

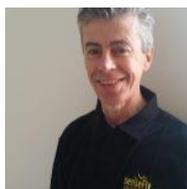
Speakers



Greg Patterson
President



Greg was one of the principal founding members of A & L 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 agricultural clients to support the service A & L provides. 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.



Brian Hall
Agriculture Solutions Specialist



Brian is the Agriculture Solution lead, at Ag Business & Crop Inc. Brian has spent most of his career as an educator, researcher and agriculture specialist. Brian leads our client support team, and you will invariably find Brian engaging and helping people at work, clients, and at home. A strong advocate for agriculture and firm belief 'we're guardians of our resources for future generations,' Brian is keen to help clients adopt precision tools to make it easier and more efficient to collect data, improve decision making, manage resources and excel in business.



Felix Weber
President & Founder



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.



Robert Saik
Founder/Global Business Development



Robert has founded many businesses including the Agri-Trend Group which is now part of Trimble Navigation. Today, Robert works in Global Business Development and on the side, he is an author, a movie producer and an agriculture advocate. He has always played a role in leadership and business development and in 2014 was recognized as Canada’s Agri-Marketer of the Year.



Andrea Gal
Managing Editor



Andrea M. Gal is managing editor of Better Farming, Farms.com and Better Pork. She also farms with her family in Oxford County. Her family farm includes cash crop and cow/calf operations, as well as seed and fertilizer dealerships. Andrea has hands-on experience in field crop research trials, helping to manage an organization whose field-sized trials span over 100 acres annually.

Andrea serves on the board of directors of the Agri-Food Management Institute. She volunteers with the Ag Women’s Network. She has a Ph.D. from Wilfrid Laurier University with a focus on Ontario agricultural history.



John Kelly
Senior Innovation Advisor, Animal Health



John Kelly is the Senior Innovation Advisor, Animal Health at Bioenterprise. John will be working with the Analyst Team providing client-based advisory services to enterprises across Canada in the animal health and related sectors. John has an extensive background working with entrepreneurs and innovation in the life sciences, agriculture, food and bioeconomy sectors in domestic and international markets.

Throughout his career, he has sought to enable innovation and diversify agriculture and food opportunities throughout Canada and elsewhere. He has a wealth of experience in the private and public sector and has held various executive and Board of Director positions with start-ups and multinational companies, including KeliRo Company Inc., Life Sciences Ontario, Ontario South Coast Wineries and Growers Association, Ontario Genomics, Ontario Hazelnut Association, Ontario Lavender Association, MaRS Landing, Land O’Lakes, Ralston Purina, Rhone-Poulenc Canada Inc. and Aventis CropSciences Inc., as well as the Ontario Ministry of Agriculture, Food and Rural Affairs. Throughout his career, he has been focused on innovation development and implementation, actively advancing products and technologies in agriculture, food, biotechnology, pharma and the bioeconomy sectors.



Sean Arians
Product Marketing Lead



Sean is the Product Marketing Lead for Data & Insights at The Climate Corporation, where he leads a team of product marketing managers focused on future products and launching current products into the marketplace. Sean has been in the ag tech space for 10 years starting with auto-guidance & GPS technology. Sean is the 4th generation to operate his family's corn and soybean farm in Northwest Illinois where he is most passionate about his ability to carry on his family heritage, implement precision farming technologies, and share his first-hand knowledge about agriculture.



Lydia Parker
Field Product Specialist



Lydia is a Field Product Specialist with the Climate Corporation covering a large portion of south west Ontario. In her role, she is responsible for delivering actionable training and knowledge transfer to FieldView dealers and customers by getting all of their data in one place, from collecting live in field mapping throughout the season, bringing in historical data, and examining current field conditions using the FieldView platform. She holds a B.Sc in Agricultural Science from the University of Guelph. Lydia was raised on a farm near Mount Forest, ON and now resides on her husband's family farm near Guelph.



