

AGRI-TREND's 2011 Farm Forum Event Speaker Abstracts and Biographies

Session Speaker - Title

Keynote Speakers

<p>Time:11/29/2011 7:45:00 PM Session: 1 1 PD CEU</p>	<p><u>What I learned from Top Farmers Around the World on my Nuffield Tour</u> - Leona Dargis - <i>2011 Nuffield Scholar</i> Speaking on behalf of: Agri-Trend Group of Companies Abstract: Biography: This Canadian award-winning farm girl is passionate about agriculture and life, and her enthusiasm is contagious. Sole recipient in 2006 of the Canadian National Student Leadership Excellence Award, board member on the Canadian Young Farmers Forum, elected Next Generation (NG) trustee for the Royal Agricultural Society of the Commonwealth (RASC) where she has the honour to work with Her Royal Highness Princess Anne, and recent recipient of the prestigious Canadian Nuffield Scholarship that will allow her to study the best practices of farmers from several continents.</p>
<p>Time:11/30/2011 8:00:00 AM Session: 2 1 PD CEU</p>	<p><u>Farming 3.0 – Integration Of Man, Machine And Data</u> - Jeff Thurston - <i>Co-Founder and Editor EMEA</i> Speaking on behalf of: Stoller Enterprises Abstract: Jeff Thurston joins us from Berlin, Germany where he runs a GIS technology information business. He will discuss the current data tech trends as well as explore how the convergence of GIS data will couple with machines to truly create a Digital Farm. He will also touch on communication interfaces with a look at how farmers are changing the way they are using the web to communicate and manage their businesses today. This will be a great keynote setting the tone on Farming 3.0. Biography: Jeff Thurston is an Albertan living in Berlin, Germany where he is Co-Founder and Editor for Vector1 Media, a leading international online publication in the geospatial field. Vector1 Media also owns and operates Asian Surveying and Mapping magazine, the fastest growing geospatial related publication in Asia. Jeff previously served as Agricultural Field Research Station Manager for the University of Alberta in Edmonton, Alberta where he was involved in a wide variety of agricultural, environmental and forest research. He brings strong inter-disciplinary experience forward, together with an educational background in forestry, geographic information systems and holds a Master of Science degree in GIS.</p>
<p>Time:11/30/2011 1:00:00 PM Session: 3 1 PD CEU</p>	<p><u>The DNA of a Successful Farmer</u> - Moe Russell - <i>President of Russell Consulting Group of Panora, Iowa</i> Speaking on behalf of: RBC Abstract: Biography: Moe Russell is the cofounder and President of Russell Consulting Group of Panora, Iowa. He provides consulting services to clients in 19 states and Canada specializing in risk management services, transition planning and feasibility analysis. Moe has authored over 200 articles and webinar series and writes a monthly column called "Riskwise" for www.cornandsoybeandigest.com, and is a frequent business speaker on, motivation, planning, and entrepreneurship.</p>
<p>Time:11/30/2011 7:30:00 PM Session: 4 1 PD CEU</p>	<p><u>The Future World of Agriculture</u> - Lowell Catlett - <i>Professor - Ag Economics, Ag Business and Extension Econ</i> Speaking on behalf of: Regent University Abstract: Biography: Dr. Lowell Catlett is a Regent's Professor in Agricultural Economics and Agricultural Business and Extension Economics and the Dean of the College of Agricultural, Consumer and Environmental Sciences. He is an exciting futurist whose knowledge of technologies and their implications on the way we will live and work is addressed in his varied and upbeat presentations. His vast knowledge astounds corporate and association audiences both nationally and internationally. His presentations are thought-provoking and highly entertaining.</p>
<p>Time:12/1/2011 8:00:00 AM Session: 5 1 PD CEU</p>	<p><u>The Computer – The Most Powerful Machine On The Farm!</u> - Tyson Koopman - <i>Regional Director DELL Computers</i> Speaking on behalf of: Dell Abstract: Could it be that the most important machine of the farm might be your computer? Tyson Koopman will address the changing face of computer hardware as it relates to the farm of today and tomorrow. DELL sees the agriculture sector as a huge emerging market for computerization as most operations these days have many devices helping to manage the operation. Tyson will talk about how Moore's and Metcalf's Laws are pulling all farmers towards digitization. To our knowledge this is the first time a major computer manufacturer has addressed a farm audience, we are looking forward to hearing what Tyson has to say. Biography: Tyson Koopman – currently Regional Director, SMB Western Canada for Dell Computer – descends from generations of Western Canada farmers in a diverse set of agricultural areas including crop,</p>

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	<p>cattle, equine, and even salmon. This agrarian background combined with together with 19 years of experience in the information technology sector means Tyson continues to seek ways to apply the latest advances in computational technology to unique regional use cases, with agriculture being a key vertical in that ecosystem.</p>
<p>Time:12/1/2011 1:00:00 PM Session: 6 1 PD CEU</p>	<p><u>The Vision That Changed A Nation</u> - John Furlong - CEO VANOC Speaking on behalf of: Syngenta Abstract: John Furlong has been described as a Sports Hero, Nation Builder and the Ultimate Crisis Manager. He created the vision and led the team that bid for, organized and staged the highly successful Vancouver 2010 Olympic and Paralympic Winter Games. He is one of the longest serving leaders in Olympic history. He was there right at the beginning of the bid phase and went on to become CEO of VANOC, leading the organisation through many trials and tribulations, all the way through to the closing ceremonies. Farming is a big game. A game of trials, tribulations, setbacks and victories. John will discuss the importance of vision, leadership, crisis management and delegation as it related to the Vancouver Olympics and how these same skills are important to you and your farming enterprise. We are grateful for the support of Syngenta in bringing this world-class speaker to The Farm Forum Event. This promises to be one of most memorable keynotes you will ever hear and is not to be missed! Biography: As the world celebrated the 2010 Vancouver Olympic Games, John Furlong became a familiar figure to all watching. The CEO of VANOC, Furlong led the teams that organized and staged both the Vancouver 2010 Olympic and Paralympic Winter Games. Helping to improve the fabric of Canadian society has always been one of Furlong's steadfast goals, and he has been a key player in demonstrating that the Games can be a true nation builder.</p>
<p>Time:12/1/2011 4:10:00 PM Session: 7 1 CM CEU</p>	<p><u>The Optimization Of The Machine – A New Way Of Farming</u> - Jerry Roell - Director, FarmSight Speaking on behalf of: John Deere Abstract: So how does all of this computing technology and data integration all come together to help you farm better? Jerry Roell is John Deere's global lead on machine optimization and heads their FarmSight initiative. He will speak to how equipment manufacturers are leveraging GIS, GPS, computers, communication and automation to increase farm productivity. Key areas which will be addressed include decision support, machine and logistics optimization. Jerry was just at Agritechnica where many of these concepts were seen coming to life. This is a perfect talk to wrap up The Farm Forum Event because it will truly tie together all of the concepts that will move agriculture to Farming 3.0. Biography: Jerry Roell graduated from Ohio State University with a BSc in Agricultural Engineering. He has been with John Deere for 30 years and served in a number of product development, marketing and sales responsibilities. He has had assignments with Hay & Forage, Tractors, Crop Care (Tillage & Seeding) and Intelligent Solutions. Jerry served in a number dealer facing assignments in Product Support and Channel Development. Since May 2010, Jerry is the Director, John Deere FarmSight™ & John Deere WorkSight</p>
<u>Breakout Session Speakers</u>	
<p>Time:11/30/2011 9:10:00 AM Session: 1a 1 PM CEU</p>	<p><u>Weed Resistance</u> - Dr. Hugh Beckie - Research Scientist - AAFC Speaking on behalf of: Monsanto Abstract: Many Prairie producers are now dealing with herbicide-resistant weeds on their farm. This presentation provides a weed resistance update based on recent field surveys and results of herbicide resistance testing of samples submitted by producers. The presentation will focus on why weed populations have developed resistance and the consequences for management. Biography: Hugh is a weed scientist at the Agriculture and Agri-Food Canada Research Centre in Saskatoon since 1996, and Adjunct Professor in the Department of Agricultural, Food and Nutritional Science, University of Alberta in Edmonton. He obtained his B.S.A. and M.Sc. degrees from the University of Saskatchewan, and Ph.D. in 1992 from the University of Manitoba. His research program deals with monitoring, risk assessment, and management of herbicide-resistant weeds as well as environmental biosafety and risk assessment of crops with novel traits.</p>
<p>Time:11/30/2011 9:10:00 AM Session: 1b 1 PD CEU</p>	<p><u>Is The Canadian Farm Competitive? The World's Grain Markets Confront Canadian Agriculture</u> - Marlene Boersch - Senior Analyst Speaking on behalf of: Agri-Trend Marketing Abstract: Biography: Marlene was raised on a farm in Europe and is fluent in English, French and German. She holds a Master's degree in Agricultural Economics from the University of Saskatchewan has been actively involved the agriculture industry in Canada since 1983. She has traded and exported Canadian crops internationally for 20 years, working for multinational & Canadian companies (Cargill Grain, XCAN Grain), and successfully established and managed Berdex Canada Ltd., a special crops export company. Since 2003, Marlene is a managing partner of Mercantile Consulting Venture [www.mercantileventure.com], a joint venture professional services company specializing in private label market analysis, risk management solutions, and project consulting in the field of agriculture for private and public agribusiness</p>

