



November 9 & 10, 2020

Farm Forum Event Goes *Virtual!*



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Conference Agenda

Note: All times are Mountain Time Zone

Monday, November 9, 2020

8:00 - 8:30 a.m.

MC Welcome

Kevin Hursh, Hursh Consulting & Communications Inc., Saskatoon, Saskatchewan

Hang on for a Wild Ride

Kevin Hursh, Hursh Consulting & Communications Inc., Saskatoon, Saskatchewan

While everyone acknowledges the huge changes that have occurred in agriculture, the rate of change will only accelerate. A multitude of forces from technology to politics will create the future operating environment.

8:30 - 9:00 a.m.

Whatever You Think You Know About Agriculture - the Future Will Not Be What You Expect

Stanford Blade, Dean, University of Alberta, Faculty of Agricultural, Life & Environmental Sciences, Edmonton, Alberta

Stanford will discuss the top 10 clichés about the future of agriculture and suggest that the future of agriculture and food will look very different.

9:00 - 9:30 a.m.

The Great Wind Erosion Mystery

David Lobb, Professor, Department of Soil Science, University of Manitoba, Winnipeg, Manitoba

Wind erosion is widely regarded as a major threat to crop production in the Canadian Prairies. Wind erosion events occur frequently and the dust they generate is very conspicuous. But does wind erosion result in significant soil loss, and if it does, where does that soil go?

9:30 - 10:15 a.m.

Soil Health

Andy Kirschenman, Harvest Moon Farm Ltd., Hilda, Alberta

Our farm is on a soil health journey and about the only thing we know is where we came from and how different it is from where we are now. As we learn more and more, we realize both how much we already knew, and how much we might never know all at the same time.

The Importance of Soil Health

Tim Nerbas, Chair, Board of Directors, Soil Conservation Council of Canada, NGR Farms Ltd, Waseca, Saskatchewan

The importance of soil health cannot be overstated. Over the past 30 years, Western Canada has experienced a paradigm shift in its cropping systems. Direct seeding led to drastic reductions in both wind and water erosion. However, this was only one positive step to improving soil quality. Now we need to embrace the next stage of improving our soils. Adoption of new ideas, and technology and modifications to our own personal mindset are required to take the steps necessary to make the next meaningful change. Life is not static and neither are our soils. Sustainable Ag is not simple but Simple Ag is not sustainable.

Fundamental Strategies for Intercropping

Colin Rosengren, Rosengren Farms, Midale, Saskatchewan

Colin will discuss the objectives and strategies for successful intercropping as a key piece in soil health and management and overall sustainability.

10:15 - 10:45 a.m.

The Contribution of Variety Development to Crop Management

Erin Armstrong, Winnipeg, Manitoba

Variety performance, regardless of crop type, is a critically important piece of a farmer's crop management strategy. Variety development leads to improvements in performance, which farmers can take advantage of, and new approaches to variety development are increasing options for farmers.

10:45 - 11:15 a.m.

Contemporary Soil Fertility Issues

Rigas Karamanos, Senior Agronomist, Koch Fertilizer Canada, ULC, Calgary, Alberta

A number of issues have dominated the prairie agriculture in recent years, e.g., weather patterns, increasing size of farms, introduction of high yielding crop cultivars and fluctuating crop prices. Discussion will include the adoption of the 4R Nutrient Stewardship Principle have brought a number of fertility issues to the surface, among which, phosphorus fertility - balancing need to application rates, surface application of nitrogen and pros and cons of topdressing.

11:15 - 11:45 a.m.

Biologicals – Is Your Farm Ready for the Future?

Jarrett Chambers, EVP and Chief Commercial Officer, Concentric Ag; President, ATP Nutrition Ltd, Oak Bluff, Manitoba

Jarrett will be looking at how nutrients are taken up and move through the plant, and the increasingly important role that biologicals will play in the future.

11:45 - 12:15 p.m.

Data-driven Management Decisions at the GFM Discovery Farm

Blake Weiseth, Applied Research Lead, GFM Discovery Farm, Saskatoon, Saskatchewan

Blake will provide an overview of the field-scale applied research projects at the GFM Discovery Farm highlighting the use of digital infrastructure to inform management decisions.

12:15 - 12:45 p.m.

Canada's Plant-Protein Growth Opportunity

Bill Greuel, CEO, Protein Industries Canada, Regina, Saskatchewan

There's plenty of potential for the plant-protein sector in Canada to grow, particularly when it comes to value-added processing. In this presentation, Protein Industries Canada's CEO Bill Greuel will discuss the state of Canada's plant-protein sector—its past, present and future.

12:45 - 1:15 p.m.

Pretty Maps or Useful Insights?

Aaron Breimer, General Manager, Veritas Farm Business Management, A Division of Deveron UAS, Chatham, Ontario

The ag industry has had 20+ years of generating maps from data layers but less than 5% of farmers are creating useful and profitable insights from their data. We will look at the value of employing analysis tools that help measure the interactions between data layers so that decisions that are more profitable can be made.

1:15 - 2:00 p.m.

