

#	Name	CCA Category	Topic	Topic Description	Speaker Description
1	Shaun Haney	E - Professional Development	Five Trends to Watch For in Canadian Agriculture	Shaun Haney, founder of RealAgriculture and host of RealAg Radio, draws from his extensive industry experience to highlight both challenges and opportunities facing Canadian agriculture both now and in the future. Covering the key topics that are impacting farmers and ranchers across Canada and the United States, Haney touches on policy, economics, trade, agronomics or ag technology, while weaving in opinion, perspective and data.	Founder of RealAgriculture, Shaun Haney manages one of the leading industry ag media companies for Canadian farmers and ranchers. RealAgriculture provides the latest in ag policy, agronomics, current events and farm management from their website, radio shows, and podcast streams. Shaun is the host of RealAg Radio which is broadcast across North America on Rural Radio Channel 147 on SiriusXM daily at 4:30 PM Eastern, and also makes regular appearances on RFD-TV, Agritalk and US Farm Report. Together with Justin Funk of Agri Studies, Shaun helms RealAgristudies, a market insights partnership formed in 2019.
2	Peter Johnson & Dan Foster	D - Crop Management	Agronomy Free for All 2.0	Bring your questions! These seasoned veterans will discuss, deliberate, disagree, determine and develop the best recommendations possible for your growers.	<p>WheatPete is the agronomist for Real Agriculture, hosting the weekly "Wheat Pete's Word" podcast and appearing regularly on "Agronomy Monday" on RealAg Radio. With 30 years as Ontario's Cereal Specialist, he leads applied research for the Middlesex Soil and Crop Improvement Association, serves as Environmental Advocate for the Land Improvement Contractors of Ontario, and is part of the Ontario Compaction Team. Peter was named one of Canada's Top 50 in Agriculture in 2021 and inducted into the Middlesex County Agricultural Hall of Fame in 2022. He operates a farm near Lucan, Ontario, where he tests new agricultural ideas.</p> <p>Dan Foster is the Seed Lead at Sollio Agriculture, working with the Agromart Group since 2019. He farms with his father-in-law in Chatham, growing seed corn, soybeans, wheat, and processing sweet corn. Prior to joining Agromart, Dan spent 15 years at PRIDE Seeds in various roles, including Territory Manager and National Marketing Manager.</p>
3	Chantal Veilleux & Laura Smith	D - Crop Management	Managing Soybeans for Higher Yields	This session will provide top tips for boosting soybean yields, covering key topics like seed selection, fertility management, and pest control. Learn practical, data-driven strategies from industry experts to improve crop performance. Get actionable advice to help optimize your soybean production for higher yields and better profitability.	<p>Chantal Veilleux has 24 years of experience in vegetable production, both locally and internationally. She began her career as a Retail Representative, transitioned to vegetable seed distribution, and joined Corteva Agriscience in 2016, specializing in crop protection. Raised on a dairy farm in Beauce, near Quebec City, Chantal studied agronomy at McGill University, graduating with a focus on plant science.</p> <p>Laura Smith has spent 10 years in research and development at Corteva Agriscience, primarily working with herbicides for row crops and pasture management. She played a key role in introducing the active ingredient Rinskor to the Canadian market. Laura holds a BSc in Agriculture and an MSc in Weed Science from the University of Guelph, is a Certified Crop Adviser (CCA), and is active in the Canadian Weed Science Society. Now an E3 Innovation Manager for southwestern Ontario, she brings a farmer's perspective, having grown up on a cash crop farm in Rodney, Ontario.</p>

4	Koch - Bryce Geisel	A - Nutrient Management	Nitrogen – Where does it go & how can you keep it?	Session will cover how nitrogen losses happen, what are the reasons, and what steps can be utilized to keep more of it in the field for the crops. It will cover different nitrogen sources and application timings and how retailers and agronomists can make recommendations for their farmer customers to improve nitrogen use efficiency.	Bryce is the Senior Agronomist for Koch Agronomic Services in Canada. He grew up on a farm in Southern Manitoba and completed a Master of Science and Bachelor of Science in Agriculture in Agronomy. He is a Certified Crop Advisor, Professional Agrologist, Certified Forensic Agrologist, and a 4R Certified Agronomist.
