



DAY 1 | SCHEDULE

TUESDAY, JANUARY 31, 2017

1:00 - 6:00PM	Conference Registration Open	Crystal Ballroom Foyer	<i>Sponsored by: BASF</i>
2:00 - 3:30PM	Opening Main Session	Crystal Ballroom	

Welcome: Highlights of the Precision Ag Conference & Innovations Showcase

Joe Dales, Executive Vice President, Farms.com

Overview of the Precision Agriculture Industry, Challenges & Opportunities

Paul Schrimpf, Executive Editor, Precision Agriculture Magazine, Meister Media

Insights into Macro-Trends that are Impacting Technology Adoption in Farming

Chris Paterson, Digital Farming Lead for Canada, Bayer CropScience

Unleashing the Power of Your Farm's Data

Jason Tatge, President, Farmobile LLC

3:30 - 4:00PM	Tradeshow Opens Coffee Break	Atrium / Regency Ballroom	<i>Sponsored by: A&L Laboratories</i>
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4:00 - 4:50PM	Breakout Presentations (3 concurrent sessions)		
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1. Precision Agronomy: Soil Data & Information Management

Crystal Ballroom

Moderated by: *Steve Redmond, Precision Ag Specialist, Hensall District Co-operative*

Greg Patterson, President, A&L Canada Laboratories Inc.

Felix Weber, President, Ag Business & Crop Inc.

Jacques Nault, VP, LaserAg - Logiag Inc.

Paul Raymer, Co-Owner, Practical Precision/SoilOptix

2. GFO Precision Project Overview

Chelsea 1

Sponsored by: Agromart

Mike Duncan, Industrial Research Chair, Niagara College

Nicole Rabe, Land Resource Specialist, OMAFRA

Rick Willemse, Cash Crop Farmer

3. Financing Agriculture Innovation

Chelsea 2

Sponsored by: Planet Labs

David MacMillan, President & CEO, Deveron UAS

Wade Barnes, President & CEO, Farmers Edge

Menelaos (Manny) Argiropoulos, Chief, SME Stakeholder Engagement, Public Works & Government Services Canada

5:00 - 6:00PM	Main Session	Crystal Ballroom	
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Precision Agriculture in the Ukraine

Dr. Slava Adamchuck, Associate Professor, McGill University

Iaroslav Boiko, Director & Co-Founder, AGRILAB, Ukraine

Building Your Precision Agronomy Dream Team

Moderated by: *Lisa Prassack, President, Prassack Advisors*

Steve Redmond, Precision Ag Specialist, Hensall District Co-op

Luke Zerby, Brand Marketing Manager, New Holland

Mike Wilson, Affiliate Program Lead, Veritas

Jordan Tackett, Regional Sales Manager, MZB Technologies

Dale Cowan, Senior Agronomist, AGRIS & Wanstead Co-operatives

6:00 - 8:00PM	Welcome Reception - Tradeshow - Social & Business Networking	Atrium / Regency Ballroom	<i>Sponsored by: Bayer CropScience</i>
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Conference delegates are invited to enjoy finger food and a cash bar while they network with tradeshow exhibitors and Precision Ag experts, as well as socialize with fellow attendees in the Atrium & Regency Ballroom.



