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DOWNLOAD THE CONVENTION MOBILE APP!
Download the official American Farm Bureau Convention mobile app, and access everything on the go. Use your favorite QR reader to scan the code at the right or search “Farm Bureau Events” from your favorite app store.

Make sure to allow Push Notifications to receive important announcements and updates.

Health & Safety Guidelines
✓ Masks are encouraged at indoor gatherings.
✓ Please observe the national order requiring masks on public transportation, including hotel shuttles.
✓ Disposable masks will be available for attendees.
✓ Distancing is encouraged for those who want it. Extra room capacity will be provided to allow attendees more space when possible.
✓ Please practice good hygiene with frequent hand washing/sanitizing, and always cover coughs.
✓ If you feel sick, please stay home.
Welcome to the American Farm Bureau’s 103rd Annual Convention. This year’s theme celebrates how Farm Bureau is “Growing Tomorrow, Together” through our people, purpose and possibilities. As America’s farmers and ranchers, we can be proud of all we have achieved together to build a sustainable future of safe and abundant food, fiber and renewable fuel for our nation and the world.

But “good enough” isn’t in the vocabulary of American agriculture. We are committed to continuous improvement by bringing the next generation to agriculture, advancing practices that enhance our farms and strengthening our rural communities, all while putting dinner on America’s table.

From the general sessions and keynote speakers, to the workshops and trade show exhibits, to our annual Farm Bureau delegates meeting, every aspect of the 2022 American Farm Bureau Convention is designed to help shape the future of American agriculture.

This is a special year for many of us as we finally get to meet in person again. Your safety remains our top priority, of course. Some things might look a little different as we abide by COVID-19 guidance, but what we all value and enjoy most about our Farm Bureau gatherings remains the same.

The American Farm Bureau Convention brings us together to learn and grow as agricultural leaders. I hope this will be an inspiring and joy-filled time as we see each other face-to-face, renew fellowship, share challenges and opportunities, and celebrate our successes. We may come from different regions, commodities and backgrounds, but we are part of the Farm Bureau family.

Thank you for your leadership and support of the American Farm Bureau — the Voice of Agriculture. Let’s make this a great convention!

Zippy Duvall, President
SCHEDULE-AT-A-GLANCE

Thursday, January 6, 2022
Noon  Convention Registration (Group Pickup, Exhibitor & Sponsor Only)
6:00 p.m.  Joint Committee Reception (By Invitation Only)

Friday, January 7, 2022
9:00 a.m.–5:00 p.m.  Convention Registration
10:00 a.m.  Ag Innovation Challenge Top Ten Live Pitch Competition (By Invitation Only)
Noon  Member Benefits Meeting (By Invitation Only)
3:00 p.m.  Ag Innovation Challenge Reception (By Invitation Only)
4:00 p.m.  Member Benefits Reception (By Invitation Only)
5:00–6:30 p.m.  YF&R Competitor Networking Check-in and Social Hour (By Invitation Only)
6:00–9:00 p.m.  State Presidents Dinner (By Invitation Only)

Saturday, January 8, 2022
6:30 a.m.–5:00 p.m.  Convention Registration
7:00 a.m.  Fun Run
7:30–9:00 a.m.  YF&R Excellence in Agriculture Orientation
7:30–8:30 a.m.  Women in Ag Meet-and-Greet Breakfast
8:00 a.m.  Georgia Tours (Ticketed Event, All Welcome)
8:30–10:00 a.m.  Women’s Leadership Networking and Regional Caucuses
9:00 a.m.  YF&R Discussion Meet Orientations
9:00 a.m.–5:00 p.m.  YF&R Excellence in Agriculture Presentations
10:00 a.m.  YF&R Achieve & Apply Learning Session (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.  Trade Show Opens
Women’s Leadership State Chair Training (By Invitation Only)
1:00–3:30 p.m.  Communicate, Collaborate and Influence (CCI) Sessions
(Hosted by the AFBF P&E Committee)
2:00 p.m.  YF&R Discussion Meet Round 2 Room Announcements
2:30–3:30 p.m.  YF&R Discussion Meet Round 2
3:30 p.m.  Celebration of Grassroots Reception (Trade Show Floor)
4:00–5:00 p.m.  Forum Hosted by the AFB Women’s Leadership Committee
YF&R Discussion Meet Sweet 16 & Achievement Award
Top 10 Announcements (Cultivation Center)
5:00 p.m.  Trade Show Closes

Sunday, January 9, 2022
6:30 a.m.–5:00 p.m.  Convention Registration
7:00–7:45 a.m.  Sunrise Service
8:00–9:15 a.m.  Flapjack Fundraiser (Ticketed Event; All Welcome; Doors Open at 7:45 a.m.)
8:15 a.m.  YF&R Excellence in Agriculture Top 10 Presentations
8:45 a.m.  FFA/4-H/MANRRS Program
9:30–10:30 a.m.  Opening General Session
10:30 a.m.  Trade Show Opens
          Farm Bureau Gives Back
10:45–11:45 a.m.  Workshops
10:45 a.m.  YF&R Achievement Award Top 10 Interviews
          YF&R Excellence in Agriculture Top 10 Presentations (Continued)
11:00 a.m.  Ag Innovation Challenge Final Four Live Pitch Competition
          YF&R Excellence in Agriculture Learning Session (By Invitation Only)
Noon–1:00 p.m.  Leadership Luncheon (Ticketed Event; All Welcome)
1:15–2:15 p.m.  Workshops
          YF&R Discussion Meet Sweet 16
2:00–4:00 p.m.  General Counsel Advisory Committee (By Invitation Only)
2:30 p.m.  Workshops
3:30 p.m.  Trade Show Closes
4:00 p.m.  Mid General Session
          YF&R Discussion Meet Final Four Announcement
6:30 p.m.  YF&R Finalist and Sponsors Reception (By Invitation Only)
7:00 p.m.  PAC Dinner (By Invitation Only)

