



ProfitPro^{AG}

2025 WINTER CONFERENCE

February 19 & 20, 2025

Join us on a Journey to Regenerative Agriculture by “Farming the Controllables” resulting in healthy soils, crops, livestock, environment, and people.

There will be time for participants to interact with the presenters and other growers at this event.

408 S 1st Ave, Albert Lea, MN

www.profitproag.com

(507)373-2550

“Tiny differences in management can lead to overwhelming differences in output and profitability.”

- Dr. Jim Ladlie

MEET THE SPEAKERS

These knowledgeable presenters will share their journey in Regenerative Ag, provide insight and experience to improve the sustainability and profitability of your farming operation.



Dr. Jim Ladlie, owner, ProfitProAG - Jim has spent decades helping growers increase sustainability and profitability by adapting a regenerative approach to farming. With over 40 years in the agricultural industry. Dr. Ladlie's foresight, research, knowledge and creative solutions have led to a proven crop management system that produces healthy crops/animals while maximizing profits.



Ray Archuleta, Certified Professional Soil Scientist - Ray ("The Soil Guy") has questioned everything he's learned in his formal education in agriculture. His curiosity motivated him to seek different perspectives—and the journey has been nothing short of revolutionary. He incorporates a deeply personal perspective as he shares proven, practical ways to care for the earth's most fundamental resources, including soil.



Mark Gutierrez, Director, MN Soil Health Coalition Executive - Through his many years working in agriculture, Mark has learned and adapted, watching farmers around him. Improving soil health through regenerative Ag practices can be the best way to impact farm profitability. Healthier soils also benefit the environment by controlling soil erosion and keeping excess nutrients out of water supplies.



Mike Parkinson, Legend Seed - Mike has been in the seed industry for 40+ years and has watched farmer's seed needs "evolve" from conventional corn, to GMO traited corn, and now back toward modern genetically developed research driven conventional corn. Mike has suggestions of how to lower seed cost and at the same time, improve corn hybrid performance on your farm (natural biocontrol and stay green traits)



Duane Davis, SkyDronesUSA & Herbert Dowse, AnswerAg - These two have you covered when it comes to drones. From drone sales, service, and parts to drone spraying services, multi-spectral crop scouting, and thermal imaging. They have partnered with ProfitProAG in applying cover crops and leading edge low dose, high impact crop production products as part of "Farming the Controllables - Recipe for Success".



Jolene Carlson, Sustainable Farmer and Nutritionist - Jolene is passionate about educating people about the importance of nutrient-dense foods and embracing regenerative Ag practices, creating an environment for healthy soils, crops, livestock and people. Jolene has a master's degree in education in environmental and natural sciences, as well as a master's degree in human nutrition and functional medicine.



Tom Cotter, Cotter Farms - Tom is a fourth generation Farmer from Austin MN. He started doing soil health practices in 1998. Since then, he has reduced tillage, diversified cash crops and cover crops, switched from grain finished beef to grass finished and converted 40% of his acres to Organic. His father, Mike was a nationally known storyteller and Tom is continuing that tradition by sharing his journey with us.



Landon Plagge, Green Acres Milling - Landon is part of a family owned farming operation and seed business out of Latimer, IA. They have also established Green Acres Milling for the purpose of contracting premium grade oat production in northern IA and southern MN. Specializing in farm sustainability, grower education, and rural preservations and development is one of the main goals Landon and his family strive for.



Ryan Welhousen, Welhousen Farms - Ryan has a corn and soybean operation in NC Iowa. They have switched to 100 percent non GMO production in the last six years. Soil biology has been our main focus and we are currently working on alternatives to fungicide, insecticides and common fertility practices.



Dale Viktora, Viktora Farms - Dale is a field agronomist for Beck's Hybrids covering Southern MN. He and his wife, Senja, focus on adapting a regenerative farming system. ROI is very important to us, so we are always evaluating new products on a trial basis to see how they will work on our farm.



