Argus Added Value Fertilizers US

June 4 - 6, 2018
Sheraton Riverwalk Hotel, Tampa, Florida

Explore the agronomic benefits and market potential for specialty and enhanced efficiency fertilizers and other value add products

Silver Sponsors:
- ECO AGRO
- actagro

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- Granubor Solubor
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- omnia
- FEESCO INTERNATIONAL
- APPLIED CHEMICAL TECHNOLOGY

Hear from fertilizer industry and agronomy experts including:
- Tom Bruulsema
  Vice President, Americas & Research
  IPNI
- Alan Blaylock
  Agronomy Manager
  Nutrien
- Amy Yoder
  President and CEO
  Anuvia
- Terry Tindall
  Director of Agronomy
  J.R. Simplot Company
- Rolf Härdter
  Head of Global Agronomic Services
  K+S
- Dorivar Ruiz-Diaz
  Associate Professor, Soil Fertility and Nutrient Management
  Kansas State University
- Ido Horresh
  Commercial Director for CRF and Biostimulants
  Haifa Chemicals
- José Nolasco Bethencourt
  Strategy and Innovation Director
  Tradecorp International

Get the latest market trends and technical insights for:
- Enhanced efficiency fertilizers • Specialties and coatings
- Water soluble fertilizers • Inhibitors • Slow and controlled release fertilizers • Micronutrients • Foliar fertilizers • Biostimulants and other value add products

Supporting Partners

Register now at www.argusmedia.com/AVF-US
Your chance to network with the industry

There are many ways for you to meet with key players in the fertilizer market in the US including:

Networking breaks and cocktail receptions
Networking App
Allowing you to schedule meetings in advance
Roundtable discussions
Address key issues with your peers

You will meet stakeholders from across the fertilizer supply chain who are involved with enhanced efficiency fertilizers, specialties, inhibitors, slow and controlled release and water soluble fertilizers, foliars micronutrients, and biostimulants.

The following job titles:
- Senior Management
- Head of Research and Development
- Business Development
- Product Manager
- Head of Purchasing
- Procurement Manager

From the following company types:
- Distributors
- Dealers / blenders
- Commodity fertilizer producers
- Specialty fertilizer producers
- Micronutrients producers
- Biostimulants developers
- Retailers and growers

What past delegates say:

“This conference has been a wonderful place for us to network and learn more about the industry and the challenges and opportunities in the fertilizer market. I found the round table discussions really insightful.”
Jeremy Cowan, Senior Business Development, F4F

“The conference has been extremely productive for ACT from a standpoint of meeting new clients and networking with current clients. The conference has greatly exceeded our expectations. Look forward to next year.”
Alan Nix, Director of Marketing, Applied Chemical Technology

“A nice blend of talks on relevant subject matter and good quality presentations. Argus do a great job of creating the right environment for networking.”
Mark Manning, Director Market Development, US Borax/Rio Tinto Borates

2017 Attendees Include:
Van Iperen International • Eco Agro • ICL Specialty Fertilizers • K+S Kali • Koch Agronomic Services • Yara • Brandt Consolidated • Wilbur-Ellis • EuroChem Agro • Haifa Chemicals • Nachurs Alpine Solutions • Amana for General Trading • Agricultural Retailers Association (ARA) • Quality Borate Co. • Garsoni Vietnam • Anuvia Plant Nutrients • Tetrax Corporation • Tradecorp México • Prosser Fertilizer & Agrotec • Sackett-Waconia • Agrology • Lebanon Seaboard Corp • JR Simplot Company • TradeMark Nitrogen Corp. • Sigma AgriScience • Applied Chemical Technology • KeyBank - Food and Agribusiness • Solvay • Tri-County Fertilizer • Arclin Performance Products • Timac Agro USA • IFDC • F4F • Ube Corporation Europe S.A. Unipersonal • Cameron Micronutrients and Advanced Micronutrient Products • International Zinc Association • The Micronutrient Manufacturers Association (MMA) • NPK Expert • Expere Surfactant Technologies • The Fertilizer Institute (TFI) • Milliken Chemical • Fer-land Agriculture Technology Corporation • Agritech • Sulvaris Inc • Big Bend Agri-Services • Feeco International • Rio Tinto Borates • Mar Vista Resources • Yingkou Magnesite Chemical Ind (Group) • LignoTech USA • BioConsortia • Agrium • Old Bridge Chemicals • Yargus Manufacturing • Dustech • Intrepid • Fertinagro Nutrientes • Fertiberia • and many more...

View the full delegate list online – www.argusmedia.com/AVF-US

Register online today! www.argusmedia.com/AVF-US
Agenda

Monday 4 June 2018

4:30pm Pre-Registration Opens

5:30pm Speed-Networking
Make up to 30 new connections in an hour during this high impact session! Bring plenty of business cards and be prepared for 2 minute conversations before the bell rings and you meet someone new.

6:00pm Welcome Drinks Reception
Join your fellow attendees for a drink in an informal setting before the main event kicks off.

