A one-day profit-briefing conference by the Professional Farmers of America is being brought to Holyoke, Colo., Tuesday, Dec. 13 from 9 a.m.-3 p.m. at the Phillips County Event Center.

Pro Farmer editors and industry experts will share what lies ahead for land prices, farm policy, commodities, the economy, world trade, technology and more.

Pro Farmer's mission statement is "to give customers a competitive edge in marketing and financial management through timely delivery and accurate analysis of market-sensitive news and views."

And to provide members with the news, information and analysis that allows them to make an educated and informed marketing decision on their own.

The Pro Farmer team that will be leading Tuesday's conference includes Brian Grete, senior market analyst, editor of Pro Farmer Today and editor of Hot Trades; Jim Wiesemeyer, Pro Farmer Washington consultant; and Mike Walsten, editor of LandOwner newsletter.

Sponsors of the conference will be sharing updates on new technology and products, as well.

Pioneer will be represented by Northeast Colorado agronomist Mike McFarland and area Pioneer manager Jeremy Dirks, who will give the updates.

Pro Farmer's senior market analyst Grete was raised on a small family grain and livestock farm near Muscatine, Iowa. He joined Pro Farmer in January of 1996 after graduating from the University of Northern Iowa.

Grete has held multiple titles with the company, with an emphasis on risk management and commodity analysis. He has served as senior market analyst at Pro Farmer since December of

2003.

Wiesemeyer resides in the Washington D.C. area and is a frequent contributor to Pro Farmer's coverage of farm policy and world trade. He graduated from Southern Illinois University and has reported on farm legislation and trade policy since 1978.

Walsten has covered major business trends in agriculture for more than 35 years. After growing up on a grain and livestock farm in Western Illinois, Walsten graduated from the University of Illinois with an undergraduate degree in agriculture communications and a master's degree in business administration in the early 1970s.

Since then he's covered business and management issues as well as price outlook and marketing issues in various positions with Farm Journal magazine and Professional Farmers of America. He now applies his extensive background and analytical skill to today's surprising farm and ranch market as editor of LandOwner.

Registrations are still being accepted for the Dec. 13 conference in Holyoke. Those interested may contact their local Pioneer sales agency or call 800-772-0023.

Coffee and rolls will be served when the doors open at 8 a.m. at the Event Center at the Phillips County Fairgrounds. Lunch is included in the seminar as well.