Neal Dilawri
President



Neal has a passion for business with old fashion customer service values. He grew up on a dairy farm in the Ottawa Valley and learned the value of a hard days work and commitment a farmer has to have to be successful in Agriculture. Neal started his career in the automotive industry and spent 20 years prior to retiring out of the industry and opening Affinity Management in 2000. For the past 10 years he has worked in collaboration with BASF and Microsoft in the Agriculture industry both in Canada and the United States. The collaboration of BASF and the tech of Microsoft has allowed for some great innovations.

The Compass system allows for the Ag 360 to work together! AG Retail, Row crop grower, Agronomist, with over 1.5 million acres under management to date. You will find Compass entering University AG Curriculums across the country.



David MacMillan,
Co-Founder, President & CEO

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.



Norm Lamothe,
Co-Founder, Head UAS Agriculture

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 leader 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.



Norbert Beaujot, P. Eng.,
President



In the early 90s, farmer and SeedMaster founder and president Norbert Beaujot, P.Eng. developed a simple but powerful concept: a terrain-following, dual-knife opener that revolutionized the no-till industry. In 2003, Norbert and his family opened SeedMaster in Emerald Park, SK and the company has continued to grow each year. Their market has now grown throughout North America, Australia, and Eastern Europe. Norbert continues to push the limits of seeding technology with the SeedMaster drill and plays an active role in R & D, both in the manufacturing plant and in the field at SeedMaster’s 2000-acre Research farm near Langbank, SK. In addition to his work on the drill itself, he’s also committed to improving metering technology with the introduction of the UltraPro Canola Meter, and more recently, the Nova XP series of Smart Carts. SeedMaster’s continued evolution has resulted in over 20 patents and patents pending in his name. His most recent concept - the DOT Power Platform - pushes agriculture forward into the realm of tractor-less, autonomous agriculture.



Trent Meyer
Executive Vice President

With experience in the equipment world, from agriculture to construction, manufacturing to dealership, and from operations through market development and executive leadership, Trent's experience speaks for itself. In his most recent role is as Executive Vice President of both SeedMaster Mfg and Dot Technology Corp., Trent is able to access his entire tool chest to build and grow these innovative companies.



With Dot Technology Corp., Trent is working with engineer Norbert Beaujot and his family to bring to market one of the most innovative equipment design concepts since the move from horse to tractors. The Dot Autonomous Power Platform seeks to revolutionize the way we imagine movement of implements on the farm.



Kaye McLagan
Encirca Services Consultant SW Ontario

Kaye McLagan is the Digital Effectiveness Consultant for Southwestern Ontario under the Encirca platform. Encirca is an industry leading precision ag digital agronomy service which operates under the Pioneer seed brand. Previous to this, Kaye was the Precision Agronomist in the Integrated Solutions department, at Premier Equipment Ltd in Elmira, Ontario. Kaye was born & raised on a dairy farm near Mitchell, Ontario. Kaye graduated from the University of Guelph in 2013. She holds a Certified Crop



Advisor designation (CCA). Kaye is also involved in the greater ag community, most notably serving as President of the Perth County Soil & Crop. Kaye prescribes to the digital ag philosophy 'keep it simple, make it work'.



J.P. Gervais
Chief Agricultural Economist

J.P. is the Chief Agricultural Economist at Farm Credit Canada. Prior to joining FCC in 2010, he was a professor in the Department of Agricultural Economics at North Carolina State and Laval University. J.P. is currently President-elect of the Canadian Agricultural Economics Society. He obtained his Ph.D. in Economics from Iowa State



University in 1999.



Darcy Herauf
Director



Darcy Herauf is the Director of FCC farm management software where he leads the team responsible for the development, support and distribution of FCC's suite of farm management tools, namely FCC AgExpert and FCC Field Manager. He's been with FCC for 14 years in a variety of roles in Finance, Information technology and Marketing.

