

AgriLife Hi-A Corn and Non-GMO Corn Hybrid Genetics and Management Field Day

Date: Wednesday, August 12, 2026

Time: 9:00 AM – 1:00 PM

Location: Texas A&M AgriLife Halfway Station, 823 West US Highway 70, Plainview, TX 79072

Contact persons: Kristie Keys, Email: kristie.keys@ag.tamu.edu. Cell: 325-665-8790; Dr. Wenwei Xu, Email: wuxu@ag.tamu.edu. Cell: 806-777-8163.

Event goals:

- Review Hi-A and Non-GMO corn hybrid evaluation plots.
- Develop strategies for vertically integrating research and commercialization for nutritional human and animal food.

Event Program:

Outside activities:

1. **Introduction to Field Day** – Dr. Kristie Keys, Extension Agent, Texas A&M AgriLife Extension
2. **Texas A&M AgriLife Hi-A and Non-GMO Corn hybrids** - Dr. Wenwei Xu, Regents Fellow and Corn Breeder, Texas A&M AgriLife Research, Lubbock, TX
3. **Field Tour: Strip Trial Plots** – Texas A&M AgriLife Helms Farm
4. **Producer Perspective on the Performance of AgriLife Hi-A and Non-GMO Corn Hybrids** - Mr. Ken Igo, President, Halfway Farm Chemicals
5. **Planting Seed of Commercial Hybrids Developed Texas A&M AgriLife**, Mr. Bart Hajovsky, B-H Genetics

In-room activities:

1. **From Breeding to Consumer Market – High-value Crop production and Water Conservation** – Dr. Dana Porter, Texas A&M AgriLife Extension
2. **Valorizing Hi-A Corn Cobs: Recovery of Anthocyanins and Phenolics**, Mr. MH Adon and Dr. Julia Shamshina, Texas Tech University
3. **Healthy Food and Feed** - Courtney Lowe, Texas A&M AgriLife Extension
6. **Update on Commercial Production of Hi-A Corn Chips and Tortillas** – Mr. Joe Longoria, President, CASA RICA Tortillas, Plainview, TX
4. **Opportunities and Management Strategies for Non-GMO Corn in Organic and Conventional Crop production** – Bob Whitney, Regents Fellow and Extension Organic Specialist, Stephenville, TX
5. **Purple Wheats with High Anthocyanin** – Bob Whitney, Texas A&M AgriLife Extension
6. **High-value Corn for Water Conservation** -Mr. Jason Coleman P.E., General Manager, High Plains Underground Water Conservation District, Lubbock, TX
7. **Taste Testing** – Featuring Hi-A Chips, Tortillas, and Fresh Ears