



IFAJ CONGRESS &  
AG MEDIA SUMMIT

**JULY 27 - 31, 2019**

**21ST ANNUAL JOINT MEETING OF:  
AAEA - THE AGRICULTURAL COMMUNICATORS NETWORK,  
LIVESTOCK PUBLICATIONS COUNCIL,  
AND THE CONNECTIV AGRI MEDIA COMMITTEE,  
PLUS THE ANNUAL MEETING OF THE AGRICULTURAL COMMUNICATORS OF TOMORROW**

**HOSTS OF THE INTERNATIONAL FEDERATION OF AGRICULTURAL JOURNALISTS (IFAJ)  
2019 CONGRESS**

**LOCATION:**

**DOUBLETREE BY HILTON HOTEL  
BLOOMINGTON - MINNEAPOLIS SOUTH  
7800 NORMANDALE BOULEVARD, MINNEAPOLIS, MN 55439  
HOTEL IS LOCATED 15 MINUTES FROM AIRPORT (CODE MSP)  
952-835-7800**

**[WWW.AGMEDIASUMMIT.COM](http://WWW.AGMEDIASUMMIT.COM)**

**[WWW.FACEBOOK.COM/AGMEDIASUMMIT](http://WWW.FACEBOOK.COM/AGMEDIASUMMIT) #AGMEDIA**

**COMBINED AMS AND CONGRESS INFO AVAILABLE AT: [WWW.IFAJ2019.ORG](http://WWW.IFAJ2019.ORG)  
[WWW.FACEBOOK.COM/IFAJ2019CONGRESS](http://WWW.FACEBOOK.COM/IFAJ2019CONGRESS)**

**It's been a decade since the IFAJ Global Congress coincided with Ag Media Summit, the premier event for U.S. agricultural journalists and communicators. This year we are excited to welcome the IFAJ attendees to Minnesota for "Global Connections in America's Heartland".**

**They will have the opportunity to experience our professional development sessions and the many tours designed especially for them. We look forward to this 21st annual Ag Media Summit with the unique advantage of meeting journalists from all around the world.**

## SCHEDULE OF EVENTS

(note: If you choose to register for the combined Congress and Summit, the first official event is the Welcome Party on Friday night. You are then registered for all events through Wednesday. If you register for the AMS only, you may add in the tours for additional costs as seen on the registration site. Sunday's photo workshop is also additional. *An asterisk \* indicates you must be registered for the combined Congress/Summit to attend.*

KEY TO ORGANIZATIONS	
<b>AMS:</b>	Ag Media Summit
<b>AAEA:</b>	AAEA - The Ag Communicators Network
<b>LPC:</b>	Livestock Publications Council
	<b>Connectiv Agri-Media Committee</b>
<b>ACT:</b>	National Ag Communicators of Tomorrow (students)
<b>IFAJ:</b>	International Federation of Agricultural Journalists
<b>PIF:</b>	Professional Improvement Foundation (AAEA)

*photo credits: Chuck Zimmerman, Katie Knapp, Kurt Lawton, Harlen Persinger*

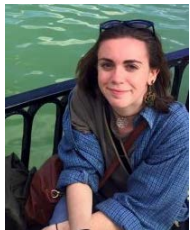
## FRIDAY, JULY 26

### 5 - 10 pm IFAJ Congress Welcome Party \*

We'll board the "Betsey Northrup" Riverboats and take an evening cruise up and down the Mississippi River starting from the dock in downtown St. Paul. Dinner and drinks on the deck or inside the air conditioned sitting areas. [www.riverrides.com](http://www.riverrides.com)

## SATURDAY, JULY 27

### 9 - 11:30 am IFAJ Delegate Meeting



### 11:45 am - 1 pm Luncheon: "Freedom of the Press" \*

The past year was marked by unprecedented levels of violence targeting journalists. As the global climate of hostility escalates, so do the abuses journalists face. Organizations like Reporters Without Borders (RSF) are dedicated to creating and fostering environments that allow journalists to do their work without this fear of reprisal.

**Daphne Pellegrino**, advocacy officer for RSF's North America bureau, will analyze the recent trends in global press freedom and discuss the work RSF does to combat threats against the free press.

## AREA TOURS 1:30 - 6 PM

### 1. Farming on the Edge of the City (Southwest: vegetables & fruits)

Hmong-American farmers occupy a unique place in the history of Minnesota's local foods movement. Since Hmong refugees began resettling from Laos and Thailand to Minnesota in the 1970s as political refugees after the Vietnam War, many families have relied on their ag heritage to make a living growing produce and flowers for local farmers markets. Today, they lead the Twin Cities local food economy, making up more than 50% of all the farmers in metro farmers' markets, generating more than \$250 million in annual sales. We'll visit their growing operation and see how they do it.

Stop 2: Sever's Corn Maze provides entertainment for all ages, especially youngsters who know little about agriculture. Run by Sever Peterson and his family, the corn maze, corn pit and a variety of other ag fun events happen every fall during harvest. We'll see how the family has evolved from their vegetable-growing operation that marketed via roadside stands throughout Minnesota to a family fun entertainment center. Besides still



growing corn and soybeans on the edge of the city, Sever will discuss transitioning the farm to the next generation and he might even talk about his Brazil farm.

