



December 3-5, 2019

MEDIA RELEASE

Immediate Release

Connecting Science to the Farm to Tackle Tough Agronomic Challenges

Saskatoon, SK., Nov. 12, 2019 – The growing practice of applying science and innovation to the challenges of modern-day agriculture will be the focus of an entire day of programming at this year’s Farm Forum Event taking place Dec. 3-5 in Saskatoon, SK.

Agronomy Day, sponsored by Alpine, is new to the schedule and is designed to provide western Canadian agronomists, agrologists and crop advisors with the latest information about trends and technologies that will help their clients. For the Farm Forum Event program chair, setting aside Dec. 3 for a full day of events for agriculture professions recognizes the important role they play in the sector.

“This community of people is really important in supporting farmers, and in the growth of the agriculture industry,” says Laura Rance with Glacier FarmMedia, presenter of the Farm Forum Event. “Our goal is to enhance their skills and ability to help producers when it comes to productivity, efficiency and sustainability in farm operations.”

Agronomy Day kicks off with a keynote address by Martin Entz, professor of Cropping Systems and Natural Systems Agriculture in the University of Manitoba’s Department of Plant Science. His presentation, entitled The Changing Landscape of Agronomy: Integrated Solutions for Complex Problems. An expert in crop production systems, organic crop breeding, crop-livestock integration and conservation agriculture, Dr. Entz also involves farmers directly in his work developing crop varieties for natural systems agriculture, and even asks them to share their experience, observations and innovations in the classes he teaches.

Rance explained the range of breakout sessions on offer over the course of Agronomy Day will give attendees the chance to tailor their attendance to topics most relevant to their own business and the needs of their clients. Sessions will cover precision farming, soil health and nutrition, growing better crops, regenerative agriculture, management and more.

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Another highlight of the Dec. 3rd programming will be the evening reception, sponsored by Alpine. The reception will include dinner and features a moderated fireside chat with Brad Wall, former premier of Saskatchewan, Rance says. Wall will draw on experiences in Canada's oil and gas sector to discuss the political challenges facing modern agriculture.

In addition to providing a dedicated day of programming at its Farm Forum Event, Glacier FarmMedia will also launch *GrowPro*, a new quarterly publication specifically designed for ag professionals. With feature-length articles, regular columnists, people profiles and research briefs, *GrowPro* is a go-to resource for those who serve producers.

"As the landscape continues to change, events like Agronomy Day and publications like *GrowPro* are key points of contact between professionals working in the field and the experts who can help them meet their challenges," says Rance.

Farm Forum Event runs Dec. 3-5 at TCU Place in Saskatoon, SK. For detailed program information, visit farmforumevent.com

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