



YF&R2025

LEADERSHIP CONFERENCE

JANUARY 10-12

MANHATTAN CONFERENCE CENTER



Kansas Farm Bureau[®]
Young Farmers & Ranchers

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CONFERENCE OVERVIEW

FRIDAY, JAN 10

11:15 a.m. Collegiate Farm Bureau Registration Open

Noon Collegiate Farm Bureau Lunch & Huddle

1:30 p.m. Orientation and Collegiate Ag Quiz Bowl

3:30 p.m. Collegiate Ag Quiz Bowl Results

4-6 p.m. Collegiate FB Industry Insight Events

5:45 p.m. YF&R Registration Opens

6:15 p.m. First-Time Attendee Workshop

6:45 p.m. Bus Loop to K-State Begins

7 p.m. Conference Kick-Off

10 p.m. Last Bus Leaves K-State

9:45 a.m. Workshops Round 1

9:45 a.m. Morning Tour

10 a.m. Collegiate Discussion Meet Round 1 and YF&R Discussion Meet

10:30 a.m. Ag Leaders Tradeshow Opens

10:45 a.m. Ag Leaders Networking Break

11:15 a.m. Workshops Round 2

12:30 p.m. YF&R Networking Lunch

2:15 p.m. YF&R of the Year Interviews

2:15 p.m. Workshops Round 3 and Afternoon Tours

2:30 p.m. Collegiate Discussion Meet

3:30 p.m. Workshops Round 4

4:30 p.m. Ag Leaders Tradeshow Happy Hour Featuring Shop Kansas Farms

SATURDAY, JAN 11

7 a.m. Registration Opens

7:30 a.m. Breakfast Lines Open

7:30 a.m. Discussion Meet/Orientation

8 a.m. Eggs & Issues

9:30 a.m. Collegiate & YF&R Discussion Meet

9:45 a.m. Excellence in Ag Judges Orientation and Judging

6:30 p.m. District Dinners

SUNDAY, JAN 12

7:45 a.m. Sunday Morning Devotions

8:15 a.m. Breakfast by Chris Cakes

9 a.m. Closing Keynote & Awards

10:30 a.m. Adjourn

FEATURED EVENTS

First-Time Attendee Workshop

First time at YF&R Conference? New to Farm Bureau? This workshop is for you! Learn how to get the most of your first conference experience at this workshop, held for any first-time attendees and new Farm Bureau members.

Conference Kick-Off

Kickoff the weekend with appetizers, a cash bar, networking and music at Kansas State's West Stadium Center!

EVENT SPONSORED BY:



Eggs & Issues

Food animal supply chains have many opportunities and challenges, and Dr. Thomson will discuss the opportunity to connect the dots between, and within, agriculture segments for the good of all involved in our industry.

EVENT SPONSORED BY:



Ag Leaders Tradeshow

Be sure to stop by and visit with the great lineup of folks at this year's tradeshow, with information and services designed to help you on your operation.

Ag Leaders Happy Hour Featuring Shop Kansas Farms

You won't want to miss out on the Tradeshow Happy Hour, where each attendee gets one free drink ticket after visiting the tradeshow. Grab your vendor punch card and connect with vendors anytime throughout the day. Then, bring your punch card to the happy hour for something to sip on. Be sure to check out our Shop Kansas Farms vendors for local Kansas products too.

EVENT SPONSORED BY:



YF&R Networking Lunch

Grab a bite and network with attendees from across Kansas. You will also hear from Kansas Farm Bureau President Joe Newland and learn more about the Young Farmers & Ranchers program.

EVENT SPONSORED BY:



District Dinners

District Dinners are back! Join your district YF&R members and area Farm Bureau staff in a smaller networking dinner around Manhattan.

Closing Keynote & Competitive Event Awards

Grab some pancakes and sit in on Jordy Nelson's fireside chat before you head home. The YF&R and Collegiate competition results and other awards will be announced during this session before celebrating our most recent YF&R committee alumni.

EVENT SPONSORED BY:



Ag Leaders Networking Break

EVENT SPONSORED BY:



Ag Leaders Breakfast

EVENT SPONSORED BY:



Ag Tours

Take a trip off site to learn firsthand about unique and interesting operations in the area.

EVENT SPONSORED BY:



A special thanks to our media sponsors, KYEZ, KSAL and KSAL AM for their pre-conference advertising of the YF&R Leadership Conference.



