

**Greg Patterson, President,**

Greg was one of the principal founding members of A & L Canada Laboratories and is currently President and acts as the chief agronomist. His primary role is corporate administration, and customer support and service. With an honours agriculture degree from the University of Guelph, followed by over twenty years' postgraduate experience as a professional agronomist Greg works closely with all our agricultural clients to support the service we provide. Greg also was one of the first people in Canada to earn the designate as a Certified Crop Consultant. As part of our ongoing customer support Greg personally conducts in depth agronomy and fertility training seminars for field, horticultural, and specialty (Turf, Viticulture, and Silviculture) crops.

Summary: In this presentation, we will present new information on soil health and the value of using of UAV in collecting data in field research and production. A&L Canada has been involved in field research for over 30 years and most recently in the last 6 years has focused its efforts on Soil Health and crop disease. Greg will share some of A & L Canada's recent findings with the audience on what makes a healthy soil from the point of increase biological activity, how to measure it and what can be done to improve biological activity in crop production. Part of the presentation will include the use of UAV to define field variability and to evaluate spatial variability within research plots. Greg will discuss A&L's on-going commitment to development of remote sensing technology and its use.

**Felix Weber, President,**  **Ag Business & Crop Inc.**

For over 20 years, Felix has explored new technological and agricultural practices that would increase the productivity for clients of his consulting company, Ag Business and Crop Inc. and his own operation as well. While researching effective ways to monitor crops using aerial imagery, he became the distributor for senseFly products in Canada. He is presently working on research for Pix4D Switzerland in development in mosaicking and GIS software, ongoing projects with OMAFRA, and camera, colour and frequency research for different projects. As an early innovator of UAVs in agriculture, Felix has been a presenter at numerous agricultural events across the country.

**Dr. Andrew Davidson, Manager, Earth Observation -Centre for AgroClimate
Geomatics & Earth Observation, Agriculture Canada**

Andrew is currently the Manager of the Earth Observation group that operates within Agriculture Canada's Centre for AgroClimate, Geomatics and Earth Observation. The group is responsible for conducting Agriculture Canada's operational space-based monitoring. Andrew's academic training is in Physical Geography. He earned a B.Sc from the Institute of Geography at the University of Edinburgh, and an M.Sc and a Ph.D. from the Department of Geography at the University of Toronto. Andrew has completed his post-doctoral studies in Ottawa at the Canada Centre for Remote Sensing, the Government of Canada's centre of excellence for remote sensing and geodesy.

**Iaroslav Boiko, Director & Co-Founder, AgriLabs, Ukraine**

Iaroslav Boiko is the director and co-founder of AgriLabs Ukraine. He has a PhD in agricultural sciences, and is the official representative of International Society of Agriculture community in Ukraine. Iaroslav has been studying and embodying innovations in practice and resource-saving technologies into agriculture, in particular elements of precision agriculture. He has implemented modern technologies of soil fertility monitoring in Ukraine: measurement of soil conductance, automated system of GPS –sampling, measurement and creation of field relief models, and plant nutrition diagnostics. Iaroslav differentiated fertilization of liquid nitrogen implemented on the mineralization of plant remains in the Ukraine. Iaroslav is the author of over 50 scientific studies, and has been collaborating with scientists and specialists at the Nebraska-Lincoln University since 2009. In 2011 he presented practical results on the usage of modern technologies for soil monitoring at the European International Conference of Precision Agriculture and in 2012 he spoke at the International Conference of Precision Agriculture in Indianapolis.

**Nicole Rogers, Founder/CEO,  agriprocity**

Nicole Rogers hails from one of the largest and oldest farming operations in Canada. Both her grandfather and father were innovators in the trading and marketing of agricultural outputs in Canada and internationally. Nicole founded Agriprocity, with a view to connecting farmers directly with importers and food processors in the agricultural import dependent Middle Eastern market. Nicole is committed to a consultative approach to trading, purposeful crop growing and a contractual focus that aims to best mitigate trading risk at both ends of the supply chain. In addition to acting as the Principal of Agriprocity, Nicole has been appointed as a private sector delegate on the United Nations FAO panel on Near East Food Security. She also serves on the Advisory Board for Global AgInvesting Middle East.



