



Conversations with great thinkers in agriculture.

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ABOUT THE PODCAST

In this one-hour podcast, Jay Whetter and Toban Dyck interview researchers, innovators, and other big thinkers in agriculture, bringing each guest's work to life through engaging stories and light, farmer-focused conversation. Jay and Toban leverage their extensive experience and connections in the ag sector to identify and extend key insights in relatable and often funny ways.

EPISODE STRUCTURE

INTRODUCTION 5-10 MINUTES

INTERVIEW WITH GUEST 30-40 MINUTES **AD PLACEMENTS**

CLOSING THOUGHTS 5 MINUTES

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AD RATES

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60-second ad, host-read and placed mid or post interview

Website Listing: Name and link listed in episode notes

Listeners can find more information at theextensionists.com and stream past episodes on Apple Music, Spotify, and YouTube.

SCHEDULE

SEASON 2

Episode 21	Oct 7, 2025	Episode 28	Jan 13, 2026	Episode 35	April 21, 2026
Episode 22	Oct 21, 2025	Episode 29	Jan 27, 2026	Episode 36	May 5, 2026
Episode 23	Nov 4, 2025	Episode 30	Feb 10, 2026	Episode 37	May 19, 2026
Episode 24	Nov 18, 2025	Episode 31	Feb 24, 2026	Episode 38	June 2, 2026
Episode 25	Dec 2, 2025	Episode 32	March 10, 2026	Episode 39	June 16, 2026
Episode 26	Dec 16, 2025	Episode 33	March 24, 2026	Episode 40	June 30, 2026
Episode 27	Dec 30, 2025	Episode 34	April 7, 2026		

SAMPLE AD SCRIPT

"Manitoba Pulse & Soybean Growers is proud to support the Pulse Root Rot Network. It is a collaborative approach to root rot research and management for peas and lentils in Western Canada. The website provides agronomy recommendations, information on breeding efforts, and background information on pathology. Visit rootrot.ca to find out more."

THE
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