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organizations in Canada and abroad. Mercantile's analytical work is based on the first-hand global experience with major international companies of the partners in company management, position trading, market & customer development, as well as processing investment decisions. Marlene has also been involved in the C.S.C.A. and in Pulse Canada since their inception. She has served on the Boards of both the C.S.C.A. and of Pulse Canada, and has served as Chair of Pulse Canada. She currently serves on the Board of Directors of RRC, a company with ~ \$360 myn sales and \$105 myn equity.

Time:11/30/2011 **The Value Of Data - Beyond The Savings - James Luke - *Software Sales Specialist***

9:10:00 AM

Session: 1c

1 NM CEU

Speaking on behalf of: Ag Leader

Abstract: I will be talking about "The Value of Data". Precision farming data has value beyond the savings that is acquired from "in-field" operations. The information that is recorded from the precision display has a lot to tell us. This data has tremendous value for improvements. Businesses that help the grower make decisions from their data will be providing continual value. Data is the collection of information by which a decision can be made.

Biography: James works at Ag Leader Technology, in Ames, IA. At Ag Leader, he works in the Software Sales group and has been here for almost 5 years. James grew up on a farm in West Central IL and currently reside in Central IA

Time:11/30/2011 **What You Should Know About Mg In Canadian Soils - Greg Patterson / Dr Gransee / Jarrett Chambers -**

9:10:00 AM

Session: 1d

1 NM CEU

Speaking on behalf of: Agri-Trend Agrology

Abstract: This session is a speed rendition of th 1st Canadian Mg Workshop - this group will discuss magnesium status in canadian soil

Biography:

Time:11/30/2011 **The Coming Wireworm Plague - Are We Screwed Or What? - Dr. Bob Vernon / Mike Dolinski - *Research Scientist - AAFC***

9:10:00 AM

Session: 1e

1 PM CEU

Speaking on behalf of: Agri-Trend Agrology

Abstract: The consequence of living in a world without lindane and potential new control options

Biography: Dr. Bob Vernon is a Research Scientist with AAFC in Agassiz, British Columbia. His area of expertise is integrated pest management and field vegetable entomology. He is currently working on the Development of IPM tools and strategies for the management of wireworms, developing best management practices for insect and mite pests of field crops through an integration of environmentally responsible and reduced-risk control strategies and pest monitoring.

Time:11/30/2011 **New Ways To Control RR Canola Volunteers Before Seeding Canola - Boyd Bergstrom - *Western Canadian Sales Manager***

9:10:00 AM

Session: 1f

1 PM CEU

Speaking on behalf of: Nufarm Agriculture

Abstract: With the popularity of Roundup Ready crops increasing, farmers continue to look for ways to improve their control of these weeds in subsequent crops. In particular, in front of broadleaf crops such as canola there is currently only one option for the control of this weed. Today we will discuss how to improve the control with current products and discuss some new options for the control of the Roundup Ready species in front of canola.

Biography: Boyd Bergstrom is currently the Western Canadian Sales Manager for Nufarm Agriculture. He grew up on a grain farm and has worked in the industry since 2002.

Time:11/30/2011 **Are All Double Shoot Openers Equal? - Garth Massie - *Agronomist***

9:10:00 AM

Session: 1g

1 NM CEU

Speaking on behalf of: Morris Industries

Abstract: A 31' Morris Contour drill was equipped with double shoot openers from several manufacturers. The impact of these different openers on crop growth and development were compared across a range of fertilizer application rates.

Biography: Garth has been the Corporate Agronomist with Morris Industries for the past four years. A key interest for Garth has been learning how machine design influences crop development and grain yield determination. Garth owns a grain and cattle farm south of Biggar, SK.

Time:11/30/2011 **Hedging Frontiers...Effectively Managing Your Weather Exposure... - Brian O'Hearne - *President***

9:10:00 AM

Speaking on behalf of: eWeather Risk Inc.