Dale Cowan, CCA Senior Agronomist/Sales Manager, AGRIS & Wantsead Co-Operatives

A graduate of the University of Guelph with a diploma in Agribusiness 1975 & BSc in Crop Science in 1978,. Dale is a 36 year veteran of the Agribusiness industry in Ontario and has a strong background in Crop Product and Soil Fertility practices. Dale is a leading advocate in the use of Precision Agriculture Technologies and information utilization. He has always been on the leading edge of emerging technologies throughout his career. He is never standing still, he is always looking for better ways to increase grower profits.

Summary: A corn stover to cellulosic sugar value chain has emerged in Southern and Western Ontario, Canada to supply about 80,000 tonnes of corn stover annually to Comet Biorefining who will convert the stover into high purity cellulosic sugars. The industrial scale harvest requires information prior to the grain harvest on biomass productivity to ensure protection of soils. An early assessment of biomass availability in mid-summer will allow for the planning of an efficient harvest and a continuous and sustainable supply of corn stover to the biorefining plant.



Chris Paterson, Digital Farming Lead for Canada,



Topic: Insights into Macro-Trends That Are Impacting Technology Adoption in Farming

Chris Paterson is the Lead for Bayer’s Digital Farming initiative in Canada. Before joining Bayer, Chris has been immersed into the North American AgTech space for more than ten years. Chris relies on his background as a farmer, an ag retailer, a consulting agronomist, and a crop inputs marketer in several continents for insight into choosing the right technologies to best support the fundamentals of agronomy, business, and logistics. Outside of work, Chris has traveled through more than 30 countries, and especially likes to travel by motorcycle.

Summary: Chris will share some insights into macro-trends that are impacting technology adoption in farming, some of the challenges, and will highlight some potential disruptors that are worth watching closely.



Josh Boersen, Partner & Business Manager, Bradi Farms

Josh was born and raised on a hog and cash crop farm north of Stratford. After attending Fanshawe College to study Mechanical Engineering Technology with a specialty in Mobile Equipment, he returned to the family farm to continue the third generation. Josh works closely with his father handling day to day operations of the cash crop and custom work businesses, while supporting the poultry and other daily operations. Josh is using his engineering background to work on and develop custom solutions for his operation as well as others in the local area.



Craig Cadman, VP of Operations, 

Topic: Nutrient Applications in the Growing Season

Craig Cadman has been in the agriculture world for 20 years. He grew up in the family business where he has worked first hand and overseen the design and production of countless lines of irrigation and manure management equipment, including travellers, irrigation booms, pumps, drag reels, manure booms, and more. Craig specializes in irrigation systems for sports fields and agriculture, manure application systems and high volume industrial water pumps. With 20 years in the industry he has seen all the ins and outs of proper utilization of manure nutrients. He strongly believes that the CMA will be the solution to all the manure regulation issues we see today. For example, run-off, pollution, and how to properly utilize the nutrients in manure when injecting into the crop. The most recent project allows for the efficient use of nutrients in manure by allowing farmers to inject into a growing crop – providing them with an additional 2-month application period in the field.

Summary: Worried about BMP’s for manure management and nutrient management? The Continuous Manure Applicator is an innovative precision AG manure application system for row crop. The CMA can eliminate run-off and reduce spreading, thereby meeting the increasing government regulations. Application in the growing season and the opportunities it can provide include: increased use of nutrients by injecting into the crop when needed the most, reducing compaction, increasing your application efficiency and creating a longer application window – approx. 2 months. Apply in row crop without damage during the growing season, in a field up to an infinite length. The current unit has 2850 ft (869m) of 5.5” (140mm) I.D. hard hose, where Cadman has successfully tested it in corn and soybeans. This year the test plot saw a yield increase of 10-15% by utilizing the nutrients in the manure efficiently. This presentation will help farmers consider the advancements in technology and equipment for this opportunity to get the most out of your manure nutrients.



Denise Hockaday, Climate Commercial - Lead Canada, 

Topic: Climate Corp: Uncovering Yield Opportunities with Digital Ag Technology

Denise is responsible for the Canadian launch and growth of the commercial business for The Climate Corporation, a subsidiary of Monsanto, which aims to help farmers increase yields and reduce risk through Climate FieldView™ insights and decision tools. Denise has been with Monsanto since 2003 and most recently served as a DEKALB Business Lead for Canada. She has also held roles in field research, operations and marketing management.