Prior to joining FCC, he spent 4 plus years in program delivery for AAFC. Darcy was born and raised on a mixed farming operation in south-eastern Saskatchewan and is actively involved in the day-to-day operation of the family farm. He is passionate about agriculture and his practical and hands-on knowledge and experience give him unique insights into how Canadian farmers use software to make decisions on their operations. Darcy attended the University of Regina, where he obtained his degree in Business Administration.



Jamie Denbow
Product Manager of Decision Support Services



Jamie Denbow was born and raised on a mixed farm in central Manitoba. Jamie graduated from the University of Manitoba with a degree in Agriculture (major Agronomy). He then worked for Dow AgroSciences Canada for 16 years in various sales, operations and market development roles. Jamie joined Farmers Edge in 2015 as a regional agronomist for the eastern prairies then assumed an agronomy leadership role for North America. In January 2016, he became the Product Manager

of Decision Support Services.



Joe Dales,
Vice President & Co-Founder



Joe Dales comes from a business and marketing background with over 25 years of experience serving in various capacities including agri-marketing and management in the agriculture industry. Having worked for various leading multinational agri-business in North America including Pfizer, Syngenta Seeds, and Cyanamid Crop Protection, he has played a pivotal role in launching several biotechnology

innovations including Herbicide Tolerant Canola. He is also an experienced relationship builder bringing producers and agr-business together. He holds an Honors Bachelors of Science and a Master's in Business Administration. With a keen interest in the internet for the agriculture sector he specializes in online agriculture trends, communications, and strategic leadership. With a zest for entrepreneurialism he has started and invested in more than seven companies within the agriculture and food sector.



Ingrid Fung
Associate



Ingrid is passionate about the application of technology to tackle challenges in food and agriculture. As a molecular biologist, glutton, and technology geek, working in agtech venture combines her passions. Ingrid is currently an Investment Manager with Finistere Venture (a premier agtech venture fund located in San Diego) she provides insight and connectivity into the Canadian AgTech ecosystem for Finistere, and invests in promising technology companies to improve the efficiency, productivity, and sustainability of agriculture.

Prior to joining Finistere, Ingrid was with Bioentreprise Corporation (a Canadian agtech accelerator) where she provided commercialization guidance, and support to promising agtech startups and entrepreneurs. Ingrid holds an HBS, specializing in Developmental Biology from the University of Toronto, and an MSc in cell and molecular biology, specializing in plant-pest interactions from the University of Western Ontario.



Eamon Floor
Sales Director



Eamon is a Sales Director at the farm software company, Granular, where he leads a team of Account Executives focused on growing new business and helping their customers measure, manage, and improve their farms by leveraging operational and financial data. Eamon has worked in the ag tech space for 6 years, first with The Climate Corporation, and for the last 3 years with Granular. In his 3 years with Granular, Eamon has spent a tremendous amount of time working with Canadian producers and growing Granular's customer base in Canada, where they have 90% retention. Eamon grew up in Minnesota and spent the earlier part of his career traveling to farms in the Midwest and Canada, he now lives in San Francisco, California where he works out of Granular's HQ office.



Chuck Baresich
General Manager



Chuck has a B. Comm Ag Business Degree 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 system. Precision Agricultural and technology has always been important to their farming operation, 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 Development Manager for the Essex, Kent and Lambton County.



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 UAVs 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), holds designations as a CCA (1997), Professional Agriologist in Ontario and Nutrient Management Planning certificates for ASM & NASM.



Jeff Martel
Applications Manager



Jeff has been in the 60,000 PSI waterjet cutting industry for over 30 years. Jeff is passionate about agriculture and for the past ten years, he has been working in the agricultural environment to raise awareness of the contribution that waterjet technology could help solve some of the problems arising in the farming/agricultural world. The primary focus has been in cutting through heavy residue and cover crop situations where traditional seeding systems seem to be failing or leave something more to be desired. Initial feed testing was done in South Australia in 2010, and developmental testing has been ongoing since including several test plantings in Ontario. Other activities have involved injecting liquid fertilizers, herbicide, fungicide and liquid and granular minerals. Jeff is an industrial mechanic by trade and graduated from Sheridan College.



