



# MEDIA RELEASE

## Immediate Release

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### Talking Precision Technologies with Dr. Terry Griffin and Politics with Brad Wall

Saskatoon, SK., Nov. 5, 2019 – A fair summation of the theme of the keynote address Dr. Terry Griffin will deliver Dec. 4 at the Farm Forum Event in Saskatoon takes just two words – know thyself.

Griffin is a Cropping Systems Economist at Kansas State University, an expert in big data implications for producers and an award-winning researcher in the areas of precision agriculture and farm data utilization. But according to the Farm Forum Event programming team, he will take a more personal approach to precision farming in a presentation entitled, What Kind of Precision Farmer are You?

“Although Terry is an agricultural economist, what drives a great deal of his research is understanding the decisions farmers make, and why,” says Rob O’Connor, Show Director for the Farm Forum Event, an event produced by Glacier FarmMedia. “The amount of technology available to producers has grown exponentially and Terry wants to make sure investments in those technologies bring the greatest possible return for individuals.”

In his address, Griffin will discuss the fact it takes a range of skills to access the full potential of different precision technologies available on the market today. The key for farmers, landowners and others in the agriculture sector is to make informed decisions about which technologies best fit their abilities, a topic likely to resonate with those operating multi-generational farms.

“We all have limits when it comes to using technology,” O’Connor says, “and Terry wants producers to make the most of the money they spend by helping them recognize theirs.”

Griffin is one of several notable speakers at this year’s Farm Forum Event, says O’Connor. Another that has drawn a good deal of interest is Brad Wall, the former premier of Saskatchewan. Wall will participate in a moderated fireside chat on Tuesday, Dec. 3 to discuss what he has observed in Canada’s oil and gas sector, and how experiences there may foreshadow political challenges for modern agriculture.

O’Connor says the entire Farm Forum Event program is carefully designed to bring together progressive farmers and ag professionals from across western Canada as well as experts in a variety of fields to learn where science and innovation connect with practical on-farm operations. But it is not all work, he adds; entertainment at the Dec. 4 banquet will be provided by Brent Butt, creator and star of Corner Gas.

“It’s a varied program for an audience with a wide range of needs,” he says, “but there will be something for everyone.”

Farm Forum Event runs Dec. 3-5 at TCU Place in Saskatoon, SK. For detailed program information, visit [farmforumevent.com](http://farmforumevent.com)

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