Involved in ag industry and education programs, Denise has served as a Monsanto designate for Soy Canada, is past president of the Canadian Agri-Marketing Association and participates in the University of Guelph MBA program as an industry resource as well as University of Guelph Student Mentoring opportunities.

Denise grew up on a dairy farm in eastern Ontario and was actively involved in her farming community. Today, she lives in Waterloo, ON with her husband and their children, who keep them busy with their many sporting activities.



Norm Lamothe, Co-Founder, 

Norm Lamothe is the Co-founder of Deveron UAS, a drone data service company focused on agriculture. Norm is leading Deveron’s growth as it builds North America’s largest constellation of drones to bring a scalable solution to near, real-time, on-demand field level data collection. Working with Deveron allows farming’s most important leaders to focus on delivering insight from data rather than collecting it. Norm spent his early career in aviation and now manages his family’s 500 acre farm in eastern Ontario.



David MacMillan, Co-Founder, 

David MacMillan is the Co-founder of Deveron UAS, a drone data service company focused on agriculture. He is a public venture capital entrepreneur that has successfully raised over \$30 million in debt and equity for early stage companies. Deveron is building North America’s largest constellation of drones to bring a scalable solution to near, real-time, on-demand field level data collection. David holds a BA from McGill University and an MSc in Economics from the University of Glasgow.



Wade Barnes, President & CEO, 

As one of the foremost agronomists in North America, Wade Barnes is a pioneer in the Precision Agriculture movement. Raised as a grower in rural Manitoba, Canada, Wade founded Farmers Edge in 2005 and over the last decade has expanded both the company and the range of grower-based solutions Farmers Edge offers to encompass 4 continents and 5 countries. Leading a team of 250+ dedicated precision agronomists, technology innovators, and sustainability experts, Wade is focused on increasing sustainable farm yields to feed the world’s 9B by 2050.



Jason Tatge, CEO & Co-Founder, 

Jason is a passionate, innovative and successful agri tech entrepreneur based in Kansas near Kansas City. Farmobile is Jason’s third company in technology and agriculture industry (first, he was an early team member with Farms.com and second company was President with Farms Technology which was sold to DuPont Pioneer in 2013). Prior to his entrepreneurial bug he traded agri commodities with the Pillsbury Company for 7 years. Farmobile’s business model and subscriptions are completely transparent and affordable to a fault. We are based in Kansas and have built this company from the ground up with hard work and nothing else to our name, except a love of agriculture, the ability to write code and a deep desire to do the right things for the right reasons while promoting progress in the global food chain.



Chuck Baresich, General Manager,



Chuck has a B. Comm Ag Bus from the University of Guelph. He and his brother Justin have farmed in the Bothwell area for the past 20 years, in a long term no-till / zone till system. Precision Agriculture and technology has always been important to them, from the basics of equipment to steering and planter controls. Chuck has been the General Manager of Haggerty Creek Ltd., since 2008, after leaving Farm Credit Canada after 13 years, his last posting as the Business Development Manager for the Essex, Kent and Lambton County area. Chuck is married to his wife Heather, and they have two energetic children, Kate and Jane who love their farm life.



Steve Redmond, Precision Ag Specialist,



Steve is the Precision Ag Specialist with Hensall District Co-op. He has led HDC's efforts with the use of GreenSeeker technology for late-season nitrogen applications in corn using Y-Drops, since 2014. He has owned and operated two different UAV's for aerial imagery of farm fields and is currently investigating the use of satellite imagery through Winfield's R7 Tool for the creation of crop management zones and the development of profitability maps.

Steve is a graduate of the University of Guelph with a BSc (Agr), and holds designations as a CCA (1997), Professional Agrologist in Ontario and Nutrient Management Planning certificates for ASM & NASM.




Danny Jefferies, Data & Agronomy Consultant,  HURON TRACTOR

Topic: Remote But in Control

For 5 years, Danny has explored new technologies and practices for agriculture, to generate opportunities and enhance productivity for farmers. Over this time he has actively been involved with exploring the use of data management platforms, unmanned aerial vehicles, On-the-Go Sensors, and variable rate application of fertility and seeding. Danny works with Huron Tractor as a Data and Agronomy consultant. His main goal is to help customers utilize precision agriculture technology to its fullest capabilities. He actively works with customers to ensure accurate and clean data is collected, provides consulting to develop management zones, soil sampling zones, generate robust agronomic prescriptions, and provides support to validate prescriptions through profitability maps, and prescription response analysis. Danny Jefferies obtained his M.Sc. from the University of Guelph in Environmental Sciences (2014), and recently obtained his CCA certification (2015).

