

Speakers



Nevin McDougall

President & Chief Commercial Officer



Nevin brings over 25 years of leadership experience and commercial success across the agriculture industry. He has worked in senior executive roles with leading companies like BASF, and La Coop federee in Canadian, US and international markets. Nevin was appointed as the President & Chief Commercial Officer at A & L Canada Laboratories. He has a Bachelor of Science in Agriculture and a Master's in Business & Economics from the University of Guelph, Ontario.



Greg Patterson

Chief Executive Officer



Greg was one of the principal founding members of A & L Laboratories and is currently CEO 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 A&L's ongoing customer support Greg personally conducts in depth agronomy and fertility training seminars for field, horticultural, and specialty (Turf, Viticulture, and Silviculture) crops.



John Lansink

Chief Financial Officer



John Lansink grew up on a small farm outside of London, Ontario. The family hog farming business grew very large until its closure in 2004. A numbers man, John's expertise includes finance, business administration, and agribusiness consulting. His career experience includes seven years at General Dynamics in London, Ontario in various finance, business development, and business strategy roles. Following his time at General Dynamics, John formed BlueStar Distribution with Mike Perovich in 2011 and grew the company in both eastern and western Canada — ultimately selling it to Univar Corporation in 2015. John is currently involved in the formation of Ag Capital Canada, a Private Equity company with the aim to discover, develop and nurture proven Canadian agricultural businesses that are already off to a strong start. Ag Capital Canada's blend of leadership, experience, and mentorship will help agricultural innovators make a lasting impact. John

possesses a BA from the University of Guelph, an MBA from Queens University, and has his Certified Management Accountant Degree.



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.



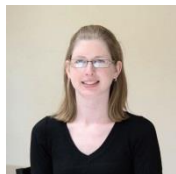
Kevin Stewart
President

Kevin Stewart shares a passion for leadership in agriculture. As a professional speaker, he draws his insights from growing up on the family farm near Chatham, Ontario, visiting hundreds of farm operations across the country and investing over twenty-five years in the national news media.

In 1997, Kevin created AGVISION Media. Over the past 21 years his company:

- Produced the Olympic Winter Games in Norway for the CTV Network.
- Created thirteen seasons of the AGVISION television series which aired across Canada and the U.S.
- Created and produced five seasons of the award-winning leadership podcast called The Edge.
- Developed many national advertising campaigns.

In 1999, AGVISION became the first agricultural program in the world to broadcast live on television and online. In recognition of these entrepreneurial efforts, Kevin was made an honorary life member of the Ontario Institute of Agrologists. As a member of the Canadian Association of Professional Speakers, Kevin has delivered keynote addresses on leadership to more than five hundred audiences across North America.



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

Dr. John Kelly is the Senior Innovation Advisor, Animal Health at Bioenterprise. John works 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.



Dave Smardon
President & Chief Executive Officer

Dave became immersed in the agricultural sector in 2003, and in 2005 he assumed the role of President and CEO of Bioenterprise Corporation. Since then, he has built Bioenterprise into North America's leading business accelerator in the agricultural industry. He often compares the heady days of the hi-tech bubble with the agricultural sector today and he refers to agricultural-technology as the “New Wave” for investors. In 2010, he established Bioenterprise Capital Ventures, a venture capital firm focusing on investments in emerging and innovative global agricultural firms. Dave is an advocate for the creation and growth of a strong venture capital industry and he advises government, Family Offices and investment companies on agricultural investment activities. He is a strong supporter of Socially Responsible Investing and of Responsible Agricultural Investment practices. Dave sits on the boards of several companies and is an angel investor himself.



Jennifer Thompson
Agriculture Manager

Living in Shedden Ontario on a cash crop and maple syrup farm with her husband and son for the last 5 years, Jennifer has been employed at Bonduelle for the past sixteen years in Agriculture, Jennifer graduated from Ridgetown College (University of Guelph) with a diploma in Agriculture (2002) and received a designation as a Certified Crop Advisor (2009). Currently, she holds the role as the Ingersoll Plant Agriculture Manager & Agriculture Technical Programs Manager for the Bonduelle North America Group with a focus on programs associated with Agriculture including Sustainability, Integrated Pest Management and Crop Traceability with a passion for innovation and standardization. Jennifer has been involved with the Bonduelle group's Corporate Social Responsibility objectives both locally and Internationally. Over the past 10 years, Jennifer has played an instrumental role, as the Project Manager, in the development and direction of the Internal Bonduelle crop and field traceability program. This custom program allows for numerous key indications to be recorded by staff or growers, regarding the crops progress throughout the growing season, which provides Bonduelle with valuable records for traceability and Quality Assurance. Jennifer has been integral in the development and delivery of training as it relates to food safety and health and safety in the field and works collaboratively with the operational team.