Dennis Jansen
Solutions Specialist



Dennis is a Solutions Specialist with John Deere Canada ULC covering Ontario and the Maritime provinces. In this role, Dennis works to support John Deere dealers and customers with regards to optimization of agricultural equipment, precision farming technologies and data management solutions offered by John Deere. Dennis was raised on a farm in Southern Ontario and holds a B.Comm in Food and Agricultural Business from the University of Guelph.



Tom McCann
Canadian Sales Manager



Tom McCann is currently the MagGrow Canadian Sales Manager. He has worked for many years in the agriculture industry with a focus on technology as it relates to chemical applications, high clearance sprayers, rogators for agchem equipment, GPS/technology, etc.



Greg Stewart
Corn Specialist



Greg Stewart was born and raised on a farm near Peterborough, ON. He attended the University of Guelph and completed an M.Sc. which focuses on tillage and soil compaction. He worked eight years as a research associate at the University on a project involving tillage, crop rotations, corn planter performance, and fertility management. Greg farmed and worked in the farm equipment industry for four years before joining OMAFRA as the Corn Specialist in 1998. With OMAFRA Greg participated extensively in corn research and demonstration projects across the province. Greg has been particularly active in investigating nitrogen strategies that are environmentally and economically sustainable. Greg joined the Maizex team in 2015 and he looks forward to working with Maizex customers to help them capitalize on a host of exciting opportunities in the years ahead.



Egbert Schröder
Worldwide Managing Director Manufacturing



Egbert Schröder is the Worldwide Managing Director for the Process Manufacturing & Resources Industries at Microsoft Corporation, which include the Chemical Industry; the Pharmaceutical and Life Sciences industry; the Oil & Gas industry; the Metals and Mining industry. In this role, he and his leadership team are responsible for sales, marketing, industry solutions strategy, and development of Microsoft's global and multinational customers and is responsible for producing and executing the Industry business, partner and solutions strategy.



Mike Duncan

NSERC Industrial Research Chair for Colleges in Precision Agriculture and Environmental Technologies



Mr. Duncan and his team have developed a variety of web applications that provide real-time data, mapping, map analysis, and value-added service 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 agricultural theories, Dr. Duncan's group is involved with GFO and OMFRA 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 definition 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 agricultural 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 System and Remote Sensing for agricultural applications. Nicole enjoys collaboration with Agricultural Development Branch colleagues on many various aspects of precision agriculture and soil resource management work.



Dr. Karen Hand

Director



Dr. Karen Hand, Ph.D. 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 in 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 a 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).



Dr. Tyler Whale
President



Tyler Whale is a lucky hybrid of agricultural and academic backgrounds and possesses the passion, experience and insight into the agri-food industry that will serve OAFT well. Tyler was raised on a 7th generation dairy farm in Wellington County. Along with two decades of farming experience, Tyler's work experience includes R&D within the Comparative Medicine division at Johns Hopkins University in Baltimore; Business analysis at a biotechnology company in San Diego (Favrille Inc., MBA work term); Business Development Manager at the Saskatoon Colostrum Company; and Technology Transfer Manager and Industry Liaison Officer at the University of Guelph's Catalyst Centre for the past six years. At the University of Guelph, Tyler was responsible for initiating collaborative R&D projects between industry and faculty, with a strong focus on the research priorities set by the Ontario Ministry of Agriculture, Food and Rural Affairs.

Dr. Whale maintains an active role in his community and is a strong advocate for Canadian agriculture, the Canadian regulatory system and the opportunities Canada has in a global marketplace.



Lisa Prassack
President, Agri-Food Innovation Expert & Data Strategy Consultant



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 Robinson

Jason farms in Courtland, Ontario and has been involved in precision agriculture for approximately 10 years. He produces corn, soybean, sweet corn and tobacco plants.



