

**JAN. 29–30, 2020 HILTON CHICAGO HOTEL**

**WEDNESDAY  
JAN. 29**

- 2:00 – 2:30 P.M. ● **Registration**
- 2:30 – 2:35 P.M. ● **Trust In Food + America's Conservation Ag Movement Overview and Welcome**  
Mitch Rouda, President  
*Trust In Food (confirmed)*
- 2:35 – 2:45 P.M. ● **Farmer Welcome Keynote: Championing Conservation Across America**  
Matt Lohr, Chief  
*NRCS (confirmed)*
- 2:45 – 3:45 P.M. ● **How a Global Food and Beverage Company Responds to Consumer Needs While Supporting Farmers in Their Conservation Agriculture Journey**  
Christine Daugherty, Vice President, Global Sustainable Agriculture  
*PepsiCo (confirmed)*
- 4:00 – 4:10 P.M. ● **KEYNOTE: Welcome Message**  
Mitch Rouda, President  
*Trust In Food (confirmed)*
- 4:10 – 4:50 P.M. ● **PANEL: What We Learned at Bridges Over Barriers Workshop**  
Panelists:  
**Moira McDonald**, Senior Program Officer, Environment Program, *The Walton Foundation (confirmed)*  
**Melissa Ho**, Senior Vice President for Freshwater and Food, *World Wildlife Fund (confirmed)*  
**Sean McMahon**, Executive Director, *Iowa Agriculture Water Alliance (confirmed)*  
**Tim Richter**, *Iowa and Missouri Farmer/Saratoga Partnership (confirmed)*  
**Suzy Friedman**, *Environmental Defense Fund (confirmed)*
- 4:50 – 5:00 P.M. ● **KEYNOTE: How Cargill is Building Bridges Over Barriers in its Global Supply Chain**  
Jill Kolling, Vice President of Sustainability  
*Cargill (confirmed)*
- 5:00 – 6:00 P.M. ● **Joint Cocktail Reception**
- 6:00 – 8:00 P.M. ● **Top Producer of the Year Banquet**