### 2. Fish and Crops Coexist – and Thrive (South: aquaponics and row crops)

Urban Organics takes a high-tech approach to indoor farming. Based in an old brewery, Dave & Chris Haider use a water recirculation system to raise fresh fish, mostly salmon and arctic char, and leafy green vegetables. Using special hydroponics for "greens" and aquaponics for fish, they provide 270,000 lbs. of fresh fish per year and 475,000 lbs. of organically growth produce to local grocery stores, restaurants and hospitals. They use the nitrate-rich water from the fish to help feed the vegetable aquaponics. All in all, it has a low environmental impact using 5% less water than traditional ag methods. Stop 2: Restorative Farming is how David Legvold describes his minimum tillage operation. Conventional and organic don't have a place on his farm. Instead, he treats land ethically and gently using no-till and strip-till practices. Through these methods, he's increased soil organic matter from 1.7% up to 5.5%. Increased organic matter and im-

proved field health allow him to rely on nutrient cycling and to use up to 30% less fertilizer. A retired teacher, his farm is a popular stop for field days and we'll hear about his commitment to conservation practices.

### 3. Brewskis Anyone?

#### (City: breweries)

Small breweries and tap rooms are sweeping through cities across the U.S. Craft brewing has almost turned into a cult in the Twin Cities. You'll visit several of the most successful breweries, large and small, and hear how they got started and even get to do some tasting. But don't worry, it's not just a booze cruise. You'll also visit Rahr Malting elevator, the largest single-site malt pro-



duction facility in the world. Plus, you'll hear from a farmer who grows hops to feed the expanding local beer business.

### 4. See the City Sites (City tour of Minneapolis and St. Paul)

Minneapolis and St. Paul, situated on the banks of the Mississippi River, are home to a vibrant metro area of nearly 3 million people. You'll see the milling area, which started the Twin Cities, plus many scenic historic sites. Plan on seeing and hearing about all the ag businesses, sporting arenas and colleges that help make this a desirable area for Fortune 500 companies. When you leave the Congress, you'll actually know something about the city because you've spent time exploring it.



### 6:30 - 9:30 pm Dinner at Gale Woods Farm \*

We'll join the other Congress tours for dinner and fun at a real working farm. Located on picturesque Whaletail Lake in Minnetrista, Gale Woods Farm features a unique educational opportunity where visitors of all ages gain an understanding of agriculture, food production and land stewardship.

## SUNDAY, JULY 28

7:30 - 11:30 am **LPC, AAEA and PIF Board Meetings**

8:30 - 10 am **Continental Breakfast \***

8 am - 4 pm **InfoExpo set up**

10:15 - 11:30 am **IFAJ Session\* : Unexpected Partners: Improving Food Security Through Genetic Innovation**

Plant pathologists at the University of Minnesota are on the front lines of developing new techniques for early detection of plant diseases and related plant-breeding strategies that help prevent yield loss and increase food production. Team leader **Dr. Jim Bradeen** will show how bridging the gap between traditional and cutting-edge genetic approaches and harnessing the power of wild plant populations found across the globe are turning the tide on the war against plant diseases in potatoes, wheat and other crops.

11:45 am - 1 pm **Luncheon\* : How Trump has Affected News Media in the U.S. and Around the World**

President Trump has changed the way journalists think - and write - about the White House and the administration. **John Rash** is a well-known journalist with the Minneapolis Star Tribune. He will talk about how President Trump has impacted media in the U.S. and around the world and will also discuss the administration's approach and impact on U.S. ag policy.

1:15- 5 pm

### Arboretum Extravaganza at the University of Minnesota Arboretum

Our entire IFAJ group will spend the afternoon at the University of Minnesota Arboretum, which features more than 1,215 acres of magnificent gardens, model landscapes, and natural



areas - from woodlands and wetlands to prairie. It's a jewel of the university and a practical, hands-on research area. Expect to see and hear about apple production, especially varieties that were developed here,

like Honeycrisp. Plus, experts will show and discuss the grape growing area and how it's the backbone of the Midwest wine industry. You'll even see the new bee research unit. To wind up the afternoon? Of course, wine and cheese tasting.



### 1:30 - 5 pm Off-site Photography Workshop:

#### Mastering the Agricultural Image

*(This workshop is optional and open to all attendees with an \$125 additional fee)*

Join **Leah Nash** and **Christopher Onstott**, the duo behind Nash+CO Photography, as they explore the art of agricultural imagery. This afternoon workshop will cover planning, scouting, research, gear, photographer/subject relationships, and how to step into any location (some more ideal than others) and make dynamic and storytelling images. We will cover the on-location portrait but also touch on the importance of details, human interaction, honest emotion and landscapes to best tell your stories of the agricultural industry. Designed for both beginners and pros, this class addresses technique as well as ways to find inspiration. Watch as Christopher and Leah demo portrait scenarios out in the field then receive guidance and feedback as you create your own masterpieces using location strobes, reflectors and natural light.

## 6 - 10 pm Famous Welcome Party (both IFAJ and AMS attendees)

This event will be the official start of the Ag Media Summit activities and this group loves to have a party! Lots of food and beverages with music with dancing! The celebration will be held at the Minneapolis Event Center just a short bus ride from the hotel.



