

Ag 4.0 - San Francisco, California

Ag 4.0

Supporting Farmers and Growers through
Digitalization of Agriculture

14th - 15th

November 2018

South San Francisco Conference Center
San Francisco, USA

About Ag 4.0

**To achieve food security on a global scale,
agribusiness must evolve.**

As one of the oldest industries in the world, there are several key issues that must be resolved before the planet can move forward with agricultural development. Profitability, efficiency, infrastructure, education and sustainability are all integral aims of agriculture stakeholders. To establish a strong agricultural market in the 21st Century, collaborative digital practices are paramount.

With the help of the agricultural supply chain, Challenge Advisory have built strong insights into how digitalization can be integrated into USA agriculture.

Together, we have produced an agenda for Ag 4.0, a workshop aimed at improving understanding of modern agriculture practices and creating interoperable solutions.

Truly digital agriculture is dependent on the integration of data, precision agriculture technology and new technologies such as IoT, blockchain and drones, in line with a vision of traceability, visibility and interconnectivity.

Agriculture is set to undergo a disruptive transformation at the hands of technology, and agribusinesses can remain at the forefront of innovation with Ag 4.0

Join the debate with over 40 speakers, and network with key experts, academics, stakeholders, and everyone else involved in the ag supply chain.

Tickets

[Tickets](#)

What to Expect?

- Farmers, cooperatives and distributors will connect at this workshop to gain access to the best software and hardware solutions in digital agriculture
- Ag 4.0 is all about building networks and joint solutions through digital solutions
- It will bring stakeholders from the entire value chain of agriculture to establish a culture of interdependence, interconnectivity and traceability
- Ag 4.0 takes the principles of Farm-to-Fork discussions and takes it a step further, not only looking at the consumer's perspective, but including the suppliers, processors and farmers themselves
- Attendees will work on reaching a resolution for global agriculture that allows for bold innovation to address global food security
- Panels will explore:
 - Understanding the Modern Farmer
 - Precision Ag: Analysing Trends & Challenges
 - Biotechnology: Addressing Practices & Concerns
 - Traceability & Transparency in the Supply Chain
 - Big Data: Making Data useful for the Farmers
 - ROI in Precision Ag
 - Ag's Profitable Sustainability
 - Consumer Behaviour
- By attending, organisations will have the ability to network amongst each other for precise and profitable resolutions across the entire industry
- There will be panel discussions and workshop sessions designed to create partnerships and profitable business development and find cross-specialism solutions to current sectoral challenges



November 2018

Wednesday 14th

08:00 **Registration**

09:00 **Welcoming Remarks**

Part 1:

The Modern Farmer | Digitalisation |
The Future of Agriculture

09:10 **Keynote Address**

The future world agriculture could create if ag digitisation is adopted globally

Learn from the best: Danny Royer, Vice President of Technology, **Bowles Farming Company**

- Impact of modernization in traditional agriculture
- The average US farmers and its reluctancy to adopt new practices
- Will the new generation incorporate tech into the farm?
- What immediate obstructions/challenges are we seeing to the success of agtech?
- How will companies appeal and approach the average 58-year-old non-tech savvy US farmer?
- Ask the experts: Q&A

09:35 **Panel 1: Understanding the Modern Farmer**

Assessing Agtech adoptions and challenges

- Broad comprehension of the farmer and their practices, trends, and challenges
- Today & Yesterday: farmers' attitude towards tech
- Adoption considerations from the farmer's perspective
- Current demographics of US farmers
- How is tech being implemented? Benefits and Risks
- Growth since using modern technologies

- Address broader challenges within the industry, such as efficiency, sustainability and profitability, market volatility, helping to enable more concise and productive farming methods whilst reducing costs
- Assessing the agtech adoption challenges
- Variation in cultural practices within different growing regions
- What drives technology in these regions.
- The historical aspects of AG technology and challenges for implementation
- What are the required business attributes to enter these markets
- Ask the experts: Q&A

Dr. Ulrich Trogele, COO & EVP, **Amvac Corporation**

Kasey Bamberger, Partner, **Bryant Agricultural Enterprise**

Ryan Findlay, **American Soybean Association**

John Plemmons, Californian Farmer

Danny Royer, Vice President of Technology, **Bowles Farming Company**

Moderator: Lisa Prassacks, Digital and Innovation Strategist for Ag and Food Chain, **Prassack Advisors**

10:15 **Refreshment Break**

10:45 **Specialized Technology Workshops:**

Choose between one of four seminars from our partners designed to support the modernization of US agriculture through digital technologies.



11:25 **Panel 2: Precision Ag: Analysing Trends and Challenges**
How is Agtech shaping the future of agriculture?