Andria Karstens
Climate Business Manager – Western Ontario



Andria grew up on a cash crop farm in a small-town west of Saskatoon, SK. She attended Olds College and the University of Saskatchewan where she obtained her Agribusiness degree. After moving to London, ON in the summer, she joined the FieldView team as a Climate Business Manager for Western Ontario. Prior to FieldView, Karstens worked with the Dekalb team in Saskatchewan.



Neal Dilawri
President



Neal has a passion for business and old fashion customer service values. He grew up on a dairy farm in the Ottawa Valley and learned the value of a hard day’s work and commitment a farmer needs to be successful in agriculture. Neal started his career in the automotive industry 20 years prior to opening Affinity Management in 2000.

Affinity hosts the Microsoft Farm Management Programs Compass Grower, Compass Agronomy and Compass Retail based in Oakville, Ontario. In 2018 Affinity and BASF decided to take different paths and made the decision to separate. The Compass system has allowed for Ag 360 to work collaboratively within AG retail, row crops, specialty crop and agronomy, with over 1.5 million acres under management to date. You will find Compass entering university agriculture curriculums across North America. Most recently Affinity has introduced a true all in one program with the launch of Compass Day-to-Day hosted bookkeeping. Neal knows that accurate business management is equally as important as the need to be in the field by simplifying daily office tasks. With having to process daily transactions, payroll, journal entry, monthly reconciling/balancing, this type of service was needed to allow a grower to spend more time in the field and less time in the office. Compass Day to Day is a service Neal is passionate and excited to bring to the forefront of his Compass portfolio.



Cory Willness
President



Cory is the President of CropPro Consulting. He received his BSA (Agronomy) in 1996 from the University of SK and has been an agronomist for 21 years. CropPro is an independent crop consulting company that provides Crop Management services and Variable-Rate Fertilizer / Seed services to Western Canadian farmers. Their unique, patented process for Variable-Rate is called Soil, Water and Topography MAPS (SWAT MAPS). CropPro has an amazing staff of agronomists and precision ag

specialists that also share Cory’s passion of “Doing It Right” in an effort to deliver boots on the ground services to their farm clients.



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.



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.



Mal Raddalgoda
Sales Engagement Manager, IoT



Mal is a global subject matter expert on Internet of Things (IoT), with 20+ years of IoT-connected solutions experience, starting with developing the market development strategy for QNX Connected Car in the 1990s (acquired by BlackBerry). He has been a senior executive in a wide variety of IoT start-up companies in the areas of IPTV, Healthcare Remote Patient Monitoring (RPM), Usage-Based Insurance (UBI), Trucking Fleet Management (AVL) and Aviation Management (Plane/Helicopter). Before joining Ericsson's Carrier IoT Team, Mal was responsible for the Vertical Market IoT business solutions for Utilities, Agriculture, Smart Cities, Oil & Gas, Smart Buildings, Vending at TELUS Mobility. At Ericsson, Mal is responsible for IoT Solutions and Platform sales to wireless carriers and IoT market development for 5G in North America. Mal has an MBA from the Rotman School of Management at the University of Toronto and B.Eng. in Computer Engineering from the University of Ottawa.



Darcy Herauf
Director



Darcy Herauf is the Director of the FCC AgExpert team which develops and maintains Farm Credit Canada's accounting, field and crop management software solutions. FCC AgExpert is home to Canada's number one farm accounting software and is the first Canadian based company to receive the Ag Data Transparent seal. Over the past 19 years, Darcy has worked exclusively in the agricultural industry in a variety of financial, marketing and technical leadership roles. He's also an active

farmer, operating a grain and cattle farm in southeast Saskatchewan. Darcy has led the development and transformation of FCC's software platform from desktop to cloud over the last three years. He's passionate about creating solid and simple solutions that help Canadian farmers more effectively manage their operations.