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<u>Session</u>	<u>Speaker - Title</u>
Session: 1h 1 PD CEU	<p>Abstract: The volatility of weather and commodity prices is increasing and their interdependence creates new risk management opportunities. Unpredictable weather no longer means unmanageable risks. Weather has a significant impact on profitability with Canadian growing conditions becoming increasingly volatile. Learn how to cost effectively hedge your weather risks. Hedge Weather Risk using automated and manual tools; Build Weather Risk Structures tailored to your specific concerns in real time, drought, excess precipitation and temperature variability-heat, cold, freeze...Single or Multi-Peril Weather Risks can be managed including guaranteed spray and application windows Find out more about how to manage weather risk from Brian O'Hearne, President of eWeatherRisk, Inc.</p> <p>Biography: Brian is President and CEO of eWeatherRisk, Inc. the next generation in weather risk management. eWeatherRisk, Inc. brings a level of flexibility to the weather derivatives market, not previously available, allowing clients and partners the ability to develop, price, execute and manage weather risk instruments in real time. Brian was formerly Managing Director, Head of Americas, Environmental and Commodities Markets for Swiss Re responsible for leading weather, energy, emissions and agricultural product trading, business and product development and risk management. Brian is a Past President of the Weather Risk Management Association, the global industry association whose market volume grew from \$4 Billion to \$45 Billion during his 2-year leadership.</p>
Time:11/30/2011 11:10:00 AM Session: 2a 1 PM CEU	<p><u>Clubroot: What You Should Know</u> - Clint Jurke - Canola Council Agronomist</p> <p>Speaking on behalf of: Bayer CropScience</p> <p>Abstract: Clubroot, How to identify the disease? How do we avoid infestation? If we discover Clubroot in our fields, how do we manage it?</p> <p>Biography: Clint hails from Lloydminster, SK from a mixed farm. He has a BSc from the U of Sask and a MSc in Plant Pathology from the U of Manitoba. Clint has works for 15 years in the canola industry. Starting as plant pathologist for Advanta Seeds and later working in Monsanto's canola breeding and technology development departments. For the last two years, Clint has been with the Canola Council covering W SK and leading their canola disease extension work.</p>
Time:11/30/2011 11:10:00 AM Session: 2b 1 PD CEU	<p><u>Canadian Crush Industry Meets Changing Global Demand</u> - Nick Hoyt - Risk Manager</p> <p>Speaking on behalf of: Bunge</p> <p>Abstract: In the past 5 years, Canada's Canola Crush Industry has increased very rapidly to meet global demand for products and to utilize the supply Canadian Growers have produce. North American and Global drivers will continue to move forward impacting crush and returns to Canadian Growers. Discover how Bunge (Canada's largest canola processor) has grown capacity and continues to do so. There are many new influences on global markets today including indexes, hedge funds and banking that influence returns for processors as well as farmers. All of these drivers will impact your operations over the next few years with mixed results.</p> <p>Biography: Nick grew up in Cleveland Ohio graduating from University of Chicago in Public Policy & Economics. Throughout high school and college, Nick wrestled competitively. In addition to his studies, Nick clerked and traded interest rates at the Chicago Mercantile Exchange. Nick started with Bunge in June 2008. He has spent time in many U.S. Bunge trading offices as well as International offices of New York, London & Geneva. This provided Nick with a broad global perspective and knowledge of the global trade. Nick moved to Toronto and has focused the last 1.5 years in the Canadian Canola Industry managing Bunge Canada's risk position for their crush business.</p>
Time:11/30/2011 11:10:00 AM Session: 2c 1 NM CEU	<p><u>Managing Your Soils Today For Tomorrows Returns</u> - Dr. Martin Doki - Director of Research and Development</p> <p>Speaking on behalf of: BEST Environmental Technologies</p> <p>Abstract: Today's agriculture in the world is under stress to produce more from the given landmass to feed ever-increasing human population. Although, farming methods and practices in agriculture have become diversified overtime, conventional farming on soil is still the most predominant way to farm. Soil quality refers to two major processes. They are 'how well the soil can perform' for 'what we want from it'. It is difficult to have a universal way of estimating soil quality, because soil quality is performance based for a given purpose. Therefore, the role of farmer becomes important in managing and maintaining the soil quality in addition to soil fertility. To make sure what is needed for what purpose, farmers need to understand their farm soil quality. Here comes the role of industry partners who help farmers to grow more while maintaining soil and food quality. With increasing need of using chemicals in our present day farming, we also need to understand, how to reduce causing damage to our soils, crops and environment. This is possible by keeping physical, chemical and biological soil components working together in balance. Managing plant nutrients, soil acidity, organic matter, soil biodiversity, soil structure/compaction, erosion, chemicals and urban waste are some of the important parameters needed to be addressed in working towards enhancing soil quality.</p> <p>Biography: Martin Doki is involved in research, global scientific regulatory affairs, international development and strategic planning for the worldwide operations of Best Environmental Technologies Inc. Martin spent more than 20 years in working with research, academic and regulatory institutions in the U.S., Europe and south Asian countries collaborating closely with researchers, regulators and farmers. Among the areas his research has focused on are soil-plant nutrition, crop management, soil carbon budgeting, climate change, soil resource inventories, soil and water resources management, fertilizers and</p>

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soil-plant-microbe inter-relationships. He earned Ph D in soil sciences, is a registered professional with Alberta Institute of Agrologists, and is affiliated with the Canadian Society of Soil Science, the International Union of Soil Sciences and many other scientific institutions, boards, societies and working groups. Martin is the author of more than 45 research papers published in different peer-reviewed research journals. He has received scientific awards, grants and scholarships from different countries for his scientific contributions.

**Time:11/30/2011
11:10:00 AM**

Why You Should Know About Mg - Dr Cakmak / Ron Piett / Dr Rosanoff / Elston Solberg -

Speaking on behalf of: Agri-Trend Agrology

**Session: 2d
1 NM CEU**

Abstract: This is the second part of the speed rendition of the 1st Canadian Mg Workshop - the group will discussion about Mg's role in plants, animals and humans

Biography:

**Time:11/30/2011
11:10:00 AM**

Nutrient Management under Saturated Soil Conditions - Garry Meier / Dr Geza Racz / Ron Curtis Tag Team -

Speaking on behalf of: Agri-Trend Agrology / Bourgault

**Session: 2e
1 NM CEU**

Abstract: Managing nutrients in saturated conditions is difficult at best and close to impossible at worst. This session will focus on some of the observations of crop responses to nutrient placement in a very difficult 2011 growing season. Remember to bring your life jacket!!

Biography:

**Time:11/30/2011
11:10:00 AM**

US Global Perspective; Grain Markets, The Economy And Your Farm - Mike Smith - *Senior Group Manager*

Speaking on behalf of: Scoular

**Session: 2f
1 PD CEU**

Abstract:

Biography: Michael Smith is Sr. Group Manager for The Scoular Company. Scoular manages supply-chain risk for customers in the growing segments of food, feed and renewable fuel markets. Over 500 Scoular people located in North America create customized risk-management solutions that include buying, selling, storing and/or transporting grains, feed and food ingredients worldwide. Mike has served the grain industry for twenty-seven years. He started his career operating grain elevators that serviced the south eastern feed markets, he then moved to international wheat trading from the center gulf and great lakes. His current position is to oversee an international container business with origination in Canada, South America and the United States, that services the Pacific Rim.

**Time:11/30/2011
11:10:00 AM**

Camera... Check, Probe...Check, Aqua...Check? - Brad Rathje - *Manager - AquaCheck*

Speaking on behalf of: AquaCheck

**Session: 2g
1 SW CEU**

Abstract: This session will focus on an emerging technology for Western Canadian growers called AquaCheck – Soil Moisture Management. Soil moisture levels directly impact plant growth and should be viewed as a double edge sword. Moisture levels that are too high decrease yields and may increase de-nitrification. Through the use of soil moisture probes, web-based software, and wireless communication, AquaCheck moisture probes are positioned to allow growers to work with and monitor soil moisture conditions for usefulness in yield potential calculations, irrigation scheduling, and whole field water management. Management decisions based on real time information at multiple depths result in improved fertility utilization and reduce nitrate contamination and compaction. Moisture probes aren't just a tool for irrigated fields, come find out why and how they can be used on your farm!

Biography: Brad Rathje, Manager of AquaCheck USA has been involved in turning technology advances into effective tools for producers since 1993. Bringing 20 years of active farm experience in rain fed, tile drained and irrigated environments and new technology applications together for commercial producers. A graduate of the University of Nebraska, Brad was the first active producer elected as President of the Nebraska Micro-Computer Association, which is now NeATA (Nebraska Ag Technology Association.). He also worked for the John Deere Special Technologies group and as the Agronomy division manager for a large Nebraska Cooperative.

**Time:11/30/2011
11:10:00 AM**

The Production Cost Solution™ Multi-Peril Revenue-Based Margin Insurance - Grant Kosior / Clark Coulson - *President*

Speaking on behalf of: Global Ag Risk Solutions

**Session: 2h
1 PD CEU**

Abstract: The Production Cost Solution is a revenue based multi-peril insurance that provides guaranteed revenue above input costs.

