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August 16-18, 2016

St. Johns, Michigan

OFFICIAL SHOW GUIDE

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WELCOME

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From inputs, to machinery, to general knowledge, when attending a trade show there's always that question: "But, how does it work in the field?" With that said, you're probably wondering 'why should I take the time to visit the AgroExpo,'—or even 'why did the AgroExpo get put together?'

We believe the status quo for events and meetings has to be challenged as growers are pushed to maximize the effectiveness and efficiencies of their farms. How is the AgroExpo different?

Our vision was to gather together the progressive thinkers and innovators from our industry and allow them the time and space to demonstrate—in the field—how their products and services will benefit your farm. That is what you will experience at the AgroExpo.

The AgroExpo steering committee recognized a need to link companies from across the industry to an in-field experience. We realize the ability for exhibitors to take you right into a plot isn't a new concept. However, with the vast diversity of technologies, added education speakers, and access to plots, this event will definitely allow you to take new ideas, concepts, and products and further maximize the effectiveness on your farm.

The AgroExpo wasn't just whipped up overnight; it began with a collaboration of growers, promoters, exhibitors, and researchers.

The focus from the beginning has been to connect, discover, and innovate. With Michigan farms producing more than 300 different commodities, the AgroExpo will represent a large number of these and connect people in these industries. Attendees have the flexibility to visit the areas of interest to them. With research guiding this event, you can be confident you will learn something new and get new ideas on how to make your operation more efficient.

As you evaluate your busy schedule and decide how to make the AgroExpo fit, I want to bring to your attention that each day will have its own unique value. You may find it productive to attend more than one day.

From silage, to tillage, to in-field learning experiences on nitrogen management tools, this event will allow you to leave with valuable information for your farm. For more information visit www.theagroexpo.com



Albert Bancroft
AgroLiquid Senior Marketing Manager

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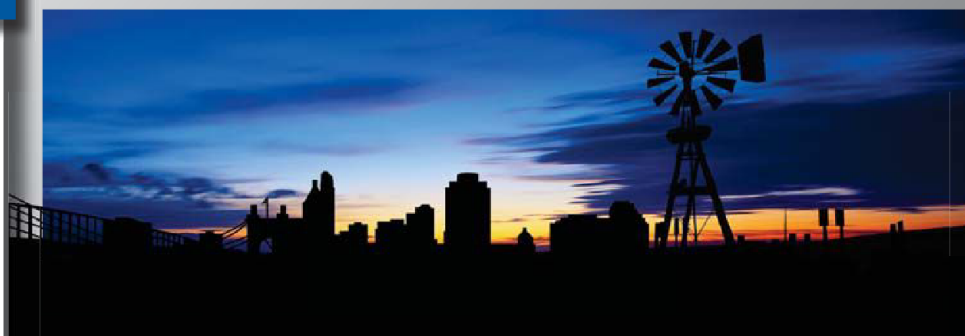
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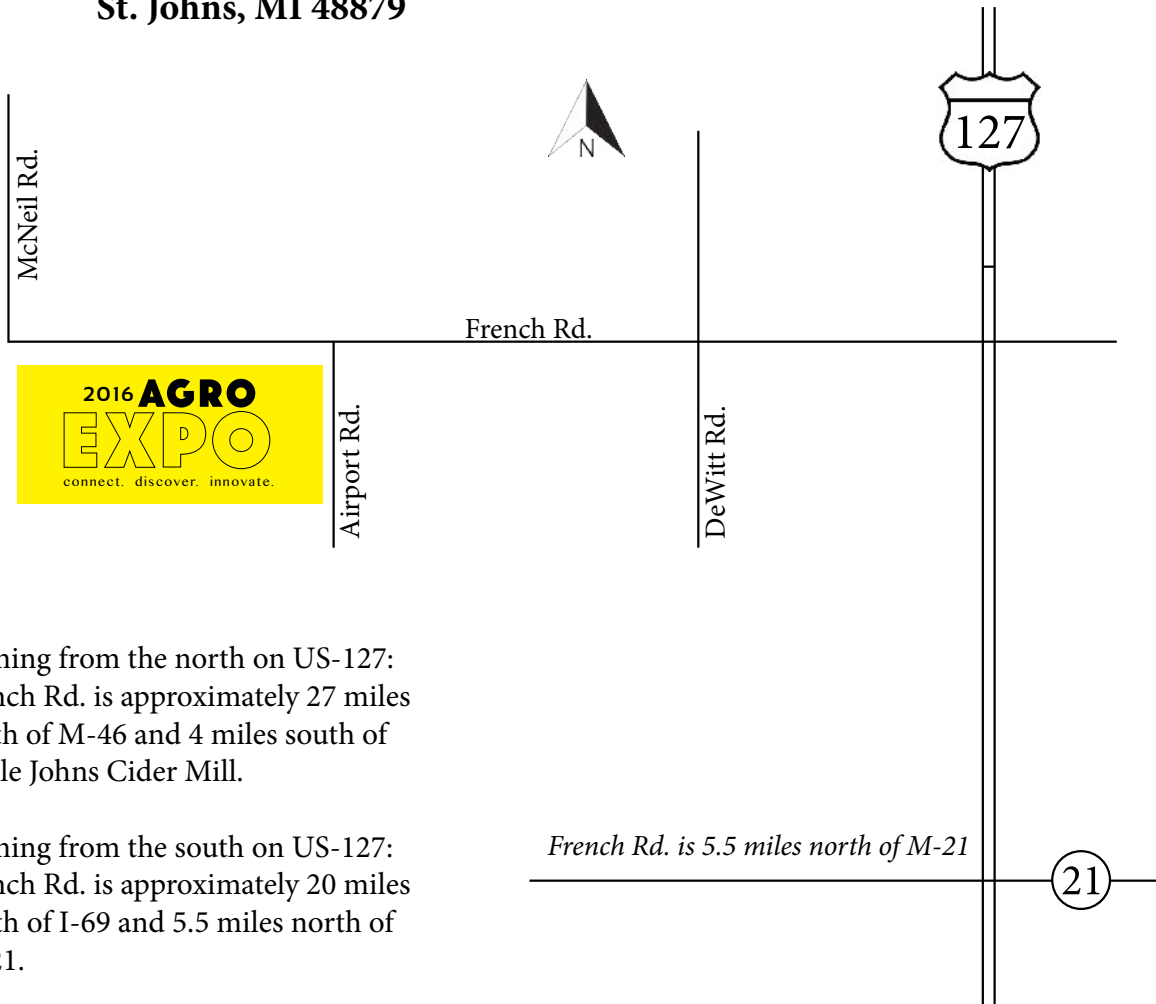


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GETTING TO AGROEXPO

Directions to AgroExpo

Address: 4255 W. French Rd.
St. Johns, MI 48879



Coming from the north on US-127:
French Rd. is approximately 27 miles
south of M-46 and 4 miles south of
Uncle Johns Cider Mill.

Coming from the south on US-127:
French Rd. is approximately 20 miles
north of I-69 and 5.5 miles north of
M-21.