Monday, January 10, 2022
7:30 a.m.–3:00 p.m.  Convention Registration
8:00–9:00 a.m.  Workshops
8:00 a.m.  Trade Show Opens
8:30–9:30 a.m.  YF&R Discussion Meet Final Four (Cultivation Center)
10:00–11:00 a.m.  Forum hosted by the AFBF Promotion & Education Committee (Cultivation Center)
          Workshops
11:00 a.m.  Trade Show Closes
11:30 a.m.  Closing General Session
2:00 p.m.  LINC Business Meeting (By Invitation Only)
          Women’s Communication Boot Camp Alumni Workshop (By Invitation Only)
          Mental Health Training Workshop: QPR for Farmers & Farm Families (Ticketed Event; All Welcome)
4:00–5:00 p.m.  P&E State Chair and Vice Chair Gathering (By Invitation Only)
4:00 p.m.  LINC Reception (By Invitation Only)
8:00 p.m.  Farm Bureau Celebration: A College Football Experience (Ticketed Event; All Welcome; Doors Open at 7:00 p.m.)

Tuesday, January 11, 2022
8:00 a.m.  AFBF Annual Meeting of the Voting Delegates
          Georgia Tours
9:00 a.m.  Spouses Event (By Invitation Only)
Noon–1:00 p.m.  Voting Delegate Luncheon
1:00 p.m.  Delegate Regional Caucuses
2:00 p.m.  Voting Delegate Session

Wednesday, January 12, 2022
7:00–8:00 a.m.  AFBF Board of Directors Breakfast
8:00 a.m.  AFBF Board of Directors Meeting
TRADE SHOW
at American Farm Bureau Convention
January 8–10, Georgia World Congress Center, Exhibit Hall A2

The Trade Show at the American Farm Bureau Convention will bring together 5,000 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 cutting-edge innovations in agriculture, powerful speakers and exhibitors showcasing the latest in agricultural technology, tools and services.

NEW THIS YEAR — Farm Bureau Networking Lounge on the Trade Show Floor. Check the mobile app for networking times and meet up topics!

TRADE SHOW SCHEDULE

Saturday, January 8
1:00 p.m.  Show Opens
1:20  H-2A Employees – Guatemala
1:40  H-2A Employees – El Salvador
2:00  Livestock Supply Chain
2:20  Impacts of Prolonged Western Drought
2:40  Supply Chain – Ports, Rail & Trucking
3:00  WOTUS Re-write Process
3:30 p.m.  Celebration of Grassroots Reception
4:00 p.m.  Forum Hosted by the AFBF Women’s Leadership Committee
           YF&R Discussion Meet Sweet 16 & Achievement Award Top 10 Announcement
5:00 p.m.  Show Closes

Sunday, January 9
10:30 a.m.*  Show Opens
            Farm Bureau Gives Back
11:00 a.m.  Ag Innovation Challenge Final Four Live Pitch Competition
Noon  Purina Performance Dog Show
1:30 p.m.  Purina Performance Dog Show
2:20  Ag Update with Senator Moran (R-KS)
2:40  A Kansas Perspective to Agriculture with Senator Marshall (R-KS)
3:00 p.m.  Purina Performance Dog Show
3:30 p.m.  Show Closes

Monday, January 10
8:00 a.m.  Show Opens
8:30 a.m.  YF&R Discussion Meet Final Four on Cultivation Center Stage
10:00 a.m.  Forum Hosted by the AFBF Promotion & Education Committee
11:00 a.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 AFBF policy issues through engaging TED–style talks. Check out the schedule on the trade show floor or in the annual convention app.

Download the app to view the TED–style talks schedule on the Cultivation Center stage.
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Are you going to the brand-new Farm Bureau® Celebration at the Chick-fil-A College Football Hall of Fame on Monday, January 10??

Doors open at 7:00 p.m. Gain access to a personalized tour through the Hall of Fame where you can learn specifically about your favorite team! Plus, wear your college football team’s game-day gear for the NCAA College Football Championship game!

Visit the Registration Desk to get signed up! Fee is $30. Light food and beverage will be provided.
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Workshop Tracks

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
Congressional and agency updates, current issue topics and how to influence policy.

RURAL DEVELOPMENT
Economic outlooks, cultivating rural communities and business development.

VIRTUAL & IN-PERSON
Sessions offered live both in person and through the virtual platform. Recordings will be available on demand through the convention app for all registered in-person attendees.
2022 CONVENTION SCHEDULE
All events take place at the Georgia World Congress Center unless otherwise noted.
A shuttle bus schedule can be found on page 29 and will also be located in your hotel lobby and on the mobile app.

FRIDAY, JANUARY 7, 2022
9:00 a.m.–5:00 p.m.
Convention Registration
International Plaza

10:00 a.m.–3:00 p.m.
Ag Innovation Challenge Top Ten Semi-Finalist Pitch Competition
Cottonwood AB, Omni Atlanta, North Tower M1
By Invitation Only
Sponsored by Farm Credit
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Noon–4:00 p.m.
Member Benefits Meeting
Pine, Omni Atlanta, South Tower Atrium

3:00–4:30 p.m.
Ag Innovation Challenge Reception
Juniper, Omni Atlanta, North Tower M2
By Invitation Only

4:00–5:00 p.m.
Member Benefits Reception
Birch, Omni Atlanta, South Tower Atrium

5:00–6:30 p.m.
YF&R Competitor Networking Check-in and Social Hour
Dogwood AB, Omni Atlanta, North Tower M1
By Invitation Only

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

SATURDAY, JANUARY 8, 2022
6:30 a.m.–5:00 p.m.
Convention Registration
International Plaza

7:00 a.m.
Fun Run
Start your Convention with some health and wellness by participating in the Fun Run! Bring the whole family to interact with other Farm Bureau staff and members in an organized run through downtown Atlanta. Participants will start and end at the Omni Atlanta HQ Hotel.