**THURSDAY  
JAN. 30**

- 7:00 – 8:00 A.M. ● **Registration and Coffee**
- 8:00 – 8:05 A.M. ● **Welcome and Overview of the Day**  
Mitch Rouda, President  
*Trust In Food (confirmed)*
- 8:05 – 8:10 A.M. ● **Video Intro: Trust In Food - A Year in Review**
- 8:10 – 8:20 A.M. ● **Opening Keynote**  
The Honorable Under Secretary Greg Ibach  
*USDA's Agricultural Marketing Service (invited)*
- 8:20 – 8:50 A.M. ● **PANEL: Off the Beaten Path: New Communication Avenues to Voluntary Conservation Ag Adoption**  
Panelists:  
**Linda Prokopy**, Professor of Natural Resources Social Science, *Purdue University (confirmed)*  
**Kristin Floress**, Research Social Scientist, *U.S. Forest Service (confirmed)*  
**Ben Gramig**, Assoc. Professor of Agricultural and Consumer Economics, *University of Illinois Urbana-Champaign (confirmed)*  
**Pranay Ranjan**, Forestry and Natural Resources Post Doc. Research Associate, *Purdue University (confirmed)*
- 8:50 – 9:10 A.M. ● **KEYNOTE: Why Regenerative Agriculture Matters to a Global Food Company**  
Mary Jane Melendez, Chief Sustainability and Social Impact Officer, *General Mills President, General Mills Foundation (confirmed)*
- 9:10 – 9:50 A.M. ● **PANEL: Money Flow Through the System: From Consumers and CPGs/Retailers Back to Farmers**  
Panelists:  
**Mikel Hancock**, Senior Director of Sustainable Food and Agriculture, *Walmart (invited)*  
**Stefani Grant**, Senior Manager, External Affairs and Sustainability, *Unilever (confirmed)*  
**Kevin Kester**, former NCBA President, *U.S. Roundtable for Sustainable Beef (confirmed)*  
**Chuck Ross**, Director, *University of Vermont Extension (confirmed)*
- 9:50 – 10:10 A.M. ● **PANEL: Fruitful Fields: Why Investors Need a Global Standard for Sustainable Crop Production**  
Panelists:  
**Brian Kernohan**, Chief Sustainability Officer, *Hancock Natural Resources Group (confirmed)*  
**Andy Whitman**, Director, Sustainable Economies Program, *Manomet (confirmed)*  
**Matt Armstrong**, Senior Consultant and Sustainability Assurance Lead, *K•Coe Isom (confirmed)*  
**Kenny Fahey**, Working Lands Principal, *The Conservation Fund (confirmed)*
- 10:10 – 10:30 A.M. ● **BREAK**
- 10:30 – 11:10 A.M. ● **PANEL: Data, Technology and Metrics of Conservation Ag Practice Adoption: What Are You Doing to Fix the Gaps?**  
Panelists:  
**Rod Snyder**, President, *Field to Market (confirmed)*  
**Christy Slay**, Director Technical Alignment, *The Sustainability Consortium (confirmed)*  
**Wayne Honeycutt**, President and CEO, *Soil Health Institute (confirmed)*  
**Dallas Glazik**, Farmer/Farm Bill Biologist, *Pheasants Forever (confirmed)*  
**Todd Wiley**, Hog Farmer *(confirmed)*
- 11:10 – 11:25 A.M. ● **PANEL: Bridge-Building Across The Value Chain, Part 1: American Farmland Trust, Corteva, Ducks Unlimited, National Corn Growers Association, National Pork Board**  
Panelists:  
**John Larson**, Senior Vice President, *American Farmland Trust (confirmed)*  
**Morgan Gray**, Global Sustainability Partnership Manager, *Corteva (confirmed)*  
**James Powell**, Chief Marketing and Communications Officer, *Ducks Unlimited (confirmed)*  
**Nathan Fields**, Vice President, Production and Sustainability, *National Corn Growers Assoc. (confirmed)*  
**John Johnson**, Chief Operating Officer, *National Pork Board (confirmed)*
- 11:25 – 11:45 A.M. ● **PANEL: Changing Hearts and Minds Through Communication**  
Panelists:  
**Amy Cole**, Managing Director, *American Public Media's The Water Main (confirmed)*  
**Annie Baxter**, Content Manager, *American Public Media (confirmed)*  
**Nate Birt**, Director of Development & Programming, *Trust In Food (confirmed)*  
**Kinsie Rayburn**, Program Officer, *Trust In Food (confirmed)*
- 11:35 – 12:05 P.M. ● **PANEL: Eat Your Words: Turning Public Demand for Sustainable and Local Food Into Action With Restaurants, Chefs and NGOs**  
Panelists:  
**Anthony Kingsley**, Local and Sustainable Products Lead, *U.S. Foods (confirmed)*  
**Jeannine Wise**, Education and Training Director, *Frontera Grill Group (confirmed)*  
Farmer Leader TBA (invited)
- 12:05 – 1:30 P.M. ● **Networking Lunch**
- 1:30 – 1:50 P.M. ● **PANEL: Scaling Conservation Know-How and Technical Assistance Across U.S. Agriculture**  
Panelists:  
**Lee Briese**, Agricultural Consultant, *Central Inc. (confirmed)*  
**Bill Berry**, Communications Specialist, Consultant, *National Association of Conservation Districts (invited)*  
**Annie Dee**, President, *Dee River Ranch (confirmed)*  
**Duane Stateler**, Ohio Farmer *(confirmed)*
- 1:50 – 2:00 P.M. ● **What EPA is Doing to Build Bridges to Conservation Agriculture Adoption**  
Anna Wildeman, Principal Deputy Assistant Administrator  
*Office of Water, EPA (confirmed)*
- 2:00 – 2:30 P.M. ● **PANEL: Lessons From Influencers: Why Nonoperating Landowners, Ag Retailers and Others Will Aid Farmers' Conservation Success**  
Panelists:  
**Randy Dell**, Strategy Manager, North America Agriculture Program and Agriculture Program Director, *The Nature Conservancy (confirmed)*  
**John Larson**, Senior Vice President, *American Farmland Trust (confirmed)*  
**James Powell**, Chief Marketing and Communication Officer, *Ducks Unlimited (confirmed)*  
**Kate Schaffner**, Global Sustainability Manager, *Kellogg Company (confirmed)*
- 2:30 – 2:40 P.M. ● **PANEL: Farming on the National Mall**  
Panelists:  
**Tricia Beal**, CEO, *Farm Journal Foundation (confirmed)*  
**Jay Vroom**, Chair, Board of Advisers, *Trust In Food (confirmed)*
- 2:40 – 2:50 P.M. ● **KEYNOTE: What Cooperative Extension is Doing to Build Bridges to Conservation Agriculture Adoption**  
Doug Steele, Vice President, Food, Agriculture and Natural Resources  
*Association of Public and Land-grant Universities (confirmed)*
- 2:50 – 3:05 P.M. ● **PANEL: Bridge-Building Across the Value Chain: Sanderson Farms, Syngenta, The Nature Conservancy, Valent**  
Panelists:  
**Stephanie Shoemaker**, Manager of Environmental Services for Regulatory and Permitting, *Sanderson Farms (confirmed)*  
**Kris Johnson**, Deputy Director of Agriculture, *The Nature Conservancy (confirmed)*  
**Liz Hung**, Sustainable Solutions Accounting Manager, *Syngenta (confirmed)*  
**Jim Hansen**, Associate Director, Marketing, *Valent (confirmed)*
- 3:05 – 3:35 P.M. ● **KEYNOTE: Ecosystem Market Services as a New Frontier for Farmer Financial Resilience**  
Debbie Reed, Executive Director  
*Ecosystem Services Market Consortium (confirmed)*
- 3:35 – 3:45 P.M. ● **Closing Remarks**  
Mitch Rouda, President  
*Trust In Food*
- 3:45 – 5:00 P.M. ● **Media Interviews**