GPS Directions:
4255 W. French Rd.
St. Johns MI 48879



SCHEDULE

Tuesday, August 16

8:30 am	Show is open to attendees	
9:00–10:00 am	AgriTalk	Agri-Business Tent, Farm 12
	<i>Mike Adams</i>	
9:30–10:00 am	Delivering a consistent TMR	Silage Town, Farm 8
9:30–10:00 am	Hot topic issues in feed management	Silage Town, Farm 8
10:30–11:00 am	Harvest processing	Silage Town, Farm 8
10:30–11:00 am	Appreciating the GEM of silage	Silage Town, Farm 8
11:30 am	Self-propelled forage harvester demonstrations.....	Silage Town, Farm 8
12:30–1:00 pm	Challenge plots panel.....	Agri-Business Tent, Farm 12
1:00–4:00 pm	Tillage demonstrations	Farm 7
2:00–3:00 pm	How weather affects your management decisions.....	Agri-Business Tent, Farm 12
	<i>Tim Marquis, Weather Decision Technologies</i>	
4:00 pm	Show closes	

A field specialist will be available at each town to present information.

Wednesday, August 17

8:30 am	Show is open to attendees	
9:15–10:00 am	Innovation & management for silage quality & consistency	Silage Town, Farm 8
10:00–11:00 am	Taking control of inputs: Incorporating technology on the farm	Agri-Business Tent, Farm 12
	<i>Joel Armistead</i>	
1:00–4:00 pm	Tillage demonstrations	Farm 7
1:30 pm	Aerial cover crop seeding talk.....	Agri-Business Tent, Farm 12
	Aerial cover crop demonstration (following seeding talk)	Farm 7
	<i>Al's Aerial Spraying</i>	
3:00–3:30 pm	Challenge plots panel.....	Agri-Business Tent, Farm 12
4:00 pm	Show closes	

A field specialist will be available at each town to present information.

Thursday, August 18

8:30 am	Show is open to attendees	
9:15–10:00 am	Innovation & Management for silage quality & consistency	Silage Town, Farm 8
10:00 am–12:00 pm	Responsible nitrogen management: Technology and treatments	In the Field, Farm 12
	<i>Darren Hefty, AgPhD</i>	
12:30–1:00 pm	Challenge plots panel.....	Agri-Business Tent, Farm 12
1:00–4:00 pm	Tillage demonstrations	Farm 7
2:00–3:00 pm	Sustainability: Earning the trust of consumers	Agri-Business Tent, Farm 12
	<i>Randy Krotz, CEO of U.S. Farmers and Ranchers Alliance</i>	
4:00 pm	Show closes	

A field specialist will be available at each town to present information.

Responsible nitrogen management in corn

By Dr. Jerry Wilhm, *AgroLiquid*
Senior Research Manager

Farming requires smart decisions going into the season to ensure that crop returns minus crop inputs is a positive number. Obviously, the bigger the number the better! Usually, we don't know how smart the decisions were until the end of harvest. But, there are some tools available to help with nitrogen inputs on a corn crop. At the AgroExpo grounds, a plot was

established to compare and evaluate N management, giving us responsible nitrogen management. This is to help guide decision-making, and is based on the season's growing conditions and realistic yield goal so that we aren't over—or under—applying nitrogen. The following programs were employed at the time of sidedress, approximately 30 days after planting. The N programs are:

1. Pre-Sidedress Nitrate Test (PSNT) where soil samples (12" cores) are

taken to analyze for nitrate content. Then, based on yield goal, a nitrogen recommendation is provided. The PSNT has been available for a number of years. Each state usually has its own interpretation and recommendations, and those from MSU are followed on the AgroExpo plot.

2. Encirca. This is a nitrogen advisor that tracks application and weather information to provide a recommendation. To use Encirca, a pre-season soil core is collected to determine starting soil N levels and potential for mineralization. Encirca will enable split sidedress applications for increased precision.
3. Climate. This is also a weather-based nitrogen advisor that aims to predict nitrogen application rates. This too will enable split applications if desired.
4. Regular, or the "Do what we've always done" method. This is based roughly on Apply a pound of nitrogen per bushel of yield goal thinking. Application does not consider any contribution from soil organic matter, which often isn't believed anyway.
5. Soil Scan from 360 Yield Center. This system uses equipment that can actually analyze a soil sample for nitrate levels in a matter of minutes, right in the field. For increased precision, it is advised to make the reading as close to application as possible, preferably the day of application. Based on the reading and yield goal, a suggested nitrogen rate is determined. This rate can also be split with another reading prior to the next application.

All of these programs followed a broadcast application of 50 lb-N per acre, applied broadcast as 28% UAN the day after planting. This rate was taken into consideration for the programs. Additionally, there are comparison plots that received either 0, 50-, 100-, 150- and 200 lb-N/A broadcast applied as 28% UAN the day after planting. So the active N advisement programs can be compared to single applications as well. This will be a wealth of information for any corn farmer to learn more about application of arguably the most important corn nutrient.

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CROP PROTECTION/SEED TOWN

Two pillars of a great crop

The two most important decisions a grower makes for any given growing season is seed choice and crop protection program, according to John Leif.

"Those two aspects have an enormous effect on potential yield, input costs, and net income," said Leif, Chair of Crop Protection Town at the AgroExpo, set for Aug. 16-18 at 4255 West French Road in Saint Johns, MI.

Leif says the AgroExpo has assembled the manufacturers of these two aspects of farming together so attendees can learn about the latest in crop protection and how it

combines with the most innovative seed genetic technology.

Steve Gower, Technical Agronomist for DEKALB/Asgrow brands, says the AgroExpo is an excellent opportunity for growers to see what products are available and to talk about their operation with representatives from the companies.

"We want to highlight the performance of our products, but we also want to talk about the proper placement and positioning of our products," Gower says.

These opportunities are valuable for the company representatives and

the farmer. "They can put a face with a company and a face with a brand. Developing relationships with our growers is important."

Leif invites all growers to explore Crop Protection Town.

"This is an integration of multiple companies to meet your crop protection and seed variety needs," he said. "Crop Protection Town represents the best of the best right now. You don't want to miss it."



Watch the video feature at:
WWW.THEAGROEXPO.COM



AGRI-BUSINESS TOWN

We're full of ideas

"From research and development of seed, crop protection and nutrient management, to the latest equipment and management technology, AgroExpo is sure to leave you motivated and full of ideas about the future of your farming operation."

That's what the AgroExpo website promises, and Agri-Business Town delivers. Housed under one tent, vendors from all facets of agriculture are assembled to focus attention on the latest advances in the industry.

In addition to the vendors, Agri-Business Town will showcase educational speakers on the center stage. There will be two speakers each day of the show.

Tuesday morning, AgriTalk will record their live, one-hour syndicated talk radio program for rural America. AgriTalk provides information that connects producers with consumers.

Tuesday afternoon, Meteorologist Tim Marquis will discuss the how the

weather affects agriculture—beyond the obvious. He'll tell you how the long-range forecast can be used to make management decisions, and how the weather in various parts of the world may affect commodity prices.

Wednesday morning, long-time no-tiller Joel Armistead will discuss his use of precision technology and other tools to minimize inputs and maximize efficiency on his farm.

Wednesday afternoon the focus will be on cover crops and the various methods of managing this important tool.

Valuable as erosion control and helpers of both soil tilth and organic matter, cover crops can be both production and public relations-friendly—especially for farms near and inside sensitive watershed regions.