7:30–8:30 a.m.
Women in Ag Meet-and-Greet Breakfast
A412ab
Open to All Registered Women Attendees
Sponsored by Country Financial

7:30–9:00 a.m.
YF&R Excellence in Agriculture Orientations
• Competitors: Dogwood A, Omni Atlanta, North Tower M1
• Judges: Dogwood B, Omni Atlanta, North Tower M1

8:00 a.m.
Georgia Tours
Shuttles depart from the shuttle pickup area outside of the registration area at the Georgia World Congress Center; check your ticket for departure time.
8:00 a.m.–3:00 p.m.
**AgLaunch & F3 Tech Top Ten Training Session**
A314  
*By Invitation Only*

8:30–10:00 a.m.
**Women’s Leadership Regional Caucuses**
- Midwest: A404
- Northeast: A405
- Southern: A411
- Western: A402–A403

9:00–10:00 a.m.
**YF&R Discussion Meet Orientations**
- Competitors: Magnolia, Omni Atlanta, North Tower M2
- Judges: Juniper, Omni Atlanta, North Tower M2
- Timekeepers: Sycamore, Omni Atlanta, North Tower M2

9:00 a.m.–5:00 p.m.
**YF&R Excellence in Ag Presentations**
- Cottonwood AB, Omni Atlanta, North Tower M1
- Dogwood A, Omni Atlanta, North Tower M1
- Dogwood B, Omni Atlanta, North Tower M1

10:00 a.m.–3:00 p.m.
**YF&R Achieve and Apply Learning Session**
A315  
*By Invitation Only*

Sponsored by **Farm Credit**

10:30 a.m.
**Annual Meeting of the American Farm Bureau Women**
A411

11:00 a.m.–Noon
**YF&R Discussion Meet Round I**
- Beechnut, Omni Atlanta, North Tower M3
- Walnut, Omni Atlanta, North Tower M3
- Hickory, Omni Atlanta, North Tower M3
- Hazelnut, Omni Atlanta, North Tower M3
- Chestnut, Omni Atlanta, North Tower M3
- Pecan, Omni Atlanta, North Tower M3
- Cypress, Omni Atlanta, North Tower M2
- Magnolia, Omni Atlanta, North Tower M2
- Sycamore, Omni Atlanta, North Tower M2
- Juniper, Omni Atlanta, North Tower M2

1:00–2:00 p.m.
**Women’s Leadership State Chair Training**
A411  
*By Invitation Only*

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1:00–1:30 p.m.

**Opening CCI Session and Keynote**
A402–A403

Cami Ryan, PhD, Social Sciences Lead, Bayer CropScience

Anticipating public perceptions of a new agricultural product requires an understanding of human behavior, the current (mass) information and social media environment, and the capacity to build trust and relationships. Individuals communicate in different ways; in general, scientists think and the public feels. Understanding the social and cultural differences, and bridging those gaps, requires building value-based relationships and encouraging critical thinking (in ourselves, as advocates and in others). Cami Ryan brings her energy and passion for merging science and relationships to kick off the CCI program. She focuses on generating spaces for connecting these concepts in practical ways through her work as the Social Sciences Lead for Regulatory Affairs at Bayer CropScience.

1:35–2:20 p.m.

**BREAKOUT SESSIONS**

**What’s Next? Reengage & Reset**
A405

Elise Cruce, Managing Director, Leadership Development, American Farm Bureau Federation

During the first few months of the pandemic, many county Farm Bureaus, along with other organizations, were in response mode. Soon, hopefully, we’ll enter a new phase — recovery mode. The challenge now is keeping members engaged during this next phase… the new normal, although nothing seems normal about it. This session walks us through three strategies to spark excitement for the next phase, whatever that phase may be!

**The 3 Bs of Communication in Agriculture**
A404

Emma Andrew-Swarthout, American Dairy Association North East

Kelsey O’Shea, American Dairy Association North East

Communication in agriculture requires personal connections and strong interpersonal relationships. In this session, we will discuss the essentials for building a team with a diverse set of strengths, using your time efficiently to balance communications with other responsibilities and boosting trust with consumers to assemble community support. Join this session for real-life applications for communication skills in agriculture.

**Act Natural! The Journey of Building Consumer Trust**
A402–A403

Cami Ryan, PhD, Social Sciences Lead, Bayer CropScience

Learn how to engage in productive discussions fueled by authentic relationship building and critical thinking and in celebration of sound science. In this session, Cami Ryan brings insight and interaction to apply concepts introduced through her keynote. Building consumer trust is not a destination — rather, it’s a continuous part of our roles as advocates for agriculture. Participation in this breakout invites attendees to join in on the journey of building consumer trust in agriculture.

2:25–3:10 p.m.

**REPEAT BREAKOUT SESSIONS**

3:15–3:30 p.m.

**Closing CCI Session and Wrap-Up**
A402–A403

AFBF Promotion & Education Committee

Join together with other attendees to share ideas and takeaways from the breakout sessions, exchange contact information and continue the learning after completing the CCI program. An engaging debrief and closing remarks will be facilitated by the AFBF Promotion & Education Committee.
1:00–5:00 p.m.

**Trade Show**
Exhibit Hall A2

2:00 p.m.
**YF&R Discussion Meet Round 2 Room Announcements**
Magnolia, Omni Atlanta, North Tower M2

2:30–3:30 p.m.
**YF&R Discussion Meet Round 2**
- Beechnut, Omni Atlanta, North Tower M3
- Walnut, Omni Atlanta, North Tower M3
- Hickory, Omni Atlanta, North Tower M3
- Hazelnut, Omni Atlanta, North Tower M3
- Chestnut, Omni Atlanta, North Tower M3
- Pecan, Omni Atlanta, North Tower M3
- Cypress, Omni Atlanta, North Tower M2
- Magnolia, Omni Atlanta, North Tower M2
- Sycamore, Omni Atlanta, North Tower M2
- Juniper, Omni Atlanta, North Tower M2

3:30–5:00 p.m.
**Celebration of Grassroots Reception**
Trade Show, Exhibit Hall A2

Kick off the Trade Show at the American Farm Bureau Convention with Saturday afternoon’s Celebration of Grassroots Reception. Come celebrate the American Farm Bureau Federation’s heritage of grassroots movements and get a first look at the exhibitors of the 2022 show.

