

March 13-14, 2007
KCI Expo Center, Kansas City, MO

Midwest
**Hay Business
Conference & Expo**
Presented By
Hay & Forage Grower Magazine

Tuesday, March 13, 2007

- 9:00 a.m. – 3:00 p.m. **Registration Open**
10:00 a.m. – 11:30 a.m. **Opening General Session**
How innovative hay growers create growth in the hay business.
Innovative Hay Grower Panel - Dutch Rodgers, Decatur, AR; Roger Hatcher, Cumberland, VA; J.J. Granstrom, Holstein, NE
- 11:30 a.m. - 1:30 p.m. **Trade Show Open**
Lunch Sponsored by E-Hay Weekly
- 1:30 – 2:30 p.m. **General Session**
Biotech traits in alfalfa - What's next?
Dr. Peter Reisen, Director of Biotechnology, Forage Genetics
- 2:30 - 3:30 p.m. **General Session**
Strategies to sell hay profitably to the rapidly growing horse market.
Dr. Tim Stanton, Sunset Stables, Loveland, CO
- 3:30 – 3:45 p.m. **Break** Sponsored by NK Brand Syngenta Seed
3:45 - 5:00 p.m. **General Session**
Is making hay the organic way worth the time and trouble? Is the premium price enough to justify the extra effort organic production requires?
Lou Andersen, S&L Commodities, Fairfield, ID
- 5:00 – 6:45 p.m. **Exhibit Hall Reception** Sponsored by New Holland
7:00 – 8:00 p.m. **Banquet Dinner** Sponsored by New Holland

Wednesday, March 14, 2007

- 7:30 – 9:00 a.m. **Trade Show Open**
Breakfast Sponsored by Croplan Genetics
- 8:00 – 10:00 a.m. **Registration Open**
9:00 – 11:00 a.m. **General Session**
Learn how to analyze financial trends and set directions that lead to financial success.
Dick Wittman, Wittman Consulting, Culdesac, ID
- 11:00 – 11:15 a.m. **Break** Sponsored by Cargill
11:15 a.m.– 12:00 p.m. **General Session**
Building an effective marketing and promotion program to jump-start hay sales.
Don Kieffer, Director National Hay Association, St. Petersburg, FL; Roger Hatcher, Cumberland, VA; J.J. Granstrom, Holstein, NE
- 12:00 – 1:30 p.m. **Trade Show Open**
Lunch
- 1:30 – 3:00 p.m. **General Session**
How much money can you really save with a smart approach to fighting these alfalfa production problems?
Insect Pests and Integrated Pest Management, Weed Control and Alfalfa Diseases
Dr. Dan Undersander, University of Wisconsin, Madison, WI and Jim Shroyer, Kansas State University