5	DoMoreAg - Merle Massie	E - Professional Development	Mental Health and Resilience in Agriculture	This presentation and short workshop will focus on supporting front-line agricultural workers to feel comfortable talking and learning more about mental health. Those who work directly with farmers often see when someone is struggling. This short workshop allows skill development and practice to Talk-Ask-Listen to open space for conversations that may include mental health.	Merle Massie leads with passion, energy, and credibility, bringing storytelling insight, rural roots, and creative vision to her role as the Executive Director of the Do More Agricultural Foundation. A trained researcher, Merle believes that academic insight must be combined with community knowledge to drive real change. Merle comes to Do More from the Canadian Centre for Rural and Agricultural Health, bringing both professional and personal understanding of issues facing rural residents for health and mental health care. Merle and her husband own and operate Massie Panoramic Farm in west central Saskatchewan where they grow grains, oilseeds, and pulse crops. Massie is an accomplished author and public speaker and looks forward to walking with Do More and partners to champion mental health across agriculture and ensure that everyone who is part of the agriculture industry, from the farm gate out, are empowered to take care of their mental health.
6	Jake Munroe	B- Soil & Water	Crop Management Innovations	Hear about practical ways to use cover crops to help address the big challenges of today's agriculture, including herbicide resistant weeds, extreme weather, and efficient nutrient use. Successful and economical management tactics will be discussed, as will the latest cover cropping innovations.	Jake Munroe is the Soil Management Specialist for Field Crops with the Ontario Ministry of Agriculture, Food and Agribusiness . Jake has expertise in soil fertility, soil health, and cover crop management. Through on-farm field trials, demonstrations, and presentations, he shares information with Ontario farmers on best management practices to improve soil management and crop production. Jake is a Certified Crop Advisor.
7	University of Waterloo- Brock Dickinson	E - Professional Development	Things That Go Bump in the Night	The list of things that keep us up at night is growing, and Brock is back to sort through the causes of our newest nightmares. From rising anxiety to artificial intelligence, and from economic uncertainty to (gasp!) American politics, this session will look at how tomorrow is different from what we were expecting, and how our companies, customers and communities can prepare for what comes next! As always, Brock will bring a mix of facts and funny to a fast-paced session designed to help you sleep better!	Brock Dickinson has worked in economic development for more than 30 years. He holds a number of positions at the University of Waterloo including "Entrepreneur-in-Residence" and "Director of the Economic Development Program" which oversees professional certification for all economic developers in Canada. Brock started his career with the United Nations, working in more than 30 countries, and later was the founder and CEO of MDB Insight – named to Profit Magazine's "Hot 50" list of Canada's fastest growing startups – which he grew to be the largest economic development consultancy in Canada. He advises a range of companies, governments and organizations on innovation, entrepreneurship and the economy, including the United Nations, the private equity firm Blue Cardinal Capital, the NAFTA-linked Commission for Environmental Cooperation, and the North American EcoInnovation Network.
8	Koch - Bryce Geisel	A - Nutrient Management	Micronutrients – Magnesium, Calcium, and More	This presentation will provide an overview on micronutrients need in crops, and what are the sources that can be utilized. It will take a deeper dive into magnesium and calcium to help illustrate how they impact crops, what influences their availability in soil, and adding them to a fertility plan.	Bryce is the Senior Agronomist for Koch Agronomic Services in Canada. He grew up on a farm in Southern Manitoba and completed a Master of Science and Bachelor of Science in Agriculture in Agronomy. He is a Certified Crop Advisor, Professional Agrologist, Certified Forensic Agrologist, and a 4R Certified Agronomist.

9	Ian McDonald	D - Crop Management	AgRobotics – Farming’s Future?	Many traditional and new companies are exploring automation and robotics in agriculture. What does it mean, how does it look, where will it occur and when will it happen? Greenhouse and dairy are the furthest along in tech and adoption, but its knocking on everyone’s door. We will explore current and future states of robotics in field cropping agriculture (Grains and Hort).	Ian McDonald has been the Applied Research Coordinator for the Field Crops Unit of OMAFRA since 2000 and Crops Innovations Specialist since 2016, before which he spent 15 years in ag industry as a researcher on new pesticides with Hoechst and Dupont. Through research, demonstration, networking and other means Ian works to find tools and build knowledge to share with producers and agri-business that enhance farm profitability and reduce agricultures environmental footprint. Areas of focus include AgRobotics, Precision Agriculture, Soil Compaction and Cropping Systems Integration and Logistics.