Sponsored by

4:00–4:50 p.m.
**VIRTUAL & IN-PERSON**

| Forum Hosted by the AFBF Women’s Leadership Committee |
| Cultivation Center Stage, Exhibit Hall A2 |

4:55 p.m.
**YF&R Achievement Award Top 10 and Discussion Meet Sweet 16 Announcements**
Cultivation Center Stage, Exhibit Hall A2

5:30–6:00 p.m.
**YF&R Achievement Award Top 10 Competitor Orientation**
Cottonwood AB, Omni Atlanta, North Tower M1

7:30 p.m.
**YF&R Excellence in Agriculture Top 10 Announcement**
A304
SUNDAY,
JANUARY 9, 2022

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

7:00–7:45 a.m.
Sunrise Service
Exhibit Hall A3
  • Celebrant: Sonny Perdue, former
    U.S. Secretary
    of Agriculture
Music by Georgia 4-H’S Clovers and Co.

8:00–9:15 a.m.
Flapjack Fundraiser
Thomas Murphy Ballroom
Ticketed Event; Doors Open at 7:45 a.m.
Individual: $100.00
Reserved Table of 10: $1,100
We are excited to be back in person with you all to celebrate the Foundation’s ag literacy efforts during the Flapjack Fundraiser! See what was accomplished in 2021, what is to come in 2022 and, of course, find out the 2022 winner of the Book of the Year Award.

Board members Bill Belzer and Renee McCauley are back to emcee, and thanks to a generous sponsorship from Farm Bureau Bank, each attendee will receive a copy of the Book of the Year!

8:15 a.m.
YF&R Excellence in Agriculture Top 10 Presentations
Dogwood A, Omni Atlanta, North Tower M1

8:45 a.m.–3:00 p.m.
4-H/FFA/MANRRS Program
A406
4-H, FFA and MANRRS members are invited to a special youth programming day at the 2022 American Farm Bureau Annual Convention. Join us for an inside look at America’s largest general farm organization. Network with peers, interact with presenters and experience convention through a curated schedule of events.

Please note: This is a self-guided experience with key learning opportunities along the way. Students must be supervised by a chaperone at ALL TIMES. AFBF will not provide direct supervision for students attending.

9:30–10:30 a.m.
VIRTUAL & IN-PERSON
Opening General Session
Exhibit Hall A3
  • Welcome from Georgia Farm Bureau
  • Address by President Zippy Duvall
  • Farm Bureau Founders Award
  • State Awards

10:30 a.m.–3:30 p.m.
Trade Show
Exhibit Hall A2

10:45 a.m.
YF&R Achievement Award Top 10 Interviews
Cottonwood AB, Omni Atlanta, North Tower M1
By Invitation Only

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**WORKSHOPS**

10:45–11:45 a.m.

### MEMBER ENGAGEMENT

**Leadership Succession Planning for County Farm Bureaus**

A402–A403

Elise Cruce, Managing Director, Leadership, American Farm Bureau Federation

Just as farmers and ranchers lead a family legacy by passing down knowledge, skills and a passion for their farm or ranch, so too should Farm Bureau board members define the legacy they want to leave and identify leaders who will come behind them. Does your County Farm Bureau have members with the desire, skills and knowledge to lead the way? During this session, we will uncover the purpose of leadership succession planning, help define the impact you will make on your county Farm Bureau and review steps you can take to identify and usher in existing talent in your county.

10:45–11:45 a.m.

### CONSUMER ENGAGEMENT

**Ag Resources Educators Are Eating Up**

A404–A405

Kevin Daugherty, Director, Illinois Center for Agricultural Engagement

Julia Recko, Director of Education Outreach, American Farm Bureau Foundation for Agriculture

Hear about the newest tools for ag literacy education from the National Ag in the Classroom Organization and the American Farm Bureau Foundation for Agriculture. You will walk away with free tools and the latest tips for engaging youth in your community.

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10:45 a.m.–11:45 a.m.

VIRTUAL & IN-PERSON

### PUBLIC POLICY

**AFBF Public Policy Team Town Hall**

A411

Scott Bennett, Director, Congressional Relations, American Farm Bureau Federation

Courtney Briggs, Senior Director, Congressional Relations, American Farm Bureau Federation

Emily Buckman, Director, Congressional Relations, American Farm Bureau Federation

Allison Crittenden, Director, Congressional Relations, American Farm Bureau Federation

Shelby Hagenauer, Director, Congressional Relations, American Farm Bureau Federation

David Salmons, Senior Director, Congressional Relations, American Farm Bureau Federation

Dustin Sherer, Director, Congressional Relations, American Farm Bureau Federation

Andrew Walmsley, Senior Director, Congressional Relations, American Farm Bureau Federation

Ryan Yates, Managing Director, Public Policy, American Farm Bureau Federation

Hear from your AFBF Public Policy Team in a round table of issue updates regarding AFBF priorities, expectations of the second session of the 117th Congress and the latest from the Biden administration.
Protect your next

Proud Sponsor of the 103rd Annual Convention!

Visit us at booth 1311 for activities and informative workshops on ag innovations, next generation ag leaders and women in ag. Special appearances include Marji Guylor-Alaniz, president and founder of FARMHER®.
10:45–11:45 a.m.