*Fun was definitely a part of the 2009 Famous Welcome Party!*

## MONDAY, JULY 29

7 - 8:30 am Continental Breakfast

8 am - 4 pm InfoExpo set up

7:30 am - 5 pm IFAJ Livestock Tour - Learn About Family Livestock Operations (IFAJ Congress attendees only)

Stop 1: Schafer Farms, a seven-generation family farm specializing in beef and pork production, is nestled in the creeks, bluffs and valleys of southeastern Minnesota. The farm, established in 1886, will give you a good view of a large, but still typical, family run operation.

Stop 2: Clear View Dairy is a family dairy that dates back more than 100 years. Today, it maintains a 1,100-cow herd with strong environmental and social goals. Owner Jon Huseth will talk about

his operation and the dairy's involvement in Ag Pathways, which brings Hispanic men and women to the U.S. to work using transnational visas.

Stop 3: Enjoy lunch at King's Café at Miesville.. Yep, it's one of those small-town burger joints with a big menu that offers over 100 different burgers. We might even catch a little baseball practice from the local Miesville Mudhens.

Stop 4: Fleet Farm stores, originally designed to service rural communities and farmers, have expanded into major cities. We'll stop at one of their stores so you can see the wide variety of foods, clothing, farm supplies, horse tack, sporting goods and on and on. It's huge and you could almost get lost in the endless aisles. Located near Lakeville, Minnesota.

## LEARNING SESSIONS: BLOCK 1

8:30 - 9:45 AM

### Think Outside the Pyramid

You wouldn't tell the Cinderella story by leading with the bottom line: *And they lived happily ever after*. In this storytelling workshop from award-winning, global writing coach and trainer **Ann Wylie**, you'll master a structure that makes your messages more engaging.

### Any Face, Any Place: Mastering the On-Location Portrait

Join award-winning photojournalist **Leah Nash** from Nash+Co Photography as she discusses techniques to help you craft visually impactful environmental portraits. This talk will cover planning, scouting, research, photographer/subject relationships, lighting and mood. The goal is to help you step into any location and make dynamic and storytelling images to best tell your stories of the agricultural industry.

### Magazine Makeover: Where to start and what to consider

A fresh new look for your magazine. So exciting! And then reality sets in. How do you know when it's time? Where do you begin? No matter the size of publication, a magazine redesign can be a big undertaking. Panelists **Shauna Hermel**, editor of Angus Beef Bulletin, and **Lisa Lynd**, director of content design for Farm Progress, each will share the process they went through during recent redesigns of their respective publications. They will

highlight what should be considered from a design and editorial perspective, discuss some lessons learned and provide tips for getting started and finishing strong.

### 360 Degree Video: Coming at it From all Angles

You might have seen them on Facebook or Youtube, but have you ever wondered what goes into producing a 360 degree video? Also known as spherical video, this video format could potentially change the way your organization shares its stories to the masses. We will walk through 360 degree video best practices including equipment, shooting techniques, post-production, and potential application. Join **Jacob Redway** with the Kentucky Cattlemen's Association as he dives into the world of 360 degree video!

### So You Have a Podcast, Now What?

Your guests are lined up, topics are planned out, and you're ready to hit that record button. But how can you take your podcast to the next level? **Sara Steever**, president of Paulsen Marketing, and **Kelsey Litchfield**, digital media consultant, will share their best practices on how



to promote your podcast, attract new followers, repurpose content from episodes and maintain a budget!

### Communicating with Impact - Boosting Personal Presence

Persuading. Selling. Most of us do it all day, every day – even if we don't recognize it! We'll unpack the mysteries of personal impact and identify why some people effortlessly make connections - while others struggle to even make an impression. If you are responsible for generating new business, maintaining existing accounts or moving projects ahead internally, you won't want to miss this session with **Gail Calhoun**, Calhoun Consulting.

9:45 - 10:15 am Coffee Break

## LEARNING SESSIONS: BLOCK 2

10:15 - 11:30 AM

### Color Readers Fascinated.

There's a 1:1 correlation between concrete words and understanding. Learn to rivet readers by adding concrete details to your stories. Award-winning, global writing coach and trainer **Ann Wylie** will share proven best practices.

### Bring out the Best of the Beast: Creating Powerfully Authentic Livestock Images

Legendary entertainer W.C. Fields once famously said, "Never work with animals or children." Photographers have since found many reasons to agree. Shooting with animals can certainly be a challenge, particularly when your subject is unruly, untethered and weighs just under 2,000 lbs. But livestock, and how we humans interact with them, are critical to the world's food system and the stories we need to tell. Shooting animals in a way that connects your audience to the animal and its place in world is critical to telling stories with integrity. This session will apply field-proven photographic strategies to the unique demands of shooting in pork, dairy, poultry and beef production systems, and offer inside-the-fence pro tips from veteran AgriLife Studios photographer, **Shawn Nielsen**, and **Scott Whitman** to help you bring out the "best of the beast."

### Intro to Infographics

Good quality infographics are 30 times more likely to be read than text articles. That's why infographic design has been and will continue to be so relevant to communicating complex ideas: information graphics help our audience to breakdown dense information that can be easily understood and remembered. Now that you understand why it's imperative to have infographics in your content mix, you might wonder how to get started in designing killer infographics. Look no further than this session where award winning designer (including multiple-time AAEA Designer of the Year winner) **Matt Strelecki** of Meredith Agrimedia will share basic tips and resources to help guide you with developing infographics that work for online and print materials.