Thursday morning will focus on Responsible Nitrogen Management. Speakers will concentrate on test plots on the AgroExpo grounds.

These plots are being replicated on

the Hefty Farm in Baltic, South Dakota.

Darren Hefty will discuss a series of nitrogen rates applied to corn plots after planting. Other plots received only 50 pounds of nitrogen (as UAN) with the intention of applying more at side-dress time. Different nitrogen guidance tools will be employed on these test plots as well. Yields will be compared at season's end.

Each afternoon, Darren Hefty and Brian Hefty from Ag PhD go head-to-head on challenge plots, located on the AgroExpo grounds. AgPro Farm Services and AgroLiquid researchers and agronomists also challenge the Hefty brothers in the plot challenge. There is a two-way challenge involved on these plots; both highest yield and most economical will be evaluated. All contestants will discuss their decision-making process for the management of their plot.

In all, Agri-Business Town promises to live up to its hype, and leave you with plenty of ideas to take back to your operation.



TECHNOLOGY TOWN

See firsthand how technology can improve your bottom line

In your never-ending quest to boost yields, cut costs, and ultimately boost profitability, how you utilize and integrate the latest technology has no doubt been top of mind. AgroExpo's "Technology Town" will finally offer you a chance to do more than just read about the latest advancements, according to Jeff Brown.

"At Technology Town, growers can expect to see different technologies that will help them from a management

standpoint—whether it be soil testing, mapping, precision planting, or nitrogen management—to help them in their overall management plan," Brown said. "We'll also be doing aerial imaging of a standing crop with drones and picking out different characteristics from those field images that growers can look at and see how that technology can be used as a management tool."

If seeing is believing, Brown said

growers won't be disappointed. "They will not only be able to interact with 10 different companies ranging from soil testing to nitrogen management, planter technology and liquid fertilizer application technology, they will also see the impact of those tools through a number of plot tours, he explained.

Some of those technology companies include the likes of

Continued on page 13.



Continued from page 12.

Precision Drones LLC, Harvest Energy Solutions, Precision Planting, Climate Corp, DuPont Pioneer, Baker Ag Tech, Midwest Labs, Farm Logic, AgXcel, and 360 Yield Center, says Brown.

"We'll be demonstrating nitrogen management technologies to help growers manage their nitrogen throughout the growing season" Brown explained. "We'll also have some different planter technology plots set up so we can look at different planter depths and different down pressure settings to show growers, in the field, hands-on, what they can expect to see with some of their different planter setups."

Soil mapping and soil testing—basic to driving productivity

Soil EC is Soil Electrical Conductivity—a measurement of how much electrical current soil can conduct. It's an effective way to map soil texture because smaller soil particles such as clay conduct more current than larger silt and sand particles. Mapping texture with Soil EC captures this key physical property (see sidebar on page 14).

"At Technology Town we're going to do some mapping using the Veris machine to make some different soil condition maps," explained Jeff. "Veris is a machine that scans the soil, essentially, and measures conductivity so it will give you a soil map at a couple different depths of what your soil looks like and it can be used in conjunction with soil testing or drones things of that nature to integrate into a total crop management plan."

Growers, consultants, and suppliers are using Veris soil EC sensors to devise management zones, set soil sampling locations, create variable rate seeding prescriptions, better manage nitrogen applications, and improve irrigation prescriptions—just to name a few uses of Veris EC maps.

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Technology driving nitrogen management strategy

While a number of the exhibitors in Technology Town will be focused on overall nutrient management, many have honed in on how to assist producers with managing nitrogen application, timing and seasonal adjustments based on current weather patterns, plant growth and the crop's ability to utilize various forms of nitrogen.

Several of the exhibitors at Technology Town now provide cloud-based weather monitoring services, combined with a "check-book register" approach to nitrogen utilization, allowing a producer to log N applications and then identify additional needs and recommended application timing, which often means split N applications throughout the growing season.

One company leading that discussion is backing up that assertion with some impressive yield data comparisons showing the advantages of split N applications. Citing the late season nitrogen demands of corn at tasseling, 360 Yield Center's Y-DROP® application system places liquid nitrogen at the base of the corn plant—directly above the root mass. Moisture—a heavy dew or light shower—moves the nitrogen into the soil for rapid uptake and minimal denitrification.

Traditional coulter systems put a band of nitrogen 10 to 15 inches from the root mass, which slows uptake and increases risk of loss without a significant rain. In 2015 field tests, 360 Y-DROP applications showed a 10-bushel yield improvement over coulter application systems.

The golden days of one-and-done N application are over, says company founder and president, Gregg Sauder, referring to the traditional practice of putting down 200 lbs. of N early and let it run its course. One big rain event could leach it away and be the difference between a good year and a great year.

Utilizing a Base-Plus approach, 360 Yield Center's new products help corn growers to precisely manage N availability by testing mid-season and applying more N where and when it's needed. Applying a base rate of N either through anhydrous or as liquid at planting ensures corn gets off to a great start, but saves the remaining N supply for later in the season.

360 Yield Center says corn uses almost 75 percent of its overall N needs after

V10—meaning if you run out of N after pollination, growth will shut down, ears will be shorter and grain fill will suffer. Y-DROP allows you to sidedress in taller corn.

Most sidedress applicator bars have

much more vertical clearance than the coulter systems. So instead of being limited to V4 applications, you can stretch the season well into V6 or higher with commercial applicators.

Mapping soil EC and texture will enable you to manage around these major productivity factors:

- Water-holding capacity
- Nitrogen use and loss
- Rooting depth
- Drainage
- Cation-exchange capacity
- Action of soil-applied herbicides
- Nematode activity
- Loss of mobile nutrients
- pH—buffering capacity

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Take the smell test for silage at AgroExpo

Aside from fresh-cut hay, there are few things in the world that smell better to a farmer than corn silage hitting the back of the wagon.

But there are some smells that should cause farmers to double-check what's in the wagon, and that's why everyone is encouraged to bring their noses to AgroExpo's Silage Town.

"We're going to have an odor lab at Silage Town," said Dann Bolinger of Pioneer, coordinator of Silage Town. "People can experience good and bad odors associated with silage in a safe way by sniffing test tubes."

If smell is a good silage test, your other senses will come into play as well. Your ears will hear the latest equipment as it's demonstrated on-site, and your eyes will see forage wagons operated. You'll be able to feel various silage cuts and contemplate the roles of various microorganisms in the forage.

"Overall, people will be able to evaluate the silage that's cut on-site," Bolinger said. "We'll have it set up for everyone to go through a process of evaluating kernel processing, understanding starch digestibility, and evaluating length of cut."

After all the years that length of cut has been debated, Bolinger said, the debate continues on which is best. Harvesters capable of achieving all the current options are expected to be demonstrated.

While there will be no haylage or corn silage piling done at AgroExpo's Silage Town, there will be ample time to see the latest forage harvest equipment in action, all designed to help farmers optimize their silage quality.

"We'll also have a location set up to include some hands-on visual demonstrations and plenty of new technology with multiple harvest equipment manufacturers

represented," he said. "The whole thing is designed so farmers can look at what can be done to deliver consistently high-quality silage."

