

Ag 4.0 Workshop

Modernizing U.S. Agriculture

Profiting through agtech

14th - 15th

November 2018

South San Francisco Conference Center
San Francisco, USA

Multi-sector strategy consultancy **Challenge Advisory** is delighted to announce the launch of **Ag 4.0** – a **two-day workshop** at the **South San Francisco Conference Center** this **November** designed to support the **Fourth Industrial Revolution (4G)** of US agriculture through digital technologies.

This workshop is especially designed for leading **farmers, cooperatives, agtech companies** and other industry stakeholders.

Challenge Advisory has sourced over **40 expert speakers**, who will gather to debate the key issues facing the ag industry today, including modern farming practices and challenges.

Taking place in California, the main agricultural state of the US, AG 4.0 is designed around **8 core topic streams** and will also be featuring 6 **networking breaks**, as well as **20 workshops** and numerous keynote addresses undertaken by Forbes **influential industry leaders**.

Put together via extensive research on the main challenges U.S. agriculture and its farmers are facing today, the event will provide a platform for farmers to inform agtech companies on what they think is needed for the industry.

Book Now

#AG40

Tickets

What to Expect:

- **Investigating the future world of ag:** What could be created if digitization is adopted globally?
- **Understanding the modern farmer:** Assessing agtech adoption challenges
- **Precision ag – Analyzing trends and challenges:** How is it shaping the future of agriculture?
- **Biotechnology: Challenges and opportunities:** Evaluating its effectiveness in modern ag
- **Food safety, traceability and transparency in the supply chain:** Investigating the main methods to trace products such as blockchain
- **Providing invaluable insights for farmers with big data:** Making the data collected relevant and useful for farmers
- **ROI in precision ag:** Measuring the worth of agtech
- **Ag's profitable sustainable future:** Utilizing technology to introduce sustainable agricultural practices
- **Evaluating consumer behaviour:** How ag is constantly evolving with ever changing customer preferences



November 2018

Wednesday 14th

08:00 **Registration**

09:00 **Welcoming Remarks**

Part 1:

The modern farmer, digitalization and the future of agriculture

09:10 **Keynote Address:**

Examining the future world of agriculture when digitization is adopted globally

- Assessing the impact of digital modernization on traditional agriculture
- Evaluating the average US farmer's reluctance to adopt new practices
- Investigating whether the new generation will incorporate technology into the farm
- What obstacles are preventing the success of agtech?
- Outlining how companies are attracting and approaching the average 58-year-old non-tech savvy US farmer

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

09:30 **Panel 1: Understanding the modern farmer:**

Assessing agtech adoptions and challenges

- Exploring practices, trends, demographics and challenges for the modern farmer
- Latest on labour shortages for US agriculture and how agtech can help to address these challenges
- Evaluating technology implementation strategies and challenges historically:
- What growth can be expected afterwards?
- What can be done to address efficiency, sustainability, profitability and market volatility through technology?

- Enabling more concise and productive farming methods while reducing costs
- Examining the variation in cultural practices within different growing regions and what technologies are being adopted
- What technologies are in most demand and what new innovations are needed?
- Assessing competition from foreign markets: Europe, Russia, Asia and South America

Kasey Bamberger, Partner, **Bryant Agricultural Enterprise**
Danny Royer, Vice President of Technology, **Bowles Farming Company**

Joe D. Luck, Associate Professor & Extension Specialist for Precision Agriculture, **University of Nebraska, Lincoln**

John Plemmons, Agricultural Production Professional, Aspiring Soil Chemist, **Cal Poly Pomona**

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

10:15 **Specialized Technology Workshops:**

Choose between one of four seminars from our partners designed to support the modernization of agriculture through digital technologies (see page 6 for more information)

11:00 **Refreshment Break**



11:30 Panel 2: Precision ag: Analyzing the latest trends and challenges:

To what extent is it shaping the future of agriculture?

- What are the latest technologies available to the market?
- How can we begin to better implement new technologies into the American farm – what is preventing mass adoption?
- When can precision ag be operated directly by the farmer or need the technical services of agtech companies?
- Is precision ag an option for small farmers?
- How can we ensure that technologies function in an interoperable manner?

