



*****CENTENNIAL CELEBRATION*****

100th Southwestern Fertilizer Conference
Hyatt Regency New Orleans
601 Loyola Ave, New Orleans, LA 70113, (504) 561-1234

Sunday, July 12th – Thursday, July 16th, 2026

This is the fertilizer industry's largest meeting, with 2,335 attendees representing 858 companies from 20 countries in 2025.

The SWFC is a little unique – it is truly designed as a networking conference. In order for the conference to be successful for all attendees, we highly encourage that appointments are made prior to the conference. Once registered, an attendee list and appointment scheduling assistance is available at the website.

INSIDER TIP - No need to schedule a dinner for the night of the 100th Anniversary Celebration - it's a party, so there will be plenty of food and drinks. Pre-reserved tables will be available to entertain your customers during the event.

Sunday, July 12

1:00 pm – 6:00 pm

12:00 pm

SWFC Registration Desk Open

FERT Foundation's Nutrients for Life Golf Tournament (bus leaves hotel at 10:15 am)

Bayou Oaks City Park (south course) - lunch included at 11am, shotgun start at 12n

Monday, July 13

7:30 am – 6:00 pm

8:00 am – 5:00 pm

8:00 am – 5:00 pm

8:00 am – 5:00 pm

9:00 am – 1:00 pm

5:30 pm – 9:00 pm

SWFC Registration Desk Open

Company meetings (various locations, refer to app or program booklet)

Reserved Tables & Display Tables Open

Complimentary Meeting Tables Open

Guest Program: brunch, followed by a tour of Superdome and Mah Jongg lessons

100th Anniversary Celebration *The industry has never seen an event quite like this

On the field of the Superdome – the party starts on the 2nd floor of the Hyatt Regency

Tuesday, July 14

7:00 am – 6:00 pm

7:30 am – 8:50 pm

9:00 am – 5:00 pm

8:00 am – 5:00 pm

8:00 am – 5:00 pm

12:00 pm – 1:30 pm

5:30 pm – 7:00 pm

SWFC Registration Desk Open

Breakfast: Guest Speaker: Cooper Manning, American entrepreneur and television host

Company meetings (various locations, refer to app or program booklet)

Reserved Tables & Display Tables Open

Complimentary Meeting Tables Open

Awards/Recognition and Business Luncheon: Featuring a special centennial celebration

Tuesday Reception

Wednesday, July 15

8:00 am – 11:00 am

8:00 am – 5:00 pm

8:00 am – 5:00 pm

8:00 am – 5:00 pm

6:30 pm – 10:00 pm

SWFC Registration Desk Open

Company meetings (various locations, refer to app or program booklet)

Reserved Tables & Display Tables Open

Complimentary Meeting Tables Open

Women in Fertilizer Reception (Rosie's on the Roof [Higgins Hotel], 1000 Magazine St NOLA)

Thursday, July 16

8:00 am – 12:00 pm

12:00 pm

Company meetings (various locations, refer to app or program booklet)

Conference Conclusion