With a Silage Town theme of: "Innovation & Management for Silage Quality & Consistency," Bolinger said Silage Town is all about "producing and delivering an economical, right-quality, consistent silage and TMR to cattle—dairy or beef. That's critical to achieving top animal health, performance, and profitability, he said.

"We will be exploring the extent and sources of silage and TMR variability with focus on the technologies, innovations, and proven best practices for achieving quality and consistency in silage and TMR," he said.



Watch the video feature at:
WWW.THEAGROEXPO.COM

Innovation & Management for Silage Quality & Consistency

Tuesday, August 16

9:30–10:00 am	Delivering a consistent TMR.....	Silage Town, Farm 8
9:30–10:00 am	Hot topic issues in feed management.....	Silage Town, Farm 8
10:30–11:00 am	Harvest Processing.....	Silage Town, Farm 8
10:30–11:00 am	Appreciating the GEM of silage.....	Silage Town, Farm 8
11:30 am	Self-propelled forage harvester demonstrations.....	Silage Town, Farm 8

Wednesday, August 17

9:15–10:00 am	Innovation & management for silage quality & consistency.....	Silage Town, Farm 8
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Thursday, August 18

9:15–10:00 am	Innovation & management for silage quality & consistency.....	Silage Town, Farm 8
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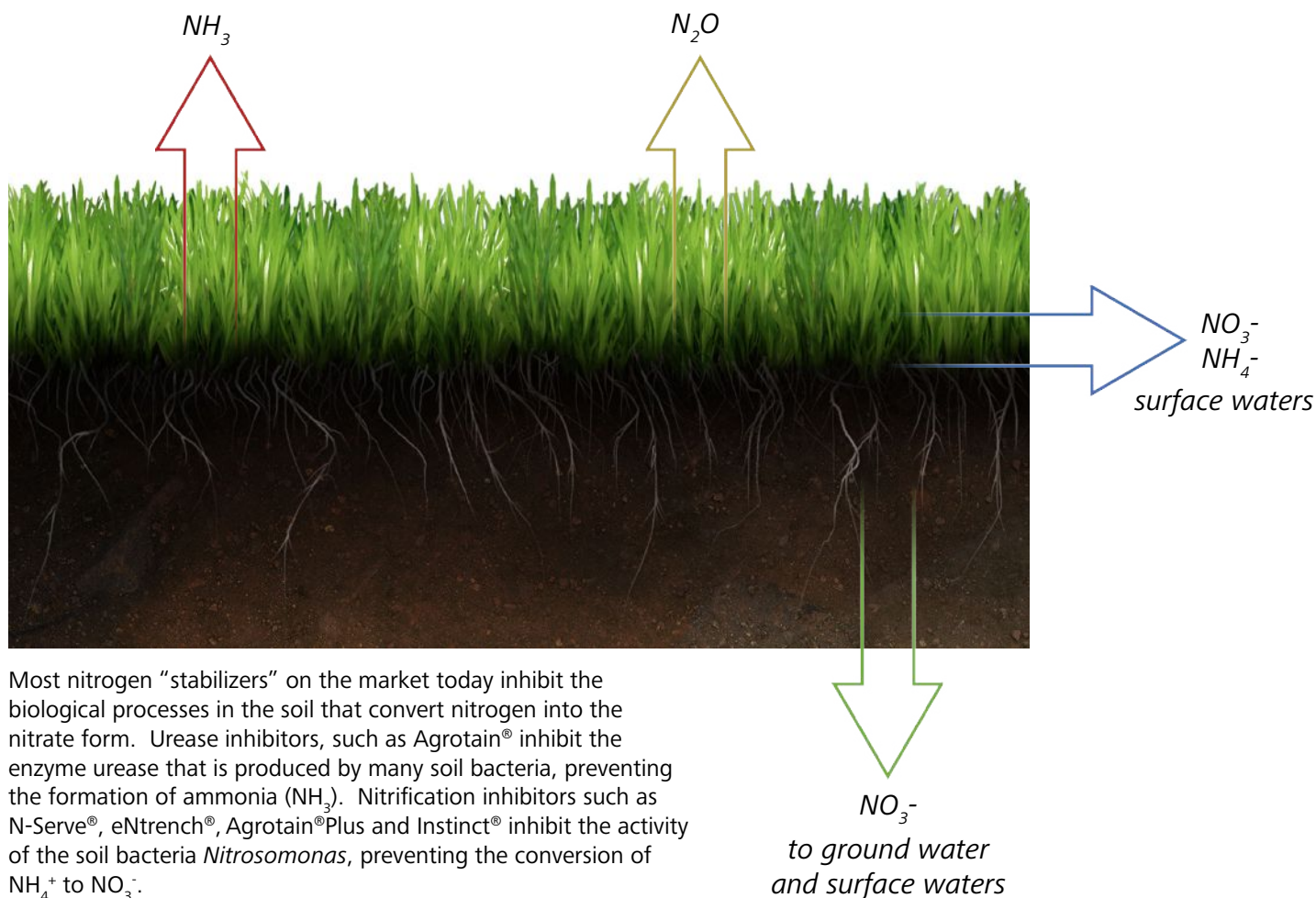
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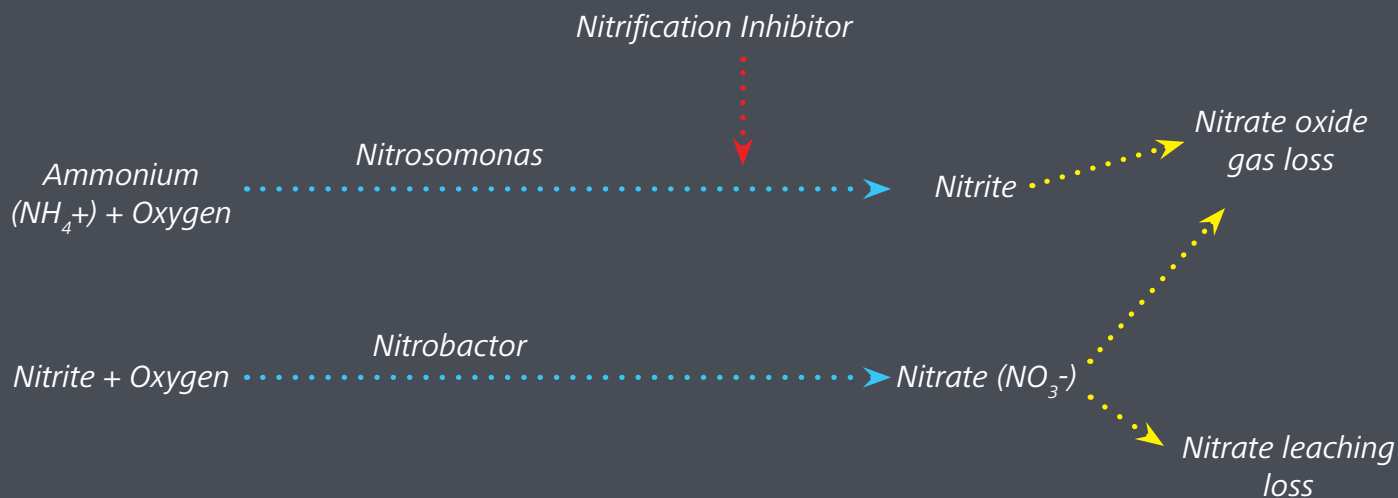
eNhance™ or Stabilize Nitrogen?