Mark Dufau, Director of Sales, **AeroVironment**
Anastasia Volkova, CEO & Co-Founder, **FluroSat**
Brian Magnusson, VP of Technology, **Lindsay Corporation**
Khaled Bali, Statewide Irrigation Water Management Specialist, **University of California**
Christopher MacDonald, CEO & Co-Founder, **Filament.Science**

12:15 Specialized Technology Workshops:

Choose between one of four seminars from our partners designed to support the modernization of agriculture through digital technologies (see page 6 for more information)

13:00 Networking Lunch

Part 2:

Biotechnology: Latest developments and the importance of transparency in the supply chain

14:30 Panel 3: Biotechnology: Challenges and opportunities: Evaluating its effectiveness in modern ag

- How can biotech contribute to global food security?
- What are the current regulations on biotech and GMOs? Are they feasible in the current framework?
- Assessing biotechnologies potential harm to the environment --Addressing the nitrogen issue
- The economic, social and environmental impact of crops taking nitrogen from the air instead of manufactured fertilizer
- Assessing the adoption challenges and strategies to tackle them

Clark T Bell, CEO & Co-Founder, **Aquayield**
Jamie Bacher, PH.D., Co-Founder, **Boost Biomes**
Peter Blezard, Chief Executive & Founder, **Azotic Technologies Ltd.**
Jeff Nunes, Consultant, **ZOI AG Consultant**
Moderator: Jim Pantaleo, VP of Strategic Development & Government, **Sananbio U.S.**

15:15 Specialized Technology Workshops:

Choose between one of four seminars from our partners designed to support the modernization of agriculture through digital technologies (see page 6 for more information)

16:00 Refreshment Break



16:30 **Panel 4: Food safety, traceability and transparency in the supply chain:**

Investigating the main methods to trace products such as blockchain

- Assessing applications and software for food safety, traceability and transparency in the supply chain
- Assessing blockchain technology, its benefits and role in the traceability and food safety debate
- Understanding the need for and effectively using data
- Examining the latest regulations
- Outlining the growth of rural food deserts and bringing food back to areas that originally grew them

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, CEO, **SourceTrace**

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

Rick Rice, Director, **Application Technology**

AMVAC Chemical Corporation

17:15 **Concluding Remarks and close of Day One**



November 2018

Thursday 15th

08:30 **Registration**

09:00 **Chairman's opening remarks and review of day one**

Part 3:

Making sense from Big Data and the ROI in Agriculture

09:10 **Learn from the best:**
Matthew Powell, CEO and Founder of **Agworld**, will provide his insights on big data before introducing the proceeding panel.

09:30 **Panel 5: Providing invaluable insights for farmers with big data:**

Making the data collected relevant and useful for farmers

- How can we modernize food production through big data analytics?
- Assessing methods to convert data into actionable insights
- What are the latest and most efficient software for data collection?
- Examining the latest data security regulation and methods to protect information
- Assessing big data and phenotyping
- Outlining the benefits artificial intelligence/machine learning can provide for agriculture

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**

Doug Stanley, Founder & CEO, **niolabs**

10:15 **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 and big data in particular.

10:35 **Refreshment Break**

11:05 **Specialized Technology Workshops:**

Choose between one of four seminars from our partners designed to support the modernization of US agriculture through digital technologies (see page 6 for more information)

11:50 **The importance of technology in everyday farming and understanding how to get ROI on agtech:**

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 and how to get ROI on agtech. 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 by Forbes magazine.



12:10 Panel 6: ROI in precision ag
Measuring the worth of agtech

- What levels of agtech funding are we seeing and are the investments paying off?
- How do you evaluate return-of-investment?
- Analyzing the benefits of the internet-of-things for farmers and assessing ROI
- Assessing strategies to help farmers decide when to start implementing agtech
- How agtech can ensure crop health, reduce loss and save water
- How crop yields can be improved and protected, and bolstering the reliability of readings through agtech

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**

12:55 Networking Lunch

14:00 Specialized Technology Workshops:

Choose between one of four seminars from our partners designed to support the modernization of US agriculture through digital technologies (see page 6 for more information)

Part 4:

Understanding how consumer behaviour shapes ag and the importance of sustainable practices

14:45 A profitable sustainability view from the top:

Learn from the best:

Gabriela Burian, Global Director for Sustainable Agriculture, **Bayer Crop Science** is also a Strategic Advisor for food and agriculture at the World Business Council for Sustainable Development.