### Video Power in Your Pocket (repeats on Tuesday)

Soon, online video will account for 74% of web traffic! But, how do you get started...without breaking the bank for your organization? Smartphones have come a long way since the Zach Morris days, and they hold the answers for many businesses on a budget. Jumping in feet first can be daunting, so this session is designed to keep things simple. No overly complicated tech talk, AND you will get to learn in a fun, hands on way! Join 6-time Emmy Award winning video producer/director **Erica Hanna** of Puke Rainbows to maximize the video power in your pocket.

### From B to Z: Talking About my Generation, a Discussion about Timeless Communication and Leadership Styles

What are the qualities of a strong leader? What exactly is executive presence, anyway? We'll tackle these questions and more in a lively dialogue that decodes the infamous generational divide. Whether you identify as a Boomer, Gen Z or something in between, **Gail Calhoun**, Calhoun Consulting, will focus on the commonalities that motivate, uplift and bring teams together - regardless of who's delivering the message.

### Newsmaker: Data Drives Sustainable Solutions

The world's growing appetite will require farmers and ranchers to produce more food with limited resources. Simultaneously, consumers are demanding they use practices that protect the environment and are socially responsible. Data collected across the food chain will help farmers and ranchers around the globe meet these challenges. Learn how companies are helping growers to collect and analyze data to enhance their sustainability efforts.

**11:45 a.m. – 1 p.m. Student Awards and Recognition Luncheon**  
We'll celebrate with our students and recognize them for their outstanding accomplishments and contributions to the ag communications industry.



## LEARNING SESSIONS: BLOCK 3

1:15 - 2:30 PM

### Make Magic with Metaphor.

Learn to say in five words what it normally takes five paragraphs to say. Craft compelling metaphors with global writing coach and trainer **Ann Wylie's** fill-in-the-blanks formulas, and avoid letting Dead and Dead2 metaphors eat your readers' brains.

### Stand Out on Social with Design that Delivers

Stop the scrolling. Learn how creative and strategic social media imagery will

engage your audience from **Nicole Lane Erceg**, Certified Angus Beef LLC. Polish how you share your key messages in the digital space and turn heads with your social design. Whether you're a photoshop wiz or you've never heard of Canva, this session will help elevate your organization's presence in a fast-paced, noisy digital space.

### Ace Aerial Imagery: Pro Tips for Shooting Impactful Aerial Video and Photos

In only a few short years, drones have evolved from novelty gadgets to valuable tools, helping communicators access and capture vital stories with previously unat-

tainable perspective. Ever-improving airframes and camera systems have brought cinema-quality imagery within reach of those of us with more modest means and less fanciful aims than our Hollywood counterparts. But creating great visuals with a drone, even for seasoned photographers and video shooters, is no easy leap. Shooting with a remote-controlled aerial platform offers unique challenges. We'll review sample work, talk camera tech and (sky)dive a little deeper into techniques and aerial shooting strategies AgriLife Studios' lead cinematographer and ace drone pilot **Scott Regan** uses.



## LEARNING SESSIONS: BLOCK 4

2:45 - 4 PM

### Master the Art of Storytelling

Learn to find the aha! moment that's the gateway to every anecdote. Discover how to elicit juicy stories with *the* key question to ask during an interview. And discover how to organize a powerful piece with global writing coach and trainer **Ann Wylie's** simple storytelling template.

### Think Like a Movie-Maker: Cinematographic Techniques for Compelling Visual Stories

Your audience is bombarded by a virtual swarm of imagery (not all of it good), as communicators explore emerging technologies to score greater engagement with an ever more hyper-visual audience. But despite the amazing array of new technology at our disposal, the person behind the camera remains the most important part of the equation. Quality imagery is important, and your creative eye matters. In this session, **Scott Regan**, **Scott Whitman** and **Shawn Nielsen** from AgriLife Studios will explore photography and video techniques employed by movie-makers, applying a cinematographer's eye to composition, lighting, focus and movement, and a director's sense of narrative to capturing and telling powerfully compelling visual stories.

### Trends in Cover Design

What rules, guidelines, methods or sources of inspiration do these three award-winning art directors look to when conceptualizing their latest covers? Join **Matt Strelecki** of Meredith Agrimedia, **Rachael Davis** of the Noble Research Institute and **Amy Gohman** of Colle McVoy, as they share how they create and what processes they use when producing their amazing covers.

### 30 Ideas in 60 Minutes for Sales Success

Are you looking for fresh ideas to boost your confidence and gain respect? Are you ready to take your skills to the next level? Does your sales team need to kick things up a notch? We've gathered some of the industry's brightest stars in media sales to share 30 ideas in 60 minutes: **Sheri Seger**, DTN/The Progressive Farmer; **Cliff Becker**, Farm Journal; **Kathy LaScala**, American Angus Association; and **Tyler Smith**, Meredith Agrimedia. This panel will leave you with new insights on how to succeed (even if you're not in media sales!).

### Influencers — How to Cultivate, Manage and Work with Them

They're more than just testimonials — they are audience extenders, brand reflectors, content builders, opinion leaders and experts who your customers deem trustworthy and credible. Learn the ins and outs of working with influencers from **Kiersten Schroeder**, Clutch, and how connecting your brands with these entrepreneurial thought leaders can help drive engagement. Also hear from a working influencer about how she authentically connects with brands, and best practices on building customer trust through her social media and other platforms.