What's right for my farm? Visit Booth #1022 & #1026

Nitrogen fertilizer is subject to losses due to volatilization, denitrification, and leaching. The severity of loss is often dependent on soil moisture, temperature, and the placement of nitrogen in the soil. Most liquid fertilizers contain three forms of nitrogen – urea ($(\text{NH}_2)_2\text{CO}$), ammonium (NH_4^+) and nitrate (NO_3^-). Most plants can utilize the ammonium and nitrate forms of nitrogen, although the biological processes in the soil work to convert nitrogen to the nitrate form. Nitrate is the most susceptible to loss through leaching.



Most nitrogen “stabilizers” on the market today inhibit the biological processes in the soil that convert nitrogen into the nitrate form. Urease inhibitors, such as Agrotain® inhibit the enzyme urease that is produced by many soil bacteria, preventing the formation of ammonia (NH_3). Nitrification inhibitors such as N-Serve®, eNtrench®, Agrotain®Plus and Instinct® inhibit the activity of the soil bacteria *Nitrosomonas*, preventing the conversion of NH_4^+ to NO_3^- .



Nitrogen Management, Technology, and Treatment with Darren Hefty

Thursday August 18th at the AgroExpo Test Plots

In contrast, eNhance™ is a nutritional supplement that amends the urea and ammonium portions of UAN solutions to reduce the amount of ammonium converted to nitrate. That reduces volatility and denitrification, making nitrogen available to the plant as it is needed. eNhance™ also works within the plant to aid in nutrient transport, making other nutrients that enter the plant more efficient. Unlike traditional nitrogen stabilizers that inhibit biological activity in the soil, eNhance™ works within the plant, fortifying the crop's physiology to more efficiently utilize applied nitrogen.

Nitrogen stabilizers are used to prevent nitrogen loss so their use can be considered an insurance policy. If soil and environmental conditions are not conducive to nitrogen loss there would be no benefit to the addition of those stabilizers. However, eNhance™ improves the utilization of nitrogen in the plant and is not dependent on soil and environmental conditions. Adding eNhance™ to UAN solution allows the user to reduce the rate of fertilizer and maintain yields, or use the full rate of fertilizer and have the potential for higher yields than achieved by UAN without eNhance™.

North Central Research Station

Corn Yield bu/a

28% UAN 64 gal/a
+ eNhance™ 2 gal/ton

194 bu/a

28% UAN 51 gal/a
+ eNhance™ 2 gal/ton

184 bu/a

28% UAN 64 gal/a

184 bu/a

eNhance™ is not a traditional nitrogen stabilizer, but as the name implies, it enhances UAN fertilizer performance.

Use rates for eNhance™ in UAN fertilizer solutions:

2 gallons of eNhance™ per ton of 28-0-0 UAN

2.25 gallons of eNhance™ per ton of 32-0-0 UAN

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Make a smart start.

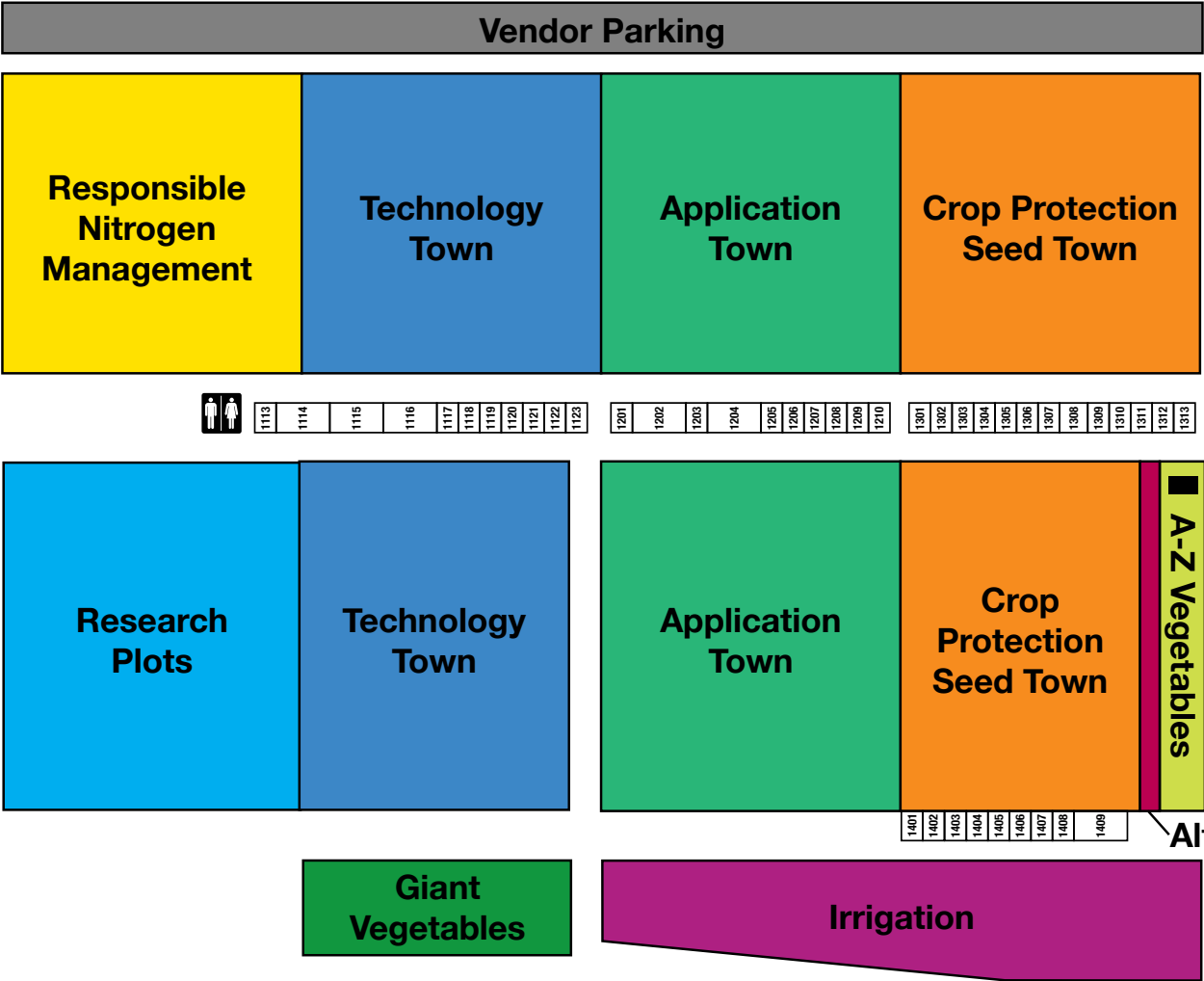
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EXHIBITOR LIST