FRIDAY, JAN. 10

Collegiate Registration Opens

11:15 a.m. East Foyer

Collegiate Farm Bureau Lunch & Huddle

Noon.....Big Basin/Kaw Nation

Collegiate Ag Quiz Bowl Orientation

1:30 p.m. Alcove

Collegiate Ag Quiz Bowl

1:30 p.m. Alcove

Pool & Finals..... Alcove

Pool & Semifinals.....Konza Prairie A

Pool – Semifinals..... Kings A

Pool.....Konza Prairie C

Pool (If Necessary)..... McDowell

Collegiate Farm Bureau Industry Insight Events

Transportation

3:40 p.m. Offsite

Collegiate Farm Bureau Industry Insight Events

4 p.m. Offsite

YF&R Registration Opens

5:45 p.m. East Foyer

Collegiate Dinner on Your Own

6 p.m. Offsite

First-Time Attendee Workshop

6:15 p.m. Alcove

Bus Loop to K-State Begins

6:45 p.m. KSU West Stadium Center

Conference Kick-Off Program

7 p.m. KSU West Stadium Center

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Last Bus Loop Leaves

10 p.m.

SATURDAY, JAN. 11

Registration Opens

7 a.m. East Foyer

Breakfast Lines Open

7:30 a.m. South Foyer

Discussion Meet Orientation

7:30 a.m. Big Blue River/Ft. Riley

Eggs & Issues – Ag Focus General Session

8 a.m. Big Basin/Kaw Nation

SPONSORED BY:



Collegiate & YF&R Discussion Meet Judges Orientation

9:30 a.m. Blue River/Ft. Riley

Excellence in Ag Judges Orientation and Judging

9:45 a.m. Little Apple Board Room

Morning Tours at A&H farm and Blueville Nursery

9:45 a.m. East Foyer, Bus

See the tours section for more information.

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JOHN DEERE

Workshops Round 1

9:45 a.m.

See the Workshop Information on page 12.

Collegiate and YF&R Discussion Meet Round 1

10:00 a.m. Konza Prairie C/Kings C/Big Blue-Ft Riley

Ag Leaders Tradeshow

10:30 a.m. South Foyer

Ag Leaders Networking Break

10:45 a.m. Flint Hills

SPONSORED BY:



SATURDAY, JAN. 11

Workshops Round 2

11:15 a.m.

See the Workshop Information on page 13.

Networking Lunch

12:30 p.m. Big Basin/Kaw Nation

SPONSORED BY:



YF&R of the Year Judge Orientation & Interviews

2:15 p.m. Little Apple Board Room

Workshops Round 3

2:15 p.m.

See the Workshop Information on page 14.

Afternoon Tours at Wheat Innovation Center and Kansas State Beef Stocker Unit

2:15 p.m. East Foyer Entrance, Bus

See the tours section for more information.

SPONSORED BY:



JOHN DEERE

Collegiate YF&R Discussion Meet Finals

2:30 p.m. Konza Prairie C

Workshops Round 4

3:30 p.m.

See the Workshop Information on page 15.

Ag Leaders Happy Hour Featuring Shop Kansas Farms

4:30 p.m. Flint Hills

SPONSORED BY:



District Dinners

6:30 p.m. Offsite

Dinner locations will be announced during the conference.

SUNDAY, JAN. 12

Sunday Morning Devotions

7:45 a.m.Kaw Nation/Big Basin

Breakfast by Chris Cakes

8:15 a.m.Kaw Nation/Big Basin

SPONSORED BY:



Closing Keynote & Competitive Event Awards

9 a.m.Kaw Nation/Big Basin

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Adjourn

10:30 a.m.

COLLEGIATE LUNCHEON SPEAKERS

Marissa Lux – Marissa serves as a district representative in Manhattan handling law enforcement appropriations, immigration case work and internship programming. Marissa will share internship opportunities both in Kansas and Washington, D.C., highlighting her time working in advocacy and where it can take you.

Lauren Moylan – As an entrepreneur and advocate for agriculture, Lauren shows how overcoming fear and embracing uncertainty leads to growth and success. This speech is a powerful reminder that the hardest part is often getting started.

Lukas Koch – CTO at Heinen Brothers Agra Services, and the CEO of one of their subsidiaries, Kelly Hills Unmanned Systems, Lukas will be discussing the state of drone technology in agriculture and how Kelly Hills is aiding in commercializing large drones to complete complex tasks.

Austin Barnes – Austin, of Farm Bureau Financial Services, will share insurance options and other resources available as a member of Kansas Farm Bureau, along with member benefits that will help you save no matter where you are in life.

CONFERENCE TOURS

Tour Bus Departures

All tour buses will depart from outside the east foyer of the conference center. Please check with the conference registration desk for available tour spots.

Saturday AM Tours (9:45 AM-12:15 PM)

A&H Farm

From U-pick and seasonal events to farm tours and workshops, A&H Farm is a family oriented destination that welcomes children and adults of all ages every day of the week. This family operated farm is located just minutes south of Manhattan. With more than 100 activities and seasonal photo ops, there is something to catch everyone's attention. In addition to their own produce, honey and other local dairy products, A&H Farm offers a full line of farm products and gifts in their store.

