Special Thanks to Our Sponsors
The 22nd Annual Farmer Cooperatives Conference is made possible by the generous support from the following sponsors:

Star Partner

Conference Partners

Program Sponsors

General Supporters

Thank you to the Ralph K. Morris Foundation for sponsoring conference attendees through scholarships.

Questions?
Conference questions can be directed to Megan Webster, Outreach Specialist, UW Center for Cooperatives at 608-890-1048 or mawebster@wisc.edu.

www.farmercoops.uwcc.wisc.edu
About the Farmer Cooperatives Conference

The Farmer Cooperatives Conference is a national event highlighting the latest strategic thinking on current cooperative issues and trends. Attendees will spend two days with top agricultural cooperative leadership and industry experts as they address today’s most pressing competitive challenges. The Farmer Cooperatives Conference is an unparalleled opportunity to gain the information you need to help your cooperative succeed.

Organized by the University of Wisconsin Center for Cooperatives, the program is developed by a national planning committee with diverse background and expertise from the cooperative, agribusiness, and academic sectors. Members of the planning committee include:

Courtney Berner, UW Center for Cooperatives
Mark Biedenfeld, CHS Inc.
Mike Boland, University of Minnesota
Marlis Carson, National Council of Farmer Cooperatives
Michael Cook, University of Missouri-Columbia
Brent Hueth, UW Center for Cooperatives
Keri Jacobs, Iowa State University
Phil Kenkel, Oklahoma State University
Jason Lueders, CoBank
Daniel Smith, Cooperative Network
Jeff Stroburg, Southern States Cooperative
Tom Swearingen, GROWMARK
Megan Webster, UW Center for Cooperatives
Tom Wegner, Land O’Lakes

About the University of Wisconsin Center for Cooperatives

The University of Wisconsin Center for Cooperatives fosters critical thinking and understanding about cooperatives through research, education, and outreach programs. It also provides technical assistance to groups interested in starting new cooperatives. The University of Wisconsin Center for Cooperatives is an interdisciplinary center the resources of the University of Wisconsin-Madison and the University of Wisconsin-Madison Division of Extension. For more information, please visit www.uwcc.wisc.edu.
Program at a Glance

**Wednesday, November 6**

5:00 – 7:30 pm  Registration Open

6:00 – 7:30 pm  Welcome Reception – sponsored by CHS

**Thursday, November 8**

7:00 – 8:30 am  Registration and Continental Breakfast

8:30 am  Policy Update
This session will highlight the trends, challenges, and opportunities for farmer-owned cooperatives with a focus on policy.

Chuck Conner, CEO & President, National Council of Farmer Cooperatives

10:00 am  Refreshment Break

10:30 am  Agricultural Trade in a Time of Uncertainty
Nearly 70% of U.S. agricultural exports are to countries that are currently in trade negotiations or disputes with the U.S. In this session, we will examine the impacts of the current trade environment on the soy, pork, and dairy markets.

Christian Edmiston, Senior Director, Commodities, Milk Sourcing, and Risk Management, Land O’Lakes
Lee Schulz, Associate Professor, Iowa State University

11:30 am  Understanding and Communicating Section 199A
As cooperatives implement changes made to agricultural tax law, they need to strike a balance between the co-op’s needs and their members’ needs. In this session, we will explore how farmer co-ops are implementing the new tax laws and how they are communicating the “how” and the “why” to their membership.

Mike Mayhew, Chief Financial Officer, Countryside Cooperative
Tami Peterson, Tax Director, Land O’Lakes
Rebecca Smith, Director, Cooperatives, CliftonLarsonAllen LLP

1:30 pm  International Co-op Spotlight: CRV Cooperative, The Netherlands
An interactive session with the CEO and Board Chair of CRV Cooperative, a Dutch-Flemish cooperative delivering herd solutions to 24,000 dairy and beef farmers.

Peter Broeckx, Board Chair, CRV Cooperative
Roald van Noort, CEO, CRV Cooperative
Michael Boland, Koller Professor and Director, University of Minnesota Food Industry Center

2:45 pm  Refreshment Break

3:15 pm  CEO Performance Management
The appraisal of a cooperative’s CEO or general manager is one
of a cooperative board’s most challenging and important tasks. This session will highlight processes cooperatives are using to evaluate their CEOs and best practices in CEO performance management.

**Beth Ostrem, Vice President, Farm Credit Foundations**

4:00 pm  **Continuous Improvement in Farmer-owned Cooperatives**
Farmers are no strangers to the ongoing challenge of trying to do more with less. This session will highlight the critical aspects of establishing improvement priorities, focusing on increasing value to owners, and empowering employees to make the supply chains more efficient.