360 Yield Center.....	1202	Farm Depot.....	1705	Monsanto.....	1312
Advanced Roofing Products.....	1043	Farm Services.....	1409	MSU Extension Rainfall Simulator.....	1614
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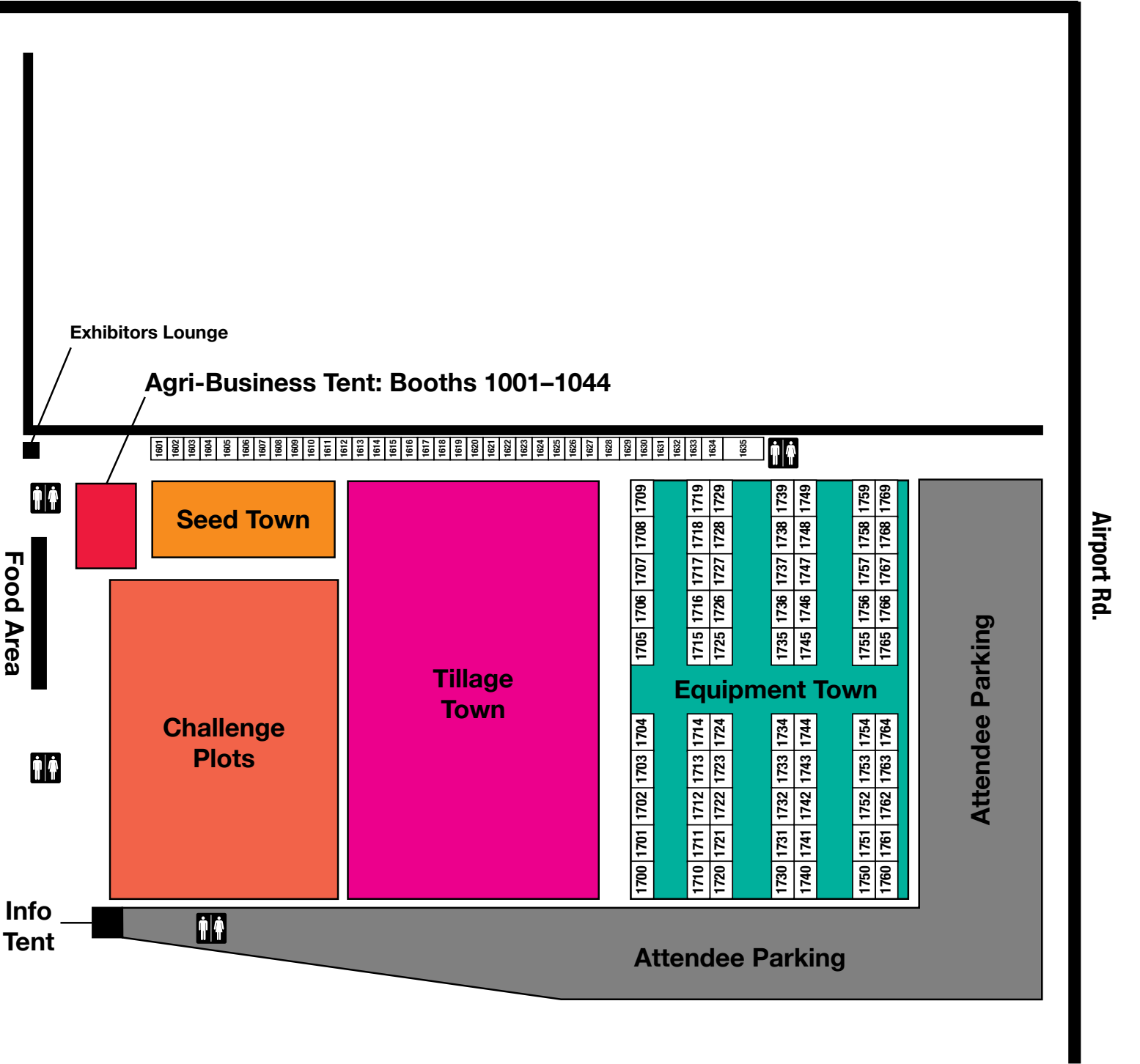
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CENTRAL EXHIBIT MAP AREA



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CENTRAL EXHIBIT MAP AREA
(continued)



French Rd.



2016 AGROEXPO • ST. JOHNS • MICHIGAN
CENTRAL EXHIBIT MAP AREA

(continued)



**Al's Aerial Spraying
(cover crop demo)**

Tillage Demos

Location Farm 7

1801	1802	1803	1804	1805	1806	1807	1808	1809	1810	1811	1813	1814
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- Speaker Tent
- Interactive Tent
- Speaker Tent

