

You're invited to ProfitProAG's 2024 Winter Conference

*The greatest
limitation in
farming is
labor.*

**FARM NATURE'S WAY
with Regenerative Ag
by "Farming the Controllables"
Resulting in Healthy Productive
Soils, Crops, and Livestock**

**THIS CAN BE YOUR GREATEST
TURNING POINT**

*Let the microbes be
your workforce.*

- Dr. Jim Ladlie



February 7th (10 am to 7 pm)
and 8th (8:30 am to 1 pm)



ProfitProAG Headquarters
408 S. 1st Ave, Albert Lea, MN

No One Can Win Working Against Nature

Join a dynamic group of experts including growers who are utilizing a regenerative approach to Agriculture. We will share our knowledge about the benefits of adapting a regenerative, sustainable approach to crop and livestock production the natural way. By attending this event, you will learn more about:

- How Regenerative Ag can enhance your profitability and sustainability naturally
- Accounting for all nutrient sources
- Carbon intensity scores
- Value added food transparency markets
- Capturing carbon the limiting nutrient
- Raising high brix nutrient dense crops
- Reducing the use of insecticides and fungicides
- Using drones for on farm crop input applications
- How cover crops can improve soil health
- Biologically treating liquid manure to enhance nutrient value and reduce ground water contamination
- Incorporating "Farming the Controllables - Recipe for Success" in your acres

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



More from Every Acre, More from Every Animal

Conference Speakers

These knowledgeable presenters will provide insight and experience to improve the sustainability and profitability of your farming operation.



Dr. Jim Ladlie, owner, ProfitProAG - Jim has spent a lifetime helping growers increase sustainability and profitability by adapting a regenerative approach to farming. With a PhD in Crop Science from Michigan State University and 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 and manages risks while maximizing profits.



Dennis Klockenga, Regenerative Ag 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 received his Bachelor of Science Degree in Agronomy from the University of Illinois and his Master's Degree in Soil Fertility from Southern Illinois University-Carbondale. For the last 20 years, he has worked for ProfitProAG as a Certified Crop Adviser (CCA) for top commodity crop producers. He enjoys on-site field visits with soil and crop evaluations to determine how to improve profits per acre for his clients.



Jake Gross, Transparency Wise - Jake, a fourth-generation rancher from Southeast Kansas, with over a decade of experience in implementing regenerative agricultural practices. His dedication to small family ranches has helped him reach achievements, including the creation and roll-out of an all-natural beef program nationally with Performance Food Group in 2023. In his upcoming discussion, Jake will discuss what value added programs look like and how the use of Transparency Wise can lead to added revenue with farms and ranches.



Mike Parkinson, Bass UnConventional Hybrids - Mike has been in the seed industry for 40+ years and has watched farmers seed needs "evolve" from conventional corn, to GMO traited corn, and now back toward modern genetically developed research driven conventional corn - not "off patent" conventional corn. He will tell you his biggest frustration within the US seed industry was watching the purposeful increase of seed cost as outside interests took over the industry. 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)



John Pernet, Regenerative Ag Crop and Livestock Consultant, ProfitProAG - "Practice what you preach" could be John Pernet's motto. John has been involved in crop and livestock production for 25 years. He's especially well versed in the Wisconsin dairy industry, where he has gained a wealth of knowledge about herd health, effective manure management, and ways to produce high-energy, nutrient-dense feed. For the past three years, John has been a leader in adapting drone technologies for crop applications.



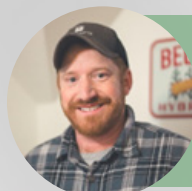
Tom Cotter, Cotter Farms - Tom is a fourth generation Farmer from Austin MN. He started doing soil health practices in 1998. Since then, he has reduced tillage, diversified cash crops and cover crops, switched from grain finished beef to grass finished and converted 40% of his acres to Organic. His father,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



Chris Chodur, Livestock and Manure Management Consultant, ProfitProAG - Chris is an Iowa-based animal and manure consultant for ProfitProAG who brings years of livestock industry experience to his role. After earning his degree in Ag management from North Iowa Area Community College (NIACC) in 1993, he became NIACC's farm manager/livestock herdsman. During his 17-year career at NIACC, he managed daily operations at the farrow-to-finish swine operation and at the college's beef cow/calf operation. This experience helped Chris establish many relationships with swine producers across Iowa and Minnesota.