Pierre-Olivier Roy
Senior Product Owner



Pierre-Olivier Roy is the Senior Product Owner on the FCC AgExpert team which develops and maintains Farm Credit Canada's accounting, field and crop management software solutions. FCC AgExpert is home to Canada's number one farm accounting software and the first Canadian company to receive the Ag Data Transparent seal.

With experience in agile development and product support & training, he brings an in-depth understanding of what makes or breaks the user experience when it comes to accounting and farm management software. Pierre-Olivier is helping guide the development of the company's new web software AgExpert Accounting.



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 agri-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.



Perry Casson
Chief Technology Officer



Perry Casson grew up in rural Saskatchewan and has been involved in farming his entire life. He spent the past 25 years leading technology and mapping software companies, responsible for staff of 50 people while director of Software at Northwood, as well as acting as CTO for Troo Corp, and is now acting as the CTO for a new ag tech company - FarmTRX. While running his family farm, Perry and his agronomist - Bennie Dunhin of Cavalier Agrow - searched for a yield monitor that could be affordably installed on any combine. They knew that an accurate yield map

was the cornerstone to effective agronomy. Unable to find an affordable and simple solution, Perry drew on his lifetime of experiences in electronics, software and farming to build his own. Several years later, after much development and testing, Perry and his former tech company (Troo) have launched FarmTRX - bringing to market a new type of yield monitor – designed by farmers, for farmers. Fortunately, Troo had already developed a web platform for its other mapping & tracking projects, which allowed them to take the data collected by Perry’s yield monitor & automatically upload it, turn into yield maps, and make it easy to give agronomists the information they need. The age of precision agriculture is here, and FarmTRX wants everyone to have access to the data they need to run a profitable farm.



Jonathan Zettler *Managing Agronomist*



Jonathan is a Certified Crop Advisor and Managing Agronomist with Fieldwalker Agronomy. In 2005 he received his BSA (Agronomy) from the University of Guelph and his CPA, CMA designation in 2015. Since 2002, Jonathan has held several roles within the retail crop input industry, including Equipment Operator, Facility Manager, Plant Manager, Agronomist and most recently Regional Agronomy Leader – Ontario.

Fieldwalker Agronomy provides crop management services to growers in mid-western Ontario and is the Ontario SWAT MAPS provider. Fieldwalker Agronomy strives to provide profitable and actionable advice to both producer and retail clients.



Evélie Manac'h **Trade Commissioner**



Evélie Manac'h has been with Global Affairs Canada since 2001. From 2002-2007, Manac'h was Trade Commissioner of the Canada Trade Mission Division, later taking roles as Trade Commissioner of Canada’s Pacific Gateway Division (2008-2011), Coordinator for Canada’s International Education Strategy Advisory Panel (2011-2012)

and Senior Analyst for Global Commerce Strategy Renewal (2012-2013). Most previously, Manac'h is Trade Commissioner for ICT as well as Trade Commissioner for Cleantech. Manac'h has a Bachelor’s Degree in Communications from the University of Ottawa.



Jordan Wallace



Growing up on a family farm in North Gower, Ontario, precision agriculture solutions progressed from a necessity to an addiction. GPS Ontario formed in 2000 when Jordan and his Father Morley branched out into a full solution provider for precision agriculture systems. With a strong focus on providing outstanding service and support for mixed fleets of equipment, they soon moved from in-field hardware solutions into

a full farm offering – providing growers with a complete precision ag solution from guidance to on-farm data management.



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, he was previously with Farm Credit Canada for 13 years, his last posting as the Development Manager for the Essex, Kent and Lambton County.



Dan Sinai
Senior Executive



Dan Sinai is currently a Senior Executive at IBM Canada. His experience in progressively senior roles in university, government, funding agency and private sector environments provides him with unique perspectives for leading IBM Canada's innovation and incubation initiatives. Dan is responsible for developing innovation ecosystems across Canada and supporting IBM Canada's innovation and incubation initiatives. These initiatives are targeted towards IBM Canada's support for the adoption of disruptive technologies by entrepreneurs, start-ups, scale-ups and medium-sized enterprises.