Silage Demos

Silage Town



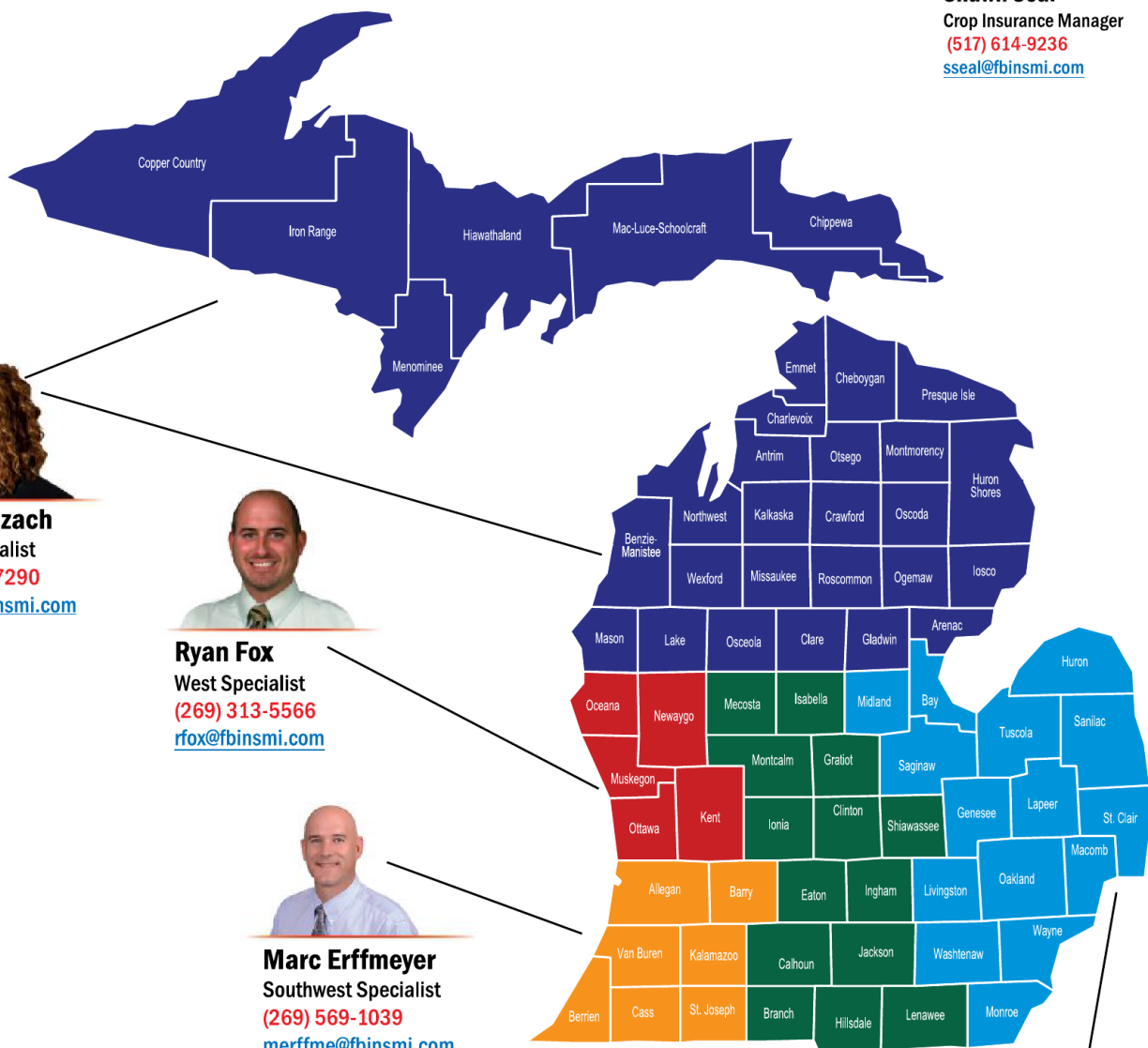
Horticulture Town

French Rd.

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HORTICULTURE TOWN

Technology in the orchard

With a state horticulture crop sale value of more than \$566 million annually, Michigan's so-called 'specialty' crops are a major player in the agriculture industry in the Midwest. With that in mind, the AgroExpo is ready to bring you the excitement of new horticulture technologies.

One highlight of Horticulture Town will be a tour of the North Central Research Station (NCRS) high-density apple orchard.

The orchard features a Solid Set Canopy Delivery (SSCD) system,

which is a structure for delivery of pesticides, nutrients, and even cooling water to the orchard.

The NCRS is cooperating with Michigan State University (MSU) to conduct spray coverage evaluations and monitor insect and disease development within the orchard as the SSCD system gets put to work.

Representatives from MSU will be on-hand to discuss this new and emerging technology. Visitors will have the opportunity to see the system in action and discuss management

issues and prospects in their orchards with expert orchardists.

Also, vegetables from A to Z will be grown in a plot on the AgroExpo grounds. Literally. From A to Z; there is a vegetable growing at the AgroExpo representing every letter of the alphabet.

Horticulturists won't want to miss this opportunity to connect with others in the industry.



Watch the video feature at:
WWW.THEAGROEXPO.COM



APPLICATION TOWN

Let the farmers see

Just when you thought fertilizer technology might be fool-proof, there's more to learn.

Fortunately, you don't have to spend hours staring at your office computer screen to learn the latest and greatest. Just come to AgroExpo's Application Town and see it all first-hand.

The demonstrations at the inaugural AgroExpo will take you from seed to sidedress to foliar applications of fertilizer and crop protection, and attendees are encouraged to visit crop plots that complement the exhibitors' presentations.

"The goal for Application Town is to let farmers see how the equipment works and the results of various application techniques before they use it on their farm," said Stephanie Zelinko, field agronomy research manager with AgroLiquid, headquartered in St. Johns near the AgroExpo grounds. "That takes a little of the risk away."

As various manufacturers demonstrate fertilizer applications in the 2X2 system (two inches to the side and below the seed), in-furrow systems and foliar applications on corn and soybeans, plots will be well-marked so farmers can see just what's worked best.

"The plots will allow farmers to make up their own minds," Zelinko said. "We'll have corn that was planted in May and some planted late—in July—so people can look at little corn too. They'll be able to dig up plants for themselves to see just how various fertilizer methods match up."

Among the equipment to be demonstrated is Totally Tubular, Flo-Rite, Dalton and Hagie, showing various systems to deliver fertilizer at the right time and right rates.

When farmers aren't checking out the results of various methods in the plots, they'll be able to see how a few different tools work from both

manufacturer representatives and Michigan State University experts, who will have a spray table on hand so farmers can see exactly how different nozzles and attachments work. There also will be demonstrations from 360 Yield Center for "360 Y-drop," which allows late-season nitrogen application up to tassel.

Discussions also will be encouraged about how fertilizer systems integrate with computer systems, such as the John Deere Greenstar system that AgroLiquid used to plant the plots.

"Some of the equipment we will talk about will not be at application town, but at other towns," Zelinko said. "We'll have a tool bar on loan from Dalton and the 360 Yield Center, but farmers will be able to see all the equipment mentioned at AgroExpo."



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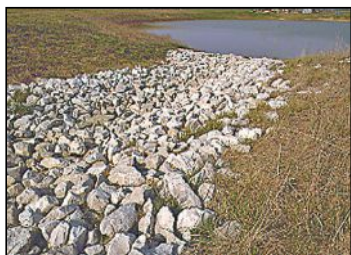
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EQUIPMENT TOWN

Farmers in a (high-tech) candy shop

Who doesn't like to look at farm equipment?

Like moths to a flame, most farmers are drawn to iron. And, why not? It's fun to see the latest and greatest equipment dealers have to offer. Since leaving the draft horses in the barn in favor of the tractor, farmers have been utilizing machinery to save time and money. There will be plenty of opportunity to appreciate the newest advances in farm technology in Equipment Town.

"It's important for growers to be aware of the latest advances in agriculture equipment," said Equipment Town coordinator, Jay Eccleton. "This is a fast-changing industry, and you have to keep up. Even if you aren't in the market for a particular piece of equipment right now, you

need to be knowledgeable about the improvements and advances in the tools you will be using in the future."

Equipment Town exhibitor, Craig VanderKolk of Burnips Equipment Company will promote the company's full line of New Holland and CLAAS farm equipment.

"AgroExpo will provide us a great opportunity to reconnect with our current customers and hopefully farmers that we have not met," VanderKolk said.

Burnips Equipment Company will take part in the self-propelled forage harvester demonstrations featuring CLAAS and New Holland harvesters. Also taking part in the forage demonstrations is Meyer Manufacturing, featuring a live-bottom forage trailer.

Dan Tarkowski, District Sales Manager with Meyer, said he's excited to exhibit at Equipment Town. "Meyer will feature a new TMR feed mixer along with the complete Meyer product line that livestock producers have grown to trust," said Tarkowski.

With dozens of vendors located in Equipment Town, the opportunity to efficiently see the latest farm machinery, from planting through harvest, is ripe.

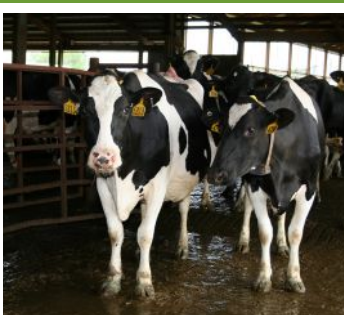
Whether you are looking to make an investment or doing your homework for future farm improvements, the experts in the field will be available August 16th-18th in Equipment Town. Plus, it's a field full of farm equipment—what could be better?





Michigan Agricultural Mediation Program

Farming on agreeable terms.



Mediation Helps Michigan Farming Keep Going

Farmers need equipment, seed, storage and other supplies to run their farms. Lenders and creditors extend the funds. These daily transactions are built on trust. But when performance on either side wavers, trust and prudent business practice are put at risk. This is especially true when farmers and creditors become adversaries instead of problem solvers.

Fortunately, they can mediate.