Blueville Nursery

Blueville Nursery Inc was founded by Marlin and Gladys Scott in Manhattan, Kansas, around 1933. It was purchased by Darrell and Dorothy Westervelt in 1962, and a small garden store was opened in the spring of 1970. The nursery now contains approximately 45 acres, with 40 acres devoted to growing plants.

Saturday PM Tours (2:15-5 PM)

Wheat Innovation Center

The Kansas Wheat Innovation Center was built by the Kansas Wheat Commission, through the Kansas wheat checkoff, to get improved wheat varieties into the hands of farmers faster. The 45,000 square-foot facility includes laboratory and greenhouse space dedicated to wheat research. The center represents the single largest research investment by Kansas wheat farmers in history.

Kansas State Beef Stocker Unit

This unit consists of 1,120 acres acquired by Kansas State University in 1948. The property, originally known as the K-State Animal Science Range Unit, was refocused in 2004 and named the K-State Beef Stocker Unit. The unit's mission is to focus on issues that are of current importance to beef producers involved in the backgrounding and stocker segments of the Beef Industry.

KEYNOTE SPEAKERS



Saturday General Session:

Dr. Dan Thomson

Dan Thomson is a feedlot veterinarian and the CEO of Production Animal Consultation. Dr. Thomson was on faculty at Iowa State University and Kansas State University. Dr. Thomson is actively engaged on beef supply chain issues and advises for

McDonald's Corporation, NCBA and more. Thomson founded Doc Talk on RFD TV, a nationally aired beef cattle health television show.

Sunday General Session:

Jordy Nelson



Jordy Nelson is a former American football wide receiver who played 11 seasons in the NFL. A standout at Kansas State University, he was drafted by the Green Bay Packers in the second round of the 2008 NFL Draft.

During his time with the Packers, Nelson was a key contributor to their Super Bowl XLV championship team in 2010. Nelson amassed 72 touchdowns throughout his career. In 2014, he led the NFL in receiving touchdowns.

After overcoming a significant ACL injury, Nelson made a remarkable comeback, earning the Comeback Player of the Year award. He also achieved the honor of being selected to the Pro Bowl.

Following a brief stint with the Oakland Raiders, Nelson retired in 2019. In 2023, he was inducted into the Green Bay Packers Hall of Fame, cementing his legacy as one of the franchise's greatest wide receivers.

WORKSHOPS ROUND 1 | 9:45

Women in Agriculture Find Their Fields

KINGS A

From production agriculture to direct-to-consumer businesses and the Kansas Department of Agriculture, YOU have a place here. Learn from women who lead their fields and show there is no glass ceiling in agriculture.

Funding the Future; Financial Resource Options

KINGS B

Join representatives of FSA, Farm Credit Union and GN Bank to hear about financial resources available to farmers and ranchers to work with other financial mediums.

Cross Country Genetics: Exploring Embryo Transfer and Donor Care Management Needs

KONZA A

When it comes to donor and recipient care, Cross Country Genetics services are second to none. Learn about embryo transfer, donor care management, and how CCG's state-of-the-art facilities are serving ranchers today.

KFB Health Plans: Making Sense of Health Care Coverage

KONZA B

This session will go over how to compare coverages and things you should look for when making the decision about healthcare coverage for you and your family. We will go through what KFB has to offer as well as questions to ask and features that exist. You will walk away with a better understanding of how coverages work (even if you don't have the KFB Health Plan) and how to compare options.

WORKSHOPS ROUND 2 | 11:15

Cultivating Agritourism

KINGS A

Join us for an engaging workshop on Kansas Agritourism, where you'll learn how to harness tourism to boost rural economic growth and create memorable visitor experiences. We'll guide you through the Kansas Agritourism Program and show you the benefits of registering your business. Discover valuable marketing resources, networking opportunities, and how agritourism activities — such as farm stays, pumpkin patches or U-pick operations (just to name a few) — can generate new revenue streams. This workshop will highlight the success of panelists with diverse agritourism operations.

Overview of the National Bio & Agro-Defense Facility (NBAF)

KINGS B

The National Bio & Agro-Defense Facility (NBAF) is a national asset that will help protect the nation's agriculture, farmers and citizens against the threat and potential impact of serious animal diseases. This session will be an overview of the state-of-the-art facility located in Manhattan.

What's New in Federal Farm Programs

KONZA A

Take a deep dive into federal farm programs that can be utilized to mitigate risk, provide financial stability and assist in maintaining the family farm.

Innovation. Sounds fun. But is it? Real life stories of the bleeding edge of technology on a multi-generational family farm.