Tuesday 5 June 2018

8.00am Registration and Exhibition Opens

8:50am Opening Remarks from the Chair
Lauren Williamson, SVP, Fertilizers, Argus

9:00am Defining and Evaluating the Market for Added Value and Specialty Fertilizers
- Segmenting product categories
- Overview of demand trends
- A deep-dive into the drivers in the US market
- Assessing consumption trends and growth potential

Adrian Stubbs, Principal, Potash & Fertilizers, Argus

9:20am Assessing the Current Economic Situation in North American Agriculture
- Economic and crop nutrient outlook
- Agricultural production overview
- Current trends in crop prices
- Farmer economics – constraints and opportunities for cost efficiencies

9:40am Overview of Market Trends in Commodity and Drivers for Specialty Fertilizers
- Supply and demand dynamics for straight and specialty fertilizers
- What can we ascertain from trends in commodity fertilizers that will affect the demand for specialty fertilizers?
- The role of retailers in the supply chain in North America
- Mergers and acquisitions and outlook for market consolidation

Blake Hurtik, Editor, North American Fertilizers, Argus

10:00am Joint Speaker Q&A

10:20am Networking Break

11:00am The Role of Enhanced-Efficiency Products in Improving Nitrogen Use Efficiency and Reducing Impact on the Environment
Tom Bruulsema, Vice President, Americas & Research, IPNI

11:20am Shifts in the Agriculture Economy: How New Approaches and Products are Addressing Sustainability in the Sector
Amy Yoder, President and CEO, Anuvia

11:40am Meeting Crop Deficiencies with Enhanced Efficiency Fertilizers (EEFs) in North America
- Assessing the benefits for both high value, specialty crops and arable crops
- Improving NUE with advanced application methods
- Outcomes of crop-specific field trials
- Lowering fertilizer and labour costs

12:00pm Joint Speaker Q&A

12:20pm Networking Lunch

1:50pm Nutrient management strategies to improve fertilizer use efficiency in the field
- An update on research evaluating products and fertilizer sources and technology to minimize nutrient losses, and increase uptake and crop yield
- Considerations of key soil factors and environmental conditions affecting fertilizer use efficiency with emphases in corn production

Terry Tindall, Director of Agronomy, J.R. Simplot Company

Sally Flis, Director of Agronomy, The Fertilizer Institute

Alan Blaylock, Agronomy Manager, Nutrien

2:10pm Panel Discussion: Communicating the Benefits of Added Value Fertilizers to Growers
- How is information and data being gathered and disseminated?
- How new specialty products can be adopted by crop advisors and growers
- Collaboration across the supply chain to provide accurate information to growers
- Communicating the commercial advantages of new products and impact on farmer profitability

Panellists include:

Terry Tindall, Director of Agronomy, J.R. Simplot Company

Sally Flis, Director of Agronomy, The Fertilizer Institute

Alan Blaylock, Agronomy Manager, Nutrien

3:00pm Networking Break

3:30pm Developing Specialty Fertilizers for Fertigation and Foliar Nutrition
- Optimizing application of foliar fertilizers to enhance performance
- Considering the best timing of application of foliar fertilizers for optimum results
- A look at the rise of micro-irrigation and the factors driving it
- The growing market for specialty liquid fertilizers in the US

