



2015 ProfitProAG Winter Conference Learn & Earn Event

More From Every Acre...More From Every Animal

Crop and Market Alternatives for Future Profitability

Soil quality is the cornerstone of production agriculture whether you are a crop grower, live-stock producer or food processor.

The first key question is: “What determines soil quality?”

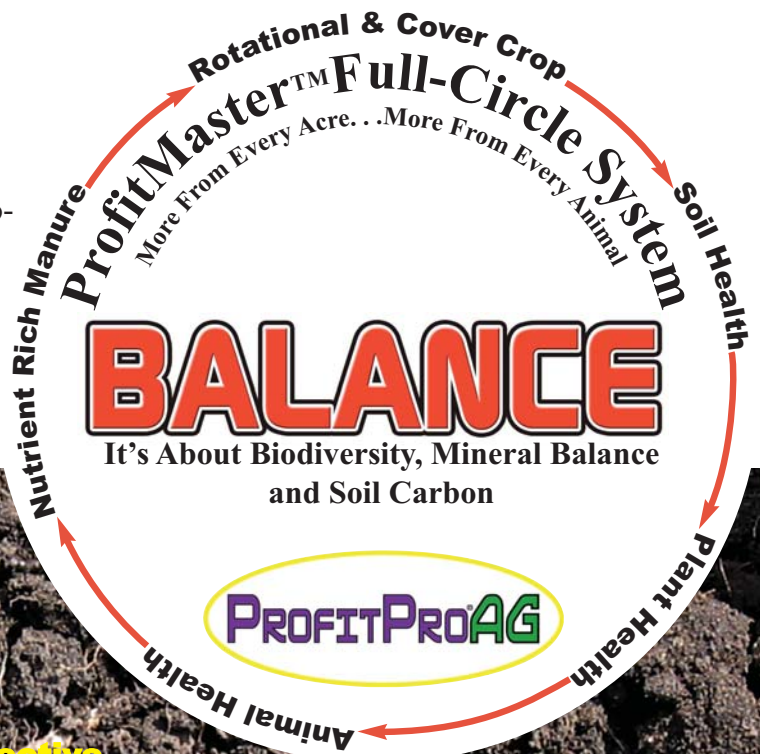
The main characteristics of soil quality include high biodiversity, mineral balance/availability and stable bioactive carbon levels. Microbial diversity is the main driver of soil health and being a low cost producer.

The second key question is: “How do I build a high quality producing, yet low cost, soil system?”

The answer is quite simple—through plant diversity. Growing live plants on the soil year round, e.g., cover crop and reduce soil disturbance as much as possible. Our forefathers were blessed with deep productive prairie soils, which can be mimicked by using a three-crop rotation such as corn, soybeans and oats, as an example, as well as cover crops with or after each crop.

Guest Speakers:

- Andrew Heath - Cover Crop Expert
- Bruce Roskens - Grain Millers
- Ken Hamilton – Nutritionist & Microbiologist
- Larry Acker – Climatologist & Marketing Consultant
- Mac Ehrhardt - Albert Lea Seed House
- T.J. Kartes – Cover Crop Expert



**The Soil . . .
must be kept in good health if the
animal is to remain in good health.
The same is true of man.
Soil science is the foundation of protective
medicine, the medicine of tomorrow.”**

— André Voisin

Healthy soil is active, alive and continuously regenerating.



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At the conference, information and examples will include how to incorporate a third crop into a rotation to reduce input cost and improve profit per acre through improved crop quality and yield. Three to five-year cash flow examples of adding a third crop into the rotation, along with cover crops, will also be provided. Discussion will follow on how to ferment forages/straw to enhance feeding quality and value.

Processors and livestock producers will share the parameters they use to measure the value during their purchase of grains and forage crops.

Learn how to:

- Tap into third crop markets for grains and forages.
- Take weather out of the equation when harvesting high moisture forages.
- Harvest and ferment 20 to 60 percent moisture forage.
- Ferment straw into a value-added energy source for livestock.
- Produce high test weight grains for food processors



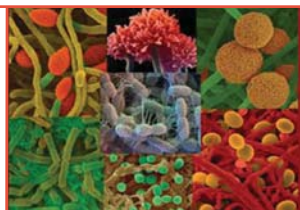
The conference will be at ProfitPro's Headquarters, 408 S. 1st Ave., Albert Lea, MN 56007.

Please pre-register so we can plan for meals.

