 years.

Don’t miss out on this offer. Visit FordFarmBureauAdvantage.com or see your authorized Ford Dealer for qualifications and complete details.
Visit us in BOOTH 632 to receive your 2020 AFBF Pin!

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Quick Access to Funds
Free FBBmobile App & Mobile Deposit

Visit us at Booth 632 to See Our Highly-Competitive Rates

Get your copy of this year’s Book of the Year signed!

SUNDAY
10:30AM - 12:00PM & 2:30PM - 4:00PM

Join Farm Bureau Bank in Booth 632 to have your copy signed by the Author & Illustrator!
**PUBLIC POLICY & ADVOCACY**

8:00 a.m.–8:45 a.m.
**Leveraging Animal Movement for the Benefit of Your Land, Livestock and Bottom Line**
Grand Ballroom Salon JK, Hilton Austin

Paul Dorrance, Pastured Providence Farmstead

Rotational, Management Intensive, Mob Grazing… these terms all describe varying aspects of the same theme: movement. Movement of grazing animals has been shown to build soil health, benefit animals, reduce pest and parasite loads, and increase profitability. Paul Dorrance of Pastured Providence Farmstead will discuss the terminology, benefits, techniques and tools required to leverage animal movement for the benefit of your land, your livestock and your farm's bottom line.

**BUSINESS & RURAL DEVELOPMENT**

8:00 a.m.–8:45 a.m.
**Farmer of the Future**
Grand Ballroom Salon FG, Hilton Austin

Sarah Tveidt, Director, Aimpoint Research

Sarah Tveidt will share macro-trends impacting U.S. agriculture and explain how these forces elevate certain farmers to unprecedented success while others are driven out of business. The talk will explore consolidation, consumer trends, technology, market forces and government regulation while crystallizing why certain farmer psychologies and business approaches are taking root. He will highlight critical changes that will impact agriculture through 2040 and explain how the businesses and institutions of agriculture must evolve to serve this new entrepreneurial class of farmer who will control production agriculture in the future.

8:15 a.m.–9:15 a.m.
**YF&R Discussion Meet Final Four**
Cultivation Center Stage, Trade Show Floor, Exhibit Hall 4

**MEMBER ENGAGEMENT & DEVELOPMENT**

8:00 a.m.–8:45 a.m.
**Fostering Inclusion: Leveraging Diversity and Building Community**
Ballroom F

Maria Morukian, President & CEO, MSM Global Consulting, LLC

Diversity encompasses all the dimensions of identity that make us who we are. Diversity shapes our “lenses” through which we view the world, as well as our behaviors and relationships. Inclusion is the practice of creating an environment where everyone feels equally valued and respected for their individual diversity. Research shows that diverse and inclusive organizations have higher performance, sustainability and customer satisfaction. Moreover, the next generation of workers expects their leaders to value diversity and create inclusive work environments. However, our human instinct often compels us to seek what is familiar and safe and to exclude what we see as different. Without realizing it, we fall into mental traps that impede diversity and inclusion. In this workshop, attendees will walk away with language for building their business case for diversity and inclusion and tips for managing mental traps to effectively build inclusive practices into their teams and organizations.

**TECHNOLOGY**

8:00 a.m.–8:45 a.m.
**Does Your Ag Business Need Blockchain Yet?**
Ballroom G

Zach Pinto, Sustainability Associate, K∙Coe Isom

Anyone working in the agricultural supply chain knows the challenges that come with logistics. From farm to table, dealing with products that have a short shelf life, in uncertain conditions, in high quantities, with a lot of dollars on the line. Blockchain can play a central role in the smart logistics of your ag business. Join Zach Pinto, blockchain certified expert and sustainability associate with K∙Coe Isom, as he walks you through the basics of blockchain and how you can decide whether your farm or ag business needs blockchain!
### BUSINESS & RURAL DEVELOPMENT

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00 a.m. – 9:45 a.m.</td>
<td>Census of Agriculture and Its Special Studies Highlight Niche Agriculture</td>
<td>Ballroom C</td>
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<tr>
<td>Joe Parsons, Agricultural Statistics Board Chair and Director, Methodology Division, USDA NASS</td>
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<tr>
<td>What is a Census of Agriculture Special Study, and why are they important? The USDA’s National Agricultural Statistics Service (NASS) will address these questions and share brand-new data, collected just once every five years, in several niche agricultural areas, including aquaculture and irrigation. NASS will also spotlight local food marketing statistics and discuss what the Census of Agriculture tells us about urban agriculture. NASS will wrap up the talk with what you need to know about the recently mailed Organic and Horticulture Special Studies — including the importance of responding and when those data will be released.</td>
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### CONSUMER ENGAGEMENT