### Taking Social Media to the Next Level: 6 Steps to Success

Facebook remains the most cost-effective and targeted social media platform, but many pages are seeing organic reach decline. **Jeff Hoffelt**, director and social media lead with Filament, will help you connect with new audiences and make your content work harder by going beyond the traditional Facebook post. You'll learn tangible takeaways and see real-world case studies for Instagram, LinkedIn, Twitter, YouTube and Pinterest — along with tips for Facebook advertising.



### Newsmaker: In Need of a Lifeline: Today's Farmer Emotional Health Issues

The Centers for Disease Control and Prevention reports people working in farming, fishing and forestry have the highest suicide rates in the U.S., and they are highest in rural areas. So what can, and is, being done to help farmers recognize and manage their emotional health? With moderator **Holly Spangler**, Farm Progress; panelists **Ted Matthews**, director of Minnesota Rural Mental Health; and **Dr. Josie Rudolphi**, associate research scientist at the Marshfield Clinic Research Institute's National Farm Medicine Center; will share symptoms and signs of mental distress, options and learning tools for people in crisis, the importance of mental health issues knowledge and reducing the mental health stigma. The specialists will also address understanding anger and communication skills to strengthen family and business relationships.



4:30 - 7:30 PM

### InfoExpo Grand Opening and Reception followed by a free evening to relax and enjoy

*InfoExpo is our trade show where exhibitors will have booths (stands) with information about their companies, products and other information available. It's a great way to learn about the companies, get stories and network for new relationships in the industry. Food and beverages will be served.*

## TUESDAY, JULY 30

7 am Box breakfasts available for tours

7:30 am - 5 pm Area tours

*See descriptions below.*

8:15 - 10:15 am InfoExpo open

### LEARNING SESSIONS:

#### BLOCK 5

10:30 - 11:45 AM

##### Rock On Writing!

It's tough to pack a lot of story into a small space, but songwriters do it all the time. With cues from great song lyrics, AAEA Master Writer **Steve Werblow** will share tricks and techniques that can help make your writing sing...and send you home with inspiration, tips and maybe a tune stuck in your head. This session is back by popular demand!

##### Get More from Your Next Photo Shoot

**David Lundquist** of CHS will share strategies and techniques for analyzing situations, then planning your time with subjects to get the best images that tell the best stories. This award-winning photographer will also offer suggestions for effective use of natural light, putting subjects at ease, finding telling details, reducing risk by maximizing your camera's capabilities and more.

##### Video Power in Your Pocket

*(repeat from Monday)*

Soon, online video will account for 74% of web traffic! But, how do you get started...without breaking the bank for your organization? Smartphones have come a long way since the Zach Morris days, and they hold the answers for many businesses on a budget. Jumping in feet

first can be daunting, so this session is designed to keep things simple. No overly complicated tech talk, AND you will get to learn, in a fun, hands on way! Join 6-time Emmy Award winning video producer/director **Erica Hanna** of Puke Rainbows to maximize the video power in your pocket.

##### Elevating Excellence in a Cynical World

Misinformation, myths and misrepresentation can quickly tarnish a company's standing in the court of public opinion. Delivering the right message returns big dividends on a company's reputation and public standing. Learn how leading agribusiness companies rise above the noise to educate customers and consumers on fact vs. fiction and how they engage a skeptical society on the benefits of technology to feed the world.

12 noon - 2 pm Working Lunch in InfoExpo Enjoy a lunch and continue to mix and mingle with the exhibitors!

2:15 - 3:45 pm

**AAEA Annual Business Meeting**

2:15 - 4:15 pm

**LPC Annual Business Meeting followed by Contest Awards presentations**

4 - 5 pm

**ACT Critique and Contest Awards followed by business meeting**

4:15 - 5:30 pm

**AAEA Contest Awards presentations**

5:30 - 7 pm

**Cocktail reception for everyone**

6:45 - 8:30 pm

**AMS Closing Dinner and Awards**

8:30 - 11:30 pm

**Celebration Closing Party**

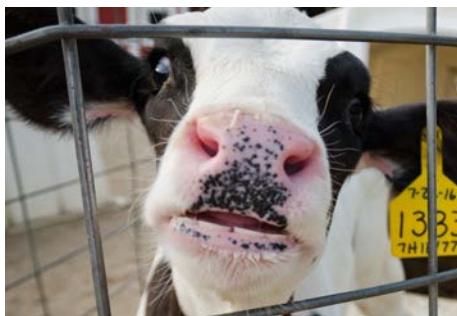
## AREA TOURS

Grab a box breakfast and jump on your bus. Departures by 7:30 am.

### 1. Dairy, Dairy and More Dairy (West: dairy)

Meadow Star Dairy, only two years old, houses 10,000 cows and has 150 calves born per day. It uses a rotary parlor system from DeLaval where a new cow steps in every 4-5 seconds. As part of Riverview LLC, a diversified agribusiness that started as a family run operation in 1939, it keeps growing. This dairy is one of several owned by the company. It's uber-progressive and even provides housing for its employees. Stop 2: Redhead Creamery made its first batch of cheese in 2013 and by the end of 2014 it had built and opened up its own cheese making facility right on the family farm, Jer-Lindy Farms. But the ridiculously good cheese you'll taste is the culmination of years of study, trips to artisan cheese plants, funding campaigns, testing, waiting, sampling and starting over. Alise Sjostrom runs the operation and we'll find out how she's turned it into such a successful business. Plus, it's our lunch stop.