Rolf Härder, Head of Global Agronomic Services, K+S

4:10pm Joint Speaker Q&A
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>4:30pm</td>
<td>Roundtable Discussions</td>
<td>Choose one topic from the following list:</td>
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<tr>
<td></td>
<td>• Improving nitrogen fertilizer performance with value-add products to improve NUE</td>
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<td>• Trends in specialty liquid fertilizers: Drivers of demand and future growth in North America</td>
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<td>• How new products are being adopted by crop advisors and growers</td>
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<td>• Reducing the environmental impact of applying fertilizers and communicating with consumers</td>
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<td>• Identifying changing consumer habits and attitudes to specialty fertilizers</td>
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<td>• What are the challenges and opportunities in the biostimulants sector as it continues to expand?</td>
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<td>• What are the trends and growth expectations for the use of micronutrients?</td>
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<td>• Achieving optimum quality with specialty fertilizers for specialty crops</td>
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<td>6:00pm</td>
<td>Cocktail Reception</td>
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<td>8:00am</td>
<td>Registration and Coffee</td>
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<tr>
<td>9:20am</td>
<td>Chairperson’s Welcome Remarks</td>
<td><strong>Lauren Williamson, SVP, Fertilizers, Argus</strong></td>
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<td>9:30am</td>
<td>Technology for Optimizing Phosphorus – Agronomy and Environmental</td>
<td><strong>Paul Reising, Director of Strategic Product Management, Actagro</strong></td>
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<td>• The future and current challenges of phosphorus fertilizers use – balancing agronomy and consumer needs. Farm to table challenges</td>
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<td>• Understand how technology can manage phosphorus agronomy and off-site issues</td>
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<td>• Discussion of how new technologies can improve environmental fate of phosphorus</td>
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<td>10:10am Added Value Fertilizer Technology Category in Agriculture - The Adoption Process, Timeline and Precedent Set in Past, Present and Future</td>
<td><strong>Andrew Semple, President, Eco Agro International</strong></td>
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<td>10:30am</td>
<td>Joint Speaker Q&amp;A</td>
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<td>10:45am</td>
<td>Morning Coffee &amp; Tea</td>
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<td>11:15am</td>
<td>Panel: Perspectives on the Impact of Specialty Products on North American Fertilizer Consumption Habits</td>
<td><strong>Panelists include:</strong> Tommy Roach, Director, Product Development &amp; Specialty Products, Nachurs Alpine Nils Berger, Fertilizer Application Consultancy, Eurochem Marcus Meadows-Smith, CEO, BioConsortia</td>
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<td>12:00pm</td>
<td>Biostimulants: Why now? The Evolving Role of Biostimulants in Supporting Plant Growth</td>
<td><strong>Ido Horresh, Commercial Director for CRF and Biostimulants, Haifa Chemicals</strong></td>
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<td>• Using biostimulants to improve nutrient availability and uptake</td>
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<td>• Promoting best agricultural practices and role of biostimulants to growers</td>
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<td>• Developments in US regulations of biostimulants</td>
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<td>12:40pm</td>
<td>Joint Speaker Q&amp;A</td>
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<td>12:50pm</td>
<td>Lunch</td>
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<td>2:00pm</td>
<td>Incorporating Micronutrients into Bulk Blends to Meet Soil Deficiencies</td>
<td><strong>Dale Edgington, Purchasing &amp; Production Manager, Advanced Micronutrient Products</strong></td>
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<td>• Assessing micronutrient compatibility with NPK fertilizers</td>
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<td>• Using specialty chelated micronutrients to ensure stability and nutrient delivery</td>
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<td>2:40pm</td>
<td>Demand for Boron Products in North America</td>
<td><strong>Ming Xian Fan, Director, International Zinc Association</strong></td>
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<td>• Identifying the right blends and delivery mechanisms for specific crops and conditions</td>
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<td>• Incorporating boron in an economical way for growers</td>
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<td>• Assessing the scale of the market in North America</td>
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<td>3:00pm</td>
<td>Joint Speaker Q&amp;A</td>
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<tr>
<td>3:20pm</td>
<td>Closing Remarks and End of Conference</td>
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**Why attend Argus Added Value Fertilizer US?**

Meet with 200+ delegates involved in supply, distribution and retail of fertilizers and added value products

Join interactive discussions on the advantages of new products for growers and the role of suppliers and retailers in communicating the benefits

Quiz the product experts directly - including R&D Directors, Agronomists and Technical Managers from leading fertilizer companies and academics

Hear the outcomes of field tests and application methods on specific crops in different regions

Interactive polling technology during Q&As: Submit questions to the panel and see the results of audience polls in real time

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**Sponsorship and Exhibiting Opportunities**

If you want to stand out from the crowd - take advantage of a range of sponsorship options. Choose from a variety of options which we can tailor to meet your business objectives:

**Sponsorship**

- **Position** your brand and your business in front of a senior and influential audience representing the leaders of the fertilizer industry
- **Attract** new business through enhanced visibility and exposure to a senior level audience
- **Gain** recognition during one of our prestigious networking receptions

**Exhibiting**

- The ultimate way to meet people, with your stand positioned in the heart of the conference networking area
- Showcase your products and services and generate essential sales leads
- Your company profile will be included in the delegate guidebook which is given out to each delegate at the conference

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[www.argusmedia.com/AVF-US](http://www.argusmedia.com/AVF-US)  fertconferences@argusmedia.com  +44 (0) 20 7780 4340
Argus Added Value Fertilizers US

June 4 - 6, 2018
Sheraton Riverwalk Hotel, Tampa

Two easy ways to register:

ONLINE: argusmedia.com/AVF-US
EMAIL: fertconferences@argusmedia.com

Registration Rates:
Early Bird - Expires April 27, 2018 .................................. $999
Standard conference rate ...................................................... $1099

Contact us for more information:
Email: fertconferences@argusmedia.com
Tel: +44 20 7780 4340
Website: www.argusmedia.com/AVF-US

Conference location and venue:
The Sheraton Tampa Riverwalk Hotel is ideally situated on the waterfront and is well placed for experiencing all that downtown Tampa has to offer. With onsite restaurant The Rivers Edge, a picturesque waterfront outdoor pool and a 24-hour Sheraton Fitness Center this is a well-equipped to host the Argus Added Value Fertilizer US conference. Delegates can unwind after a busy day in one of the 277 recently renovated guest rooms and suites, all of which feature complimentary Wi-Fi Internet.

Silver Sponsors:
Eco Agro
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Granubor Solubor
Trinity Rail

Exhibitors:

Supporting Partners:

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