VIRTUAL & IN-PERSON

RURAL DEVELOPMENT

Mobilizing the Conversation Around Mental Health
A412ab
Moderator: Chad Vorthmann, Colorado Farm Bureau
Tara Beaver Coronado, Ag Influencer & Owner of Beaver Vineyards, California
Ty Higgins, Ohio Farm Bureau
Wendy Kannel, Wisconsin Farm Bureau
Jeb Wilson, South Carolina Farm Bureau

To truly impact change, address stigma and help those who need it most, we must mobilize the conversation around mental health in our personal lives, in our sphere of influence and as grassroots leaders in Farm Bureau. In this session, you will hear from different Farm Bureaus and members about what they are doing to actively promote, support and advance the conversation around mental health in farm and ranch communities.

10:30 a.m.–Noon

Foundation’s Book of the Year Illustrator Signing
Farm Bureau Bank Booth #1551, Exhibit Hall A2

Our 2022 Book of the Year author will be unable to sign copies this year. Instead Farm Bureau Bank is inviting you to meet with Ward Jenkins, illustrator of TALES OF THE DAIRY GODMOTHER: CHUCK’S ICE CREAM WISH (2021 Book of the Year). He will be available to sign copies of his book in the Farm Bureau Bank booth on Sunday. Be sure to bring your copy of CHUCK’S ICE CREAM WISH from 2021! Additional copies will be available in the Foundation’s Booth.

Sponsored by Farm Bureau Bank

10:30–3:30 p.m.

Farm Bureau Gives Back
Trade Show Floor, Exhibit Hall A2

Give back to the Atlanta community by joining the Outreach Program to put together packaged meals for the Atlanta Community 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.

11:00 a.m.–12:30 p.m.

VIRTUAL & IN-PERSON

Ag Innovation Challenge Final Four Live Pitch Competition
Cultivation Center Stage, Exhibit Hall A2

For eight years now, the Farm Bureau Ag Innovation Challenge has hosted a national business competition showcasing U.S. food and agriculture startups. Entrepreneurs will once again compete for $165,000 in startup funds! Watch the Final Four teams compete before judges and a live audience.

Sponsored by Farm Credit

11:00 a.m.–3:00 p.m.

YF&R Excellence in Agriculture Learning Session
A315

Noon–1:00 p.m.

Leadership Luncheon
Many Leaders: One Mission

Thomas Murphy Ballroom
Isabella Chism, AFBF WLC Chair
Jon Iverson, AFBF YF&R Chair
Stacey Lauwers, AFBF P&E Chair

Ticketed Event; Individual: $60; Reserved Table of 10*: $600

*Guaranteed seating toward the front of the room so you can sit with your group or state!

As the voice of agriculture, Chairs from each of the three national Farm Bureau committees will come together to discuss how different members take different paths to develop and serve as leaders in the organization, while highlighting how each member’s journey is for the unified purpose of accomplishing ONE MISSION. Join us as these AFBF leaders reflect on how Farm Bureau has served as a vehicle for advocacy, leadership and engagement; how each committee’s path is different; and how they all work with the same end in sight.

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WORKSHOPS

1:15–2:15 p.m.

RURAL DEVELOPMENT

Your Tax Questions Answered
A402–A403

Roger McEowen, Professor of Agricultural Law and Taxation, Washburn University School of Law

There have been many different tax reform proposals put forth in 2021. Many that seemed promising early in the year didn’t survive additional public scrutiny and congressional debate. This workshop will discuss the various proposals that were put forth by both the Biden administration and Congress, and updates on any reforms that were signed into law that will have an impact on agriculture producers.

PUBLIC POLICY

1:15–2:15 p.m.

Farm Policy Outlook for 2022
A404–A405

Dr. John Newton, Chief Economist, U.S. Senate Committee on Agriculture, Nutrition & Forestry

John Kran, Michigan Farm Bureau

Jarrod Yates, Arkansas Farm Bureau

Kristina Watson, Pennsylvania Farm Bureau

Budget reconciliation, tax policy, climate policy, disaster aid, cattle markets, milk pricing and the 2023 Farm Bill are issues that are either in our rearview or coming soon. As Capitol Hill gears up to listen to farmers and ranchers about issues most important to you, be ready to provide them with the solutions you need to be successful. Hear from Senate committee staff and state Farm Bureau staff who are represented by the four agriculture committee corners as they discuss the current agriculture economy, ways to engage with members of Congress and what they are already hearing about farm policy issues.
1:15–2:15 p.m.

VIRTUAL & IN-PERSON

CONSUMER ENGAGEMENT

The Power of Engagement: Influencing and Advocating
A411
Cody Archie, Farmer, Influencer
Erika Archie, Farmer, Influencer
Sarah Ison, Farmer, Influencer

Hear successful stories on engaging and advocating for agriculture through social media. Here’s how these ag influencers used their online platform to tell their story and connect with consumers about where their food comes from.

1:15–2:15 p.m.

VIRTUAL & IN-PERSON

MEMBER ENGAGEMENT

Who’s in Your Top Ten
A412ab
Rhonda Burns, Associate VP, Diversity & Inclusion, Nationwide

Who is in your top ten? Not your top ten teams, but your top ten people. Exploring your top ten is essential because you can learn a lot about yourself and the intersection of trust and unconscious bias. Unconscious bias impacts how we move through the world, how we show up as leaders and the people-related decisions we make in the workplace. This is especially important as you consider recruitment, promotion, performance management and idea generation, all of which impacts our companies and organizations. We need more individuals and leaders actively fostering healthy, diverse and inclusive environments and this workshop can help you explore not only how to diversify your context but tell you why it matters.

1:15–2:15 p.m.

VIRTUAL & IN-PERSON

YF&R Discussion Meet Sweet 16
A411
A312
A313
A314

2:00–3:30 p.m.

Foundation’s Book of the Year Illustrator Signing
Farm Bureau Bank Booth #1551, Exhibit Hall A2

Our 2022 Book of the Year author will be unable to sign copies this year. Instead Farm Bureau Bank is inviting you to meet with Ward Jenkins, illustrator of TALES OF THE DAIRY GODMOTHER: CHUCK’S ICE CREAM WISH (2021 Book of the Year). He will be available to sign copies of his book in the Farm Bureau Bank booth on Sunday. Be sure to bring your copy of CHUCK’S ICE CREAM WISH from 2021! Additional copies will be available in the Foundation’s Booth.