Summary: Presentation Summary: Farmers are looking to obtain and utilize better management information to run their business and to increase their profitability. Farmers do not make all of their decisions in isolation – they rely on trusted advisors to analyze and interpret the information to help them make these decisions. In order to meet this customer need, the MyJohnDeere Operations Center platform and JDLink™ telematics suite aim to deliver full-fleet wireless connectivity, an open, secure and accessible collaboration platform connecting growers and their local trusted advisors, easy to use, insightful tools enabling job monitoring and documentation across all field operations, and enablement through integration of partner applications for crop planning and seasonal decision making.



Jacques Nault, Vice President Agronomy, 

Jacques Nault has a BSc. and a MSc. from the Macdonald Campus of McGill University. He started off his agronomic career in 1984. Between 1984 and 1999 he participated in various research relating to soil management and best management practices, wrote technical guides pertaining to soil fertilization and erosion control, and worked as a consultant with farmers. In 1999 he co-founded Logiag, where he supervises field technical services and is in charge of business development. Between 2004 and 2014 he was also the general manager of a U.S. consulting firm that he partly owned.



Dr. Viacheslav Adamchuk, Associate Professor,  **McGill**

Dr. Adamchuk is an associate professor in the Department of Bioresource Engineering at McGill University (Ste-Anne-de-Bellevue, Quebec, Canada) and an adjunct associate professor in the Department of Biological Systems Engineering at the University of Nebraska-Lincoln (Lincoln, Nebraska, USA). He leads a **Precision Agriculture and Sensor Systems (PASS)** research team that focuses on the development of proximal soil and crop sensing technologies to enhance the economic and environmental benefits of precision agriculture.

Since he began his research in the mid 90s., Dr. Adamchuk developed and evaluated a fleet of on-the-go soil sensor prototypes capable of mapping physical and chemical soil attributes while moving across an agriculture field. These sensors produce geo-referenced data to qualify spatial soil heterogeneity, which may be used to prescribe differentiated soil treatments according to local needs. Along with his work on sensors, Dr. Adamchuk has conducted numeric analysis of the agro-economic value of sensor-based information to aid in the successful deployment of emerging on-the-go sensing technology. Through studies on soil and crop sensor fusion and data clustering, he was able to further investigate the challenges faced by early adopters. Through his outreach activities, Dr. Adamchuk has taught a number of programs dedicated to a systems approach in adopting smart farming technologies around the world. These include active involvement in standards development, setting up pilot commercial projects and emphasis on the system approach to evolution of agriculture.



Paul Schrimpf, Executive Editor, Precision Agriculture Magazine, Meister Media Worldwide

Paul Schrimpf oversees the content development for the following brands: CropLife, PrecisionAg, and Farm Chemicals International. He works closely with publishers developing business strategy. He has more than 15 years of experience covering technology advancements in agriculture. Paul creates and delivers presentations on topics related to precision agriculture across the North America.



Jordan Tackett, Regional Sales Manager,  **MZB**
Zone-Based Precision Farming

Topic: Precision Farming

Jordan Tackett has a B.S from Iowa State University and has been working with MZB Technologies for 5 years. He started working with MZB retailer in Southwest Iowa and is now the Regional Sales Manager at MZB. Jordan has been at the forefront of the MZB expansion into the lower Midwest, providing management support for ag retailers across SD, IA, NE and KS, as well as overseeing advertising and marketing projects for MZB.

Over the past 20 years MZB has established itself as an industry leading cloud-based decision ag system that helps increase retailer productivity and grower profitability.



Luke Zerby, Brand Marketing Manager-Precision Land Management,



Topic: Developing Your Complete Solution – Machinery & Agronomy Working Together

Luke facilitates the implementation of New Holland’s Precision Land Management and associated tools across the entire product portfolio. Now in his fifth year with the company; Luke’s previous roles include Commercial Training Instructor and Territory Business Manager where he worked directly with dealers to develop marketing strategies to increase their sales. Growing up on a family livestock and hay farm led him to begin his, over 13 year career, in agriculture production and service.