Dennis Klockenga, Crop and Livestock Consultant, ProfitProAG - Dennis is top of his profession when it comes to regenerative crop production knowledge and developing profitable grower production plans. He enjoys on-site field visits with soil and crop evaluations to determine how to improve profits per acre for his clients.

AGENDA

Wednesday, February 19

TIME	SPEAKER
9 to 10 am	Registration
10 to 11 am	Implementing a Regenerative AG approach by “Farming the Controllables” Dr. Jim Ladlie, <i>ProfitProAG</i>
11 am to 12 pm	Ask Me Why I’m All In on Regenerative AG Ray Archuleta, “ <i>The Soil Guy</i> ”
12 to 1 pm	Lunch, group interaction, and displays
1 to 2 pm	Rainfall Simulator Demonstration. “Does Soil Health Impact Water Holding Capacity and Drainage?” Ray Archuleta, “ <i>The Soil Guy</i> ” Mark Gutierrez, <i>MN Soil Health Coalition Executive Director</i>
2 to 2:45 pm	Enhancing a Regenerative Corn Production Program Mike Parkinson, <i>Legend Seed</i>
2:45 to 3:30 pm	Break, group interaction, and displays
3:30 to 4:15 pm	Utilizing Drones to Enhance Regenerative Crop Production Duane Davis, <i>SkyDronesUSA</i> & Herbert Dowse, <i>Answer Ag</i>
4:15 to 5:30 pm	Soil Health Equals Human and Environmental Health. Jolene Carlson, <i>Human Health Specialist</i>
5:30 to 6:15 pm	Dinner
6:15 to 7:45 pm	Questions and Answers With Ray Archuleta, Mark Gutierrez, Jolene Carlson, Mike Parkinson

Thursday, February 20

TIME	SPEAKER
8:30 to 9:15 am	Ways I Have Implemented A Regenerative Approach in My Crop and Livestock Production. Tom Cotter, <i>Cotter Farms</i>
9:15 to 10 am	A Premium Oat Production and Marketing Program Landon Plagge, <i>Green Acres Milling</i>
10 to 11:30 am	Grower Panel: What is the #1 Way I’ve Learned to Boost Farm Profitability Tom Cotter, <i>Cotter Farms</i> Ryan Welhousen, <i>Welhousen Farms</i> Dale Viktora, <i>Viktora Farms</i> Dennis Klockenga, <i>ProfitProAG</i> Mike Parkinson, <i>Legend Seed</i>
11:30 am to 12 pm	Designing Your Tailored 2025 “Farming The Controllables - Recipe for Success”. Jim Ladlie, <i>ProfitProAG</i>
12 to 12:45 pm	Lunch and Group Interaction
12:45 pm	Adjourn

2025

WINTER CONFERENCE

Register Today to reserve your spot at our Winter Conference.

Join us on a Journey to Regenerative AG

Have you ever considered the future of farming and found it concerning? If you're looking for a more sustainable approach to crop and livestock production but aren't sure where to begin, we have a lineup of speakers who have successfully transitioned to Regenerative Agriculture. Let them guide you through their experiences and insights. By attending this event, you will learn more about:

- How Regenerative Ag can enhance your profitability and sustainability naturally
- Why Regenerative AG is important for our environment
- How crop rotation and cover crops can improve soil health
- Adapting a biocontrol, stay green stacking technology system
- Accounting for all nutrient sources
- Using drones for on-farm crop input applications
- The correlation between human and soil health
- Raising and accessing a value added market for your regeneratively raised oats
- Raising high brix nutrient-dense crops
- Incorporating "Farming the Controllables - Recipe for Success" on your acres

REGISTER BY:

- Scanning the **QR code**
- Visiting **profitproag.net/2025-winter-conference/**
- Calling **507-373-2550 or 888-875-2425**
- Emailing **info@profitproag.com**