Biography: We are a group of financial professionals with a variety of agricultural related experience who understand the challenges of managing risk in today's modern farming operations. We are based out

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of Moose Jaw, SK and are delivering a new, private revenue-based risk management solution backed by a major Canadian insurer.

Time:11/30/2011 **Chemtrition – Making The Complex.....Simple - Jarrett Chambers - President**

2:10:00 PM

Session: 3a

1 NM CEU

Speaking on behalf of: ATP Nutrition

Abstract: The industry has been asking for years to simplify the complexity of plant nutrition and provide a solution that is easy to understand and is agronomically accurate. This request, combined with the importance of integrating plant nutrition into an existing IP program can create another level of complexity for everyone involved in crop production. ATP is excited to introduce ChemTritition and the R3 Nutrient Management System. ChemTritition is the System that takes this complexity and delivers a simple, easy to use tool to address this challenge, with the goal being to maximize the yield potential of the crop. To organize this science for both agronomists and end users, the R3 Nutrient System Pinwheel is the tool that merges plant nutrition and crop protection into a ready to use and easy to understand system. The R3 Nutrient System Pinwheel uses the BBCH Monograph to create a universal model to match key nutrients with critical phenological growth stages in the plants life cycle. In addition, integration of nutrition with an IP program, allows for maximum synergy and helps close the industry and yield gap.

Biography: With commitment, passion and a proven track record that spans more than 20 years, Jarrett has a singular focus - to deliver results for growers. This focus will propel the agriculture and horticulture industries across North America. Jarrett's professional experience started at his U of M where he obtained a M.Sc. in Soil Fertility and Microbiology. While at U of M, he worked on the Jumpstart and Agrotain technologies. The skills gained on these projects allowed him to develop and commercialize the ESN and Duration technologies across North America for the fruit, vegetable, turfgrass and nursery markets. Realizing that growers must maximize crop production to meet the demands of a growing global population, Jarrett knew he needed to comprehensively understand Plant Nutrition. His next decade was focused on managing plant nutrition through the seed, the soil and the plant. Having pioneered and matured a successful plant nutrient company in Canada, Jarrett is excited about launching the next stage in production agriculture, ATP Nutrition. Jarrett Chambers is the President of ATP Nutrition. ATP Nutrition is a Canadian-owned and operated nutrient company, structured to be a leader in Plant Nutrient Innovation.

Time:11/30/2011 **The Real Story About Vertical And Surface Tillage - Kellen Huber / Todd Botterill - Owner - Tri Star Farm Svcs/Owner - Botterill Sales**

2:10:00 PM

Session: 3b

1 NM CEU

Speaking on behalf of: Tri Star Farm Services

Abstract: This session will cover what is Vertical Tillage and does it work, and Vertical Tillage is a system, not just one tool. As well as the several tools for a vertical tillage system, Blu-Jet Subtiller – remove tillage layers and deep compaction, Smart-Till - remove tillage layers and shallow compaction, Landoll VT Plus – Surface Tillage and Lemken Products

Biography: Kellen - I spent my time with my father, attending many cattle sales, and farm plot tours. He was always looking for ways to be more efficient in production, time management, and cost. My true love was always the Agriculture industry. At the time grain carts were a very need commodity here in the prairies, and after some phone calls to friends in the U.S. Tri Star Farm Services Ltd was launched with Crust Buster Speed King as my first Supplier. Shortly after came Kinze products, Kirchner straddle duals, and Salford. In spring of 2011, an unknown company to western Canada called Lemken, approached me about handling their products in Saskatchewan. With this line that firmly anchored Tri Star Farm Services in the tillage industry. With great success along came companies like Blu Jet (Thurston Mfg.) and Smart Till from HCC also known as Hard Carter Co.

Todd grew up on a farm near Newton, MB. In the mid 90's Todd's father began selling farm machinery off the farm to give a little supplemental income. After becoming involved with the dealership, Todd had the opportunity to work for one of the manufacturers they represented. Within 2 years, he was the US Sales Manager and spent most of his time travelling the mid-western US studying the farming practices there. After his father passed away in 2009, Todd came home to manage the estate and take over the family business. In 2010, he turned Botterill Sales' focus from retailing machinery to representing manufacturers, creating dealer networks across the west. He has used his experience to find the most innovative manufacturers in North America and bring their technology to farmers across Western Canada.

Time:11/30/2011 **Changes And Additions To Agricultural Carbon Offset Opportunities For Producers - Bill Dorgan - President**

2:10:00 PM

Session: 3c

1 NM CEU

Speaking on behalf of: Agri-Trend Aggregation

Abstract: Bill will update us with what's new with Carbon for Alberta and Saskatchewan

Biography: Bill Dorgan has been the President of Agri-Trend Aggregation since the inception of the company and is a seasoned veteran of the Canadian Carbon Offset industry. He has extensive sales, marketing, business development and finance experience in the agricultural sector. Bill has a demonstrated ability to execute a business plan from conception to implementation through to completion.

Time:11/30/2011 **The "Tiles" And Tribulations Of Field Drainage - Simon Knutson / Jim McComb - Geo-Coach/Agri-Coach**

