

Travel to the ISBI

Local growers travel the highways to the institute. Interstate Highway I-29 is the main north-south artery to Fargo, Grand Forks, and Winnipeg. A secondary route is Federal Highway 75, connecting Fargo-Moorhead and Crookston. Travel east and west is easy on Interstate Highway 94, or Montana growers may follow Federal Highway 2. Commercial travel opportunities also provide ready access to Fargo or Grand Forks. Fargo is served by Northwest and United Airlines. Northwest also services the Grand Forks, ND airport. Private planes can access airports within two miles of either the Grand Forks or Fargo show locations. Commercial train and bus lines serve the area as well. Growers beyond North Dakota, Minnesota and Manitoba often charter commercial air or ground transportation.

Additional Information

For more information on the ISBI or travel and motel accommodations, contact Mohamed Khan at (701) 231-8596 or 227 Walster Hall, Fargo, ND 58108.



THE INTERNATIONAL SUGARBEET INSTITUTE



The International Sugarbeet Institute (ISBI) is the largest trade show dedicated solely to the promotion of all aspects of the sugarbeet industry in North America. The ISBI started in 1963 as a special seminar at the Red River Valley winter shows in Crookston, Minnesota. The show became a two-day full scale trade show and educational seminar and has been held annually since 1969.

Objective of the ISBI

The primary purpose of the ISBI is to serve as a forum to allow interaction among sugarbeet growers and representatives from allied industries. Speakers of national reputation and influence on general farm and agricultural policy and especially sugar policy are invited to speak at the ISBI. The show strives to attract sugarbeet growers from across North America to the heart of the Red River Valley of the North with the objective of learning their thoughts and opinions, but also to educate them about the sugarbeet industry. The ISBI also provides a focal point for the introduction of new equipment and technology to sugarbeet growers from across the United States and Canada. Information and ideas exchanged at the ISBI are disseminated throughout the North American sugarbeet producing regions to foster success of the sugarbeet industry.

The ISBI Planning Committee

The ISBI planning committee has evolved from infancy in 1963 with strictly educational interests to a committee representing every aspect of the sugarbeet industry today. Committee membership includes four extension service representatives from both North Dakota State University (NDSU) and the University of Minnesota (U of M), two extension sugarbeet specialist, the superintendent of the U of M Northwest Research and Outreach Center, the

Executive Secretary of the Red River Valley Sugarbeet Growers Association. Allied industry has four members on the committee, two persons representing floor exhibits, and two persons representing booth exhibits. Five sugarbeet grower members represent American Crystal, Minn-Dak Farmers Cooperative, and Southern Minnesota Beet Sugar Cooperative. These three sugar companies also have a total of four management representatives on the ISBI planning committee.

The ISBI committee is organized as a North Dakota non-profit Corporation. The ISBI committee aims to operate at no profit. Operations are planned to generate income to cover the costs of the show plus the maintenance of a small reserve.

The Trade Shows

The ISBI was held for many years at the more than 80,000 square foot Red River Valley Shows Arena in Crookston, Minnesota. The adjacent Crookston National Guard Armory was used for the educational/informational seminars that were held concurrently with the trade show. Since 1994, the ISBI was held in the 100,000 square feet 'Fargodome', a new state-of-the-art facility in Fargo, North Dakota. In 2002, the ISBI was held at the recently completed 'Alerus Center' in Grand Forks, North Dakota. The ISBI now alternates between the 'Fargodome' and the 'Alerus Center'.

Exhibitors attending the show come from all across the United States and Canada. Every conceivable piece of equipment used by sugarbeet growers to produce beets is on display. In addition to equipment exhibits, agribusiness companies show off their agri-chemical products, seed, and a variety of services offered to sugarbeet growers. About

135 exhibitors have attended the shows of the 1990's.

Educational Seminars at the ISBI

The ISBI is held in the heart of the most concentrated sugarbeet production area of North America. American Crystal Sugar Company, Minn-Dak Farmers Cooperative, Southern Minnesota Beet Sugar Cooperative, and Sidney Sugar Company growers annually produce about 778,000 acres of sugarbeet.

Since its inception, the ISBI has been a forum for presentation of new technologies and ideas to the sugarbeet grower. Subjects addressed have ranged from production practice recommendations and research results to grower panel discussion of quality sugarbeet production. Topics from farm credit management and alternative uses of sugar to 'Sugar, Fact and Fiction' have been discussed. From the early 1980's to the present, powerful players in the political arena have presented up to date analysis of sugar and farm policy issues at the ISBI include: House Speaker, Tom Foley of Washington; Kika De La Graza, U.S. House of Representatives Ag Committee chairman, Texas; Representative Jerry Huckaby, L.A.; Representatives Webb Franklin, Charlie Rose, Tom Lewis, Arlan Stangland, and many others.

National sugar industry leaders including Luther Markwart, Jack O'Connell, Charles Shamel, and other have addressed past audiences. Speakers annually address critical issues facing the U.S. sugarbeet industry.