Mike Duncan, NSERC Industrial Research Chair In Precision Agriculture & Environmental Technologies,



Dr. Duncan and his team have developed a variety of web applications that provide real-time data, mapping, map analysis, and value added services for farmers. Currently, the team's Precision Agriculture work is at the stage where it can be applied with growers and grower consultants to increase their productivity and competitiveness. To properly apply and test precision agriculture theories, Dr. Duncan's group is involved with the GFO, and OMAFRA researchers on a project with 30 growers. A state of the art server and disk system is being used to implement a software system to process their data and test definitions of management zones. The system is being designed to provide quick turnarounds prior to applying inputs to their fields. At the end of the project, the algorithms and the system will be developed into a semi-automated entity that has the capacity to process data from thousands of farms in a timely manner.



Nicole Rabe, Land Resource Specialist, 

Nicole has a M.Sc. focused on Precision Agriculture and is currently the Land Resource Specialist (Environmental Management Branch) for OMAFRA. Having worked in Precision ag throughout her career in ON, AB, & MB, Nicole has a background in applying Geographic Information Systems and Remote Sensing for agricultural applications. Nicole enjoys collaboration with Agriculture Development Branch colleagues on many different aspects of precision agriculture and soil resource management work.



Karen Hand, Director, Ontario Precision Agri-Food (OPAF)

Topic: OPAF -Facilitating Collaboration in Agri-Food

Dr. Karen Hand, PhD is a leading consultant and researcher in the field of biostatistics and Director of OPAF (Ontario Precision Agri-Food). She led the team that performed an in-depth cross-commodity user needs analysis for accelerating the adoption of precision agri-food on Ontario and co-developed the vision of OPAF. Dr. Hand has been involved in numerous projects involving analysis and management of Canadian agri-food data, including the design and implementation of porcine reproductive and respiratory syndrome (PRRS) and porcine epidemic diarrhea (PED) database with interactive web-based mapping for disease surveillance, analysis and detection of underlying disease transmission and geospatial analysis of Canadian dairy data. In addition, Dr. Hand continues to participate in the development of global data standards for the dairy industry for the International Committee for Animal Recording (ICAR).

Summary: Introduction of the Ontario Precision Agri-Food (OPAF) initiative. OPAF seeks to facilitate and amplify the value of data through collaboration and the integration of new and existing data resources. OPAF will be an enabler of innovation and a thought leader for cyber infrastructure and security, analytics and platforms as well as good data practices.



Rick Willemse, Cash Crop Farmer, Parkhill ON

Rick Willemse is a Cash Crop Farmer from Parkhill, Ontario. In the mid 1980's he began using Rate Control to sidedress nitrogen and then progressed to Yield Monitoring in the mid 1990's where he married the two technologies together. This led to a co-operative effort with OMAFRA and The University of Guelph in researching better ways to implement Nitrogen rates on Corn. This experience evolved into an interest in creating management zones within a field. By 2008 he had created an algorithm to vary fertility based on micro-zones within a field. Since 2011, in collaboration with Niagara College, he has been working toward further developing this technology for commercialization.



Trevor McDonald, Pre Sales Engineer,



Trevor is Pre Sales Engineer at Planet where he provides technical solutions to fulfill customers needs. He previously worked at NASA Jet Propulsion Laboratory (JPL) on developing a data pipeline and access to evapotranspiration products.

Trevor holds a B.A. in Geography - Environmental Studies with an emphasis in GIS & Remote Sensing from University of California, Los Angeles.



Paul Raymer, Co-owner,



Paul grew up on a dairy farm in Oxford County, and is a Mechanical Engineer graduate. He has over 10 years of engineering experience with 7 of those being with John Deere Research & Development. In 2010 Paul partnered with his parents to form Practical Precision, primarily a reseller of various precision agriculture lines like, Trimble & 360 Yield Center. Paul was key in placing Greenseeker "on the map" in Ontario and first introduced Y-Drop to the Canadian market. Paul is currently focusing on the enhanced development & education of the benefits of high resolution soil mapping technology called SoilOptix®.