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<p>2:10:00 PM Session: 3d 1 SW CEU</p>	<p>Speaking on behalf of: Agri-Trend GeoSolutions Abstract: With both Western Canada and Eastern Canada perspectives on tile drainage, this session will NOT be draining! Here from two top-notch Agri-Trend Coaches as they discuss and explain the learning's of tile drainage in their area. What works and what doesn't, things to watch out for, and the effects and benefits or proper planning and implementation will be discussed. Plow types, plow methods, spacing, types of tile, results, and pros and cons. This session will be filled to the brim with good info! Biography: Simon Knutson is an Agri-Trend Geo-Coach based out of St. Claude, Manitoba. With a Masters in GIS, Simon's technical skills and abilities are uncovering the best methods for many precision agriculture programs. He has been instrumental in the development and advancement of Agri-Trend's Water Management programs. In 2011, Simon with some partners purchased a tile-plow and has been applying proper planning and science to effective field water management. Jim McComb is an Agri-Trend Agri-Coach based out of Mormora, Ontario. Jim's has extensive local experience and involvements with farmers and tile contractors in Ontario. His agronomic passion and knowledge helps to shed light on other factors other than water movement that tiling provides.</p>
<p>Time:11/30/2011 2:10:00 PM Session: 3e 1 PD CEU</p>	<p><u>Risk And Reward In The Grains And Oilseeds</u> - Jamie Wilton - Senior Commodity Futures Specialist Speaking on behalf of: Scotia McLeod Abstract: Risk and Reward in the Grains and Oilseeds. Biography: Jamie grew up in a small farming community in South Western Manitoba and has been involved with many aspects of agriculture from a very young age. Jamie completed a B.Comm degree (Hons) at the University of Manitoba in 1992. While at university, Jamie developed a strong interest in finance and commodities which he pursued by starting his career with the Winnipeg Commodity Exchange. Jamie has been a licensed Futures and Options broker for about 18 years. Jamie has experience in both the cash grain market and commodity futures markets which gives a valuable perspective to his client's trading and hedging decisions</p>
<p>Time:11/30/2011 2:10:00 PM Session: 3f 1 CM CEU</p>	<p><u>Nexera Canola / Omega-9 Oil - "Creating New Opportunities for the Canola Industry"</u> - Tyler Groeneveld / John Mayko Tagteam - Omega-9 Oil Market Manager Speaking on behalf of: Agri-Trend Agrology / Dow AgroSciences Abstract: The demand for Omega-9 canola oil from Nexera canola is growing significantly. The food industry is looking for healthy naturally stable oils and Nexera canola is able to access oil markets that commodity canola and soybean oil cannot. The presentation will highlight what big food companies are looking for and what information they need to understand in order to adopt canola oil. Consumers are much more health conscious and have a better understanding of oils and fats than ever before. Omega-9 oil is a real solution to address regulatory, nutrition and health & wellness needs in North America. The presentation will provide the audience with a better understanding of who is looking to adopt Omega-9 canola oil from Nexera canola, why it is such a good opportunity for the entire Canadian canola industry right now, and how it benefits canola growers across western Canada. Biography: Tyler Groeneveld has 18 years of experience with Dow AgroSciences Canada Inc. In this role he leads strategy development and implementation of Dow AgroSciences' canola programs. He is the lead business contact for contracting programs and post production merchandising of Nexera Canola and Omega-9 Canola oil in North America. He is also responsible for new market development in export markets such as Asia and Mexico. Tyler completed an Executive MBA from the Haskayne Executive MBA program in 2007. Tyler has very close ties to the family farm southeast of Calgary.</p>
<p>Time:11/30/2011 2:10:00 PM Session: 3g 1 NM CEU</p>	<p><u>Liquid Fertilizer 101 – Back To The Basics</u> - Rick Pattison - President Speaking on behalf of: Pattison Liquid Systems Abstract: Everything you ever wanted to know about Liquid Fertilizer.....But were afraid to ask Biography: Pattison Liquid Systems Inc. is a leading manufacturer of liquid fertilizer application and handling equipment, located at Lemberg, Saskatchewan. Brothers Rick and Larry Pattison founded the company known as Pattison Bros Agro Ltd in 1979. Pattison Brothers Agro Ltd. retailed all forms of fertilizer (with liquid being the majority), crop inputs, crop protection and provided custom application from their retail outlets in Lemberg and Wadena from 1979 to 1998, when the retail stores were sold. Pattison Liquid Systems Inc. continues the dedication to manufacture the highest quality liquid fertilizer equipment as Pattison Brothers had done since 1981. The Pattison's have used liquid fertilizer on their own grain farm since 1979 and continue to do so today.</p>
<p>Time:11/30/2011 2:10:00 PM Session: 3h 1 PD CEU</p>	<p><u>Recruitment: Today's Big Challenge</u> - Leah Knibbs/Dawn Hillrud - HR Professional Speaking on behalf of: Sourcing People Abstract: Where the heck are all the good workers? Having trouble finding people—good people—to work in your farm operation or agribusiness? Leah, Dawn and Cheryl of Knibbs/associates sourcing people will help you understand why it is hard to find good people (the world is a'changin'), and learn how to turn over rocks to find them.</p>

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Biography: Leah Knibbs, Dawn Hillrud and Cheryl Busby are human resource professionals with a strong link (if not permanent anchor) to the farm. As partners in Knibbs/associates sourcing people, we help agribusinesses find the right job candidates. We understand recruitment; we understand HR; we understand farming; and we understand the culture of small towns and remote locations (not everyone can work in major centers, especially if they want to work in agribusiness or on a farm).

Time:11/30/2011
4:10:00 PM

Session: 4a
1 NM CEU

How Does A Plant Spell "Relief"? R E L E A F... For Stress Relief - Bill Zimmer / Dr Bill Hamman / Terry Aberhart TagTeam - VP Market Development Canada/Senior Agri-Coach/Agri-Coach, Farmer

Speaking on behalf of: FBSciences

Abstract: TagTeam Session - FBSciences is pleased to announce its affiliation with ATP Nutrition as its exclusive marketing agent for Canada. ATP Nutrition will formulate FBSciences proprietary organic-based technology into their line of Chemtrition products, under the R3TM Management System. These Chemtrition products are absorbed by the plant and helps focus the plant's energy on essential processes, such as rooting, chlorophyll formation and nutrient utilization. Enhanced processes promote healthier crops, crop yields and crop quality by better withstanding biotic or abiotic crop stresses. FBSciences is backed by more than ten years of development and independent studies that validate multiple applications as a nutrient additive. Please join our session as Dry Bill Hamman and Terry Aberhart discuss the science and performance behind ATP Nutrition and FBSciences technology based on their own research and in field development to maximize yields

Biography: Mr. Zimmer started his career farming, and then worked for 25 years in the agri-business industry in the crop protection and nutrition sectors. Mr. Zimmer has spent most of his career with BASF where he held various senior sales and market development management positions. Mr. Zimmer now manages Canada after structuring the USA and South America markets for FBSciences. Mr. Zimmer graduated from Ontario Agriculture College at the University of Guelph, Ontario, Canada.

Time:11/30/2011
4:10:00 PM

Session: 4b
1 PD CEU

Is The Canadian Farm Competitive? The World's Grain Markets Confront Canadian Agriculture - Marlene Boersch - Senior Analyst

Speaking on behalf of: Agri-Trend Marketing

Abstract:

Biography: Marlene was raised on a farm in Europe and is fluent in English, French and German. She holds a Master's degree in Agricultural Economics from the University of Saskatchewan has been actively involved the agriculture industry in Canada since 1983. She has traded and exported Canadian crops internationally for 20 years, working for multinational & Canadian companies (Cargill Grain, XCAN Grain), and successfully established and managed Berdex Canada Ltd., a special crops export company. Since 2003, Marlene is a managing partner of Mercantile Consulting Venture [www.mercantileventure.com], a joint venture professional services company specializing in private label market analysis, risk management solutions, and project consulting in the field of agriculture for private and public agribusiness organizations in Canada and abroad. Mercantile's analytical work is based on the first-hand global experience with major international companies of the partners in company management, position trading, market & customer development, as well as processing investment decisions. Marlene has also been involved in the C.S.C.A. and in Pulse Canada since their inception. She has served on the Boards of both the C.S.C.A. and of Pulse Canada, and has served as Chair of Pulse Canada. She currently serves on the Board of Directors of RRC, a company with ~ \$360 myn sales and \$105 myn equity.

Time:11/30/2011
4:10:00 PM

Session: 4c
1 NM CEU

Alpine's Phazed Nutrition Program: Reducing Risk While Optimizing Returns - Terry Good - Sales Manager

Speaking on behalf of: Alpine Plant Foods

Abstract: Recent weather fluctuations have caused a great many farmers to rethink their current fertilizer programs. Is applying all your nutrients at one time the best approach in feeding your crop given the uncertainty of weather conditions and the plants ability to efficiently utilize the nutrients. Growing on the success of Alpine's "maximizing phosphate efficiency program" Alpine has developed a "phazed nutrient program" which shows the economic benefits of using seed placed liquid starter fertilizer and foliar fertilizers. Recent work has demonstrated that applying small amounts of fertilizer at the proper plant feeding site and at the plant appropriate time will deliver higher returns while putting less risk on your fertilizer dollar

Biography: Terry Good graduated from the University of Guelph in 1982 in Agricultural Business. Upon graduation, Terry started as a District Sales Manager for Alpine Plant Foods Corporation in South Western Ontario. After building sales by using his customer-based approach, Terry was appointed Sales Manager for Alpine and succeeded in growing market share to over 40 percent. In 1999, Terry became the Sales Manager for the Western Canadian Ag Division. Terry's ability to connect with the needs of the grower and through his understanding of fertilizer and plant nutrition has earned him the respect of western growers. Terry's efforts along with his territory managers were largely responsible for the recently opened Alpine production facility in Belle Plaine, Sk. The fifth production facility in the company and the second in Canada.