Curtis Parks
General Manager, Geomatics



Curtis Parks is the General Manager of the Geomatics division for Rocky Mountain Equipment Canada Ltd, RME Geomatics. He was previously the Founder and CEO of NGF Geomatics, which was acquired by Rocky Mountain Equipment (TSX:RME), based in Calgary, Alberta in 2015, where Curtis was placed as General Manager to oversee the expansion of the division across Canada in multiple industries of agriculture, construction, energy, environment and infrastructure. Curtis also sits on the board of directors of Unmanned Systems Canada, the national association that represents commercial drone operators and the development of regulations with Transport Canada.



Paul Raymer
Precision Ag Specialist



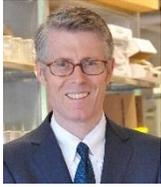
Paul grew up on a dairy farm in Oxford Country, Ontario and is a Mechanical Engineer graduate. He has over 10 years of engineering experience with 7 of those being with John Deere Research & Development. In 2010 Paul partnered with his parents to form Practical Precision, primarily a re-seller of various 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 on the enhanced development & education of the benefits of high resolution soil mapping technology called SoilOptix.



Eric Richter
Agronomic Services Manager



Raised on a farm in Ottawa Valley in Eastern Ontario, Eric attended the University of Guelph and graduated 1984 with B.Sc. in Agricultural. 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 crops 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 yield and profitability forward. He has recently developed a Precision Ag soybean production system, to enhance return on investment and overall profitability for Syngenta soybean growers



Dr. Malcolm Campbell

Vice-President (Research) and Professor of Molecular and Cellular Biology, CBS



Dr. Malcolm Campbell is Vice-President (Research) and Professor of Molecular and Cellular Biology, CBS. Prior to joining the University of Guelph in June of 2015, Dr. Campbell was Vice-Principal Research at the University of Toronto Scarborough (UTSC). Dr. Campbell is a plant genome biologist, whose research group focuses on genome-level responses to environmental stimuli, and tree genome structure and function. Dr. Campbell served as a Natural Science & Engineering Research Council (NSERC) grant evaluation committee member from 2007-2010, and continues to review manuscripts and grant proposals for numerous journals and research councils. Dr. Campbell serves on a number of journal editorial boards, scientific and non-scientific advisory boards, as well as governmental, non-governmental, private sector, and community organisations.



Tim Marquis

Lead, Product Portfolio for Agriculture & Weather



Tim is a lead on the ag mission team for Uptake Technologies. With a passion for big data analytics, Tim helps guide Uptake's ag product portfolio by working with key partners on productizing data insights to increase their operational efficiency. Before arriving at Uptake, Tim worked at Weather Decision Technologies as the Ag Solutions Expert where he integrated weather content into several Ag groups data platforms.

Tim has worked in several aspects of meteorology, acquiring a Bachelors and then a Masters in Meteorology from the University of Oklahoma and Iowa State University.



Mike Wilson

CCA, Affiliate Program Lead



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 Agricultural. He went on to earn his Certified Crop Advisor certification in 2006. Since graduation, Mike has been working in the Ag Retail sector consulting with farm customers for 12 years throughout Essex, Kent and Lambton Counties, developing a real passion for precision agriculture. In November of 2016, Mike joined VERITAS in the role of Affiliate Program Lead, to create, coach, and support the agronomic and precision solutions offering for a growing network of Veritas Affiliate Partners. Mike's passion for agricultural, 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 VERITAS customers.



