Top Farmer Conference

January 9, 2018
(Pre-conference workshop: January 8, 2018)
West Lafayette, Ind.

Tuesday, January 9, 2018

8:00 am
Welcome and Kick-Off
James Mintert, Professor of Agricultural Economics and Director of Purdue’s Center for Commercial Agriculture

The Future Food Consumer: Implications for Producers
Jayson Lusk, Department Head and Distinguished Professor of Agricultural Economics, Purdue University
Do you know what tomorrow’s consumer wants? Learn ways for you to shift your focus to take advantage of emerging demands.

Managing Your Way Through Agricultural Cycles
Jason Henderson, Director of Purdue Extension and Professor of Agricultural Economics
History doesn’t repeat itself, but it has a way of rhyming. Lessons from past ag cycles provide insight into how you can manage your way through the current tight-margin environment.

Networking Break

Your Farm’s War Chest: How to Build It; How to Use It
Michael Langemeier, Purdue Professor of Agricultural Economics and Associate Director of Purdue's Center for Commercial Agriculture; David Widmar, Purdue Research Associate; and James Mintert
Learn how you can make sound strategic decisions for your farm that still leave the door open for future opportunities.

Networking Break

Basis: An Overlooked Opportunity?
Nathan Thompson, Purdue Assistant Professor of Agricultural Economics; Chris Hurt, Purdue Professor of Agricultural Economics; and James Mintert
Learn how to identify seasonal basis patterns that can provide profit opportunities for your farm.
Lunch

Before You Make 2018 Decisions: Rethink Your Risk Management Strategy
Art Barnaby, Professor of Agricultural Economics, Kansas State University
Your farm business has changed a lot in recent years. Has your crop insurance strategy kept pace?

Networking Break

Lowering Your Production Cost without Reducing Yield Potential – A Discussion with Purdue’s Top Crop Scientists
Robert Nielsen, Purdue Professor of Agronomy specializing in corn; Shaun Casteel, Purdue Associate Professor of Agronomy specializing in soybeans; and Bill Johnson, Purdue Professor of Botany and Plant Pathology specializing in weed science
Purdue’s top production scientists provide tips to help you reduce your farm’s cost per bushel.

Conference Wrap-Up
Monday, January 8, 2018

Choose from one of the two following workshops. Both run 1-5 p.m. and will be followed by a light reception at the Beck Agricultural Center at 5 p.m.

Financial Management Workshop
Michael Langemeier and James Mintert

This pre-conference session will explore ways to:

- Benchmark your farm against key financial metrics.
- Evaluate your farm’s debt repayment capacity.
- Gauge the impact of changes in income and expenses on your farm’s financial performance.

A case farm will be used to illustrate workshop concepts. Participants are encouraged to bring their own tax statements and balance sheets to the workshop to learn how to use their own records to conduct in-depth financial analysis.

Succession Planning Workshop
Renee Wiatt, Family Business Management Specialist, Purdue Initiative for Family Firms

This pre-conference session will help participants:

- Explore various options in buy-sell agreements.
- Gauge if a farm is ready for management transfer and critical steps to follow.
- Identify and manage conflict styles within the family farm.
- Learn how to come to resolution when faced with a conflict.

During the workshop, participants will have the opportunity to assess their personal conflict style, which will help them to be more productive when working with other family members and employees.