Time:11/30/2011

On Farm Results : Comparing Seed Placed And Side Banded Phosphate - Chris Bettschen / Darren Skjerven - Territory Sales Agronomist

AGRI-TREND's 2011 Farm Forum Event Speaker Abstracts and Biographies

<u>Session</u>	<u>Speaker - Title</u>
4:10:00 PM Session: 4d 1 CM CEU	<p>Speaking on behalf of: Seed Hawk Inc.</p> <p>Abstract: Good agronomic practice states that Phosphate needs to be as close to the seed as possible. The caveat “As long as it’s not causing the seed any harm” should be added to that statement. The industry has been recommending seed placed phosphate for many years, backed by private and public research. Many of the recommendations for seed placed P are due to machine limitations, not crop requirements. The benefits of early Phosphate availability are well known, but what if that Phosphate is causing irreparable yield loss too? Fertilizer damage to seeds and seedlings can be seen in any year, if rates and conditions are right for it. When the plants are stressed, fertilizer damage happens quicker and causes more harm. Stress can come from many sources - Drought, High Moisture, Cold Soils, Disease, Insect Damage etc. These stresses can compound in a cool wet spring or very dry spring and drastically increase the amount of damage that seed placed fertilizer can cause. This session will focus on field results from 2011 concerning the placement of fertilizer relative to the seed. We will look at results from placement comparisons as well as other field observations from across Western Canada.</p> <p>Biography: Chris Bettschen PAg. – Chris is a Territory Sales Agronomist with Seed Hawk Inc. based out of Regina SK. A UofS grad, Chris covers Saskatchewan and Manitoba for Seed Hawk Agronomy, as well as south central SK sales. Darren Skjerven AIT. – Darren is also a Territory Sales Agronomist based out of Edson AB. A UofS grad, Darren supplies Agronomic services for all of Alberta. He also runs the Northern Alberta sales territory.</p>
Time:11/30/2011 4:10:00 PM Session: 4e 1 NM CEU	<p><u>Stress Has No Mercy For The Crop: What's In The Nutritional Line Of Defense?</u> - Dr. Abdel El Hadrami - R&D Manager</p> <p>Speaking on behalf of: Omex Agriculture</p> <p>Abstract: Nutritional needs of crops evolve through the developmental stages and understanding these changes is key to correct deficiencies, supplement and promote growth and yield potential. Omex Agriculture Inc. is focused on understanding the science of soil, seed and crop nutrition, with an extensive R&D program (across Canada and internationally) to provide agronomical solutions and lessen the impact of environmental stresses on crops. The development of “The FIRST 30 Days[®]” an industry leading program (launched in 2006) consists of a series of crop-tailored fertility options that fit the needs of seedlings from germination through the onset of flowering. Thousands of Western Canadian farmers have benefited from the program with faster crop maturity, better grades and higher yields. Continued research into the program is focusing on alleviating stresses from excess-water conditions and trying to reduce the impact on crop establishment with nutrition. It also encompasses formulations intended for foliar sprays to correct deficiencies or improve crop tolerance to environmental stress. The other focus of Omex Agriculture Inc. research, “The FINAL 30 Days[®]” is about supplying key nutrients to promote crop’s health, improving crop fill, and seed nutrient fortification. With the changes being proposed in Parliament, the ability of farmers to market wheat and malt barley to select markets will open an entire new marketing opportunity for improved seed nutrient density. With over 3 years of research into producing higher seed nutrient density crops, Omex Agriculture Inc. is again leading the industry into an exciting new venture for farmers. This seminar consists of two parts and reviews the development of nutritional programs and discusses the results gathered from our 2010-2011 research trials.</p> <p>Biography: Abdel is the R&D Manager at OMEX Agriculture. He obtained his MSc. and PhD in Plant Pathology in France. Son of durum farmer in Morocco, Abdel has 15+ years of International experience in a variety of research and teaching positions including at the University of Manitoba until 2010. His field of expertise is in plant pathology, molecular biology, biochemistry, plant physiology, and agronomy to mainly understand the science of soil, seed and plant nutrition. Some of you are probably familiar with some of Abdel’s contribution in the June/July 2011 issue of The agAdvance on “Deliquescence”. He is an internationally recognized scholar with numerous peer-reviewed grants, publications and edited books and chapters. He is currently leading a project co-funded by OMEX Agriculture and the Agri-Food Research and Development Initiative (ARDI) to develop a nutrition-based solution to reduce the impact of Sclerotinia soft/stem mold disease in many crops including canola, beans, potatoes, carrots and sunflowers. He is looking for collaborators in severely impacted area to conduct trials and testing, as well as, students looking to enrol into a MSc. program.</p>
Time:11/30/2011 4:10:00 PM Session: 4f 1 PD CEU	<p><u>ADSPro And The Farmer - A COACH</u> -</p> <p>Speaking on behalf of: Agri-Trend Data Solution</p> <p>Abstract:</p> <p>Biography:</p>
Time:11/30/2011 4:10:00 PM Session: 4g 1 PD CEU	<p><u>Tractor: “Can Anybody Hear Me?” – Slingshot: “Loud And Clear Good Buddy!”</u> - Tim Ottenbreit / Josh Skanderup -</p> <p>Speaking on behalf of: Raven Industries</p> <p>Abstract: OmniSeed: OmniSeed is an advanced air-seeder system recently introduced by Raven. Powered by the Viper Pro field computer, OmniSeed uses an advanced hydraulic motor-clutch for variable rate seeding, down pressure monitor, seed blockage monitoring, and allows for multiple product control, including fertilizer applications with automatic sectional shut-off. The most advanced, yet simple to use air-seeder system on the market today. Slingshot is a revolution in wireless technology for precision ag. Slingshot delivers RTK corrections via cellular technology, utilizing the most robust wireless technology</p>

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Session Speaker - Title

available today, providing for a reliable connection, and maximizing the range at which we can deliver RTK corrections, eliminating line-of-sight issues. Slingshot also allows for wireless data transfer in near real-time, high-speed internet access, basic fleet management and remote support.

Biography: Tim was born and raised in Broadview, SK and currently resides just outside of Melville, SK. Tim attended Kelsey SIAST in the Computer Systems Technology Program, and immediately after, he began working for Raven as a Precision Ag Specialist and is currently the Raven Canada Sales Manager. Tim has been with Raven for 6 ½ years. Josh resides in Red Deer, Alberta. Prior to joining the team at Raven, Josh worked with wireless cellular applications in oil and gas, transportation, public utilities, survey and construction, and other industries where high reliability and availability are required. Josh has helped deploy Slingshot cellular RTK in several countries, including Australia, South Africa, various regions in South America and Europe.

Time:11/30/2011 **Hedging Frontiers...Effectively Managing Your Weather Exposure... - Brian O'Hearne - President**

4:10:00 PM

Session: 4h

1 PD CEU

Speaking on behalf of: eWeather Risk Inc.