10	Mark Beuerman	E - Professional Development	Digital Marketing for Ag Dealers	Mark will be sharing his expertise on topics including website accessibility compliance, the importance of mobile-friendly web design, optimizing your Google Business Profile and how to leverage your website as a tool to attract top talent to your organization.	Mark is no stranger to the agricultural business. He grew up on a dairy farm in Huron County, Ontario, and his mother worked down the road at Hoegy's Farm Supply. Mark began his career at Huron Tractor Ltd, in addition to his family's dairy farm business. In 2007, Mark and his wife Paula moved to BC where they now call Vancouver Island home. In 2018, the time was right to start his web design company, Websites Made With Love. What began as a one-man show has grown into a team of 8 full and part-time members, over 100 websites in our growing portfolio, and a passion for helping small and large businesses get online. Mark's experience and interests led to the development of AgriBytes, which offers specific web services for those in the farming industry. Today, WMWL and AgriBytes provide website design and marketing services for businesses of all shapes and sizes.
11	Albert Tenuta	C- IPM	Tar Spot and More!	In this session, we’ll discuss what we've learned about tar spot and the progress made in managing this challenging disease. We'll also look ahead to 2025, focusing on how to plan for tar spot and other emerging diseases in the field!	Albert Tenuta, a Field Crop Plant Pathologist with OMAFRA since 1991, holds a degree in Plant Pathology from the University of Toronto. Based at the University of Guelph Ridgetown Campus, Albert has led field research, disease management, and extension efforts across Ontario, other provinces, and the U.S. He has contributed to numerous industry initiatives, including the Crop Protection Network, Corn and Soybean Disease Workers, and the Tar Spot working group. Albert's work in applied research and communication has earned him numerous accolades, including the Ontario Agricultural College’s T.R. Hillard Distinguished Extension Award, the Canadian Phytopathological Society's "Achievements in Plant Disease Management" Award, and the American Phytopathological Society’s North Central Division’s Distinguished Service Award.
12	A&L Labs - Greg Patterson	A - Nutrient Management	Soil Fertility Data Trends	This session will focus on the crucial role of nutrient management in improving soil health and supporting carbon sequestration. The discussion will highlight how plant nutrition impacts the soil microbial community, which in turn enhances soil health. We’ll explore how the fertilizer industry can contribute to this effort, emphasizing the importance of feeding the soil to nourish plants and promote microbial growth. Attendees will learn about the new "Vittellus" Soil Health test, including how to interpret results and use them to help customers improve soil health.	Greg Patterson, President, CEO, and chief agronomist at A&L Canada, was a founding member of the company. With an honors degree in agriculture from the University of Guelph (1978), Patterson has over 30 years of experience as a professional agronomist. He oversees corporate administration and customer service, working closely with agricultural clients to support A&L's services. A pioneer in the field, he was among the first in Canada to become a Certified Crop Consultant. Patterson also leads in-depth agronomy and fertility training seminars for a range of crops, including field, horticultural, turf, viticulture, and silviculture. He has collaborated on numerous research projects with grower associations, government agencies like OMAFRA and AAFC, universities, and private companies, focusing on best management practices and crop nutrition.

13	Kevin Curry - PEI Agromart	E - Professional Development	The Corn silage partnership - From seed to feed	Let's explore how agronomists can contribute throughout the entire crop cycle, from planting to harvest and beyond, focusing on the nutritional needs of the farm. By staying engaged in the decision-making process, agronomists can better understand farmers' nutritional goals and align product offerings accordingly. While not replacing nutritionists, agronomists who ask the right questions and collaborate with feed specialists can play a key role in helping farmers make informed decisions. This approach not only strengthens relationships with existing clients but also creates opportunities to attract new ones.	Kevin Curry is a father of two amazing kids, and a STFX grad who has been an agronomist with PEI Agromart for close to 7 years. His focus is corn, long acting nitrogen and NFL football and his passion for learning is unmatched.