DAY 2 - MORNING | SCHEDULE

WEDNESDAY, FEBRUARY 1, 2017

6:00AM	Conference Registration Opens	Crystal Ballroom Foyer	<i>Sponsored by: BASF</i>
6:30 - 7:50AM	Breakfast Tradeshow Opens	Crystal Ballroom Atrium / Regency Ballroom	
7:00 - 7:50AM	Early Bird Breakout Sessions (3 Concurrent Sessions)		
	1. SoilOptix Top Soil Mapping System <i>Paul Raymer, Co-Owner, Practical Precision/SoilOptix</i>	Chelsea 1	<i>Sponsored by: Agromart</i>
	2. Introducing LaserAg Soil Testing System <i>Jacques Nault, VP, LaserAg - Logiag Inc. Jack Legg, Manager, SGS Agri Foods Labs</i>	Chelsea 2	<i>Sponsored by: Planet Labs</i>
	3. Adding Value to Grain Through Precision Information Systems <i>Nicole Rogers, Founder / CEO, Agriprocity</i>	Cambridge Room	<i>Sponsored by: Pioneer</i>
8:00 - 9:00AM	Opening Main Session	Crystal Ballroom	
	Future is Now - How We Can Help Farmers Adopt Precision Agriculture <i>Lisa Prassack, President, Prassack Advisors</i>		
9:00 - 10:30AM	Main Sessions	Crystal Ballroom	
	Farmers Edge: Data & Delivering on the Promise of Decision Ag <i>Wade Barnes, President & CEO, Farmers Edge</i>		
	Climate Corp: Uncovering Yield Opportunity with Digital Ag Technology <i>Denise Hockaday, Climate Commercial Lead - Canada, The Climate Corporation</i>		
10:30 - 11:00AM	Tradeshow Coffee Break	Atrium / Regency Ballroom	<i>Sponsored by: Hensall District Co-op</i>
11:00 - 11:50AM	Breakout Presentations (5 concurrent sessions)		
	1. Unmanned Aerial Systems: UAV's Imagery, Services & Regulations <i>Norm Lamothe, Co-Founder, Deveron UAS Ltd Felix Weber, President, Ag Business & Crop Inc. Greg Patterson, President, A&L Canada Laboratories Inc.</i>	Regency A	<i>Sponsored by: Ag Business & Crop</i>
	2. Use of Satellite Imagery to Predict Corn Stover Yields <i>Dale Cowan, Senior Agronomist for AGRIS & Wanstead Cooperatives Dr. Andrew Davidson, Geomatics and Earth Observation Division, Agriculture and AgriFood Canada</i>	Chelsea 1	<i>Sponsored by: Agromart</i>
	3. Developing Your Complete Solution - Machinery & Agronomy Working Together <i>Luke Zerby, Brand Marketing Manager, New Holland Corporation</i>	Chelsea 2	<i>Sponsored by: Planet Labs</i>
	4. Precision Agronomy Research & Case Studies <i>Eric Richter, Agronomic Sales Representative, Syngenta</i>	Cambridge Room	<i>Sponsored by: Pioneer</i>
	5. Ag Innovation Showcase <i>Introductions & Highlights: Joe Dales, Vice President, Farms.com Nutrient Applications in the Growing Season: Craig Cadman, VP of Operations, Cadman Power Equipment</i>	Canterbury Room	<i>Sponsored by: Veritas</i>



DAY 2 - AFTERNOON | SCHEDULE

WEDNESDAY, FEBRUARY 1, 2017

12:00 - 12:30PM	Lunch	Crystal Ballroom	
12:30 - 1:30PM	Luncheon Keynote Presentation	Crystal Ballroom	
	<p>Precision Agronomy Research Review <i>Jason Webster, Commercial Agronomist, Precision Planting</i></p> <p>Making Precision Agriculture Work on Your Farm Multi Hybrid Planting, Variable Rate Fertility, Variable Rate Seed Populations, New Products from Precision Planting. Research Approach on the Farm in Illinois.</p>		
1:30 - 2:20PM	Farmer Panel	Crystal Ballroom	<i>Sponsored by: Farm Credit Canada</i>
	<p>Sharing Successes & Lessons Learned Moderated by: <i>Lisa Prassack, President, Prassack Advisors</i> <i>Chuck Baresich, Haggerty Creek, Bothwell Ontario</i> <i>Eric Dietrich, Hugh J. Dietrich Farms Ltd.</i> <i>Josh Boersen, Bradi Farms</i> <i>Mark Brock, Shepherd Creek Farms Ltd.</i></p> <p>What Precision Farmers Are Doing in Western Canada & USA <i>Wade Barnes, President & CEO, Farmers Edge</i></p>		
2:20 - 2:35PM	Main Session	Crystal Ballroom	
	<p>OPAF - Facilitating Collaboration in Agri-Food <i>Dr. Karen Hand, Director, Ontario Precision Agri-Food</i></p>		
2:35 - 3:00PM	Tradeshow Coffee Break	Atrium / Regency Ballroom	<i>Sponsored by: Pride Seeds</i>
3:00 - 3:50PM	Breakout Presentations (5 concurrent sessions)		
	1. Integrating Machinery & Agronomy <i>Aaron Breimer, Precision Ag Specialist, Veritas</i> <i>Danny Jefferies, Agronomy Consultant, Huron Tractor</i>	Crystal Ballroom	
	2. BASF Compass Software Demonstration <i>Neal Dilawri, President, Affinity Management - BASF</i>	Chelsea 1	<i>Sponsored by: Agromart</i>
	3. Soil Health & UAV Imagery for Agronomy <i>Greg Patterson, President, A&L Canada Laboratories Inc.</i>	Chelsea 2	<i>Sponsored by: Planet Labs</i>
	4. Satellite Imagery for Agriculture <i>Trevor McDonald, Pre Sales Engineer, Planet Labs</i>	Regency A	<i>Sponsored by: Ag Business & Crop Inc.</i>
	5. Precision Farming Technology <i>Jordan Tackett, Regional Sales Manager, MZB Technologies</i>	Cambridge Room	<i>Sponsored by: Pioneer</i>