Abstract: The volatility of weather and commodity prices is increasing and their interdependence creates new risk management opportunities. Unpredictable weather no longer means unmanageable risks. Weather has a significant impact on profitability with Canadian growing conditions becoming increasingly volatile. Learn how to cost effectively hedge your weather risks. Hedge Weather Risk using automated and manual tools; Build Weather Risk Structures tailored to your specific concerns in real time, drought, excess precipitation and temperature variability-heat, cold, freeze...Single or Multi-Peril Weather Risks can be managed including guaranteed spray and application windows Find out more about how to manage weather risk from Brian O'Hearne, President of eWeatherRisk, Inc.

Biography: Brian is President and CEO of eWeatherRisk, Inc. the next generation in weather risk management. eWeatherRisk, Inc. brings a level of flexibility to the weather derivatives market, not previously available, allowing clients and partners the ability to develop, price, execute and manage weather risk instruments in real time. Brian was formerly Managing Director, Head of Americas, Environmental and Commodities Markets for Swiss Re responsible for leading weather, energy, emissions and agricultural product trading, business and product development and risk management. Brian is a Past President of the Weather Risk Management Association, the global industry association whose market volume grew from \$4 Billion to \$45 Billion during his 2-year leadership. Brian was previously President and CEO of Aquila Re Ltd. and Aquila Merchant Services-International based in Bermuda and prior to Aquila was Vice President Corporate Finance at Koch Industries in charge of Structured Finance as well as Director of Tax Planning. Brian received his LLM, MBA, JD and Chemistry degrees from the University of Missouri at Kansas City and has over 25 years of experience in the energy, agriculture, weather and risk management fields.

Time:12/1/2011 **AVAIL – Phosphate For The 21st Century! NEW Phos Enhancement Technology! - Dr. Galen Mooso - Agronomy Manager**

9:10:00 AM

Session: 5a

1 NM CEU

Speaking on behalf of: J.R. Simplot

Abstract: Galen will provide an AVAIL update to our delegates. AVAIL is our fine phosphate fertilizer enhancer. AVAIL creates a microenvironment in the soil that allows newly planted crops to uptake more phosphate. More phosphate in the plant leads to a stronger, healthier plant and ultimately a great opportunity for increased yields over standard practice fertilizer applications.

Biography: Dr. Galen Mooso is the Agronomy Manager for Simplot AgriBusiness in Boise, Idaho. He received his PhD from Boise in Crop Production and Physiology. Dr. Mooso has over 30 years' experience in crop research and production.

Time:12/1/2011 **Bigger, Better Crop Harvests - BBCH: Better Staging, Better Decisions, Bigger Returns - Jarrett Chambers / Mike Dolinski / Grant Michelson TagTeam - President/Senior Agri-**

9:10:00 AM

Session: 5b

1 CM CEU

Coach/Agri-Coach

Speaking on behalf of: ATPNutrition

Abstract: TagTeam Session - Yield establishment for cereals occurs early in the plants' life cycle. How we establish the crop at the start of season determines the maximum yield potential of the crop. The majority of our agronomic management decisions at this stage are driven by the need to overcome limitation in production caused by both abiotic (mother nature) and biotic stress (weeds, diseases and insects). When pushing the yield potential of the crop, we must have a paradigm shift and manage not only the soil, but also the seed and the plant with nutrition. Nutrition forms the basis for pushing the yield and it is no longer a specialty, but rather a necessity! Mike Dolinski will review the complexity of the plant - from germination to the first tiller, using his close-up photographs to describe the significant changes that take place during these early development stages (BBCH 00-21). Grant Michelson will focus on how early season crop management is vital in optimizing a crops yield potential. His will address the necessity of timely soil management, along with seed nutrition to improve vigour and seedling development. Jarrett Chambers will summarize the importance of formulation chemistry in products to maximize nutrient utilization by the plant, when applied either to the seed, soil, or plant. Please come and participate in this interactive session with your leading Senior Agri-Coach, Agri-Coach, and Industry Partner. If you are interested in pushing your crop and maximizing its' yield potential, than this is as must see seminar.

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<u>Session</u>	<u>Speaker - Title</u>
	Biography: Mike Dolinski is a Senior Agri-Coach with Agri-Trend Agrology, Grant Michelson is an Agri-Coach with Agri-Trend Agrology and owner of AgVantage Solutions, Jarrett Chambers is President of ATPNutrition
Time: 12/1/2011 9:10:00 AM Session: 5c 1 PD CEU	<u>Changes And Additions To Agricultural Carbon Offset Opportunities For Producers</u> - Bill Dorgan - <i>President</i> Speaking on behalf of: Agri-Trend Aggregation Abstract: Bill will updated us with what's new with Carbon for Alberta and Saskatchewan Biography: Bill Dorgan has been the President of Agri-Trend Aggregation since the inception of the company and is a seasoned veteran of the Canadian Carbon Offset industry. He has extensive sales, marketing, business development and finance experience in the agricultural sector. Bill has a demonstrated ability to execute a business plan from conception to implementation through to completion.
Time: 12/1/2011 9:10:00 AM Session: 5d 1 PM CEU	<u>How You Can Clean Up Your Dirtiest Fields While Seeding Flax, Peas, Chickpeas, And Sunflowers</u> - Greg Tittmore - <i>Territory Manager</i> Speaking on behalf of: Nufarm Agriculture Abstract: Historically farmers have tried to seed peas, flax, chickpeas and sunflowers on relatively weed free fields due to the limited options for weed control. Now, these crops have a new option for weed control that allows farmers to target and clean up their weediest fields. Today we will discuss how to best use this new option, so farmers can revolutionise the weed control on their farms. Biography: Greg has worked in the Ag Chem business for over 30 years. He also is a farmer and continues to look for ways to improve his farm through obtaining better weed control
Time: 12/1/2011 9:10:00 AM Session: 5e 1 NM CEU	<u>Back to Elementary School - Learnings from the Sulphur Experts</u> - Brooke Bateman / Elston Solberg / Glyn Evans TagTeam - Speaking on behalf of: Agri-Trend Agrology / Keg River Abstract: Increasingly sulphur deficiencies are being observed across the prairies, this group will discuss how best to use elemental sulphur to take advantage of its benefits and mitigate its short comings. Biography:
Time: 12/1/2011 9:10:00 AM Session: 5f 1 PD CEU	<u>US Global Perspective; Grain Markets, The Economy And Your Farm</u> - Mike Smith - <i>Senior Group Manager</i> Speaking on behalf of: Scoular Abstract: Biography: Michael Smith is Sr. Group Manager for The Scoular Company. Scoular manages supply-chain risk for customers in the growing segments of food, feed and renewable fuel markets. Over 500 Scoular people located in North America create customized risk-management solutions that include buying, selling, storing and/or transporting grains, feed and food ingredients worldwide. Mike has served the grain industry for twenty-seven years. He started his career operating grain elevators that serviced the south eastern feed markets, he then moved to international wheat trading from the center gulf and great lakes. His current position is to oversee an international container business with origination in Canada, South America and the United States, that services the Pacific Rim.
Time: 12/1/2011 9:10:00 AM Session: 5g 1 PD CEU	<u>Agri-Trend, Improving Livestock Profitability</u> - Jen Gutfriend-Larsen - <i>Livestock Coach</i> Speaking on behalf of: Agri-Trend Agrology Abstract: Jen will discuss the Agri-Trend's new Livestock Performance Program how to get the most from your cattle Biography: Jen was raised on a cow/calf farm in Central BC and has had a passion for Livestock her entire life. She attended Olds College where she received her Ag Business Diploma in the hopes to work with farmers to help improve their profitability. She has worked with various cattle producers over the years to help further increase her knowledge of different management styles within the industry. This provided a very good understanding of the industry and the concerns the farmers face. She has also worked within the feed cattle and dairy industry for many years where she further increased her knowledge of livestock nutrition and the importance of herd health within a herd.
Time: 12/1/2011 9:10:00 AM Session: 5h 1 PD CEU	<u>The Production Cost Solution™ Multi-Peril Revenue-Based Margin Insurance</u> - Grant Kosior / Clark Coulson - <i>President</i> Speaking on behalf of: Global Ag Risk Solutions Abstract: The Production Cost Solution is a revenue based multi-peril insurance that provides guaranteed revenue above input costs. Biography: We are a group of financial professionals with a variety of agricultural related experience who understand the challenges of managing risk in today's modern farming operations. We are based out