Sponsored by Farm Bureau Bank

WORKSHOPS

2:30–3:30 p.m.

PUBLIC POLICY

Opportunities and Challenges for Agriculture in Carbon/Ecosystem Services Credit Markets
A402–A403
Shelby Myers, Economist, American Farm Bureau Federation

With emerging opportunities for farmers and ranchers to enroll in carbon and other ecosystem services credit markets, this workshop will provide an overview of how these markets are operating and some information that growers should be thinking about ahead of enrolling in a program.
BREWING EXCELLENCE

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Growing with farmers since 1892.

bayer.us  @BayerUS  bayerus
2:30–3:30 p.m.

MEMBER ENGAGEMENT

Prioritizing Urban Legislators: Outreach Programs to Maximize Impact
A404–A405
Linda Andrews, North Carolina Farm Bureau
Randy Dwyer, Director, Advocacy & Grassroots Development, American Farm Bureau Federation
Amber Glaeser, Director of Public Policy, Minnesota Farm Bureau
Lauren Williams, New York Farm Bureau

The recent U.S. Census has highlighted the continued growth of urban and suburban centers which also concentrates legislators relative to rural portions of a state. Hear how state farm bureaus are effectively reaching out to urban office holders to build strong relationships in their state capitols as well as in Washington, D.C.

2:30–3:30 p.m.

VIRTUAL & IN-PERSON

PUBLIC POLICY

Trade and American Agriculture: Stability or Turmoil Ahead?
A411
Dan Whitley, Extension Specialist, Agricultural and Resource Economics Professor, Administrator, USDA Foreign Agricultural Service

U.S. farmers and ranchers are critical to agricultural trade. This workshop will cover the benefits and challenges of the current international trade environment and the role of American agriculture. The administration’s positions on trade issues and agreements will also be reviewed. Attendees will learn the reasons behind the growth of agricultural trade and the importance of trade to our farms and ranches. The international market opportunities for agriculture, present and future, will be discussed.

2:30–3:30 p.m.

VIRTUAL & IN-PERSON

CONSUMER ENGAGEMENT

Ag Media Town Hall: Top Issues in Agriculture
A412ab
This workshop will be led by journalists reporting on agriculture and environmental issues.
What are the top issues facing America’s farmers and ranchers? Reporters covering the ag space join to discuss the hottest issues in agriculture.

2:00–4:00 p.m.

AFBF General Counsel Advisory Committee Meeting
Sycamore, Omni Atlanta, North Tower M2
By Invitation Only

4:00–5:00 p.m.

Mid General Session
- Farm Dog of the Year
- Distinguished Service Award
- Retiring Board Members
- Keynote: Jim Murphy, Founder & Chairman, Afterburner; Former F-15 Instructor Pilot, U.S. Air Force
- YF&R Discussion Meet Final Four Announcements

6:30–7:30 p.m.

YF&R Finalist and Sponsorship Reception
Dogwood B, Omni Atlanta, North Tower M1
By Invitation Only
LEADING PARADES
CLEARING BRUSH
DIGGING FENCE POSTS
RAKING
PULLING HAYRIDES
TILLING
LANDSCAPING
LIFTING
MOWING
PLOWING DRIVEWAYS
SPREADING SEED
BALING HAY

FARMALL®
CAN-DO COMES IN RED
MONDAY,
JANUARY 10, 2022

7:30 a.m.–3:00 p.m.
Convention Registration
International Plaza

8:00–11:00 a.m.
Trade Show
Exhibit Hall A4

WORKSHOPS

8:00–9:00 a.m.
/Public Policy
An Outlook to the Livestock Markets: 2022 and Beyond
A402/A403
Dr. Stephen Koontz, Extension Specialist, Agricultural and Resource Economics Professor, Colorado State University
A look back at the livestock markets of 2021, and an outlook of what to expect for 2022 and beyond.

8:00–9:00 a.m.
/Member Engagement
How to Recruit Members in 2022
A404–A405
Moderator: Austin Large, Director, Membership & Organization Development, American Farm Bureau Federation
Jason Davison, Florida Farm Bureau
Chelsea Poe, Indiana Farm Bureau
Audrey Schipporeit, Nebraska Farm Bureau
Recruitment of new members has drastically changed over the past 103 years as our organization continues to grow and evolve. Hear a panel of experienced speakers with a variety of backgrounds discuss what has worked well for their communities, as well as common pitfalls to avoid.

8:00–9:00 a.m.
/Consumer Engagement
Telling Agriculture’s Sustainability Story
A411
Doug Darling, Row Crop Farmer, Michigan
Tara Vander Dussen, Dairy Farmer, New Mexico
Kamal Bell, Farmer, North Carolina
America’s farmers and ranchers are leading the way in climate-smart practices that reduce emissions, enrich the soil and protect our water and air; all while producing more food, fiber and renewable fuel than ever before. Hear from farmers across the country about how they’re implementing sustainability practices on their farms and ranches.

8:00–9:00 a.m.
/Rural Development
The State of Rural America
A412ab
Moderator: Jackie Mundt, Kansas Farm Bureau Member
Kathryn de Wit, Project Director, Broadband Access Initiative, The Pew Charitable Trusts
Josh Jorgensen, Government Affairs and Policy Manager, National Rural Health Association
Rural communities need access to health care, government services and educational and business opportunities to prosper. This panel will discuss opportunities and challenges rural America currently faces as we learn to live in an ever-growing digital and remote economy.