<table>
<thead>
<tr>
<th>Time</th>
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<th>Location</th>
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<tbody>
<tr>
<td>9:00 a.m. – 9:45 a.m.</td>
<td>Empower Training – Engaging with Today’s Consumers</td>
<td>Ballroom F</td>
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<tr>
<td>Roxi Beck, Director, Consumer Engagement, Center for Food Integrity</td>
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<td>If you receive questions or find yourself in conversations about scientifically complex or even controversial topics – and you feel less than ready to jump in – Engage Training is for you! Engage goes beyond traditional message training — it gets to the core of what matters to consumers: shared values. This condensed session equips participants with tools to meaningfully connect with people who don’t understand today’s agriculture. Engage provides critical information about the consumer mindset as well as straightforward tactics that will leave you equipped not only to enter conversations about farming and food production – but to exit those conversations positively.</td>
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### TECHNOLOGY

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00 a.m. – 9:45 a.m.</td>
<td>The Power of Resiliency in Agriculture’s Ecosystem Services</td>
<td>Ballroom B</td>
</tr>
<tr>
<td>Amanda Raster, Program Manager, U.S. Farmers &amp; Ranchers Alliance</td>
<td>In the grand challenge of nourishing a growing population but also nurturing our land and soils for generations to come, agriculture has a unique opportunity — our ability to spur innovation providing climate-smart solutions and vital ecosystem services that will shape the food systems of the future. With support from across agricultural supply chains, farmers and ranchers could have the opportunity to reduce agriculture greenhouse gas emissions by 50%, and through harnessing further innovation, the sector’s emissions could become net-negative, up to 147%. Find out how farmers and ranchers are on a path to become the solution for sustainability and climate through soil carbon sequestration, water quality and biodiversity. And learn how investment opportunities through agriculture ecosystem services co-benefit our society and farmers’ economic sustainability.</td>
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</table>

### REPEATING CONCURRENT WORKSHOPS

Monday workshops repeat from Saturday’s workshop program.
BUSINESS & RURAL DEVELOPMENT

9:00 a.m.–9:45 a.m.

Volunteer Mobilization Effort: Join the Movement
Ballroom G

Rick Henningfeld, Education Specialist, AFBFA
Leah Pratt, Education Specialist, AFBFA

If you are excited to share the story of agriculture, we want to share tools and resources with you to easily and effectively do just that! Check out how the Ag Foundation is working to make telling the story of agriculture easier. You will have the opportunity to use some of our most successful resources available with our newly designed Volunteer Guides. We will explore the new, searchable Ag Literacy Master Catalog to identify supporting materials to help share the story of agriculture. Each participant will leave with a physical resource in hand to join the movement!

BUSINESS & RURAL DEVELOPMENT

9:00 a.m.–9:45 a.m.

Importance of Price Risk Management to the American Producer
Grand Ballroom Salon JK, Hilton Austin

Richard Jelinek, Vice President - Global Education, INTL FCStone Financial Inc.
Cassie Adolf, Director - Business Development, INTL FCStone Financial Inc.

The concept of managing price risk is often overlooked by the American producer, which could often negate all of their production achievements. This “pure” education session will highlight the many different markets, contracts and applications that could help producers maintain or even enhance their bottom line. A sound risk management portfolio should evaluate all alternatives in the cash, futures, options and OTC markets and allow the educated producer to make the best decision for their farming operation. Learn about KnowRisk, a data management program, which could provide the producer with an additional tool to achieve their marketing goals. Lastly, this session will highlight INTL FCStone’s Preferred Vendor program for AFBF members.

CONSUMER ENGAGEMENT

9:00 a.m.–9:45 a.m.

Climate Change
Grand Ballroom Salon FG, Hilton Austin

Kalena Bruce, CPA & 5th Generation Missouri Rancher
Ryan Amberg, FELCO North America

Climate change is a politically controversial topic… but it doesn’t need to be. Farmers can be out front leading the discussion with a strong scientific position on the matter. Former national committee members Kalena Bruce and Ryan Amberg lead a discussion on NASA research, political rhetoric and the farm impacts of climate change in search of a common sense, common ground position for “The Voice of Agriculture.”
**FEATURED WORKSHOPS**
Monday workshops repeat from Saturday’s workshop program.