Prior to joining IBM, Dan served as Western University's Associate Vice-President (Research). In this capacity, Dan set the strategic research direction at one of Canada's leading research-intensive universities. A graduate of the University of Waterloo, Dan has held various key research administration positions with both the Government of Ontario and the Government of Canada. He also has extensive R&D program and policy experience, and has worked for several high technology companies, including Nortel.



Graham Burton
Solution Specialist



Graham support's John Deere dealers in Ontario with precision ag technology. He graduated with an Agricultural Business degree from the University of Guelph in 2017. Burton also has completed a grain harvest in Western Australia.



Sougata Pahari
Co-Founder & Chief Executive Officer



Sougata is the Co-Founder and CEO of Korechi Innovations Inc., a Canadian company specializing in design of autonomous robots for precision-agriculture applications. Sougata grew up in farms in India and Nigeria before getting a Bachelor's degree in Mechanical Engineering, and a Master's degree in Materials Engineering, with over 7 years of experience in mechanical design, production co-ordination, quality control and project management. He has worked in Italy and USA before moving to Ontario in 2016 and starting Korechi the same year. Korechi has received early traction for their RoamIO series of robots for use in vineyards and are looking to expand operations into orchards, vegetable farms and golf courses.



Gerardo Amaya
Executive Digital Advisor



Gerardo's focus is to empower executives and organizations with the ABC of Digital Transformation: Artificial Intelligence (AI), Blockchain, and Connected Technologies (IoT). Another C in disguise in which Gerardo advises clients is Culture in a Digital Transformation Journey. Gerardo's professional career has been focused on three main areas: Technology (Information Systems Engineer), Business (12+ years in Management Consulting) and Creativity (Certified Design Thinker Facilitator & Innovator).

Gerardo's true passion is Transformation at the personal, organizational and global level. He strongly believes that attitude and technology are the key elements to accelerate any transformational effort. Mashing up his three focus areas with collective experience across corporate, small/medium enterprise, startups, Education and personal development, Gerardo offers a unique set of skills and value to your organization or industry.



Mike Duncan
NSERC Industrial Research Chair for Colleges in Precision Agriculture and 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 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 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 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.



Sarah Lepp
Senior Research Associate



Sarah Lepp has experience in phytogeomorphometric sciences including cash crop and vineyard site assessments for drainage and cold air pooling. Working with primarily LiDAR and RTK collected topo data over the last 3 years, her experience with various GIS and image processing programs has flourished. Sarah has practical experience collecting topographic data using various GPS and survey equipment for building site plans and crop suitability assessments. Sarah also has excellent project management skills organizing and leading Research Assistants at Niagara Research.



Dr. Adam Gillespie
Canada Research Chair Tier II Environmental Chemistry in Agroecosystems

Dr. Adam Gillespie researches insights into the chemistry of soil organic matter, using advanced analytical methods to understand ecosystem function.



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 various aspects of precision agriculture and soil resource management work.



John Van de Vegte
Engineering Specialist, Environmental Management Branch



John has been with OMAFRA since August 2015, currently an Engineering Specialist, Environmental Management Branch. From 2012-2015, Van de Vegte was a Project Manager, Robots and Automation at the Vineland Research and Innovation Centre. Previously, John was General Manager of Systems Division at Arise Technologies Corporation.



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.



Suthan Sivanesan

Business Development Manager



Suthan is a Business Development Manager in OCE’s Waterloo office. He brings experience in information and communications technologies, IOT, mobile design and software development. Suthan has led product designs and teams in telecom equipment design, mobile hardware architecture, IoT architecture, embedded system design and software development. Suthan has a B.A.Sc. in Electrical Engineering from University of Ottawa and a MBA from Wilfred Laurier University. In 2015 he earned his CMA, CPA designation. Suthan has gained extensive technology and R&D Management experience from his time at NewBridge Networks, The Canadian Space Agency, Nortel Networks, BlackBerry Ltd. and various start-up ventures. In recent years, Suthan also lectures seasonally at Conestoga College in their business program.