8:30–9:30 a.m.
/YF&R Discussion Meet Final Four
Cultivation Center Stage, Exhibit Hall A2

9:30–11:00 a.m.
Meet the 2022 Farm Dog of the Year
AFBF Booth #1530, Exhibit Hall A2
10:00–11:00 a.m.  VIRTUAL & IN-PERSON

Forum Hosted by the AFBF Promotion & Education Committee
Cultivation Center, Trade Show Floor
Looking for some fresh activities that enable you to share about agriculture with the public? The AFBF Promotion & Education Committee is excited to showcase two different methods for engaging with consumers about food production. This fast-paced presentation brings the project ideas to you as audience members gain useful information while participating in an interactive forum on the Cultivation Center Stage.

WORKSHOPS
10:00–11:00 a.m.  MEMBER ENGAGEMENT

Member Engagement at Its Best
A402/A403
Moderator: Jessica Cabrera, Managing Director, Member Engagement, American Farm Bureau Federation
Elizabeth Dribusch, New York Farm Bureau
Audrey Brown, North Carolina Farm Bureau
Edie Doane, Kansas Farm Bureau
When it comes to engaging members, these panelists have “been there, done that.” Join this discussion highlighting best practices and success stories that elevate Farm Bureau member engagement to its fullest potential.

10:00–11:00 a.m.  RURAL DEVELOPMENT

Protecting You and Your Business from Cyber Threats
A404–A405
Moderator: Andrew Rose, Executive Director, CyberAg
Mark Cromer, SVP Chief Operations and Technology Officer, Farm Bureau Bank
Hannah Thompson-Weeman, Vice President, Strategic Engagement, Animal Agriculture Alliance
The pace of cyber-attacks on the agriculture sector is increasing rapidly. This straightforward session will offer insight on who the criminals are, what they want and how they operate. The session will also include tips and best practices for protecting you, your family and your business from being the next victim of a cyber incident.

The need for cyber awareness is now, and this session will be an important step in helping you become a more hardened business and lower your profile on a cybercriminal’s target list.

10:00–11:00 a.m.  VIRTUAL & IN-PERSON

PUBLIC POLICY

The Top 15 Market Outlook Issues from the AFBF Economic Team
A411
Roger Cryan, Chief Economist, American Farm Bureau Federation
Veronica Nigh, Senior Economist, American Farm Bureau Federation
Shelby Myers, Economist, American Farm Bureau Federation
Daniel Munch, Associate Economist, American Farm Bureau Federation
Emerging in a post-COVID economy, agriculture is facing supply chain disruptions, higher input costs and increased global purchasing that could reshape the currently forecasted $113 billion net farm income for 2021. The American Farm Bureau Federation’s economic experts will discuss the outlook for U.S. crop and livestock production, how the current political landscape could affect farm policy and the many factors that will influence U.S. farm profitability in 2022.
10:00–11:00 a.m.

VIRTUAL & IN-PERSON

CONSUMER ENGAGEMENT

The Sustainability Spotlight: Perspectives from the Food Supply Chain and Beyond
A412ab
Moderator: Roxi Beck, Director of Consumer Engagement, Center for Food Integrity
Jennifer Crall, Global Head Partnerships-Growers Engagement & AgriChain Activation, Bayer Crop Science
Callie Eideberg, Director, Government Relations, Environmental Defense Fund
Jon Iverson, Chair, Young Farmers and Ranchers Committee, American Farm Bureau Federation

Conversation amongst various partners in the food supply chain about their sustainability goals, how they impact farmers and ranchers and how agriculture can be part of the solution.

11:30 a.m.–12:45 p.m.

Closing General Session
Exhibit Hall A3
- Farm Bureau Ag Innovation Challenge Awards
- Tom Vilsack, U.S. Secretary of Agriculture
- YF&R Awards
- Keynote Speaker: Jeff Allen, Inspirational Comedian
- 2023 Annual Convention Invitation

2:00–3:00 p.m.

Women’s Communication Boot Camp Alumni Workshop
A402–A403
By Invitation Only

2:00–4:00 p.m.

LINC Business Meeting
A315
By Invitation Only

2:00–4:00 p.m.

Mental Health Training Workshop: QPR for Farmers & Farm Families
Ticketed Event $25 - Certification Issued
A404/A405
Tara Haskins, DNP, RN, Total Farmer Health Director, AgriSafe Network
Olivia Bury, BS, QPR for Farmers and Farm Families Coordinator, AgriSafe Network

Over the last decade, farmers and farm families have experienced increasing pressures, resulting in high levels of stress, mental health issues and suicide. QPR training teaches laypeople and professionals to recognize and respond to mental health crises using the approach of Question, Persuade and Refer. QPR for Farmers and Farm Families is a special curriculum that addresses QPR through an agricultural lens with personal farmer stories and opportunity to explore QPR approaches in hypothetical conversations with agricultural populations in crisis. Participants completing the training will be provided QPR certification documentation and many QPR resources for their use electronically.

4:00–5:00 p.m.

P&E State Chair and Vice Chair Gathering
A402/A403
By Invitation Only

4:00–5:00 p.m.

LINC Reception
A316
By Invitation Only

8:00 p.m.

Farm Bureau Celebration: A College Football Experience
Chick-fil-A College Football Hall of Fame
General Admission: $30
Doors Open at 7:00 p.m.

Celebrate the accomplishments of Farm Bureau and American agriculture over the past two years at the Chick-fil-A College Football Hall of Fame! Network with other attendees while enjoying the 51 interactive exhibits or sit back and cheer on the 2021 College Football National Championship game. Each attendee will receive an all-access pass digitally personalized to one of 775+ schools with football programs to tailor their experience throughout the exhibits. School spirit is highly encouraged!
Tuesday, January 11, 2022

8:00 a.m.

**Georgia Tours**
Shuttles depart from the shuttle pickup area outside of the registration area at the Georgia World Congress Center; check your ticket for departure time.

8:00 a.m.–5:00 p.m.

**Annual Meeting of Voting Delegates**
Thomas Murphy Ballroom

Noon–1:00 p.m.

**Voting Delegate Luncheon**
A411–A412b

1:00 p.m.