14	Bryan Stennett - NutriAg	D - Crop Management	Micromanagement That Makes Cents!	We will dive into how the NutriAnalytics AI-driven platform helps optimize nutrient management by analyzing nutrient interactions in real-time. Learn how to leverage this cutting-edge technology to make informed decisions.	Bryan Stennett is the Southwestern Ontario territory manager for NutriAg Canada. For over 13 years he has focused on providing growers with the most up to date farming and agronomy solutions ranging from seed to harvest, specializing in the use of today's precision ag farming technologies.
15	Ian McDonald	B- Soil & Water	Addressing Soil Compaction Moving Forwards	Ontario has become a leading center for soil compaction education, with a clear understanding of its causes, when and how to address it, and why it's important—even though weather can sometimes disrupt plans. However, less focus has been placed on managing compaction from a custom farming standpoint. This session will explore strategies for preventing compaction and how these approaches are relevant to custom applicators and operators.	Ian McDonald has been the Applied Research Coordinator for the Field Crops Unit of OMAFRA since 2000 and Crops Innovations Specialist since 2016, before which he spent 15 years in ag industry as a researcher on new pesticides with Hoechst and Dupont. Through research, demonstration, networking and other means Ian works to find tools and build knowledge to share with producers and agri-business that enhance farm profitability and reduce agriculture's environmental footprint. Areas of focus include AgRobotics, Precision Agriculture, Soil Compaction and Cropping Systems Integration and Logistics.
16	Tank Mix Panel	C- IPM	Common Tank Mix Problems to Avoid	This panel session will cover the do's and don'ts of successful tank mixing and loading. Three agchemical representatives will discuss the importance of carrier volume, temperature, pacing, and mixing order. Using real-world examples, they will demonstrate how following best practices during loading can save time and lead to more effective applications.	The panel, moderated by Jason Deveau, Application Technology Specialist at OMAFRA, featuring Rob Miller -Technical Development Manager at BASF, Joe Thomas- Sales Manager at Nufarm and Henry Buffinga- E3 Innovation Manager at Corteva.
17	Iain Robertson	C- IPM	A Day in the Life of a UK Sprayer Operator	Iain talks through the challenges a sprayer operator faces in the UK with legislation and weather. Highlighting technologies, solutions and resources available to improve application of Plant Protection Products.	Iain Robertson is the Arable Foreman on a 4,000-acre mixed farm in Gloucestershire, England, with extensive experience spraying a wide range of crops, including wheat, barley, beans, maize, and even Christmas trees. A qualified applicator since 1990, Iain has progressed from a manual fold 12m sprayer to a state-of-the-art 36m self-propelled sprayer with PWM. In 2007, he won Syngenta's Farm Sprayer Operator of the Year award and has since been involved in judging. Iain participates in research programs on nozzle selection, product development, and application technologies like Closed Transfer Systems. He is an approved pesticide trainer, a board member of the National Register of Sprayer Operators, and runs a popular Facebook group with over 5,000 members for UK sprayer operators.

18	The Mosaic Company Panel with Matt Sowder	A - Nutrient Management	Advanced Crop Nutrition – to grow beyond, we must go below	Many growers believe they've already optimized their crop nutrition programs and are now looking for ways to break through yield plateaus. As trusted agronomy advisors, we need to evolve beyond the basics of balancing essential plant nutrients and explore how soil microbiology impacts soil health and crop performance. By combining traditional balanced crop nutrition with proactive biological programs, we can develop an Advanced Crop Nutrition strategy that unlocks soil potential and boosts yields. Join us as we engage with growers, retail owners, and agronomists to share experiences and perspectives, and explore the agronomics, economics, and science behind this advanced approach to crop production.	The panel, moderated by Matt Sowder from Mosaic BioSciences, features: Jared Nelson from Total Acre Grower, Buck Medley from River Valley Coop, and Bill Parent from Grand Falls Agromart.
19	Rick DeJong	A - Nutrient Management	Nutrient Management: A Better Approach	Unlock your customer's crop potential with sap analysis in this insightful session on nutrient management. Discover how sap analysis is transforming crop yields and quality by providing real-time insights into plant health. Learn about the 24 critical nutrient data points that drive plant growth and performance, backed by real field data showcasing emerging trends in crop nutrition. Experts will share strategies to enhance your crop nutrient recommendations, helping you refine your approach for better results. Take crop nutrition to the next level with this innovative tool!	Rick de Jong, T.Ag., is a seasoned expert in crop nutrition with over three decades of experience at regional, national, and international levels. A graduate of the University of the Fraser Valley in British Columbia, Rick has worked across various sectors, including fertilizer manufacturing, distribution, research, and crop consulting, specializing in tree fruits, small fruits, and row crops. He is a registered Technical Agrologist with the British Columbia Institute of Agrologists and currently serves as the International Business Development Manager for Agro-K Corporation in West Kelowna, British Columbia.