**PUBLIC POLICY & ADVOCACY**

10:00 a.m.–11:00 a.m.

*Making Your Voice Heard: The Benefits of Free Trade for American Agriculture*
Hilton – Ballroom FG

Angela Marshall Hofmann, Executive Director, Farmers for Free Trade

U.S. farmers, ranchers and consumers benefit greatly from free trade. This workshop will discuss the benefits of international trade agreements to U.S. agriculture and give attendees strategies they can use to advocate for trade that benefits agriculture. Attendees will learn the history of international trade and U.S. agriculture, facts and data demonstrating the importance of trade for our farms and ranches, the most recent conditions pertaining to agriculture and trade, real-world ways in which citizens can successfully advocate for trade agreements and the markets needed to sustain U.S. agriculture’s prominence and growth.

10:00 a.m.–11:00 a.m.

*Economic Outlook*
Hilton - Ballroom H

Dr. John Anderson, Chair - Bumpers College of Agricultural Economics & Agribusiness, University of Arkansas

Seth Meyer, Associate Director & Research Professor, University of Missouri’s Food & Agricultural Policy Research Institute

Get the latest updates on the farm economy from two renowned industry experts. Dr. Seth Meyer — formerly of USDA's World Agricultural Outlook Board and now an associate director and research professor at University of Missouri's Food & Agricultural Policy Research Institute — will provide an outlook for the grains, oilseeds and biofuels sector. Then, Dr. John Anderson — former deputy chief economist of American Farm Bureau Federation and current professor and head, Department of Agricultural Economics and Agribusiness, Bumpers College of Agriculture, University of Arkansas — will review key developments in livestock and dairy markets.

**BUSINESS & RURAL DEVELOPMENT**

10:00 a.m.–11:00 a.m.

*Profits & Pressure: How the Farm Economy Impacts Farmer Wellness*
Hilton – Ballroom JK

Krista Swanson, Research Specialist in Agriculture Policy & Economics, University of Illinois

Adrienne DeSutter, Mental Health Consultant / Agricultural Wellness Columnist

The farm economy has a major impact on the stress of farmers across the country. Learn how the current and projected economy affects farmer wellness and what other factors contribute to farmers leading the nation in depression and suicide deaths. Discussion will cover what steps can be taken to overcome farm financial stress from real life situations. Discover how to identify warning signs of unhealthy stress, depression and anxiety, and find out how you can provide hope for distressed farmers in your area.

11:15 a.m.–12:45 p.m.

*Closing General Session*
Exhibit Hall 2–3

- Farm Bureau Ag Innovation Challenge Awards
- Andrew Wheeler, Administrator, U.S. Environmental Protection Agency
- Distinguished Service Award
- Keynote Speaker: Sonny Perdue, U.S. Secretary of Agriculture
- YF&R Awards

Noon

*Foundation Auction Closes*
https://www.biddingforgood.com/Foundation4Ag/2020

1:00 p.m.–3:00 p.m.

*Taste of America Reception*
Trade Show Floor, Exhibit Hall 4

*Mobile Ag Labs: Ag Literacy Ideas on the Go!*
Cultivation Center, Trade Show Floor

**AFBF Promotion & Education Committee**

Many states offer mobile agriculture and education labs that provide on-site opportunities for students, local schools, community events and fairs. This presentation will show how interaction can be both an engaging and entertaining way to learn about more about agriculture. You will leave with new ideas, and if you don’t already have a mobile lab, you’ll gain some information on their important value.
**Monday, January 20, 2020**

Noon–1:00 p.m.
**Voting Delegate Luncheon**
Ballroom FG

1:00 p.m.
**Delegate Regional Caucuses**
Midwest, 12A; Northeast, 12B; Southern, 18CD; Western, 19B

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**Tuesday, January 21, 2020**

8:00 a.m.
**AFBF Legal Information Networking Committee**
306, JW Marriott Austin
By Invitation Only

8:00 p.m.
**Foundation Night Out**
Austin City Limits Moody Theater
General Admission: $80
Doors Open at 7:30 p.m.

**Sponsored by PURINA**

Join the Foundation for a night out with country music star Jamey Johnson at the iconic Austin City Limits! Dance and sing the night away to Johnson’s hit songs.

Shuttles will be routing to the Courtyard, Fairmont, Hilton Austin, Hilton Garden Inn, Omni and Westin.