Jeff VanHeumen

Business Development Manager



Jeff is a trained polymer chemist with a PhD specialization in polyurethane chemistry. During his career, Jeff has held several R&D-related positions in the automotive industry. From his PhD and R&D roles, he has five patents and over 15 publications. Jeff has worked as a research consultant in the public accounting sector. In a subsequent role, Jeff provided CFO and VP product support for a small, private, Waterloo-based non-destructive testing company that was later acquired. More recently, Jeff joined Ontario Centres of Excellence as a Business Development Manager supporting London and surrounding region.



Martin Vroegh
Senior Director, Greenhouse Gas Reduction Technologies



Martin Vroegh joined the OCE in 2016 with over 22 years of heavy manufacturing experience in the cement industry spanning more than a dozen countries on four continents. At OCE, Martin is responsible for initiating OCE's Greenhouse Gas Reduction projects for large scale provincial emitters, including identifying opportunities and developing a pipeline of projects. In his previous role as the Director of Environmental Affairs for St. Marys Cement (a Votorantim Cementos Company), Martin led the industry with greenhouse gas mitigation projects including acquiring Ontario's first ever environmental approval for biomass fuels in the cement industry to developing a partnership and demonstration plant with Pond Technologies, utilizing advanced photo-bioreactors to convert raw industrial emissions into valuable biomass.

Martin Vroegh is also a past president of the Clarington Board of Trade and Chair of the Canadian Industry Program for Energy Conservation Task Force, a partnership between private industry and the federal Government which aims to promote and improve Canada's industrial energy efficiency and reduce greenhouse gas emissions from energy use in the industrial sector.



Guy Ash
Global Training Manager



Guy has worked as an agro-meteorologist and earth observations science specialist for the past 28 years. Currently he is the Global Training and Key Accounts Manager in Canada for Pessl Instruments. Pessl Instrument is an IoT company that manufactures hardware (loggers and sensors) and software solutions that are focused on the agricultural sector. Working in 85 countries and with over 47,000 devices and 250,000 sensors deployed for a wide range of agriculture applications: disease management, irrigation, soil moisture, insect traps, crop cameras, weather stations, soil fertility, etc.



Lisa Prassack
President, Global Digital Strategist and Agri-Food Innovation Expert



Combining a track record in innovation, digital strategy and a passion for agriculture, four years ago Lisa Prassack founded Prassack Advisors to address the evolving global food system. Lisa combines her vast experience, attention to practical solutions and network, combined with a "boots-on-the-ground" approach to bring great value to the complete agri-food value chain globally – from food brands to delivering solutions to farmers. Her team has managed 175+ research fields - using on Farm and Ag Retail facing Precision Ag tools and sensor networks to fully understand the challenges on the farm. Lisa is always interested to listen to lessons learned and share her knowledge and experience.



Ryan Hoffman
Territory Sales Manager, Eastern Corn Belt



Ryan joined the Proagrica team in August 2018 as a Territory Sales Manager, Eastern Corn Belt. Previously, Ryan spent 12 years as Precision Farming Manager at Sunrise FS. He also earned a Bachelor of Applied Science (B.A.Sc.) with a focus on Agronomy and Crop Science.



Steve Redmond
Precision Ag Specialist



Steve is the Precision Ag Specialist with Redmond Agronomic Services Inc. He has worked to develop practical field applications for precision ag tools since 2012. This experience includes ownership and operation of two UAV platforms for aerial imagery of farm fields, use of GreenSeeker technology for late-season nitrogen applications in corn and evaluation of several systems for the creation of crop management zones and the development of profitability maps. His expertise includes NDVI imagery for VRT fungicide applications for control of white mold and VRT fertilizer using SoilOptix imagery. 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.



Harjeet Bajaj
President & Chief Executive Officer



Harjeet is an experienced Chief Executive Officer with a demonstrated history of developing technology-based businesses; he is currently President and Chief Executive Officer of Savormetrics. Harjeet is skilled in business planning, international business development, technology and product development. Previously, Harjeet was CEO at Nanolytix from 2014-2017; President of Tiara Business Solutions Canada from 2013-2015; and CEO and Director at Canada International Trade Services from 2010-2013. Harjeet graduated from McMaster University with a Master's of Engineering.



