

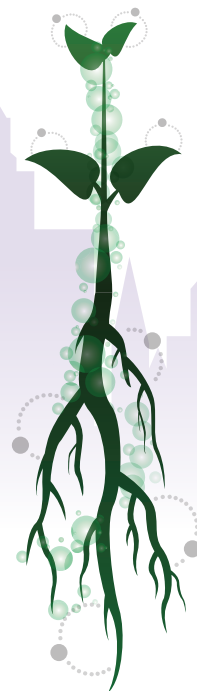
Green Markets[®] Specialty Fertilizer Global Summit 2018

December 13, 2018 | Omni Royal Orleans, NOLA

Get insight on specialty product markets like micronutrient, humic, high-efficiency, biological, soluble, inhibitors, slow/controlled release, foliar, biostimulant and more!

**Fertilizer
Labeling
Workshop**

See page 4
for details



The continued expansion of new and advanced products leads to many business questions:

- Which product areas are having the greatest impact?
- What are the considerations to carrying the new and expanding lines?
- What are the emerging technologies that can change the market?

Join us in NOLA to cover leading edge concepts including:

- Trends in specialty product development
- New testing methods for humic and hydrophobic fulvic acids
- Bio-stimulant market update
- Making bio-fertilizer more user-friendly
- Small-molecule chemistry and a new class of crop inputs
- Nanotechnology to increase nitrogen use efficiency



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Fer-land

AGENDA – December 13, 2018

8:00 am – 8:45 am

Networking Breakfast

Join your peers and colleagues from across the specialty fertilizer complex for a great start to a day of valuable insight.

Sponsored by



8:50 am – 9:30 am

Trends in Specialty Product Development

Chris Underwood, *Director of R&D and Formulation Services*,
Hocking International Laboratories

As a contract manufacturer in specialty fertilizers (amongst other products), Hocking International Laboratories has unique perspective of the trends in value-added product development. The experience ranges from R&D through manufacturing, QC, and packaging.

In this session, we'll hear from Hocking's Director of R&D and Formulation Services as he shares insight on the recent trends in nutrient management technology for N and P, biologicals/microbes, biostimulants and genetic modification.

Not only interesting, this session introduces product ideas you may not have thought existed.

9:30 am – 10:00 am

National Trends in Specialty Fertilizers

Nick Young, *Supervising Special Investigator*, **California Department of Food and Agriculture (CDFA)**

As fertilizers evolve to meet the needs of growers, the use of novel ingredients continues to expand.

In this session, you'll learn from the unique perspective of fertilizer as viewed from inspections performed across more than a dozen States.

The discussion will cover some emerging inputs now being utilized with, or in place of, fertilizers to make formulations you've not heard of before now.

10:00 am – 10:40 am

The Latest Thinking On Biostimulant Markets

Jon Leman, *Commercial Vice President*,
Italpollina USA, Inc.

Operating in more than 70 countries worldwide, with four sites (including a new one in Indiana), Italpollina offers a wide range of organic fertilizers, biostimulants of vegetal origin, and beneficial microbials.

In this session, informed by almost 50 years of production, you'll get the latest thinking on the use of biostimulants in conventional agriculture. Join us to find out which product categories are getting the most traction and which agricultural markets are advancing more quickly than others.

If you operate in or alongside the biostimulants segment, this is a session you will not want to miss.

10:40 am – 11:05 am

Morning Networking Break

11:05 am – 11:35 am

HPTA Testing Methodology and Humic Market Outlook

Russell Taylor, *Vice President*,
Live Earth Products Inc.

As you may have heard... after eight years of research and persistence the Humic Products Trade Association succeeded in establishing an international standard for the analysis of humic acids and hydrophobic fulvic acids in commercial products. This is a big deal!

But what exactly are the standards? What is the methodology behind the analysis?

In this session, you'll join the President of the HPTA as he clarifies these new standards that will likely help shape the future of this critical product category. You'll also hear his take on how the market looks right now and what the future holds.

11:35 am – 12:05 pm

SOP Market Update

Christopher Perrella, *Analyst – Chemical Equity*, **Bloomberg Intelligence**

While perhaps not as exotic as other multi-nutrient fertilizers, sulfate of potash is an essential product in many formulations. Its global use totals over 8MMT per year and is growing at a steady rate.

In this session, we'll take a close look at the current global supply and demand balance, examine the performance of SOP producers, and see what the future holds for this versatile fertilizer.

Along the way, we'll examine current index price levels and forecast where they're headed based on projected capacity utilization and demand levels.

12:05 pm – 12:45 pm

Micronutrient Market Update with Insights on Boron and Copper

Dale Edgington, *Purchasing & Production Manager*,
Advanced Micronutrient Products

The presentation will highlight soil test data indicators of known soil deficiencies of boron and copper in North America along with a review of broad acre crops with known sensitivities to deficiencies.

This information will be used to provide insights into market determination. A brief review of product categories including naturally occurring elements, oxides, sulfates, chelates and combinations thereof that have been offered in the market will provide insights into potential market saturation.

12:45 pm – 2:00 pm

Networking Luncheon

Sponsored by

**Who should attend Specialty Fertilizer Global Summit 2018?**

Leadership roles in Business Strategy, Operations, Sales/Marketing, Agronomy and Finance.