- Introducing precision AG's latest trends.
- How are new precision AG technologies shaping the future of farming?
- What are the latest technologies / innovation solutions available to the market?
- How can we begin to better implement new technologies onto the American farm?
- Can precision AG be operated directly by the farmer or he needs to rely on the technical services of AG companies?
- Is precision AG an option for small farmers?
- What prevents the mass adoption of precision AG?
- How can the industry better support the actual implementation and usage of technologies on farms, and how can we ensure that these can function in an interoperable manner?
- Do investments in precision agriculture justify the cost of the equipment and the complexity of the technology?
- Ask the experts: Q&A

Mark Dufau, Director of Sales, **AeroVironment**

Anastasia Volkova, CEO & Co-Founder, **FluroSat**

Andre Daccache, Assistant Professor, **University of California**

Khaled Bali, Statewide Irrigation Water Management Specialist, **University of California**

Christopher MacDonald, CEO & Co-Founder, **Filament.Science**

12:05 **Specialized Technology Workshops:**

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12:45 **Getting up to Speed with Biotech over Lunch**

A session designed for those who need to get up to speed on the basics of biotechnology while having lunch

Part 2:

Biotechnology Latest Developments and the Importance of Transparency in the Supply Chain

14:00 **Panel 3: Biotechnology: Addressing Practices & Concerns**

What is biotech and its effectiveness in modern agriculture?

- How can biotech contribute to global food security?
- What are the current regulations on biotech and GMOs? Is it feasible in the current framework?
- Biotech's potential harm to the environment
- Addressing Nitrogen's issue
The economic, social [humanitarian] and environmental impact of technology that asks crops to take their nitrogen requirement from the air as opposed to manufactured fertilizer
- Assessing the adoption challenges and strategies to tackle them
- Advanced technologies for understanding and engineering soil and crop microbiomes, to improve crop yield and food security
- Ask the experts: Q&A

Clark T Bell, CEO & Co-Founder, **Aquayield**

Jamie Bacher, CEO & Co-Founder, **Boost Biomes**

Peter Blezard, Chief Executive & Founder, **Azotic Technologies Ltd.**

Jeff Nunes, Consultant, **ZOI AG Consultant**

14:40 **Refreshment Break**

15:10 Specialized Technology Workshops:

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15:50 Panel 4: Traceability and Transparency in the Supply Chain

Understanding the supply chain and its value.

- Transparency, regulation and rural access to healthy foods
- Growth of rural food deserts and how to bring whole foods back to the areas that originally grew them
- Reintroducing locally grown produce to AG communities
- What is the value of the food supply chain?
- Main methods to trace products
- Current legal framework- What does the law establish in this regard? How should companies operate?
- Assessing applications for food safety and traceability
- Transparency in the supply chain
- Understanding the need of data in the supply chain
- Latest software review
- Ask the experts: Q&A

Aleda Roth, Prof. Supply Chain Management, **Clemson University**

Matthew Ashton, Sr. Vice President, **Central Valley AG Cooperative**

John Nye, VP of Business Development, **Senet**

Venkat Maroju, **SourceTrace**

16:30 Concluding Remarks and close of Day One

17:00 Join us for Networking Drinks after the Event



November 2018

Thursday 15th

08:00 Registration and Networking

09:00 Welcoming Remarks

Learn from the best: Matthew Powell, CEO and Founder of **Agworld** will be introducing the Big Data panel. Matthew has been listed on this year's **Forbes** 30 Under 30, making him one of Europe's most influential social entrepreneurs under 30.

Part 3:

Making sense from Big Data and the ROI in Agriculture

09:25 Panel 5: Big Data: Making Data useful for the Farmers

How to make the data collected relevant and useful for farmers?

- How do you modernize food production through big data analytics?
- Assessing big data & phenotyping
- Converting data into actionable information
- What are the latest and most efficient software for data collection?
- Data security
- Government regulation of big data
- How to protect information?
- Ask the experts: Q&A

Jeffery Dahlberg, Center Director, University of California

Ian Swanson, CFO, Delicato Family Vineyards

Mark Young, CTO, The Climate Corporation

Matthew Powell, Chief Strategy Officer, Founder Agworld

10:05 A Silicon Valley view on Big Data Analytics for Agriculture

Learn from the best: Mark Young, CTO **Climate Corporation** has more than 20 years of experience in Silicon Valley, and

having grown up on a New Jersey farm, Mark offers a unique and balanced perspective on digital agriculture.

10:30 Refreshment Break

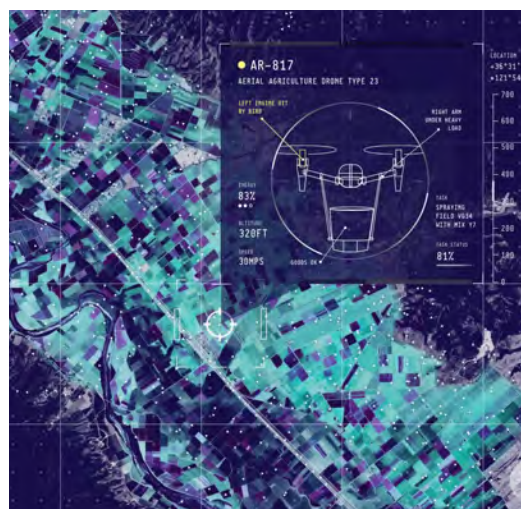
11:00 Specialized Technology Workshops:

Choose between one of four seminars from our partners designed to support the modernization of US agriculture through digital technologies.