Summary: An introduction and in-depth background to SoilOptix® technology. High resolution top soil maps can be a tremendous asset to any size of field to help unlock "hidden pockets of \$ opportunity" – especially in today's escalating land price environment. A loyal SoilOptix® user, Mike Strang, will also share how he has utilized SoilOptix® maps for his VRA practices on his cash crop operation and what rewards he has seen from it.



Lisa Prassack, Agri Food Innovative Expert & Data Strategy Consultant,



Topic: Future is Now! How We Can Help Farmers Adopt Precision Agriculture

Lisa Prassack has over 20 years of experience working with big data analytics. She specializes in working in tandem with innovators by providing critical market understanding with data-intensive solutions. She previously worked as the Trimble Agriculture Strategic Marketing Director and was responsible for the precision farming strategy, planning and M&A as well as global strategic partnerships with a number of agricultural companies.



Jason Webster, Agronomist, 

Topic: Precision Agronomy Research Review

Jason Webster is a leading precision agronomist & farmers from Central Illinois. Jason is a key researcher and educator for the Precision Planting team. His expertise lay in the agronomic and profit impacts of different farming practices.

Summary: Jason will discuss some of the precision ag products available to growers today and how they can be implemented to increase yield and profitability. Specific topics will include spatial management zone creation, multi-genetic planting research, and at-plant fertilizer applications.



Menelaos (Manny) Argiropoulos, Chief, SME Stakeholder Engagement, 

Topic: Overview of the Build in Canada Innovation Program

Mr. Menelaos (Manny) Argiropoulos has been working for Public Works and Government Services Canada, Ontario Region since 1991. He has held various positions, ranging from Real Estate Advisor to Geomatics Project Manager and is currently the Chief, SME Stakeholder Engagement with the Office of Small and Medium Enterprises (OSME). Manny is responsible for supplier outreach and engagement for OSME. He also delivers seminars that assist and inform suppliers in Ontario on how to do business with the Government of Canada, The Build in Canada Innovation Program, how to navigate the federal procurement system and how to utilize www.buyandsell.gc.ca, the federal procurement website.

Summary: Created to bolster innovation in Canada's business sector, the Build in Canada Innovation Program (BCIP) helps companies bridge the pre-commercialization gap by procuring and testing late stage innovative goods and services within the federal government before taking them to market by:

- Awarding contracts to entrepreneurs with pre-commercial innovations through an open, transparent, competitive and fair procurement process.
- Testing and providing feedback to these entrepreneurs on the performance of their goods or services.
- Providing innovators with the opportunity to enter the marketplace with a successful application of their new goods and services.
- Providing information on how to do business with the Government of Canada.



Jack Legg, Branch Manager,  **AGRIFOOD LABORATORIES**

Jack Legg is the Branch Manager of SGS Agri-Food Laboratories, Guelph and also serves as the staff agronomist. Jack has been with Agri-Food Laboratories since 1996, and has been a Certified Crop Advisor since 1999. Agronomic responsibilities include QC review of soil test reports, developing fertilizer plan, managing the field service staff (custom soil sampling and GPS mapping), as well as maintaining a sales role with dealer and farm customers. Jack is also active in the industry serving on numerous committees, including Chair of Ontario Soil Management Research and Services Committee, Ontario Agri Business Association’s Soil and Research Committee, and the OLPC Plant Biosecurity Advisory Panel.



Mark Brock, Co-Owner, *Shepherd Creek Farms Ltd.*

Mark along with his wife Sandi own and operate Shepherd Creek Farms Ltd. located in Staffa, Ontario. They farm 1,600 acres of corn, soybeans, and wheat along with lamb raised for the Ontario market. Mark is an early adopter of new farm technologies and believes precision agriculture is the key to the future success of Canadian farms. Mark is also actively involved with the Grain Farmers of Ontario and is currently serving as Chair for the board of directors. Mark and Sandi, have two children, Jackson and Jessica.



Eric Richter, Agronomic Sales Representative, 

Raised on a farm in the Ottawa Valley in Eastern Ontario, Eric attended the University of Guelph and graduated 1984 with a B.Sc. in Agriculture.

He started with Syngenta (legacy company Northrup King), in 1984 as a Research Agronomist. Other positions within Syngenta have included: Research Farm Manager, Assistant Forage Breeder, District Sales Manager and Agronomic Sales Representative (ASR). He is currently a Certified Crop Advisor with the Ontario Chapter.