The Michigan Agricultural Mediation Program (MAMP) helps resolve disputes between producers and their lenders, creditors or the USDA agencies with which they work. The program provides trained mediators to help the parties to a dispute communicate effectively about the issues and possible options for resolution. Its goal is to help the parties resolve disputes quickly and save time and money by avoiding a hearing.

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TILLAGE TOWN

Examining the soil's systems

How a grower prepares the land to grow crops is an integral piece of the farm management puzzle.

From conventional tillage to no-tillage practices, the AgroExpo will focus on highlighting the latest advances in agriculture equipment and technology.

As part of the AgroExpo, Tillage Town will spotlight tillage systems and how different systems can benefit an operation.

Tim Duckert, coordinator of Tillage Town, says the intent of focusing on tillage practices is to look at the technologies that will lessen the concerns of soil erosion.

"We need to look at the available technologies so we can help people to save the soil and save our resources," he says.

Visitors to Tillage Town will be able to look at the advantages and disadvantages of several tillage systems, Duckert says. No till, strip

till, vertical till and conventional tillage systems, focused on minimum tillage, will be on display at Tillage Town.

"There are benefits from each one of those systems," he said, "and we want to look at what those benefits are, and what the drawbacks are, and then look at how soil erosion affects each of those systems."

In addition to static displays of tillage equipment and discussions on the pros and cons of each, there will be live demonstrations of some of the equipment.

Don Frisbie of Kuhn Krause Inc. says he will discuss sizing the dirt in different tillage systems, as well as residue management and helping growers decide which equipment is right for their operation. Kuhn Krause will have equipment running each day for demonstration purposes.

Finally, to further demonstrate the effects of tillage systems on soil

erosion, Michigan State University (MSU) Extension will utilize its rainfall simulator table.

Each day during the AgroExpo, MSU Extension will use soil from no till, strip till, vertical till and conventional tillage systems in the rainfall simulator, and show the effects of each system on erosion.

The inaugural AgroExpo is August 16-18 from 8:30 am-4 pm at 4255 West French Road in Saint Johns, MI.

This venue, located in Mid-Michigan, will provide a platform for vendors representing the latest advancements in agriculture, as well as live, in-field demonstrations and presentations by industry leaders. For more information on the AgroExpo, go to theagroexpo.com.



Watch the video feature at:
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IRRIGATION TOWN

Water options available at AgroExpo

People who study such things aren't really sure if it's the fear of global warming or the fear of government regulations that's driving the trend, but even casual observers know there are more irrigation rigs in Michigan than ever before.

And as much as they might look similar, these are not old-timey rigs. They're technologically advanced,

more efficient than ever before and, if you look hard enough, some are under the ground.

That's where AgroExpo steps up to the plate and swings for the fences.

"There will be both center pivot demonstrations and underground drip irrigation systems set up to see, said Reid Abbott, AgroExpo's Irrigation Town coordinator. "It would take

too large a field to see everything that's available for large-scale demonstration."

In spite of that, AgroExpo visitors will be privy to the latest advancements in irrigation technology and learn some things that can help them use their water in the most efficient and least costly way.

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Those two factors aren't always easy to determine, but vendors including Koviak Irrigation and Farm Services Inc. will be there to answer questions, as will at least one power company, which will evaluate how much power it takes to run an irrigation system.

Among the systems that will be explored are traditional center-pivot and linear sprinklers, and subsurface drip irrigation systems.

No matter your choice, there is innovation to be learned, Abbott said.

"We'll have several vendors under our tent, and they'll demonstrate different sprinkler nozzle systems as well as ways you can track and run your irrigation system using your cell phone," he said.

Already, Abbott knows where some efficiencies lie, but he's quick to emphasize that options and choices are everywhere.

"We know that center pivot sprinkler systems use as little as half of the water that furrow irrigation uses, and underground drip irrigation is even better," he said. "The drawback is the initial investment of one of these systems.

"Underground irrigation costs several thousand dollars more than an overhead system, and you have to maintain a specific traffic pattern in your fields," he said. "It's almost mandatory to have GPS capability on all of your equipment to keep from damaging irrigation lines which in itself increases costs. You just have to weigh your options."

That's exactly why the AgroExpo exists: to help farmers make the best, most informed choices they can have.



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CHALLENGE PLOTS

Why did the farmer use this fertilizer? Because it's a challenge (plot)

With farmers' healthy skepticism in mind, researchers at AgroExpo's Challenge Plots know that slick promotions don't always cut it. Farmers want evidence, and that's what they'll get.

"Farmers can take all the advice they want, but in the end, it's their final decision," said Jerry Wilhm, Senior Research Manager at AgroLiquid and coordinator of the AgroExpo Challenge

Plots. "The challenge is not necessarily the opportunity for one company to say 'ours is better,' but instead the chance for farmers to see what we did and why."

The Challenge Plots are set up in categories for corn and soybeans, all planted on the grounds. Ag Ph.D television hosts Brian and Darren Hefty, from Hefty Seeds, have one each, AgPro Farm Services from Owosso has one, and AgroLiquid has

one. They all started at the same time on the same ground on equal footing. There are two categories for the corn and soybean challenge: highest overall yield and also best economic return. That is the yield return minus input costs. And this is what farmers should be shooting for anyway.

"I took soil tests and sent them to all

————— *Continued on page 43.*



Continued from page 42.

the participants, and it was up to them to figure out what to do to get higher yields and the best economic return," Wilhm said. "We won't have the final outcome until fall, but at the event, all four will talk about what they did and why they did it."

There will be some science on paper to study, too.

"We're taking tissue samples every Monday, so we'll have that available," Wilhm said. "We'll evaluate which plot is farther along, have the participants on stage to describe what they did, and then tour the plots. We're right in the middle of the grounds, so the plots are very close to the AgroExpo entrance."

AgroExpo attendees will have the opportunity to hear the participants explain their respective programs, and also to see the plots as they look during the mid-August expo.

While each of the four Challenge Plot participants did similar things, they also did many different things, which will prove interesting, Wilhm said.

"This site is low in all nutrients," he said. "It had a high pH, was low in potassium and phosphorous and micro-nutrients. If you'd look at the tests, you'd

think you'd need a lot of inputs. But part of the reason we're doing this is to look at economic terms, which means the best return for your investment. The challenge is a sort of control, which

the challenge is to understand why there are differences and decide which might work best for your farm, Wilhm said.

"Growing crops is part science, part weather, part growing conditions, part seed and part all kinds of other variables," he said. "We want to show farmers how things come out from attempts to get top crop yields and top economic yields."

What farmers learn at AgroExpo will be practical, too, Wilhm said.

"All the products used in the challenge are available commercially, although the Hefty brothers used some obscure things I'd never heard of," Wilhm said. "But they are all regular products, readily available. Nothing was used that came out of anyone's bathtub."

Knowing that, there also will likely be some ideas that might just make sense, Wilhm said.

"Farmers can do what they want," he said, "but the event is designed to show them some new things they maybe didn't think of before," he said.

"We have four different people with four different angles on things, so they'll get more things to think about."



means you can't go overboard on inputs just to get impressive yield. You have to try to use just enough inputs before your yield curve flattens out."

Naturally, there will be differences in crop progress between the plots, but



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