

TPPA – NEWS

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Texas Plant Protection Association 30th Annual Conference set for December 4-5

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<p>BRYAN - Mark December 4-5 on your calendars for the 30th Annual Texas Plant Protection Conference to be held at the Brazos Center in Bryan. The TPPA's Conference Planning Committee today announced the agenda for the opening general session of this leading agricultural conference.

Dr. Kranthi Mandadi, TPPA President said "The theme for the conference is *Innovations in Texas Agriculture for a Profitable Ag Future*. With this theme we are pleased with the lineup of outstanding speakers that will kick off our two-day December conference."

Dr. Patrick Stover, Vice Chancellor and Dean, College of Agriculture, Texas A & M University will begin the conference with a "Welcome" and introductory comments.

The Texas State Representative for the Bryan-College Station area, Kyle Kacal will then give an update on state legislation that will have an impact on Texas agriculture.

Next, Economist and Futurist Dr. Jay Lehr, Science Director, Heartland Institute will be the key note speaker. "Mega Trends in Agriculture" is his topic. Ray Smith, TPPA Board Chairman, said "Dr. Lehr makes people feel good about American Agriculture. He combines 5 decades of expertise and experience in Agricultural Economics, Agronomy, environmental Science and Business Administration with the most contagious enthusiasm for the future of agriculture. He never fails to lift the spirits of the men and women working in every facet of agri-business today."

"Innovations in Ag Research and Development" will be discussed by Mike Johnson, Head, Crop Protection Field Development at Syngenta Crop Protection. Following his talk, Loren Wernette, Manager, Ag Digital Solutions with BASF will present on "Agricultural Marketing in the Digital Age".

After lunch, three Texas A & M AgriLife Research and Extension personnel will present on innovations that will have an impact on Texas agriculture in the future.

These presentations are:

- "Unlocking Yield Potential by Translating Crop Microbiome Research into Healthier Soils and Biorational Products", - *Betsy Pierson, Microbe Interactions, Department of Horticultural Sciences, Texas A&M University*

- “Adapting Remote Sensing from Research to Ag Applications”, - *Juan Landivar, Resident Director, Texas A & M AgriLife Research & Extension, Corpus Christi & Weslaco, TX, et al*
- “Gene Drive Applications to Agriculture in Texas: Knowledge, Perceptions, and Values”, - *Zach Adelman, Associate Professor, Entomology Department, Texas A & M University*

Following the Opening Session, will be breakout sessions on:

- New Technology and Chemistry
- Pest Identification
- Laws and Regulations
- Cotton
- Fertility Management
- Grain
- Horticulture / Turf
- Precision Ag
- Pasture and Rangeland

During the conference many agribusiness firms will have displays and will be available to discuss their products for Texas agriculture.

For the past 30 years, the non-profit professional Texas Plant Protection Association (TPPA) has sponsored educational conferences for those involved in production agriculture. These conferences include the Annual Texas Plant Protection Conference. These events have been successful due to the broad support of many leaders in Texas agriculture that represent academia, extension, research, consulting, agribusiness, farmers, ranchers and regulatory.

For additional information: www.texasplantprotection.com or email tpa@consolidated.net

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