

Plugging into the Power of Your Regional Cover Crop Council

Dr. Rob Myers



Moderator
MyersRob@missouri.edu

Jerry Hall



Moderator
JerryHall @GrasslandOregon.com

Jimmy Emmons



Farmer Panelist
Southern Region
jimmyemmons@hotmail.com

Douglas Poole



Farmer Panelist
NW Region
gocougs90@hotmail.com

Donn Branton



Farmer Panelist
NE Region
brantonfarm@rochester.rr.com
BigDaddyCoverCrops.com

John Burk



Farmer Panelist
Midwest Region
sunriseside31@hotmail.com

Join cover crop farmer panelists in booth 1158, immediately following the main stage learning session.

Sponsored by:





Rob Myers is a University of Missouri agronomist and serves as Regional Director of Extension Program for the 12-state North Central Region of the USDA Sustainable Agriculture Research and Extension (SARE) program. Besides overseeing grant programs and training programs for SARE in the Midwest region, he also serves as the SARE program's national point person on cover crops and soil health programs. He grew up on a grain farm in central Illinois where they used cover crops and started doing research on cover crops in the early 1990s. In recent years he has organized a number of national and regional programs on cover crops and authored numerous publications on cover crops.

Jerry Hall is the President and Director of Research of GO Seed. Jerry grew up in Brownsville Oregon. He began working on a grass seed research farm when he was 13 years old and continued through high school and college. He majored in agricultural economics at Oregon State University. His career developed in the Seed Industry after graduating from OSU via his entrepreneurial spirit. In 2000 he co-founded Grassland Oregon and has been instrumental in breeding and bringing to market numerous revolutionary high-performing varieties of turf, forage and cover crops. He has served in many industry roles including President of the OFGC (Oregon Forage and Grassland Council).



Jimmy and his wife Ginger have been farming and ranching together since 1980 in western Oklahoma near Leedey. They have a diverse 2000 acre cropping operation growing wheat, soybeans, sesame, sunflowers, irrigated dairy alfalfa hay, canola, grain sorghum and several cover crops for seed. Jimmy has been monitoring soil health with soil testing since 2011 utilizing cover crops to enhance soil health. Jimmy and Ginger also have a 250 cow/calf herd and take in yearling cattle for custom grazing on the nearly 6000 acres of native range. Ginger is the primary cattle manager in the operation. Jimmy and Ginger are the inaugural Leopold Conservation Award winners for Oklahoma. Jimmy is the current President of the Oklahoma Association of Conservation Districts, the Vice-President of the Dewey County Conservation District, Secretary of the Oklahoma Wheat Growers Association and a member of the No-till on the Plains Board.



John Burk and his father farm 4,000 acres of corn, soybeans, sugar beets, wheat and spring barley in Bay City, Mich. They use a variety of cover crops for diverse benefits, including red clover, oilseed radish, oats and rye. Previously, he worked as an agricultural and natural resources educator at Michigan State University. Burk holds a bachelor's degree in agriculture technology and systems management and a master's degree in crop and soil sciences, both from MSU.



Donn Branton farms with his son Chad on 1500 acres near Rochester, New York, in the western part of the state. They raise primarily grain crops but also some vegetables. Since he began his farm in 1979, Donn transitioned from full tillage to a mix of no-till, zone-till and strip-till for various fields. He views his farm as an experiment and is constantly changing to improve his bottom line and conservation outcomes. He has used cover crops for several years and has worked to improve his soil health, which has paid off in yield resiliency and net returns. Donn is a board member of the Northeast Cover Crop Council and has served in leadership with other conservation groups as well.

Douglas Poole is from Mansfield Washington. Douglas graduated from Washington State University with a bachelor's degree in accounting and spent 20 years in governmental accounting. Douglas returned to the family farm, which was producing winter wheat and a few cattle, the year it was recognized as a Century Farm in 2011. The farm receives 7"-9" of precipitation per year with a majority coming in the form of snow. The farm was 100% multiple pass/high disturbance using anhydrous as the sole source of nutrients. Biosolids had been rotated through the cropping system starting in the mid 1990's. Douglas began transitioning the farm to direct seed (No-Till) in 2012 with full implementation by 2014. Canola, triticale and sunflowers were added to the rotation. To improve soil health, cover crops were introduced to a small amount of acreage in 2014. The experimentation was increased to 500 acres per year in 2017. Cattle were introduced in 2018. The limited moisture has brought many cover crop challenges. Those include but not limited to: timing of cover crops, duration of the cover crop, the mix of the cover to maximize soil health and meet timing and nutritional needs of cattle and landlord compensation. Douglas currently serves on the local conservation district board and is the past president of the Pacific Northwest Direct Seed Association.