Training for Farm Succession and Whatever Comes Next

Kelly Dobson, President, LeaderShift Inc., Fairfax, Manitoba

Farm succession can be one of the most emotionally demanding events a family will experience. Getting it right matters financially and to the ongoing relationships inside and outside of the farm. The good news is that high consequence and emotionally charged moments of modern farm business can be trained for. Our abilities can measure and the right training can develop our capacity to not only handle these pivotal moments, but to thrive in them. Kelly will discuss how integrated approaches to professional development are setting up the current and next generation of agricultural professional for success.

2:00 - 2:30 p.m.

Foundational Plant Disease Knowledge: Getting the Most out of Current and Future Management Technologies

Kelly Turkington, Research Scientist, Plant Pathology, Lacombe Research and Development Centre, Agriculture and Agri-Food Canada, Lacombe, Alberta

Deriving cost-effective yet satisfactory levels of disease management is a concern for both existing tools and new technologies on the horizon. The presentation will demonstrate why having foundational

knowledge of the nature of plant diseases allows for the effective use of these tools in terms of: 1) the right tool or tools; 2) the right rate or level of use; 3) at the right time; 4) and in the right place.

2:30 - 3:00 p.m.

Connecting the Dots in AgTech

Shane Thomas, Global Digital Ag Lead, Farmers Edge, Calgary, Alberta

Agriculture is moving at lightning speed. Listen to where we came from, where we are and where we are headed in agronomy and agtech.

3:00 - 3:30 p.m.

Practical Drone Workflows for Agronomists

Markus Weber, Co-Founder, LandView Drones, Edmonton, Alberta

Drones may eventually replace some crop scouting functions, but for now human interpretation still trumps algorithms. But drones already provide value by saving agronomists time, measuring spatial extent of issues, and ensuring that critical issues aren't overlooked by providing a view of the entire field not possible from the ground.

3:30 - 4:00 p.m.

Successes and Failures with Cover Cropping

E. Blake Vince, No-Till Producer, Merlin, Ontario

Blake will discuss the journey of embracing change of generational farming methodology and working towards an alternative model of productivity.

4:00 - 4:30 p.m.

Taking a Closer Look at Your Soil's Health Assessment

Yamily Zavala, Soil Health & Crop Management Specialist, CARA, Oyen, Alberta

CARA's Soil Health Lab allows producers and others access to biological and physical soil assessments, to understand what is affecting their soil health and to build a bridge for improving it based on localized and site-specific constraints.

4:30 - 4:45 p.m.

MC Closing Comments

Kevin Hursh, Hursh Consulting & Communications Inc., Saskatoon, Saskatchewan

4:45 - 6:45 p.m.

Sponsor Table Talk Sessions:

4:45 - 5:15 p.m.

Nutrien session

5:15 - 5:45 p.m.

Koch session

5:45 - 6:15 p.m.

Landview Drones session

6:15 - 6:45 p.m.

Remote Ag in a COVID World

Robert Saik, Founder and CEO, AGvisorPRO, Red Deer, Alberta

Tuesday November 10, 2020

6:30 - 7:30 a.m.

Sponsor Table Talk Sessions:

6:30 - 7:00 a.m.

Yara Delivers Complete Crop Nutrition without Complexity Session

Markus Braaten, Market Development Manager, Yara North America, Kalispell, Montana

It is often said "logistics trumps agronomy." Faced with one of the shortest growing seasons in the world, nowhere is this sentiment potentially truer than in western Canada. Join Yara, as we explore how complete crop nutrition, delivered in manner that recognizes the need for operational efficiency; facilities vigorous, crops optimum productivity and maximum grower profitability.

7:00 - 7:30 a.m.

Xarvio session

7:45 - 8:00 a.m.