11:40 Keynote Address

Understanding the importance of agtech and the ROI

Learn from the best: Bill Kirk, CEO and Co-Founder of **Weather Trends International** will be addressing the importance of technology in the everyday farming operation. Weather Trends has been helping small businesses and governments in 191 countries to be proactive at making better business decisions. Weather Trends has won 14 technology awards including 5th most promising in America per **Forbes** magazine.



12:05 **Panel 6: ROI in Precision AG**

What is considered when measuring the worth of tech?

- Predictions and trends for agtech funding: Is the investment paying back?
- How to quantify the ROI?
- Analyzing IoT benefits to maximize ROI
- Helping farmers to decide when to start implementing agtech
- Ensuring crops health and reducing loss, while saving water
- Defining how crop yields could be improved and protected
- Improving reliability of the readings
- Competition from foreign markets: Europe, Russia, Asia, and South America
- Ask the experts: Q&A

Justin Webb, Co-Founder & Executive Chairman, **AgriWebb**

Bill Kirk, CEO & Co-Founder, **Weather Trends Int.**

Dr. Karl G. Gutbrod, CEO, **Meteoblue AG**

Manu Pillai, Co-Founder & President, **WaterBit Inc.**

Jacob Hernandez, Owner, **JH AG Consulting**

12:45 **Networking Lunch**

Part 4:

Understanding how Consumer Behaviour Shapes AG and the Importance of Sustainable Practices

14:00 **Keynote Address**

Sustainability remarks

Learn from the best: Gabriela Burian, Global Director for Sustainable Agriculture, **Bayer Crop Science** is a Strategic Advisor for food and agriculture, World Business Council for Sustainable Development. With 20 years of experience in agriculture, since January 2017 Gabriela Burian has been the WBCSD Strategic Advisor for food and agriculture and since 2012 she is Monsanto Global Director for Sustainable Agriculture, responsible for the partnerships with NGOs, member of steering committee of the UN CEO Water Mandate and the WBCSD liaison delegate.

14:25 **Panel 7: Ag's Profitable Sustainability**

Using technology to introduce sustainable agricultural practices

- Sustainable farming models and the use of technology: from urban agriculture to greenhouses
- Making the transition to sustainable agriculture
- Improving the efficiency in the production and value of products, including by-products, in the chain to achieve profitable sustainable production
- Outlining the economical and environmental benefits
- Update on the environmental biotechnology and biodiversity developments
- Investigating IoT and data analytics for sustainable agriculture
- Ask the experts: Q&A

15:05 **Refreshment Break**

15:35 **Keynote Address**

Using data to make cities smarter through urban agriculture

Learn from the best: Henry Gordon-Smith, Founder, **Agriitecture Consulting** is a sustainability strategist focused on urban agriculture, water issues and emerging technologies. Henry was awarded top 40 under 40 in food policy by the NYC Food Policy Center and a top 10 influencer by Produce Grower Magazine in 2017.

Gabriela Burian, Global Director for Sustainable Agriculture, **Bayer Crop Science**

Dr. Zhongli Pan, Research Engineer, **ARS | USDA | UC Davis**

Paul Beck, VP of Global Marketing, **Verdesian**

Henry Gordon-Smith, Founder & Managing Director, **Agriitecture Consulting**

Carley Corrado, Founder & Chief Strategist, **Enliven Leadership**

Anthony Griffin, Sustainable Specialist, **Valent USA**

David Ward, Director of Gov Relations and Dairy, **Cooperative Network**

16:00 **Specialized Technology Workshops:**

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16:40 **Panel 8: Consumer Behaviour**

How are consumer preferences moving up the supply chain?

- Assessing consumer trends and needs, and implications for agriculture
- What are the main current food trends and identifying the needs of the consumer
- Strategies to market goods according to food preferences and adapting the farm to them
- Adapting the farm to consumer trends
- Evaluating GMOs and consumer resistance
- How to adapt to constantly evolving consumer preference?
- Identifying the needs of customers
- Outlining the influence of social media in determining the way consumers behave
- Ask the experts: Q&A

Sean Park, Program Manager, **Illinois Cooperative Development Center**

17:20 **Concluding Remarks and close of Day Two**



Highlighted Industry Workshops will Include:

- 01 **Funding Opportunities Available for Agtech**
- 02 **Understanding Traceability from a Retailer's Perspective**
- 03 **How to do Business with Cooperatives**
- 04 **How to Modernize the Farm from a Farmer's Perspective**
- 05 **From Farm-to-Fork via Blockchain**
- 06 **How is Social Media Changing the way Consumer's Eat from a Processor's Perspective**
- 07 **How to Transition to Sustainable Farming from an Expert's Perspective**
- 08 **How can Small Farms Benefit from the Cooperative?**
- 09 **Market volatility: How to Predict Prices in the Current Political Environment?**
- 10 **AgTech Series: Meet the Experts**



Got a Question?

Get in Touch

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