**Kevin Hall, Vice President, Transportation Terminals and Continuous Improvement, CHS Inc.**

5:00 - 7:00 pm  **Cocktail Reception - sponsored by CoBank**
Featuring a generous selection of appetizers

---

**Friday, November 8**

7:00 - 8:30 am  **Registration and Continental Breakfast**

8:30 am  **Leveraging Technology to Increase Board Participation**
As co-ops grow larger and more sophisticated, how can boards leverage technology to increase participation, quality of decisions, and attract younger directors?

**Tom Swearingen, Director of Talent Management, GROWMARK**

**Mark Cade, Board Chair, Compeer Financial**

9:30 am  **Blockchain: Benefits and Implications for Agriculture**
The emerging technology promises supply chain efficiencies including reduced transaction costs, optimized logistics, increased traceability, and enhanced data management.

**Tanner Ehmke, Manager, Knowledge Exchange, CoBank**

10:15 am  **Refreshment Break**

10:45 am  **Update on E-Commerce and the Digital Customer Experience**
E-commerce is a growing segment of the agriculture retail marketplace and is poised to disrupt traditional ag retailers. In this session, we will review the e-commerce landscape, the importance of the digital customer experience, and how cooperatives are competing.

**Will Secor, Assistant Professor, Ag and Applied Economics, University of Georgia**

**Bruce Vernon, Board Chairman, ComditAg**

12:00 pm  **Adjourn**
Intercontinental Saint Paul Riverfront
11 E. Kellogg Blvd.
St. Paul, MN 55101
(651) 292-1900

The Farmer Cooperatives Conference is excited to return to the Intercontinental Riverfront located in the heart of downtown St. Paul. We are pleased to offer conference attendees the special group rate of $170 plus tax per night for accommodations in a standard or double guest room. Please ask for the Farmer Co-ops Conference rate when making your reservation. This rate is available for a limited number of reservations made on or before October 15, 2019.

Attendees are responsible for making their own reservations; to do so, call (651) 292-1900 or (877) 834-3613. Or, to make reservations online visit the conference website for direct links to the Farmer Co-ops lodging page.

Parking and Transportation

Parking
Self-parking is available on a first come, first served basis at the 320 N Wabasha Parking Ramp (attached to the hotel) at prevailing rates. Current overnight self-parking rate is $21 per day.

Valet parking is available for an additional fee. Current overnight valet parking is $29 per day.

Transportation
The hotel is located 8.5 miles/15 minutes from the Minneapolis/St. Paul International Airport (MSP).

Airport transportation is available via taxi or SuperShuttle. A taxi is approximately $30 each way ($60 round-trip). SuperShuttle is a shared ride van service that costs approximately $14 each way ($28 round-trip).

www.farmercoops.uwcc.wisc.edu
REGISTRATION

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Rate On or before Oct 4</th>
<th>Regular Rate After Oct 4</th>
</tr>
</thead>
</table>
| **Full Conference November 6-8**  
Includes welcome reception (11/6), continental breakfast, lunch and reception (11/7), continental breakfast (11/8), breaks and materials. | $475 per person  
$425 per person (3 or more) | $525 per person  
$475 per person (3 or more) |
| **November 7th only**  
Includes continental breakfast, lunch, reception, breaks and materials. | $375 per person | $375 per person |
| **November 7th reception guest** | $50 per person | $50 per person |
| **November 8th only**  
Includes continental breakfast, breaks and materials. | $200 per person | $200 per person |

Please see conference website for cancellation policy – www.farmercoops.uwcc.wisc.edu

To register, please visit the conference website  

Registration questions? Please contact Union Conference Services at (608)265-6534 or conferences@union.wisc.edu.

**Scholarships**

Scholarships may be available through the Ralph K. Morris Foundation Cooperative Leadership Fund. Please visit www.ralphkmorrisfoundation.org for more information.

**NCERA-210 Annual Meeting**

**November 6, 2019**  
**Intercontinental Riverfront St. Paul**

NCERA-210 is a regional research project that promotes research and education on agricultural cooperatives. It also provides a forum for decision-makers and analysts from industry, government, and universities to discuss research results and their implications. For more information, visit www.sites.google.com/site/nceracooperatives
22nd ANNUAL FARMER COOPERATIVES CONFERENCE

REGISTER NOW AND SAVE!
Early Bird Deadline: October 4, 2019
www.farmercoops.uwcc.wisc.edu