Day 1: Thursday, February 12th from 9:00 am to 7:30 pm

Time	Topic	Speaker
8:30 to 9:00 am	Registration	
9:00 to 9:15 am	Crop and Market Alternatives for Future Profitability	Dr. Jim Ladlie
9:15 to 10: 15	Alternative Cash Crops and Market Opportunities	Bruce Roskens
10:15 to 10:30	Break	
10:30 to Noon	The How-to and Value of Building Biodiversity in a Traditional Corn and Soybean Rotation	Andrew Heath T.J. Kartes
Noon to 1:00 pm	Lunch	
1:00 to 2:00 pm	Establish a Crop and Livestock Partnership	T.J. Kartes David Widman
2:00 to 3:00 pm	Ferment Forages and Roughage to Enhance Value for Alternative Markets	Ken Hamilton
3:00 to 5:00 pm	Weather and Market Trends for 2015 (continued)	Larry Acker
5:00 to 5:45 pm	Dinner	
5:45 to 7:30 pm	Weather and Marketing Trends for 2015	Larry Acker

Putting **Microbes** to work on **Your Farm** for **Better Soil Health** and **Crop Production**



Visit our websites for more information:
www.profitproag.com

Knowledge for **conventional** and **organic growers**, **livestock producers** and **food processors**.

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Day 2: Friday, February 13th from 8:00 am to 3:00 pm

Time	Topic	Speaker
7:30 to 8:00 am	Registration	
8:00 to 8:45 am	Deliver Value—Conventional Versus Trait-ed Seeds	Mac Ehrhardt
8:45 to 9:15 am	Big Yields Start with Healthy Seedlings	Dennis Klockenga
9:15 to 10:15 am	How to Improve Yields and the Quality (nutrient density) of Grain and Forage Crops	Ken Hamilton
10:15 to 10:45 am	Break	
10:45 to 11:15 am	Manage Manure and Enhance its Value	David Widman
11:15 to 11:45 am	Choose the Right Cover Crop Mix for Your Operation	T.J. Kartes Andrew Heath
11:45 to Noon	Crop Input and Operational Financing Options for 2015	David Widman
Noon to 1:00 pm	Lunch	
1:00 to 2:00 pm	Cash Flow Projections for Moving into Alternative Crop and Forage Production	David Widman T.J. Kartes
2:00 to 3:00 pm	Crop Management and Input Strategies for 2015	Dennis Klockenga Dr. Jim Ladlie
3:00 pm	Adjourn	

Albert Lea Lodging Options - Responsibility of attendee:

Comfort Inn (507) 377-1100 - 810 Happy Trails Lane, Albert Lea, MN
Country Inn & Suites by Carlson (507) 373-5513 - 2214 East Main Street, Albert Lea, MN
Holiday Inn Express (507) 473-2300 - 77820 Main Street East, Albert Lea, MN
Super 8 Motel (507) 377-0591 - 2019 East Main Street, Albert Lea, MN
Country Inn & Suites By Carlson (Diamond Joe Casino area) (641) 323-7000 - 711 Diamond Jo Lane, Northwood, IA
Holiday Inn Express Hotel & Suites (Diamond Joe Casino area) (641) 323-7500 - 4712 Wheelerwood Road, Northwood, IA

Clip and mail in

2015 Winter Conference Registration Form

Name: _____ Spouse/Extra Person: _____

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

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

Please check which day(s) you will be attending and how many people will be coming:

Both Days (Feb. 12th & 13th)
 Thurs., February 12th Only
 Fri., February 13th Only

Cost: FREE for Both Days

Mail registration forms to ProfitPro, LLC, 408 S. 1st Ave, Albert Lea, MN 56007 or fax 507-373-2520 or call 1-888-875-2425

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

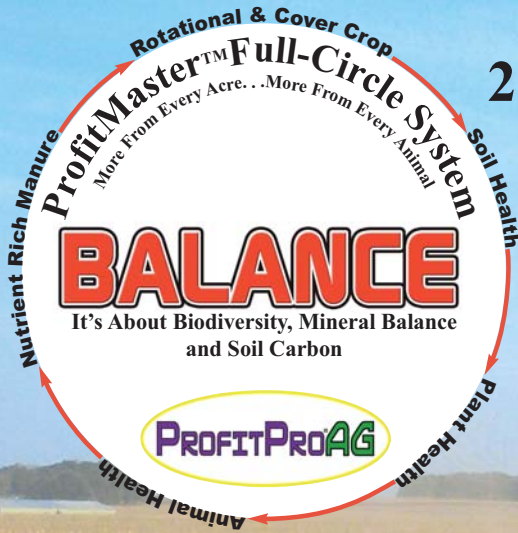
FREE

You are invited to the

2015 ProfitProAG Winter Conference

February 12 & 13, 2014

Crop and Market Alternatives for Future Profitability



Pre-registration
required
for meals



Larry Acker will present the weather and market trends for the 2015 cropping season.



ProfitPro, LLC
408 S. 1st Ave., Albert Lea, MN 56007

**ProfitProAG's
FREE Monthly Teleconference
3rd Thursday of the month
Crop and Manure Management Topics**

8:00 PM Central Time

Ph #: 1-855-212-0212

Meeting ID#: 769-100-082# (lb. key)

- Ask questions or just listen – Anonymity maintained
- As a courtesy to others, please mute background noise by pressing *6
- When muted, press *6 again to ask questions