From organizations including Fertilizer Manufacturers, Wholesalers, Growers, Blenders, Distributors, Equipment Manufacturers, Investors, Law Firms, Engineering Firms, Process Licensors



Global Summit 2018

2:00 pm – 2:40 pm

A Global Outlook for Nitrogen Stabilizers

Justin Stewart, *U.S. Marketing Leader, Nitrogen Stabilizers, Dow AgroSciences*

With regulatory pressures and sustainability concerns ever escalating, the market for nitrogen stabilizing products is expanding. But how quickly is demand growing, where are these specialized products gaining the most attention?

In this session we'll hear from a leading manufacturer of stabilization products. Join us to learn of the key markets across major global regions and hear of the end-use applications that are creating demand.

You'll also leave this session with an understanding of the market trends in major consuming regions.



2:40 pm – 3:10 pm

Integrating Value-Added Products Into Fertilizer Blending Systems

Mark Taylor, *Director of Industrial Sales, AGI - Yargus*

It's costly when fertilizer is lost before the plant and soil have been able to absorb the nutrients. GroGenesis has developed a surfactant uptake enhancer that enables plants and soil to more efficiently deliver the added nutrients incorporated in fertilizers.

In this session, you'll learn how this plant-based extract facilitates the rapid nutrient transport at the cellular level, resulting in improved photosynthesis and increased absorption of fertilizers, water, and any other applied input. The results include input cost savings, enhanced drought tolerance and increased crop yields.

Don't miss this session on an advanced product that promotes plant health and fertilizer efficiency.



3:10 pm – 3:50 pm

Organic Crop Inputs for Increased Nutrient Absorption

Rick Lutz, *VP Business Development and Marketing, GroGenesis*

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3:50 pm – 4:15 pm

Afternoon Networking Break

4:15 pm – 4:45 pm

A New Category of Crop Inputs to Enhance Plant Productivity

Travis Bayer, *CTO, Sound Agriculture*

Modern crop yields fall short of their potential, often because of environmental factors: water limitation, nutrient availability, heat, cold, and the limits of plant physiology.

Sound Agriculture develops small molecule chemistry that helps growers reduce reliance on water and fertilizer while increasing productivity. This new discovery platform uses synthetic biology, high throughput screening, and data analytics to identify new crop inputs that overcome the production barriers.

In this session you'll hear how fundamental discoveries in plant and microbial science has led to technology that enables significant reductions in nitrogen and phosphorus fertilizer application rates while maintaining productive crops.



4:45 pm – 5:25 pm

Creating a Successful Sales Platform for Specialty Products

Brian Petersen, *Specialty Sales Representative, Simplot Agribusiness*

This session takes a unique look at what it takes to introduce a specialty product to the marketplace.

As one of the world's largest agribusinesses, Simplot has established supplier partnerships that are decades old, while others are newer and growing. And as a diversified company, they are always looking for new partnerships.

Join in to learn how Simplot thinks of new suppliers in terms of generations, not quarters; what they look for in a partner; and what support they provide.

You'll also see why are some specialty products are recommended over others, and hear case studies of successful product introduction into marketplace.



5:25 pm – 6:05 pm

Developing Bioferts That Are More Effective With Synthetics

Jane Fife, *Chief Science Officer, 3Bar Biologics*

The efficacy of bio-fertilizers is well known and there are many product options to choose from. But making biological products easier to use, more farm-friendly, efficient and affordable has been a challenge.

In this session you'll hear the latest thinking on approaches that combine biologicals and synthetic products. You'll get details on a novel delivery system that involves "on-site" growth of microbes for just-in-time delivery.

Wrapping everything up, we'll go through a case study detailing the application of microbial bio-fertilizer using in-furrow delivery with starter fertilizer.



5:55 pm – 7:00 pm

Networking Cocktail Reception

Green Markets is pleased to invite you to stay post-event for an always highly-rated post-event reception. It's a great opportunity to make new connections from across the specialty fertilizer complex.

Registration and all the details at:
FertilizerPricing.com/Summit

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Special Pre-Conference Event on December 12:

Fertilizer Labeling Workshop

2:00 pm – 5:00 pm

Fertilizer labeling is a cost of doing business for everyone. Adding clarity on current rules can save your organization time, money, and aggravation.

If you're responsible for label compliance, this is a workshop you don't want to miss!

Topics include:

- The Basics of Proper Fertilizer Labeling
- The Idiosyncrasies of Labeling Across all States
- Overcoming the Challenge of "Beneficial Substances" Labeling

PLUS: Bring your own questions to experts from AAPFCO! Or, bring your own labels to be evaluated and discussed!

More info at FertilizerPricing.com/Labeling

Only \$97

Explore the business considerations of
operating in the specialty fertilizer market.

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Registration and all the details at:

FertilizerPricing.com/Summit or
call +1-603-357-8103.



Venue:

Omni Royal Orleans

621 St Louis St

New Orleans, Louisiana 70130 USA

Green Markets has secured a block of discounted rooms at the rate of \$149 per night.

Check FertilizerPricing.com/Summit to make your reservation at the discounted rate.



About Green Markets[®]

Green Markets has been the most trusted, widely read publication for fertilizer business news, analysis, and market activities for over 40 years.

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