With 20 years of experience in agriculture, Burian is also Monsanto Global Director for Sustainable Agriculture, responsible for partnerships with NGOs, a member of the steering committee of the UN CEO Water Mandate and a WBCSD liaison delegate.

15:30 Refreshment Break

16:00 Panel 7: Ag's profitable sustainable future:

Utilizing technology to introduce sustainable agricultural practices

- Evaluating sustainable farming models and the use of technology: from urban agriculture to greenhouses
- Strategies to transition towards sustainable agriculture
- Improving efficiency in the production and value of products, including by-products, in the supply chain to achieve profitable sustainable production
- Outlining the economic and environmental benefits of sustainability, with a special focus on biotechnology and biodiversity developments
- Investigating IoT and data analytics for sustainable agriculture

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**

Chris Chimenti, Farmer

16:45 **Using data and making cities smarter through urban agriculture:**

Learn from the best:

Henry Gordon-Smith, Founder, Agritecture 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.

17:05 **Panel 8: Empowering Women in Ag:**

Giving women the same access as men to the ag world

- How to empower women in ag?
- Addressing main challenges women face in Ag
- Assessing the role of women in agribusiness
- How to close the gap?
- Ask the experts: Q&A

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

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

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

17:25 **Chairman's concluding remarks and close of conference**



Highlighted Industry Workshops

Pitching-for-investment workshop for agtech start-ups

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

- A series of innovative agtech start-ups outline their solutions to a panel of influential venture capitalists in this not to be missed investment workshop

Baptiste Tellier, Senior Vice President, **Fall Line Capital**

Jonathan Baer, Managing Partner, **Threshold Ventures**

Roger Wyse, Managing Partner, **Spruce Capital Partners**

Ronald Vandermeer, Co-Founder and Managing Director, **Ultra Capital**

Applying precision weather data in precision agriculture.

- Present a straw model of the precision farming process;
- Determine intervention needs of participants;
- Map use of weather solutions in the precision farming process;
- Collect stakeholders' suggestions for upgrading current practices.

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

Year-Ahead Business Weather Forecasting for the Ag Industry

- How a statistical math and 24 climate cycle approach is a better way to predict the weather a year-ahead for every 1 mile on Earth.
- Year-ahead weather products and applications for big Ag industries all the way down to an individual Farmer.
- FarmCast low cost subscription offering for farmers.
- Weather Trends International 16-year track record with over a hundred Fortune 1,000 clients, accuracy and more.

Captain Bill Kirk, CEO, **Weather Trends Intl**

Rich Woolley, COO, **Weather Trends Intl**

Jack Grum, CRO, **Weather Trends Intl**

Ron Hyde, SVP Marketing, **Weather Trends Intl**

Stop interpreting and start doing.

Making spatial and agronomic data practical to every farmer

- Remote sensing data is now both highly accurate and readily available
- The practical benefits of fusing remote-sensing with in-the-field data
Generating practical prescription maps that can be measured against yield
How Bowles farm are using FluroSat to manage nitrogen

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

Innovation Showcase

Pitching-for-investment workshop for agtech start-ups

The Technology Showcase sessions at the World Agri-Tech Innovation Summit are a great opportunity for early to mid-stage agri-tech companies to showcase their technology or solution to our audience of global agribusinesses, technology integrators and VC investors.

Each company delivers a presentation, highlighting the most innovative aspects of their technology and business model, and outlining their go-to-market strategy.

They then take questions from our panel of investor 'Shark Tank' and from our audience. The presenting companies are highly sought-after in our networking sessions and utilise the summit as a launch-pad for future growth.

Pontifax Ventures

Stanford Ventures

Fall Line Capital

Threshold Ventures

Spruce Capital Partners

Ultra Capital



Got a Question?

Get in Touch

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