MC Opening Comments

Kevin Hursh, Hursh Consulting & Communications Inc., Saskatoon, Saskatchewan

- 8:00 - 9:00 a.m. **The Political Landscape – Where Are We Headed?**
Andrew Coyne, Political Columnist for Postmedia, Toronto, Ontario
 Known for his insightful, provocative commentary, Andrew offers insights on the intersection between policy and politics, specifically how it pertains to the agriculture industry - the economic and social policy challenges facing the country, and how well governments are facing up to them.
- 9:00 - 9:30 a.m. **New Options for Engaging China on Agricultural Trade**
Carlo Dade, Director, Trade and Investment Centre, Canada West Foundation, Calgary, Alberta
Sharon Sun, Trade Policy Economist, Canada West Foundation, Calgary, Alberta
 As counterintuitive as it may seem, now is the time to rethink how to engage China on ag trade. A preview of forthcoming CWF research and data on a new convergence of interests between China and Canada in mitigating the harms to each country from the U.S.-China phase one trade agreement and how Canada can activate this and the broader convergence of interests around agriculture to reframe re-engagement.
- 9:30 - 10:00 a.m. **Importance of Digitization in Agriculture**
Chris Terris, Vice President, TELUS, Calgary, Alberta
- 10:00 - 11:00 a.m. **It's Getting Complicated Out There, and That's a Good Thing!**
Sylvain Charlebois, Director, Agri- Food Analytics Lab, Dalhousie University, Dartmouth, Nova Scotia
 The Canadian agri-food landscape is continuously changing to remain competitive. Disruptions in how Canadian consumers shop and buy food are a constant in today's fast changing world. Consumers today do not appear to enter the experience looking for a radical new way to shop, but they seem to be influenced by several aspects of their daily lives. Some aspects are obviously more predictable than others, but how will these influence managerial practices in the future? As the line between food service and retailing blurs, how will this impact agriculture and farming in general? By examining food cultures and trends more closely, along with technology-driven solutions emerging, Sylvain will engage in an open dialogue about the futurology of food systems.
- 11:00 - 11:30 a.m. **Grazing Ruminants: A Resilient Solution to Long-Term Agriculture Profitability, Productivity and Climate Change**
Ryan Boyd, 2019 Nuffield Scholar, South Glanton Farms, Forrest, Manitoba
 Ryan will discuss how grazing ruminants provide many benefits to the agroecosystem including better nutrient cycling, promoting soil microbial life, plus enhancing the soil's ability to sequester and store carbon and use water more effectively.
- 11:30 - 12:00 **What Covid taught me about Canadian Ag**
Marty Seymour, Director, Industry Relations, Farm Credit Canada, Regina, Saskatchewan
 Covid has clearly had an impact on the Canadian food system. From restaurant closures to packing plant disruptions, Canadian agriculture was dealt one curveball after another. While some parts of our food system quietly expanded and stepped up to meet changing demands, others were devastated by the sharp shift in consumer demand. There were bright spots in terms of the industry's ability to deliver on international trade commitments and there were clear breakdowns in the fragility of supply chains in meat processing. This talk offers some insights into the chaos and the bright spots that came out of the first wave in Covid that may serve as a guide as the pandemic continues.
- 12:00 - 12:45 p.m. **Past, Present and Future of Digital Ag (How far we've come and what do we do with all this data!)**
Marty Cook, Vice President, Premium Services, METOS Canada, Winnipeg, Manitoba
Wade Barnes, CEO and Co-Founder, Farmers Edge, Winnipeg, Manitoba
 Marty and Wade will sit down for a fireside chat to discuss the history of precision ag, how far we've come and what's next.
- 12:45 - 1:15 p.m. **Smart Implements & Data: Creating Value on Your Farm in 2021 and Beyond**
Michael Gomes, Vice President, Business Development, Topcon Agriculture, Sloughhouse, California
 Overview and examples of how Smart Connected implements & sensors are creating value for Canadian wheat growers and others. A look into where Smart Connected implements may lead us in the future.
- 1:15 - 1:45 p.m. **Biotech's Role in Integrative Pest Management**

Mark Belmonte, Professor, University of Manitoba, Winnipeg, Manitoba

Next generation biotech tools are currently being developed to protect some of Canada's most important crops. This talk will focus on the development and application of next generation molecular fungicides and pesticides using an integrative pest management approach.

1:45 - 2:15 p.m.

Sustainable Supply Chains and Carbon Markets: Challenges and Opportunities for Growers in a World Going Green

Alastair Handley, President, Radicle, Calgary, Alberta

Alastair will discuss how the demands of corporations for sustainable products and carbon pricing initiatives set by governments are creating challenges and opportunities for farmers. Alastair will also provide an overview of carbon markets and what they really mean.

2:15 - 2:45 p.m.

Market and Weather Update

Bruce Burnett, Director of Weather and Markets, Glacier FarmMedia, Winnipeg, Manitoba

Bruce will discuss the major happenings in the market and weather during the 2020 growing season. In addition, the initial outlook for the 2021 crop year will be covered.

2:45 - 3:15 p.m.

From 5,000 acres to 80: Our Value-Added Journey

Barb Stefanyshyn-Cote, Owner/Founder, Black Fox Farm and Distillery, Saskatoon, Saskatchewan

In an effort to get closer to the customer, we switched from broad-acre to value-added farming. Rather than shipping our grain in rail cars we chose whisky barrels.

3:15 - 3:45 p.m.

Understanding How Ecological Functions Contribute to Modern Agriculture

Dale Overton, CEO, Overton Environmental Ent. Inc., Winnipeg, Manitoba

Dale will discuss what ecological functions are important for modern farmers, organic matter management, disease suppression and how plant growth promoting microbes influence crop development.

3:45 - 4:15 p.m.

Navigating Grain Markets in Turbulent Times

Mike Jubinville, Senior Market Analyst, MarketsFarm, Winnipeg, Manitoba

Grain markets appear to be emerging from a period of multi-year price bearishness as resurgent demand has universally lifted returns for grains, oilseeds and pulse crops. Let's run through the issues at work influencing price trends for the post-harvest period. With solid 2020 crop yields and quality, combined with rising grain prices relative to the past couple of years, let's hope the 2020-21 grain marketing campaign will be remembered as a profitable one for Western Canadian farmers.

4:15 - 4:30 p.m.

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Novozymes session

5:00 - 5:30 p.m.

Overton Environmental session