Jim Brandle
Chief Operating Officer



Jim Brandle is the CEO of Vineland Research and Innovation Centre, a position he assumed in 2007 with the organization's start-up. As a strong advocate for the horticulture sector, Mr. Brandle leads a team of research scientists and support staff in consumer and sensory research, horticultural and greenhouse production systems and applied genomics. Under his direction, Vineland has emerged as a leading center for innovation and industry outreach. He joined Vineland from his role at Agriculture and Agri-Food Canada as site leader for the Canadian Crop Genomics Initiative. Mr. Brandle serves on the boards of the Invasive Species Centre, the Golden Horseshoe Food and Farming Alliance and Innoventures Canada (I-CAN). In 2015, he was appointed to the Ontario Ministry of Agricultural, Food and Rural Affairs' Agri-Food Growth Steering Committee. He received his Ph.D. in Plant Breeding from the University of Manitoba, and his M.Sc. and B.S.A. in Crop science from the University of Saskatchewan. Mr. Brandle is also a graduate of the Ivey Executive Program at Western University.



Gideon Avigad
Research Program Leader – Robotics & Automation



Gideon Avigad joined the Vineland Research and Innovation Centre in 2014 as Research Program Leader, Robotics & Automation and was appointed to Research Director, Robotics & Automation in 2017. Before joining Vineland, he was 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 system. Several automated packaging and transplanting machines, developed by his group, are under commercialization.



Darren Anderson
President



Darren Anderson, Ph.D. is Vive's President and a member of Vive's Board of Directors. Dr. Anderson previously was Vive's Chief Technology Officer and oversaw the development of Vive's flagship products. AZteroid FC and Bifender FC. Both products use the Allospere® Delivery Technology, which was Highly Commended for Best New Formulation at the Agrow Awards. Dr. Anderson also led Vive's regulatory affair and communications activities, and successfully obtained regulatory approval for the first products containing Allospere with the US EPA. He is the author of 13 issued patents, 44 pending applications, 10 refereed papers, and over 40 conference presentations and publications. He earned his Ph.D. in chemistry from the University of Toronto as an

NSERC Doctoral Fellow.



Andries Mellema
President



Mr. Mellema founded Tramontana Agro Technologies Inc, a Canadian company . Tramontana's mission is to introduce advanced European technologies to the Canadian Agricultural market with an emphasis on promoting environmentally responsible practices, advancing sustainable farming, and the proper stewardship of the land. Tramontana is the importer and distributor of the Weedit technology in Canada. The Weedit precision spot spraying technology has a proven ability to dramatically reduce (up to 90%) the use of Herbicides in pre and post harvest applications.

Mr. Mellema has extensive experience in international and Canadian high tech manufacturing, in particular automation, robotics and high speed camera recognition.



Mark Richards

Richards Rolling Acres Limited, Dresden Ontario

Currently Mark farms with his father, Phil, uncle, Ken and cousin Mike. Mark and Phil run Richards Rolling Acres Limited and Mike and Ken run Peaceful Acres Limited. The 2 operations share equipment and resources in order to manage production on over 2000 acres including processing tomatoes for ConAgra Foods in Dresden, Sugarbeets for Michigan Sugar Company, as well as corn, soybeans and wheat. The 2 operations employ upwards of 15 people through the year, of which 4 employees are regular part time year-round.

Locally, Mark has been involved with the Ontario Sugarbeet Growers Association, serving as a director and the Canadian representative to the East District Board of Michigan Sugar Company growers. After 2 years in these positions he was elected to the Michigan Sugar Company Board of Directors, representing the southern East District growers. Mark was elected as Treasurer of the Board in 2013 and still serves as such. Currently Mark also serves as the Vice Chairman of the Agricultural Credit Corporation based in Guelph. He was elected to the board in 2012.



Joe VanQuaethem

VanQuaethem Farms, Tillsonburg Ontario

Joe VanQuaethem farms with his father and brother in a 3rd generation operation. Today VanQuaethem Farms grow around 10,000 acres of mostly corn and soybeans with some processing vegetables with its most recent endeavor being hops. VanQuaethem Farms' biggest challenges always stem from managing sandy soils. Joe is a graduate of the University of Guelph.

Harry Biermans & Mark Ribey

Biermans Farms Ltd.

Harry and Mark have been farming in Chelsey, Ontario for a long time and are precision agriculture enthusiasts.