20	Craig Davidson - Taurus Ag	A - Nutrient Management	Matrix Plus - Where Agronomics, Meets Economics, Meets Consumer Interests	Where can we improve nutrient use efficiency while boosting crop yields and quality, all while delivering a natural mineral suited to a wide range of crops? Welcome to the Matrix. Craig Davidson, President and Founding Partner of Taurus Agricultural Marketing Inc., will guide you through an innovative solution that Ontario's Agromarts have been working with over the past five years, offering a fresh approach to crop nutrition and agronomy.	Craig Davidson is a visionary and pioneer in agriculture, with a significant impact on farming across millions of acres in Canada. A fifth-generation farmer from Western Manitoba, Craig now runs the family's grain and beef operation. Since founding Taurus in 2001, his mission has been to help growers understand the "why" behind farming practices. He established Taurus with a focus on promoting sustainable technologies and advanced agronomic strategies, all grounded in data and education. As President, Craig's hands-on approach and "boots on the ground" ethos have helped business-minded growers achieve substantial benefits. He works closely with agri-businesses and manufacturers worldwide to ensure their products align with comprehensive agronomic strategies that enhance production and profitability. Today, Taurus operates across Canada, the US, Western Europe, and Australia.
21	Syngenta- Doug Helm	B- Soil & Water	Mastering Feed Sample Reports	Feed sample reports can be confusing and difficult to interpret. We will discuss the terminology, look at what is important (or not) and how to navigate reports with confidence.	Doug Helm joined Syngenta Canada Seeds in 2022 as an Enogen Technical Sales Representative, supporting the Enogen Corn Hybrid line in Eastern Canada. With over 30 years of experience in agriculture, Doug's expertise covers livestock genetics, pharmaceuticals, and ruminant nutrition. He has managed a large commercial feedlot in Southern Alberta and a purebred beef operation in Ontario. A graduate of Ridgetown College of Agricultural Technology, Doug is also part of a 5th-generation farm family near Lucknow, Ontario. His diverse background in livestock and focus on innovative corn hybrid technologies has earned him a respected position in the agricultural industry.

22	Mosaic- Matt Sowder	A - Nutrient Management	Understanding Nutrient Use Efficiency (NUE) improvement from microbes	Microbes, especially those applied to crops for specific benefits, are often misunderstood. This session will provide a clear understanding of how microbial applications can enhance Nitrogen Use Efficiency (NUE) in crops. We will cover the basics, starting with definitions of microbes, species, and strains, and how these factors influence their effectiveness in agricultural settings. We'll also discuss the key soil and crop parameters that impact microbial activity, including optimal positioning strategies for their application. Finally, we will explore the biological economy within the rhizosphere, highlighting how soil microbes interact with plant roots to improve nutrient uptake and overall crop performance.	Matt Sowder is the Director of Field Solutions for Mosaic Biosciences at The Mosaic Company, the world's leading producer of phosphate and potash fertilizers. Prior to joining Mosaic in 2022, Matt invested three decades in production agriculture focused on agronomic solutions through product and practice improvements. He has worked in plant breeding, biotechnology and crop protection markets in multiple firms during that time. His current role entails leading and directing the agronomy team for Mosaic Biosciences as well as engaging in the strategic direction with peers at leadership levels for this division.
23	Jason Deveau	C- IPM	The spray drone revolution – What we think we know so far	The use of Remote Piloted Aerial Systems (RPAS) for spraying crop protection products has captured the imagination of growers all over the world. We discuss how this industry is evolving, the current status of drone-spraying in Canada, how it's different from existing aerial systems, and why the industry will require more than just drone pilots – it will require drone spray applicators.	Jason studied biology & psychology at Mount Allison University, plant cell physiology at York University and plant cell electrophysiology at the University of Guelph. Based in Ontario's Simcoe Resource Centre since 2008, he researches and develops practical methods to optimize productivity, effectiveness, and efficiency in all agricultural spraying systems. Founder and co-author of "Airblast101 – Your Guide to Effective and Efficient Spraying", he also founded and co-administers www.sprayers101.com .
