



Featured Sessions

Featured sessions are led by a presenter and may follow a more traditional workshop model. The level of group interaction is determined by the presenter.

Sunday, 8:00 AM. Three Secrets to Increasing Profit

Dave Pratt leads this full day workshop. North American farmers and ranchers are the most productive in the world. We are also the least profitable. A business isn't sustainable if it isn't profitable. Key topics include: is your farm a business, economics v. finance, three secrets to increasing profit, and show me the money.

Monday, 11:00 AM. Managing Soil Health

Carl DiPiazza will discuss building animal nutrition through soil health. Session is presented by Verticarb.

Monday, 1:30 PM. Engage Your Customers

Steven Schneitman, a Certified StoryBrand Guide, will share a simple framework that will help you better understand how to engage your customers with a clear and compelling message.

Monday, 4:15 PM. 2022 Understanding Feed Supply Chain Issues

Andrew Moore and Jeff Mattocks will prepare us for upcoming challenges in the feed supply and provide us with their best advice for dealing with them. Presented by The Fertrell Company and Resaca Sun Feeds.

Tuesday, 8:00 AM. Soft Skills Are as Important as Your Tractor

Grant Estrade will show us how to use our soft skills to help drive more sales, bring more people to your business, build your network, and generally get along with more people. Not sure what soft skills are? Grant will unpack these often-under-utilized skills.

Tuesday, 9:30 AM. Lock in Recurring Sales and Increase Margins

Mackenzie Fenton and Josh Callahan will discuss the evolving expectations of Buyers, outlining a step-by-step guide to help Poultry Farmers increase their profit margins with subscriptions. Based on real data aggregated across millions of pageviews and thousands of farm operations, Mackenzie and Josh will dive into tactics and insights to build and establish a resilient poultry farm business model. Presented by Barn2Door.



Monday Agenda

All schedules and room assignments are subject to revisions. See the Whova Event App for the current agenda. Topics marked as "To Be Announced" will be determined based on attendee input and need.

Monday, January 17, 2022			
	Windward/Starboard	Compass	Anchor
8:00 am	Welcome / APPPA in Review	—	—
9:00 am	Networking Break—Coffee & Exhibitors in Port		
9:30 am	Layers: Strategies for Matching Supply to Demand as You Scale	On-Farm Processing Best Practices and Challenges	Office Hours w/ Dave Pratt
10:30 am	Networking Break—Coffee & Exhibitors in Port		
11:00 am	Managing Soil Health Presented by Verticarb	To be Announced	Training and Employing Livestock Guardians
12:00 pm	Lunch presented by Anchor Packaging	Visit Exhibitors & Suggest a Meetup	Visit Exhibitors & Suggest a Meetup
1:30 pm	EngageYour Customers w/ StoryBrand Marketing	To be Announced	To be Announced
2:30 pm	Networking Break—Coffee & Exhibitors in Port		
3:00 pm	Marketing Breakout	Bustin' Meat Bird Bottlenecks	To Be Announced
4:00 pm	Networking Break—Coffee & Exhibitors in Port		
4:15 pm	Feed Supply Chain Discussion Presented by Fertrell and Resaca Sun	To be Announced	To be Announced
6:00 pm	Dinner	—	—



Tuesday Agenda

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Tuesday, January 18, 2022			
	Windward/Starboard	Compass	Anchor
8:00 am	Soft Skills are as Important as Your Tractor	To be Announced	To be Announced
9:00 am	Networking Break—Coffee & Exhibitors in Port		
9:30 am	Lock in Recurring Sales and Increase Margins Presented by Barn2Door	Digging Deeper into Soft Skills Breakout	To be Announced
10:30 am	Networking Break—Coffee & Exhibitors in Port		
11:00 am	Finding, Hiring, and Retaining Labor for Your Farm	To be Announced	Everything Waterfowl
12:00 pm	Lunch presented by Get Real Chicken	Visit Exhibitors & Suggest a Meetup	Visit Exhibitors & Suggest a Meetup
1:30 pm	Share Your Best Farm Hack	To be Announced	To be Announced
2:30 pm	Networking Break—Coffee & Exhibitors in Port		
3:00 pm	Wrap Up, Action Items, and Q&A	—	—
4:00 pm	END. Mark your calendar for January 15-17, 2023.		

