

News Release



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Ag Luncheon 2024

SIOUX CENTER—The community is invited to attend the annual Sioux Center Chamber Ag Event on Tuesday, March 26, from 11:30 a.m. to 1:00 p.m. at the Terrace View Event Center. This annual event is an opportunity to thank area ag producers, recognize agriculture's significant impact on our community, and hear from an inspirational speaker. This year's event will feature a keynote from Michael Liautaud. Michael is an Education and Research Manager with Commodity & Ingredient Hedging (CIH) and will present Game Planning: The Key to Help Avoid Missing Opportunities. "Helping people plan and manage their future and allowing them the opportunities to take control of their bottom line is one of our company's goals," stated Liautaud. CIH was founded in 1999 when they saw a need to help producers manage commodity price risk and to better plan for their future and potentially find some unseen opportunities. In addition to a variety of other services, they provide educational seminars teaching the basics of hedging techniques to producers or anyone who is invested in a producer's success. According to Grant Diekevers, employee at Visser Elevator and member of the Chamber Ag Committee, "By adding additional contracting alternatives such as Futures, Options, and Government Insurance into your customized marketing plan, a producer can help avoid the devastating market lows that can choke a farming operation and shut down a business. We don't need to fear the hedging process, we merely need to have someone trustworthy teach us the correct way."

"This annual ag event is one way the Sioux Center Chamber supports and acknowledges that agriculture is the backbone of our economy in NW Iowa. As the farmers prepare for another year of planting and harvesting, we hold this event as a thank you to our producers," states Barb Den Herder, CEO of the Sioux Center Chamber.

We warmly invite all in the community to attend, including local high school and college students. Tickets are \$15 and includes a lunch of steak sandwiches and sides.

Please register by Wednesday, March 20 by contacting the Chamber Office at (712) 722-3457 or emailing amberv@siouxcenterchamber.com. The annual Ag Luncheon is coordinated by the Sioux Center Chamber Ag Committee and is sponsored by many generous businesses. Visit our website at www.siouxcenterchamber.com for a full listing of event sponsors.