World's Largest Ball of Twine. Quick photo op stop because who wouldn't want their photo taken next to this monster string ball at Darwin, Minnesota.



### 2. Family Farms Make Precision Decisions

(West: beef and crops)

Sullivan Farms epitomizes a large family crop operation – including father and three sons – that's dedicated to using the latest in precision ag technology. Each son has dedicated duties to keep a division of labor in place. Their bread-and-butter crops are corn and soybeans, but they also grow canning crops such as sweet corn and peas.

They're also committed to saving their soil and practice a wide variety of conservation practices.

Stop 2: Stoney Creek Farms has been recognized in the cattle industry for their environmental stewardship efforts. Grant and Dawn Breikreutz run 150 Red Angus cows and custom feed 750 head of cattle a year. They practice no-till cropping and use a variety of cover crops, plus they use intensive grazing with their cows. You'll see what changes they've made to improve soil health and water infiltration. Sustainability is their mantra.



### 3. University Research Pays Off – Group A (north to south)

University of Minnesota St. Paul Campus is the first stop where you'll start with a visit to the Raptor Center, which rehabilitates around 1,000 sick and injured raptors each year. The Raptor Center trains veterinary students and veterinarians from around the world to become future leaders in raptor medicine and conservation. You'll see eagles and hawks up close and personal. Then it's off to the Veterinary Diagnostic Lab with an inside look at how it can safely handle highly infectious and foreign animal diseases. For those with strong stomachs, watch as students perform a necropsy demonstration conducted in a special teaching lab. Next, updates from crop plot research and the long-standing weather station.



Stop 2: Bell Museum, a new natural history museum that features a digital planetarium, wildlife dioramas and high-tech exhibits. We'll hear from bee research experts while enjoying lunch overlooking the farm research plots. This is a shiny new public facility for the University system and it gets rave reviews.

Stop 3: Syngenta Seedcare Institute will showcase premier R&D at its seed treatment facility at Stanton, MN. With three locations in North America, it tests active ingredients to ensure they stay on the seed, reducing dust-off and improving plantability. It tests seed treatments in various field planter equipment (including mechanical and pneumatic systems) across all environmental conditions to ensure optimal performance and ease of use.

### 4. University Research Pays Off – Group B (south to north)

Syngenta Seedcare Institute will showcase premier R&D at a premier seed treatment facility at Stanton, MN. With three locations in North America, it tests active ingredients to ensure they stay on the seed, reducing dust-off and improving plantability. It tests seed treatments in various field planter equipment (including mechanical and pneumatic systems) across all environmental conditions to ensure optimal performance and ease of use.

Stop 2: Bell Museum, a new natural history museum that features a digital planetarium, wildlife dioramas and high-tech exhibits. We'll hear from bee research experts while enjoying lunch overlooking the farm research plots. This is a shiny new public facility for the University system and it gets rave reviews.

Stop 3: U of M St. Paul Campus is the last stop where you'll start with a visit to the Raptor Center, which rehabilitates around 1,000 sick and injured raptors each year. The Raptor Center trains veterinary students and veterinarians from around the world to become future leaders in raptor medicine and conservation. You'll see eagles and hawks up close and personal. Then it's off to the Veterinary Diagnostic Lab with an inside look at how it can safely handle highly infectious and foreign animal diseases. For those with strong stomachs, watch as students perform a necropsy demonstration conducted in a special teaching lab. Next, updates from crop plot research and the long-standing weather station.

## GENERAL INFORMATION

(Meals are included in your registration. Tours are additional however anyone may go on the tours for additional costs as listed below. Monday Livestock Tour is for IFAJ attendees only)  
Hotel is only included if you register for the combined IFAJ Congress and Ag Media Summit.

	On or before June 21	June 22 - July 20	On-Site
Member rate	\$425	\$579	\$740
Non-member rate	\$649	\$810	\$910
Student	\$215	\$275	\$335
Spouse/guest	\$425	\$579	\$740

#### TOURS AND PHOTO WORKSHOP:

##### Saturday tours (choice of 4 options): \$145

*Farming on the Edge of the City (Southwest: vegetables & fruits)*  
*Fish and Crops Coexist – and Thrive (South: aquaponics and row crops)*  
*Brewskis Anyone? (City: breweries)*  
*See the City Sites (City tour of Minneapolis and St. Paul)*

##### Tuesday tours (choice of 4 options): \$95

*Dairy, Dairy and More Dairy (West: dairy)*  
*Family Farms Make Precision Decisions (West: beef and crops)*  
*University Research Pays Off – Group A (north to south)*  
*University Research Pays Off – Group B (south to north)*

##### Sunday photo workshop: \$125

#### ADDITIONAL MEAL TICKETS

(do not purchase if you have purchased a full registration)

#### LUNCHEONS: \$60

#### DINNERS:

*Friday, IFAJ Welcome dinner \$100*  
*Sunday, AMS Welcome Party \$100*  
*Tuesday, Awards Dinner, IFAJ \$100*  
*Tuesday, Awards Dinner, AMS \$100*

#### CANCELLATION POLICY

- 100% On or before June 1, 2019
- 50% June 2 – July 1, 2019
- 0% No refunds will be issued for cancellations July 2, 2019, and after.