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**Wednesday, January 22, 2020**

8:00 a.m.–5:00 p.m.
**Annual Meeting of Voting Delegates**
Ballroom D

Noon–1:00 p.m.
**Voting Delegate Luncheon**
Ballroom FG

1:00 p.m.
**Delegate Regional Caucuses**
Midwest, 12A; Northeast, 12B; Southern, 18CD; Western, 19B

7:00 a.m.–8:00 a.m.
**AFBF Board of Directors Breakfast**
303–304, JW Marriott Austin

8:00 a.m.
**AFBF Board of Directors Meeting**
Lone Star Junior Ballroom Salon GH, JW Marriott Austin

**AFBF Board of Directors Breakfast**
303–304, JW Marriott Austin

2:00 p.m.–5:30 p.m.
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**Texas Ag Tours**
Shuttles depart from the shuttle pickup area outside of Exhibit Halls 1-4 of the Austin Convention Center; check your ticket for departure time.

**For more information, visit**
https://annualconvention.fb.org/texas-tours.

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## Shuttle Service Schedule
Shuttle service to/from AFBF 2020 hotels and the Austin Convention Center (ACC) - Trinity Street

<table>
<thead>
<tr>
<th>DATE</th>
<th>AM SERVICE</th>
<th>MIDDAY SERVICE</th>
<th>PM SERVICE</th>
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<tbody>
<tr>
<td></td>
<td>15-20 minute intervals departing from hotels</td>
<td>60 minute intervals departing the ACC on the hour</td>
<td>15-20 minute intervals departing from ACC</td>
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<tr>
<td>Friday, January 17</td>
<td>8:30 AM - 5:30 PM (30 minute intervals all day)</td>
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<tr>
<td>Saturday, January 18*</td>
<td>6:30 AM - 11:30 PM</td>
<td>12:00 PM - 2:00 PM</td>
<td>2:00 PM - 6:00 PM</td>
</tr>
<tr>
<td>Sunday, January 19</td>
<td>6:30 AM - 10:30 AM</td>
<td>11:00 AM - 3:00 PM</td>
<td>3:00 PM - 6:00 PM</td>
</tr>
<tr>
<td>Monday, January 20*</td>
<td>6:30 AM - 10:30 AM</td>
<td>11:00 AM - 1:30 PM</td>
<td>1:30 PM - 3:30 PM</td>
</tr>
<tr>
<td>Tuesday, January 21</td>
<td>6:30 AM - 9:30 AM</td>
<td>10:00 AM - 2:00 PM</td>
<td>2:00 PM - 6:00 PM</td>
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**FNO-Concert Night @ ACL Live, Moody Theater**
7:00 PM - 10:30 PM (Last return shuttle departs at 10:30 PM)

*Due to several large, local events, shuttle service may be delayed due to street closures and traffic volume. Alternative routes may be required.*

**HOTEL........................................................... ROUTE ......................................SHUTTLE BOARDING LOCATION**

Omni Austin................................................................................................ Outside Entrance on Brazos (on 8th Street)
Westin Downtown..........................................................................................Outside Main Entrance on 5th Street

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NOTE: 4th street is closed. Cross over the walkways located on Floor 4 of the Austin Convention Center and Floor 6 of the Hilton Austin.
Workshops

Women’s Leadership Regional Caucus - Southern

Annual Meeting of American Farm Bureau Women
We’re here to help you on the homestead. Farm Bureau members save up to $5,000 on new Cat® machines,* including backhoe loaders, wheel loaders, compact track loaders and more. Plus, get up to $250 off select Cat attachments* for your farm. Visit www.cat.com/farmbureau for more information.

FARM BUREAU MEMBERS SAVE UP TO $5,000*

*These offers apply to new Cat® machines and select new Cat® attachments purchased by trade association members or event attendees until the earlier to occur of December 31, 2019 or when the program limit has been reached. Limit of one credit per new Cat® machine and one credit per new attachment purchased but this offer may be applied to multiple machines or attachments. Offer available on new quotes only. Contact your participating Caterpillar dealer for details and to see the specific discount pricing available per model. Subject to credit approval and membership verification. Void only at participating Caterpillar locations in the U.S. and Canada. Subject to change without prior notice. Not valid with other offers, programs or discounts unless otherwise specified in writing. Limitations and restrictions apply. Program Reference ID: STR19AFB

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- American Seed Trade Association
- FarmHer
- Gray Reed
- Mayer Brown
- SNF, Inc.
- Solar Energy Industries Association
- Stanley Black and Decker
See you next year!

January 8–13, 2021

San Diego, CA