As an ASR, Eric enjoys helping Syngenta customers grow the best possible crop by encouraging them to adopt Best Management Practices. He is a strong proponent for growers to try new, innovative technologies and products to drive their yields and profitability forward. He has recently developed a keen interest in soybeans, due in part to their inherently high degree of crop production complexity. Eric is currently researching opportunities for Precision Ag soybean production systems, to enhance return on investment and overall profitability for Syngenta soybean growers.

Eric has been married for 32 years to Cheryl, a retired teacher. They have one daughter Shannon, a Registered Dietitian with Loblaw Companies Ltd. Eric’s current hobbies centre around an Off-Grid residence on P.E.I.



Aron Breimer, Precision Ag Specialist, VERITAS

Aron Breimer was born and raised on a cash crop farm in northern Middlesex County close to the town of Ailsa Craig. Aaron attended the University of Guelph where he obtained his Honours, Bachelors of Science Agriculture. Following university, Aaron worked in the ag retail industry for 10 years with a territory that included part of Essex and Kent Counties. For the last 4 years, he has been working with Veritas as an agronomist and sales agronomist out of the Parkhill office.



Mike Wilson, CCA, Affiliate Lead, VERITAS

Topic: Creating Success from Agronomic Data

Mike was born and raised on a cash crop farm in the heart of Kent County close to the City of Chatham. Mike has a very strong love for the family farm and works with his father and uncle on the farm today. Mike attended the University of Guelph Ridgetown Campus where he obtained his Diploma in Agriculture in 2001. He went on to earn his Certified Crop Advisor certification in 2006. After graduation, Mike began work in the Ag Retail sector where he consulted with farm customers for 12 years throughout Essex, Kent and Lambton Counties, developing a real passion for precision agriculture. In 2014 Mike was promoted to the position of Manager of Advanced Agronomy Solutions for this retailer, where he worked with the Retail Sales Team and their customers across Ontario expanding their precision ag offerings. In November of 2016, Mike joined VERITAS in the role of Affiliate Program Lead, to create, coach, and support an agronomic and precision solutions offering for a growing network of Veritas Affiliate Partners. Mikes passion for agriculture, his invaluable hands-on experience, and his strong practical knowledge of agronomy and precision farming allow him to effectively communicate-with and create solutions-for our customers.

Summary: An explanation of the VERITAS Affiliate program for working with all industry leaders. How Veritas services support the entire team of trusted agronomic advisors, and the farm customer to create a true win-win scenario.



Dr. Gideon Avigad, PhD Research Program Leader, Robotics & Automation,  **vineland**
RESEARCH & INNOVATION CENTRE

Topic: Opportunities and Challenges for Enhancing Productivity Through Precision Horticulture

In 2014, Dr. Gideon Avigad became the Research Program Leader - Robotics & Automation at Vineland Research and Innovation Centre (Vineland), located in Canada's Niagara Region. Before joining Vineland, he was a visiting and adjunct professor at Western University, where he had the opportunity to further expand his research collaborations across Western University, other Canadian universities and the industry. Prior to moving to Canada, Gideon held a tenure appointment in the Mechanical Engineering Department, Braude College of Engineering, Israel where he taught control and mechatronics-related courses and led many robotics R&D projects. His research is focused on evolutionary multi-objective optimization, especially as related to optimizing solutions to problems that involve uncertainties. Currently, he leads ten robotics and automation projects that address the needs of the horticulture industry and advances Canada's research and commercialization agenda. Among these projects are robotic mushroom harvester, hyperspectral-based smart irrigation and automated disease detection systems. Several automated packaging and transplanting machines, developed by his group, are under commercialization.

Summary: One way to meet the demand to increase productivity is to hire more labour for horticultural production systems. Many workers in horticulture are foreign, working on a temporary basis through the Seasonal Agricultural Worker Program. Given the hourly wage increase, a tighter control over working hours and conditions, as well as a high turnover, this approach does not seem to provide the right solution for the industry. Robotics and Automation has shown to be able to replace human workers in other fields and also to some extent, in horticulture. In this presentation, the opportunities to enhance productivity through automation will be highlighted and ways to address the associated challenges will be discussed. Some of Vineland's current precision horticulture robotics and automation projects will be described to illustrate Vineland's approach to change and to create impact for the industry.

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