AMS registration will close July 20 and re-open on site on July 22.

Note: Registration system is set on Central time zone in the U.S.

To register:

[www.agmediasummitregistration.com](http://www.agmediasummitregistration.com)

[info@agmediasummit.com](mailto:info@agmediasummit.com)

**IF YOU ARE A SPONSOR AND/OR EXHIBITOR** you must fill out the online registration. If you are NOT a part of your company's comp registrations, you may purchase full registration, or INFOEXPO ONLY PASSES are available for \$149 (on or before June 22). These do not include meal tickets or access to workshops. You may purchase the meals à la carte when you register.

**Available to exhibitors ONLY. Rates increase after June 22.**

All Ag Media Summit activities will be at the

#### DoubleTree by Hilton Hotel

Bloomington - Minneapolis South

7800 Normandale Boulevard, Minneapolis, MN 55439

Hotel is located 15 minutes from airport (code MSP)

952-835-7800 Room rate: \$160 + tax

Link for registration:

[https://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDTAMS-20190720/index.jhtml?WT.mc\\_id=POG](https://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDTAMS-20190720/index.jhtml?WT.mc_id=POG)



# PRE & POST-CONGRESS TOURS

## NORTHEAST IOWA PRE-TOUR (July 23-25)

**Tour Lead: Harlen Persinger** SINGLE: \$575 DOUBLE: \$430

This three-day tour, limited to the first 12-15 foreign journalists who sign up during early registration, begins July 23, leaving early morning from the Congress hotel site. The group will travel to Northeast Iowa, which lies in one of the top three production areas in the world because of deep, fertile soil. For example, the corn suitability ratings measure, 84.7 percent out of a possible 100, highest in the Hawkeye state.



This tour, which allows each guest to overnight and enjoy breakfast on a family farm for two evenings, will showcase great diversity—small to large farms, grain and livestock production, grain storage facility,

tractor manufacturing, seed production, fish farming and local foods. Plus, you'll visit Harlen's farm!

### July 23

- Visit a state-of-the-art 6.5 million bushel capacity grain elevator constructed in 2018 that can receive 55,000 bushels of grain per hour (50 loaded semi-trucks). The site has six, 750,000 bushel bins plus a 565,000 bushel wet holding capacity and three dump pits.

- Visit a small farm that prides itself in award-winning American Aberdeen Lowline cattle, a breed originally developed in Australia. The family had the 2017 U.S. National Champion, markets 20 head of breeding stock and slaughters 25 animals annually. Processed meat is available in the local grocery store.

- Visit a large 4,000-acre family farm that grows corn and soybeans and feeds 800 head of Holstein steers plus 2,500 hogs from feeder pigs to slaughter weight annually.

- Enjoy a traditional evening barbeque prepared by county beef producers, while mingling with area farmers and Loren Kruse, county native and retired editor of *Successful Farming* magazine.

- Spend the evening with your host family farm.

### July 24

- Tour the John Deere Tractor Cab Assembly Operations and nearby museum.

- Visit a family dairy farm that emigrated in 1864 from Germany. Their registered Holstein herd totals 175 cows and 190 heifers. Activities include a ride around the farm, feeding calves, making homemade butter, milking a cow by hand and petting kangaroos and goats.

- Visit a seed corn production plant and enjoy an evening cookout with a local Pioneer hybrid seed dealer/farmer where each journalist will rejoice their host family before spending a second night with them.

### July 25

- Visit the Fran-Cell and Hickory Curve Farms, owned and operated by Harlen Persinger, an AAEA member for 45 years. Learn all about his top management practices teamed with up-to-date technology that helped him average 250 bushels/acre for corn and 63 bushels/acre on soybeans during 2017-2018. A local co-op representative will fly a drone over both farms to monitor how crops are progressing in late July.

- Visit a father/son registered Suffolk sheep farm that received recognition in the USSA Hall of Fame in 2013.

- Visit a fish farming enterprise that produces over 5 million pounds of Tilapia, the largest operation in the U.S.

- Visit a 60-head registered Angus cattle farm.

- Visit a 200-sow farrow-to finish pork production facility, run by a family farmer who also serves on the board of the National Corn Growers Association.

- Bus back to Congress hotel – arriving by 8:00 p.m.

## CALIFORNIA POST TOUR (July 31-August 3)

**Tour Lead: Steve Werblow** SINGLE: \$980 DOUBLE: \$730

Welcome to California! From its sandy beaches to the snowy peaks of the High Sierra mountains, California is a state of remarkable beauty and diversity. The same can be said of its agriculture—graced with great soils, a favorable Mediterranean climate and an extensive system of canals for irrigation water, California farmers produce more than 200 commercial crops worth over \$50 billion in 2017.

Our post-Congress tour will take us to beautiful San Francisco, California's financial hub, through the salad bowl of the Salinas Valley, and into the state's magnificent

Central Valley, an agricultural powerhouse. We will see crops and livestock, but we'll also talk about the issues behind the farming: capital, labor, water, environmental issues and innovation.

Meals will celebrate the diversity of California's people (and will surely include California's famous wine).