Zachary Harmer
Technical Lead



Zach Harmer is technical lead for SoilOptix® Inc. providing customer support, research and development initiatives and leads the data processing team; providing high definition soil nutrient and texture maps to farmers and agronomists. Raised amidst the agricultural industry, he is a graduate with a Bachelor of Science in Physical Geography from Brock University. Zach is currently a graduate student under the Environmental Sustainability

Research Center, Zach provides a fresh look into soil technology utilizing his strength in GIS and geostatistics. Zach started as a summer student with Practical Precision (Paul and Barry Raymer) before starting his Master's degree and resumed his role after completion under the SoilOptix® Inc namesake. Zach and the SoilOptix® Inc. team are committed to providing a new standard in the industry of high definition soil data to assist the grower and agronomist for more profitable and sustainable management decisions on their field.



Paul Raymer
Chief Executive Officer & Founder



Paul Raymer received his certification in mechanical engineering technology from Fanshawe College and specializes in mobile equipment design. Raymer has a wide range of agricultural, industrial and military experience; working on various engineering teams such as John Deere and General Dynamic. Raymer has been instrumental in creating a tablet computer platform for GreenSeeker units that simplifies the mapping process. He has also brought the SoilOptix technology to Canada and is busy validating the information that can be gleaned from the sensors.



Jay Bradshaw
Retired President



Jay Bradshaw retired in June 2018 as President of Syngenta Canada Inc. During his 36 years in the Canadian agriculture industry, Jay forged many long-lasting relationships with agriculture networks across Canada which he maintains today. Jay's board experience includes, Chair & Director of CropLife Canada; CleanFarms Canada; Cereals Canada; ROI (Rural Ontario Institute); and the Ontario 4H Foundation. He has been named the CAMA Agri Marketer of the Year (2009) and received the Queens Diamond Jubilee medal for dedication to Canadian agriculture.

After growing up on a farm in Quebec, Jay received his BSc. Agr from the University of Guelph. He also has an MBA from the University of Saskatchewan. Together with his wife Kathy, Jay lives in Guelph Ontario. Their two sons, Sam and Ben are attending university and college. Jay enjoys their hobby farm and his vintage Willy jeeps.



Phil Wyatt
Chief Executive Officer



With a history of successfully defining product vision, leading technical teams, and growing software companies, Phil leads Troo's direction, combining hardware and software development, resulting in unique offerings to solve a variety of fleet, sensor, and data collection challenges.



Avi Bhargava
Co-Founder & Chief Technology Officer



Avi Bhargava is co-founder and CTO Ukko Agro. Prior to co-founding Ukko Agro, Avi worked in technology consulting with Deloitte and PWC specializing in Enterprise Architecture, technology strategy and small - large scale technology implementations across healthcare, banking, insurance, utilities, transportation and other public sectors.



Dr. Malcolm Campbell
Vice-President (Research) and Professor of Molecular and Cellular Biology, CBS



Dr. Malcolm Campbell joined the University of Guelph as Vice-President, Research in June 2015. A distinguished scholar and accomplished plant genome biologist, Campbell has more than 60 peer-reviewed papers, serves on journal editorial boards, as well as scientific and non-scientific advisory boards, and advises governmental, non-governmental, private sector, and community organizations. After acquiring degrees in genetics and biochemistry at University of Guelph, post-doctoral experience in France and the USA, and eight years as a tenured faculty member at Oxford University, Campbell joined the University of Toronto in 2004. Prof. Campbell was vice-principal of research at the University of Toronto Scarborough between 2009 and 2015, a period of extensive growth in the campus's research activity and intensity, where he oversaw heightened research competitiveness and reputation. At University of Guelph, in addition to VPR duties, Prof. Campbell is institutional lead of the university's Canada First Research Excellence Fund initiative, Food from Thought, a big data analytics platform for the agri-food sector and oversees the University of Guelph's extensive partnership with the Ontario Ministry of Agriculture, Food, and Rural Affairs.



Dr. John Sulik
Assistant Professor – Precision Agriculture



Dr. John Sulik joined the University of Guelph in May 2018 as Assistant Professor of Precision Agriculture. Previously, Sulik was a Remote Sensing Applications Specialist at MicaSense from 2015-2018 and was a Research Physical Scientist (Remote Sensing) at USDA-ARS from 2012-2015. John attended Florida State University where he received a Ph.D. in geography. His research interests involve: biophysical remote sensing, energy and sustainability, agronomy, machine learning, GIS techniques and unmanned aerial systems.