Ryan Welhousen, Welhousen Farms - Ryan has a corn and soybean in 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.

Conference Agenda

Wednesday, February 7

<u>TIME</u>	<u>SPEAKER</u>
9 to 10 am	Registration
10 am to 12 pm . . .	Farm Nature's Way with Regenerative AG by "Farming the Controllables" Dr. Jim Ladlie, <i>ProfitProAG</i>
12 to 1 pm	Lunch, group interaction, and displays
1 to 2 pm	Establishing and Cashing in on your Farm's CARBON INTENSITY SCORE Dennis Klockenga, <i>ProfitProAG</i> Using the Haney Test to Drive your Regenerative Crop Production Program Dennis Klockenga, <i>ProfitProAG</i>
2 to 3 pm	Establishing Food Chain Transparency from Producer to Consumer with Regenerative Ag. Jake Gross, <i>Transparency Wise</i>
3 to 3:30 pm	Break, group interaction, and displays
3:30 to 4:30 pm . . .	Understanding the History of the Corn Industry and Adapting Natural Biocontrol and Stay Green Hybrids Mike Parkinson, <i>Bass Hybrids</i>
4:30 to 5:30 pm . . .	Utilizing Drones to Apply Timely Natural Biocontrol and Stay Green Technologies. Fall - At Plant - In Season John Pernat, <i>ProfitProAG</i>
5:30 to 6:15 pm . . .	Dinner
6:15 to 7:15 pm . . .	Group Interaction (Q & A)

Thursday, February 8

<u>TIME</u>	<u>SPEAKER</u>
8:30 to 9:30 am . . .	What I've Learned About Managing Cover Crops to Improve Soil Health on my Farm. Tom Cotter, <i>Cotter Farms</i>
9:30 to 10:45 am . .	Grower Panel: Adapting a Regenerative Approach on My Farm Tom Cotter, <i>Cotter Farms</i> John Pernat, <i>ProfitProAG</i> Ryan Welhousen, <i>Welhousen Farms</i> Dale Viktora, <i>Viktora Farms</i>
10:45 to 11:15 am .	The Value of Biologically Treating Liquid Manure in a Regenerative Farming System. Chris Chodur, <i>ProfitProAG</i>
11:15 am to 12 pm	Designing Your Tailored 2024 "Farming The Controllables - Recipe for Success". . Jim Ladlie, <i>ProfitProAG</i>
12 to 12:45 pm . . .	Lunch and Group Interaction
12:45	Adjourn

"Tiny differences in management can lead to overwhelming differences in output and profitability."
-Dr. James S. Ladlie

ProfitProAG's 2024 Winter Conference

Register Today to reserve your spot at our Winter Conference.

Don't miss the opportunity to interact with speakers and fellow growers about adapting the benefits of regenerative crop practices, ways to Capture Carbon, Raise High Brix Crops, Utilize Cover Crops, Establish a Carbon Intensity Score, and much more.

Scan the QR code, visit our website, call or email us for more information.

profitproag.net/2024-winter-conference/
507-373-2550 or 888-875-2425
info@profitproag.com



Albert Lea Lodging Options - Responsibility of attendee:

Comfort Inn (507) 377-1100 - 810 Happy Trails Lane, Albert Lea, MN
(Speakers and PPAG employees will be staying at Comfort Inn)

Country Inn & Suites by Radisson (507) 373-5513 - 2214 East Main Street, Albert Lea, MN

Holiday Inn Express (507) 473-2300 - 77820 Main Street East, Albert Lea, MN

Motel 6 (507) 377-0591 - 2019 East Main Street, Albert Lea, MN

Clip and mail in



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Name: _____ Spouse/Extra Person: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: (____) _____ - _____ Cell Phone: (____) _____ - _____ E-mail: _____

Please mark how many people will attend each day and how many people will be here for meals:

___ Both Days (February 7 & 8) ___ Wed., February 7 Only ___ Thurs., February 8 Only
___ Lunch ___ Dinner ___ Lunch ___ Lunch ___ Dinner ___ Lunch

Mail registration forms to ProfitPro, LLC, 408 S. 1st Ave, Albert Lea, MN 56007
or call 507-373-2550 or email to info@profitproag.com or register online at profitproag.com/2024-winter-conference

To receive e-mail correspondence from us, please send your name, mailing & e-mail address and phone to: info@profitproag.com