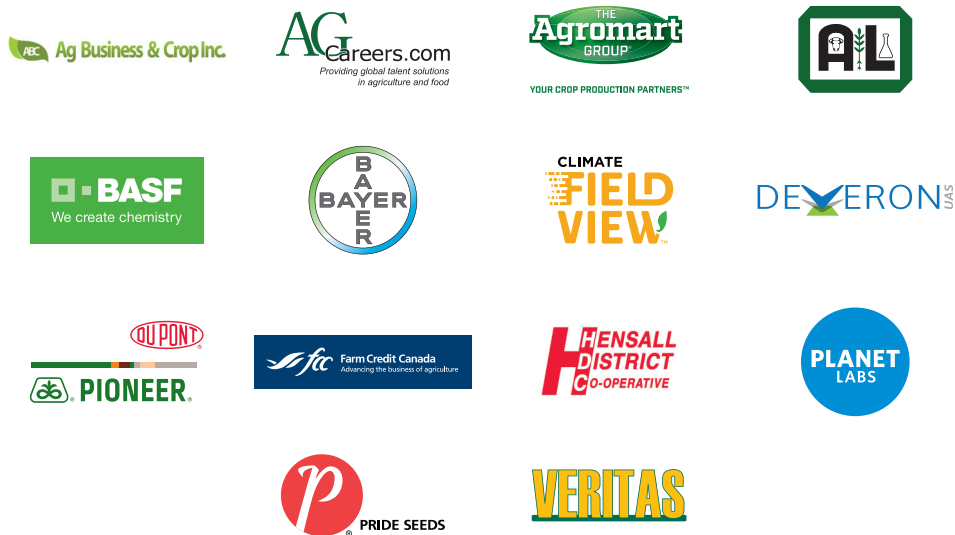


DAY 2 - AFTERNOON | SCHEDULE

WEDNESDAY, FEBRUARY 1, 2017

4:00 - 4:50PM Breakout Presentations (5 concurrent sessions)		
1. Precision Soil Information & How to Use it <i>Dr. Slava Adamchuck, Associate Professor, McGill University</i>	Crystal Ballroom	
2. Farmers Edge: Agronomy & Data Management <i>Wade Barnes, President & CEO, Farmers Edge</i>	Chelsea 1	<i>Sponsored by: Agromart</i>
3. Plug 'n Play: Getting Started with Climate FieldView™ Recently launched in Canada, learn the basics of the Climate FieldView™ digital ag platform and how to easily collect detailed planting and harvest data with Climate FieldView™ Drive. <i>Jenna MacDougall, Climate Business Manager</i> <i>Lydia Parker, Field Product Specialist</i> <i>Marvin Talsma, Climate Business Manager</i> <i>Gary Csöff, Field Product Specialist</i>	Chelsea 2	<i>Sponsored by: Planet Labs</i>
4. Unleashing the Power of Your Farm Data <i>Jason Tatge, President, Farmobile LLC</i>	Regency A	<i>Sponsored by: Ag Business & Crop Inc.</i>
5. Precision Horticulture <i>Dr. Gideon Avigad, Research Program Leader, Vineland Research</i>	Cambridge Room	<i>Sponsored by: Pioneer</i>
4:50 - 5:00PM Final Wrap Up Presentation		
	Crystal Ballroom	

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