

Reclaiming Profitability: Farming Smarter in **Feb. 24**
2026
Albert Lea, MN



ProfitProAG's **2026 Winter Conference**

**PRACTICAL SOLUTIONS FOR PROFITABLE,
SUSTAINABLE FARMING**

Tuesday, February 24, 2026
408 S 1st Ave
Albert Lea, MN 56007



**FEATURING
LEADING VOICES IN
REGENERATIVE AG**

SPEAKERS

ProfitProAG



Russel Hedrick - *Owner, Soil Regen and JRH Grain Farms*

Russell Hedrick is a first-generation North Carolina farmer who shattered the U.S. dryland corn yield record with 459.91 bushels per acre using regenerative, no-till methods. A Leopold Conservation Award winner and nationally recognized speaker, Hedrick is known for his honest, practical approach to soil health and profitability. His real-world experience and willingness to challenge the status quo make him one of the most influential voices in regenerative agriculture today.



Martin Larsen - *Olmsted County Soil and Water Conservation District*

Martin Larsen is a fifth-generation Byron, MN farmer and conservation technician known for linking on-farm practices to groundwater health. A leader in regenerative agriculture and a founding member of the region's "Oat Mafia," he integrates no-till, cover crops, and small-grain rotations to reduce nitrate loss and improve profitability. His cave research in Minnesota's karst region has helped shape local and statewide conservation programs, giving him a rare, underground-to-upper-soil perspective on what truly works.



Jolene Carlson - *Sustainable Farmer, Holistic health and fitness director for MN National Guard*

Jolene Carlson is a regenerative farmer and Minnesota National Guard holistic health and fitness director who blends agronomy, ecology, and human health into a practical, hopeful message for today's growers. On her family's farm in Cokato, MN, she restores prairie, integrates perennials, and raises heritage livestock to demonstrate how soil-first management improves resilience, profitability, and community health.



Tom Cotter

Fourth-generation Austin, MN farmer and 2025 Leopold Conservation Award winner known for innovative cover crop systems, reduced tillage, and profitable regenerative practices.



Dave Voigt

Southern Minnesota crop and livestock producer focused on practical soil health strategies, diversified rotations, and on-farm experimentation to improve resilience and profitability.



Mike Parkinson

A seasoned seed expert with 40+ years of experience helping growers improve corn performance and profitability through better seed quality and smarter selection.

AGENDA



Day 1: Winter Ag Conference- Tuesday February 24th Reclaiming Profitability: Farming Smarter in 2026

- 8 - 9 am Registration
- 9 - 9:15 am Reclaiming Profitability by Farming Smarter in 2026..... Dr. Jim Ladlie, *ProfitProAG*
- 9:15 - 12:45 pm Profitability through regenerative systems Russell Hedrick, *Soil Regen*
- 12:45 - 1:30 pm **Lunch, group interaction, and displays**
- 1:30 - 2:30 pm Adding Oats to your Rotation to Improve Soil Health and Profitability
.....Martin Larsen, *Olmsted County SWCD*
- 2:30 - 3:30 pm Soil Health Equals Human and Environmental Health
.....Jolene Carlson, *Human Health Specialist*
- 3:30 - 4:00 pm **Break - group interaction, and displays**
- 4:00 - 5:00 pm Grower Panel: Ways They Have Learned to Improve Profitability through
Regenerative Ag
- 5:00 - 5:15 pm Designing your tailored 2026 regenerative cropping plan to improve profitability
.....Dr. Jim Ladlie, *ProfitproAG*
- 5:15 - 5:30 pm **Closing Remarks/Wrap Up**
- 5:30 - 7:00 pm Networking and Refreshments

The logo for ProfitProAG, featuring the text "ProfitProAG" in a bold, sans-serif font. "ProfitPro" is in black and "AG" is in green. The logo is enclosed in a yellow oval with a white border.

ProfitProAG's 2026 Winter Conference

Practical Solutions for Profitable, Sustainable Farming

Join us for a full day of practical insights and hands-on learning designed to help farmers reclaim profitability in today's challenging Ag economy. Hear directly from growers and experts who are putting regenerative practices to work, and discover how soil health, crop diversity, and biological solutions can boost ROI while protecting your land for the future. The program features real-world farmer experiences, cutting-edge demonstrations, and interactive Q&A sessions. You'll leave with actionable strategies to improve your operation in 2026 and beyond.

Topics include:

- Profitability through Regenerative Systems with Russell Hedrick
- Soil health and human health connections with Jolene Carlson
- Integrating oats for soil improvement with Martin Larsen
- Farming the Controllables with Dr. Jim Ladlie
- Questions and Answer sessions

Scan the QR code to register today!



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