KONZA B

What is it like to live on the bleeding edge of technology and innovation? Why would anyone want to? Where do the crazy ideas come from? How do you manage alpha- and beta-test projects? Hear how the Flickner Innovation Farm continues to push the envelope on water conservation, soil health, and natural resource management. Share your thoughts and bring your better mousetrap idea!

Your Journey to Success: Maximizing Farm Bureau Experiences (Student-Specific Workshop)

KINGS C

Learn about opportunities for all ages of YF&R. From Ag Ambassador to Collegiate Farm Bureau, hear about programs and events to find your next step within Kansas Farm Bureau.

WORKSHOPS ROUND 3 | 2:15

Branching Out: Successes in Diversifying Operations

KINGS A

In an ever-changing industry, these panelists have found that to be successful, you have to change along with the industry. Hear what makes them successful and how they define success.

Family Ties: Generations of Farmers & Ranchers Working Together to Make it Happen

KINGS B

Farming and ranching with family can look different on every operation. This panel will explore decisions made and the hardships and successes of managing multigenerational operations.. This panel will focus on both viewpoints of the conversation, hosting father/son, mother/daughters and grandfather/grandson partnerships working together to ensure long-term viability to the land they call home.

Managing Stress Proactively: How to Keep Your Stress Bucket from Overflowing

KONZA A

Surviving in the agricultural world today can be a demanding job. Seventy four percent of people report that stress has made them feel overwhelmed and unable to cope. This session will focus on stress tolerance through the stress bucket analogy. Through the course of this session, you will learn about the stress bucket model as a way of conceptualizing stress coming in and being released using coping skills.

Grain Marketing 101

KONZA B

Grain marketing may seem complex, but it doesn't have to be. In this session, we'll break down key factors to consider and explore various types of contracts that can help you develop a grain marketing plan tailored to your operation's needs.

WORKSHOPS ROUND 4 | 3:30

From Barns to Ballots

KINGS A

In this panel, we'll explore the road from farmer or rancher to an elected political position. Whether it's school board, county commissioner or a state representative; we'll discuss how to find your place in advocacy, when and how to get started and what life really looks like off the farm for public servants.

Where Are They Now?: Opportunities on the YF&R Committee and What Comes Next

KINGS B

Committee members will explore opportunities within YF&R and Kansas Farm Bureau. Hear about why they chose to sit on the committee, experiences had and where they are now.

Succession Planning: Uncomfortable Conversations for Easier Transitions

KONZA A

Your business was built on big dreams, careful plans and hard work. It comes as no surprise, when it's time to transition it to the next generation, you want a thorough plan in place. Through the succession planning process, you can evaluate the future of your business, take into account goals and choose a successor, develop a buy/sell strategy and provide guidance for continuing the operation.

Renewable Energy & Electric Transmission

KONZA B

This presentation will cover the general state of renewable energy and electric transmission in Kansas, as well as some of the important landowner considerations related to these projects.

YF&R COMMITTEE

COMMITTEE CHAIR

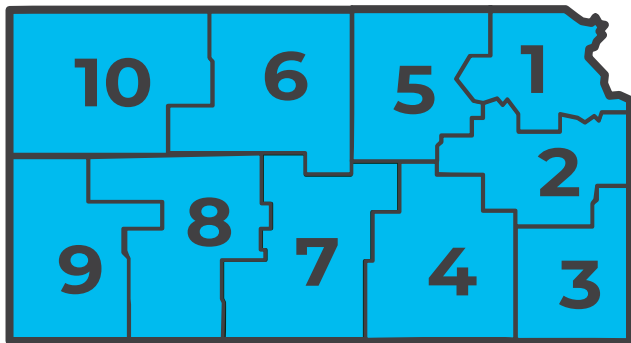
Megan Larson | Riley County

COMMITTEE VICE CHAIR

Brianna Milton | Stafford County

2025 YF&R LEADERS CONFERENCE CHAIR

Crystal Moore | Woodson County



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CONFERENCE SPACE



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BLUEMONT HOTEL



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SAVE THE DATES!



2026 YF&R CONFERENCE

Jan. 30–Feb. 1, 2026

AFBF FUSION CONFERENCE

March 7-10 – Denver, CO

*2025 Collegiate Discussion Meet Winner to
Attend and Compete

LEADERSHIP KFB APPLICATION

Due Oct. 15

KFB 107TH ANNUAL MEETING

Dec. 6-8 – Manhattan

2026 AFBF ANNUAL CONVENTION

Jan. 9-14 – Anaheim, CA

*2025 YF&R State Competition Winners to Attend and
Compete

MISSION

The Young Farmers and Ranchers, an integral part of Kansas Farm Bureau, are hard-working agriculture professionals dedicated to developing their leadership skills and empowering others to become actively involved in agriculture advocacy, education and service.



Kansas Farm Bureau®
Young Farmers & Ranchers