Dr. Karen Hand
Director, Research Data Strategy



For the past three years Dr. Karen Hand has served as Director of CDAF (Canadian Digital Agri-Food); providing digital leadership and tools for Canadian Agri-Food. In this role, 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 for Ontario Precision Agri-Food (OPAF) which led to the broader vision of CDAF.

As Founder and President of Precision Strategic Solutions, Dr. Hand has been involved in numerous research and industry projects involving the analysis and management of Canadian agri-food data; with a particular focus on the statistical and geospatial analysis of animal health and production. Dr. Hand is keenly interested in the establishment of a comprehensive digital transformation strategy for Canadian Agri-Food to ensure Canada's position as leaders in the global marketplace.



Aaron Breimer
Manager



Aaron 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 Bachelor 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 worked with Veritas as an agronomist and sales agronomist out of the Parkhill office.



Mike Wilson
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 and continues to work 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 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.



Brian Lynch
Research Scientist



Brian Lynch joined Vineland Research and Innovation Centre in 2018 as Research Scientist, Robotics & Automation. His area of research is robotic harvesting and crop management technologies, with a focus on computer vision and machine learning. Following his academic training, he joined the Mining Systems Laboratory at Queen's University to work on robotics and automation systems for mining. During that time, Brian was also an

adjunct professor at Queen's University and developed courses for online teaching. Brian earned his B.Eng. in aerospace engineering, his M.A.Sc. and his PhD from Carleton University.



Paul Thomson
Vice President, Product Development



Paul Thomson, with 27 years in the Ag Business, is focused on overseeing the Product Development activities at Vive Crop Protection. Dr. Thomson held a variety of R&D and Business Development positions at Chemtura Corporation and Arysta LifeScience, most recently as the European Director of R&D for Arysta. With his broad experience in Crop Protection R&D Dr. Thomson's will be responsible for expanding the utility of technology to expand Vive's product portfolio of innovative solutions for the agriculture Industry. He holds a Doctorate in Chemistry and an M.B.A. from McMaster University.



Rick Willemse
Cash Crop Farmer

Rick Willemse is a Cash Crop Farmer from Parkhill, Ontario. In the mid 1980's he began using Rate Control to side dress 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.



Greg Hannam
Cash Crop Farmer

Greg Hannam is a cash crop farmer in the Guelph area - growing corn, wheat and soybeans in a no till, minimum till operation. Greg uses various precision agriculture tools to create and utilize management zones, based on soil type, to improve crop production and soil health on his farm. Greg holds a degree in Crop Science from the University of Guelph and is a graduate of the Advanced Agricultural Leadership Program (AALP).



Tony Balkwill
Certified Crop Advisor

Tony Balkwill is an independent Precision Agronomy Specialist based out of Southern Ontario. As owner of NithField Agronomy & Research, he consults on over 40 thousand acres of cropland across several counties. NithField's farming operation is the foundation for NithField's research studies and trial program and consists of 650+ acres of full production field scale research systems, many with multiyear platforms. Tony is a Certified Crop Advisor, a graduate of the University of Guelph and educated at the University of Illinois where he specialized in equipment technology and crop sciences. Tony was also a 2016 Canadian Nuffield Scholar who studied internationally for two years on reclassifying historical soil type maps accurately into field specific management zones for variable rate systems.



Teresa & Dean Van Raay
Co-Owners of Van Raay Farms, The Whole Pig and The Whole Garlic

Since 1982, Teresa and Dean have raised pigs from wean to finish and cash cropped soybeans and wheat on Van Raay Farms. In 2014, the duo began growing garlic and The Whole Garlic business was born. Previously, the pair launched The Whole Pig in 2009 to connect directly with customers by delivering a variety of healthy, vacuum packed and easy to cook protein packed pork products. Teresa is currently Chair of AALP Advisory Committee at the Rural Ontario Institute, Board Director on Ontario Pork Producer's Marketing Board, PAC Board Member (Policy Advisory Committee) at the OFA.