We'll pack a lot of touring into four days. Our trip will conclude back at San Francisco International Airport in late afternoon on Saturday, August 3. From there, participants can catch overnight flights home, stay in the Bay Area for a chance to explore San Francisco and the famous wineries of the Napa and Sonoma valleys, or hop a quick flight to Los Angeles for a visit to Hollywood and Disneyland.

Here's a sketch of what we'll see:

**Wednesday, July 31:** Fly from Minneapolis to San Francisco (flight included in tour price). Tour highlights of the beautiful



City By The Bay. Discussion with finance experts on investment and innovation in California agriculture. Night in San Jose/Salinas area.

**Thursday, August 1:** Tour a strawberry farm in the Salinas Valley. Visit an innovation center developed by a leading farmers' association to nurture new technologies in fruit and vegetable production, where we will learn about some of the cutting-edge tools in development. Travel to a key reservoir in the 550-mile (880-km) irrigation supply network that is the lifeblood of Central Valley agriculture for a discussion with irrigation officials of the state's water supply. Night in Merced County.

**Friday, August 2:** Visit a 6th-generation, 10,000+ acre farm where almonds, tomatoes, cotton and other crops are proving grounds for next-generation agricultural technology. Then we will visit a dairy farm with an innovative manure management system, enjoy lunch at a cheese plant, and travel south to a leading diversified farm that includes beef, vegetables, almonds and agritourism. Night in Coalinga.

**Saturday, August 3:** More innovation at a local college Farm of the Future, followed by a visit to a large dairy farm and a look at aerated drip irrigation systems. We will then head back over the mountains to San Francisco International Airport for return flights home...or to further California adventures.

#### **MINNESOTA/SOUTH DAKOTA/IOWA POST TOUR (July 31 – August 3)**

**Tour Leads: Karen McMahon & Lora Berg**

**SINGLE: \$640    DOUBLE: \$505**

The post-IFAJ Congress Livestock and Crops Tour will visit the thriving crop and livestock areas of western Minnesota,



eastern South Dakota and northwest Iowa. This area is well known for diversified family farms and you will see many of them. You also will experience rural life here in their cafes, shops, homes and even a few historic sites. This area is several

hours away from a large metro area.

The tour starts on July 31 near the border of Minnesota and South Dakota for visits with livestock and dairy producers as well as crop farmers. After spending the night in Watertown, SD, the group will head south through Brookings, SD, for a visit at the university, as well as other crop and livestock stops. Overnight is spent in Sioux Falls, SD. On Aug. 2, the tour will drive through the northwest corner of Iowa to check out livestock operations (beef & pork) and end the evening back in Sioux Falls. On our last day, Aug. 3, we will be making stops in southwest Minnesota while headed back to Minneapolis.

**Wednesday, July 31 - Morris, MN, to West Browns Valley, SD •**

Visit 9,500 cow dairy

- Visit marketer for Angus/Holstein dairy calves
- Stop at Hutterite hog operation
- Visit organic crop farmer

• Dinner at prominent crop farmer farm with neighbors  
Overnight – Watertown, SD

**Thursday, August 1 - Brookings to Sioux Falls, SD**

• Visit South Dakota State University's new swine and cow-calf research farms

• Visit organic crop farmer

• Stop at offices of major US producer

• Visit historic Pipestone National Monument

Overnight – Sioux Falls, SD

**Friday, August 2 - Akron, Iowa, to Sioux Falls, SD**

• Visit precision technology company

• Visit 8,500-head cattle feeding operation

• Stop at business doing embryo work, cloning and invitro fertilization

• Visit cow-calf operation

• Overnight – Sioux Falls

**Saturday, August 3 - Sioux Falls, SD, to Minneapolis**

• Visit agricultural equipment manufacturing plant

• Visit precision crop and hog farmer at Mapleton, MN.

Return to Bloomington, MN

#### **WISCONSIN POST TOUR (July 31 – August 4)**

**Tour Leads: Mark Moore and Corey Geiger**

**SINGLE: \$790    DOUBLE: \$590**

There's a reason Wisconsin is called America's Dairyland, and on the Wisconsin post-congress tour, you'll be provided a snapshot of just why we proudly wear this label.

**July 31:** depart Minneapolis. Visits include two 1,000+ dairy operations, a locally-owned cheese shop, and a large custom heifer-raising operation. Evening at the Leinenkeugel Brewery.

**August 1:** Day starts with a visit to a dairy farm/cheese manufacturing operation (gouda). Visit 500+ cow dairy with outstanding genetics and owner of the cow that holds the world's record for milk production. Visit to a 5,000+ cow dairy operation. Evening at a Wisconsin Supper Club.

**August 2:** Visit to the National Dairy Shrine, the Hoard's Dairy Farm, offices of Hoard's Dairyman, a genetics farm, and a special evening at a nationally recognized food company that produces a variety of meats and sausages.

**August 3:** Visit to large integrated dairy that produces award-winning cheese, another local cheese plant, and a local dairy that makes its own artesian cheese (and is nationally recognized for its conservation efforts). Evening at the Wisconsin State Fair.

**August 4:** Departure FROM MILWAUKEE, WISCONSIN  
**IMPORTANT INFORMATION:** The Wisconsin Post-Congress tour begins in Minneapolis on July 31 and will end IN MILWAUKEE on August 4. YOU WILL BE RESPONSIBLE for making your travel arrangements FROM MILWAUKEE. There are many flight options out of Milwaukee.