24	Kaitland VanderSpek	C- IPM	Spray Optimization through Adjuvant Agronomics!	Learn how to maximize your spray performance by diving into the sticky & oily world of adjuvants! Understand where, when & how to use utility modifiers, oils & surfactants with the Adjuvant experts from Winfield United Canada.	Kaitland VanderSpek, BSc.(Ag) CCA, is a Market Development Agronomist for Winfield United Canada, where she specializes in spray applicator technology and education across Southwestern Ontario. Over the past four years, Kaitland has led spray clinics for growers and retailers, focusing on optimizing spray applications to ensure they are done correctly from the start. Outside of her professional role, she helps dairy farm with her husband, Andrew, in Oxford County and enjoys spending time outdoors with her northern family in Thunder Bay, Ontario.
25	Innovation Commitee Panel	D - Crop Management	Innovation Projects Results	The Innovation Committee will present key stats and project results, while gathering feedback on upcoming projects for 2025. This session will compare the benefits of PurYield vs. Urea in terms of both yield and nitrous oxide emissions, using data from Ridgetown trials with GHG measurements conducted by McGill University. We'll also explore the use of nitrogen stabilizers like Agrotain, NBPT, and Tribune, validating their effectiveness in reducing emissions and improving nitrogen efficiency. The session will cover Utrisha-Envita applications in soybeans at the third foliate stage and in corn with both furrow and foliar treatments, evaluating their impact on nitrogen uptake and yield. Lastly, we'll discuss stress mitigation strategies using Megafol+Fungicide and Ohm+Fungicide, comparing their effects on crop resilience and performance.	Panel including Steph Berlett - Brussels Agromart, Jonathan Sebok - Max Underhill's Farm Supply , Craig Reid-Sprucedale Agromart and Lucie Kablan-Sollio Agriculture.

26	CRF-Agritech - Dean Shantz	A - Nutrient Management	PurYield technology for 2025	This session will cover key topics, including an update on the 2024 PurYield trials, CRF Agritech plant update , and a look at PurYield products for 2025. Dean and Mark will also discuss best practices for handling PurYield products.	Dean has been a Certified Crop Advisor since 1997 and has over 30 years of experience in the crop nutrient, seed, and chem sectors. Dean's role at CRF AgriTech as Sr Agronomist Ag is to help growers increase their bottom line, using Pursell's Controlled Release Fertilizer technology, while focusing on environmental stewardship. Co-host - Mark Bryan - GM of CRF Agritech.
27	Mosaic - Keith Byerly	D - Crop Management	Balanced Crop Nutrition's Role in Sustainability and Nutrient Use Efficiency	Sustainability is important to the industries and companies that put food on our tables, and products inside our homes, but the term sustainable still doesn't move the needle for a majority of farmers, and leaves trusted advisors caught in the middle. This session will focus on how we as trusted advisors can translate the message of sustainability to a common language that uses agronomy to create compelling messages that help growers improve aspects like nutrient use efficiency.	Keith Byerly, CCA, SSp is the Commercial Sustainability Lead at Mosaic, Keith Byerly partners with agriculture stakeholders focusing on the continual evolution of what Sustainable Agriculture and Soil Health means to them. This includes working with EEF's and assisting retailers in successfully positioning Mosaic performance products and new technologies within their sustainability efforts. Keith received his B.S. in Agronomy from the University of Nebraska, Lincoln, and has been a Certified Crop Advisor for over 20 years, with the additional endorsement of Specialty Service provider. Keith lives in Northeast Nebraska with his wife, has two children, and is an active part of a family farm and a volunteer EMT.
28	David Muirhead	E - Professional Development	Global Fertilizer Markets & Procurement Strategies	This session will provide a comprehensive overview of the fertilizer market, from global trends to local dynamics. Experts will discuss factors influencing supply, demand, and pricing, along with key procurement strategies for navigating the market. Learn how to adapt your approach to secure the best value and ensure a reliable fertilizer supply for your operation.	David Muirhead has been managing Fertilizer Procurement for Eastern Canadian Sollio Networks for over 4 years. Prior to Sollio, David worked at a family-owned business in Atlantic Canada in the Ag input and frozen food manufacturing business for over 25 years