**Delegate Regional Caucuses**
- Midwest, A404
- Northeast, A402
- Southern, A405
- Western, A403

Wednesday, January 12, 2022

7:00–8:00 a.m.

**AFBF Board of Directors Breakfast**
Cottonwood, Omni Atlanta, North Tower M1

8:00 a.m.

**AFBF Board of Directors Meeting**
Dogwood, Omni Atlanta, North Tower M1

**Accurate Ag Books, Ag Literacy Resources, Games and more available in the American Farm Bureau® Foundation for Agriculture’s booth.**

Stop by our booth number 1457 to see!
Please check the AFBF 2022 Shuttle Schedule posted in your hotel lobby for any updates or changes to the below information.

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## SHUTTLE SERVICE SCHEDULE
Shuttle service between official hotels and the Georgia World Congress Center - Building A (GWCC)

<table>
<thead>
<tr>
<th>DATE</th>
<th>AM SERVICE</th>
<th>MIDDAY SERVICE</th>
<th>PM SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, Jan. 7</td>
<td>8:30 AM - 5:30 PM (30 minute service all day)</td>
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<td></td>
</tr>
<tr>
<td>Saturday, Jan. 8</td>
<td>6:30 AM - 1:00 PM (20 minute service)</td>
<td>1:00 AM - 3:00 PM (60 minute service departing from GWCC)</td>
<td>3:20 PM - 6:00 PM (20 minute service)</td>
</tr>
<tr>
<td>Sunday, Jan. 9</td>
<td>6:30 AM - 10:30 AM (20 minute service)</td>
<td>11:00 AM - 3:00 PM (60 minute service departing from GWCC)</td>
<td>3:20 PM - 6:00 PM (20 minute service)</td>
</tr>
<tr>
<td>Monday, Jan. 10</td>
<td>6:30 AM - 1:30 PM (20 minute service)</td>
<td>2:00 PM - 3:30 PM (60 minute service departing from GWCC)</td>
<td></td>
</tr>
<tr>
<td>Tuesday, Jan. 11</td>
<td>7:30 AM - 3:30 PM (20 minute service)</td>
<td></td>
<td>4:00 PM - 6:00 PM (30 minute service)</td>
</tr>
</tbody>
</table>

Farm Bureau Celebration @ College Football Hall of Fame
Shuttles depart official hotels from 7:15 PM - 9:00 PM.
Return shuttles depart event venue from 9:30 PM - 12:30 AM.

*Please note: shuttle service times may vary due to weather and traffic.

**HOTEL** ................................. **ROUTE** ......................................................... **SHUTTLE BOARDING LOCATION**
Atlanta Marriott Marquis ......................................................... 1 ........................................ Courtland Street Entrance
Hilton Atlanta ................................................................. 1 ........................................ Across Street from Main Entrance @ Marriott- Courtland Street
Westin Peachtree Plaza ..................................................... 2 ........................................ Main Entrance- Ted Turner Dr

When is the NEXT BUS?  |  Shuttle tracking with Next Bus will be available in the American Farm Bureau® Convention App. Download the app for schedule timing.

Call 1-800-523-4046 for shuttle inquiries and for wheelchair assisted service pickups (please allow 30 minutes for the shuttle’s arrival).

Scan here to download a copy of this schedule
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Krystal Doolittle
Williams, Iowa

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EMERGENCY INFORMATION
Georgia World Congress Center Emergency Phone Number
For all emergencies, immediately contact GWCCA Public Safety at (404) 223-4911 or dial 911.

Closest Hospital
Grady Health System
80 Jesse Hill Jr Dr SE
Atlanta, GA 30303
(404) 616-1000
24-Hour Care

Closest Pharmacy
CVS PHARMACY
235 Peachtree St NE
Atlanta, GA 30303
(404) 577-4054

Police, Fire & Rescue
Atlanta Fire Rescue Station 1
71 Elliott St SW
Atlanta, GA 30313
(404) 546-7000

Urgent Care Facilities
Urgent Care 24/7
Centennial Park
Downtown Walk-In
285 Centennial Olympic Park
Drive Northwest CU-2A
Atlanta, GA 30313
(404) 721-0444
24-Hour Care

Pharmacy Hours
Weekdays: 9:00 a.m.–7:00 p.m.
Saturday: CLOSED
Sunday: CLOSED

Closest Pharmacy
CVS PHARMACY
235 Peachtree St NE
Atlanta, GA 30303
(404) 577-4054

Pharmacy Hours
Weekdays: 9:00 a.m.–7:00 p.m.
Saturday: CLOSED
Sunday: CLOSED

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Georgia World Congress Center
FLOOR PLANS

Building A: Level Four

Shuttle Pick Up & Drop Off
Convention Registration

Stairs to the Ballroom
Thomas Murphy Ballroom
Building B: Level Five

Where concurrent workshops and other conference meeting rooms are located.
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Get the power, reliability and efficiency you need with **John Deere 6R Utility Tractors**. Improve productivity with the power-to-weight ratio and an extra power boost when you need it. Improve engine cooling by blowing out chaff in the hay field with the reversible fan. Mixing feed, weighing bales and loading goods have never been easier, thanks to loader technologies on the 6Rs. Ride in style in the top-of-the-line, comfortable cab with better visibility, ergonomic controls and a smooth ride in the John Deere 6R.

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Georgia World Congress Center

FLOOR PLANS

Building A: Level One

General Sessions
A3

Trade Show
A2

A1
149,000 SQ. FT.
13,848 SQ. METERS

A2
85,000 SQ. FT.
7,992 SQ. METERS

A3
105,000 SQ. FT.
9,758 SQ. METERS

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

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OMNI Atlanta Hotel
FLOOR PLANS

YF&R Discussion Meet Rounds 1 & 2
Thank You Sponsors

$100,000+

$50,000+

$25,000+

$10,000+

$5,000+
SEE YOU NEXT YEAR!

San Juan, Puerto Rico

January 6–11, 2023