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<u>Session</u>	<u>Speaker - Title</u>
	of Moose Jaw, SK and are delivering a new, private revenue-based risk management solution backed by a major Canadian insurer.
Time: 12/1/2011 10:10:00 AM Session: 6a 1 PM CEU	<p><u>Clubroot: What You Should Know</u> - Clint Jurke - <i>Canola Council Agronomist</i></p> <p>Speaking on behalf of: Bayer CropScience</p> <p>Abstract: Clubroot, How to identify the disease. How do we avoid infestation? If we discover Clubroot in our fields, how do we manage it?</p> <p>Biography: Clint hails from Lloydminster, SK from a mixed farm. He has a BSc from the U of Sask and a MSc in Plant Pathology from the U of Manitoba. Clint has works for 15 years in the canola industry. Starting as plant pathologist for Advanta Seeds and later working in Monsanto's canola breeding and technology development departments. For the last two years, Clint has been with the Canola Council covering W SK and leading their canola disease extension work.</p>
Time: 12/1/2011 10:10:00 AM Session: 6b 1 NM CEU	<p><u>Stress Has No Mercy For The Crop: What's In The Nutritional Line Of Defense?</u> - Dr. Abdel El Hadrami - <i>R&D Manager</i></p> <p>Speaking on behalf of: Omex Agriculture</p> <p>Abstract: Nutritional needs of crops evolve through the developmental stages and understanding these changes is key to correct deficiencies, supplement and promote growth and yield potential. Omex Agriculture Inc. is focused on understanding the science of soil, seed and crop nutrition, with an extensive R&D program (across Canada and internationally) to provide agronomical solutions and lessen the impact of environmental stresses on crops. The development of "The FIRST 30 Days®" an industry leading program (launched in 2006) consists of a series of crop-tailored fertility options that fit the needs of seedlings from germination through the onset of flowering. Thousands of Western Canadian farmers have benefited from the program with faster crop maturity, better grades and higher yields. Continued research into the program is focusing on alleviating stresses from excess-water conditions and trying to reduce the impact on crop establishment with nutrition. It also encompasses formulations intended for foliar sprays to correct deficiencies or improve crop tolerance to environmental stress. The other focus of Omex Agriculture Inc. research, "The FINAL 30 Days®" is about supplying key nutrients to promote crop's health, improving crop fill, and seed nutrient fortification. With the changes being proposed in Parliament, the ability of farmers to market wheat and malt barley to select markets will open an entire new marketing opportunity for improved seed nutrient density. With over 3 years of research into producing higher seed nutrient density crops, Omex Agriculture Inc. is again leading the industry into an exciting new venture for farmers. This seminar consists of two parts and reviews the development of nutritional programs and discusses the results gathered from our 2010-2011 research trials.</p> <p>Biography: Abdel is the R&D Manager at OMEX Agriculture. He obtained his MSc. and PhD in Plant Pathology in France. Son of durum farmer in Morocco, Abdel has 15+ years of International experience in a variety of research and teaching positions including at the University of Manitoba until 2010. His field of expertise is in plant pathology, molecular biology, biochemistry, plant physiology, and agronomy to mainly understand the science of soil, seed and plant nutrition. Some of you are probably familiar with some of Abdel's contribution in the June/July 2011 issue of The agAdvance on "Deliquescence". He is an internationally recognized scholar with numerous peer-reviewed grants, publications and edited books and chapters. He is currently leading a project co-funded by OMEX Agriculture and the Agri-Food Research and Development Initiative (ARDI) to develop a nutrition-based solution to reduce the impact of Sclerotinia soft/stem mold disease in many crops including canola, beans, potatoes, carrots and sunflowers. He is looking for collaborators in severely impacted area to conduct trials and testing, as well as, students looking to enrol into a MSc. program.</p>
Time: 12/1/2011 10:10:00 AM Session: 6c 1 CM CEU	<p><u>Take "Authority" Over Your Resistant Weed Worries!</u> - Mike Gerhardt / Dr Bill Hamman TagTeam - <i>Canadian Account Manager</i></p> <p>Speaking on behalf of: Agri-Trend Agrology / FMC</p> <p>Abstract: Have you or your customers ever been frustrated by poor weed control in your flax, pea, chickpea or Sunflower fields? Is it because of the growing issue of resistant weeds, such as group 2 resistant Kochia or cleavers; or is it simply because of the lack of good herbicide options available for those crops today? FMC has a solution that provides cleaner fields with higher yields. Heck, it can even give you more time for fishin'! Come and see how it can work for you. FMC – "Investing in farming's future".</p> <p>Biography: Mike started working for FMC on April 1, 2011. As the Canadian account manager for FMC, Mike is the sales and technical support for service representatives focused on FMC products in W. Canada. Raised on a farm in southeast Saskatchewan, he graduated from the University of Saskatchewan with a Bachelor of Science and Arts in agriculture with a major in agronomy. His work experience extends more than 20 years in the agriculture business, primarily in Western Canada, with concentrations in agriculture research, technical marketing and sales in various capacities. Mike spent twelve years with Bayer CropScience, five years with an independent specialty crops processor (Naber Seeds) and four years with Saskatchewan Wheat Pool.</p>
Time: 12/1/2011 10:10:00 AM Session: 6d	<p><u>Succession Planning: What Does It Look Like In Your Family Business?</u> - Trevor Broker - <i>Wealth Advisor</i></p> <p>Speaking on behalf of: Scotia McLeod</p> <p>Abstract: Not planning could allow someone else to decide what happens to your business and potentially at a significant cost.</p>

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<u>Session</u>	<u>Speaker - Title</u>
1 PD CEU	Biography: Trevor grew up in Nipawin, Saskatchewan and went to the University of Regina. He obtained a degree in Economics. In 1997, he moved to Saskatoon and joined Scotiabank. In March of 1999, he moved from Scotiabank to Scotia McLeod.
Time:12/1/2011 10:10:00 AM Session: 6e 1 NM CEU	<u>Top Ten Ways To Make Micronutrients Pay On Your Farm This Season</u> - Brenda Dubeck - <i>Sales Manager</i> Speaking on behalf of: Wolf Trax Inc. Abstract: With increasing commodity prices, there has never been a better time to take a look at getting the most out of your input strategies. Even if you've never used micronutrients in the past, you won't want to miss this hands-on and informative presentation. Wolf Trax will review several practical ways to boost productivity, as well as strategies for improving the efficiency and effectiveness of micronutrient applications, including an innovative seed-applied fertilizer Biography: Wolf Trax presenter Brenda Dubeck has worked for Wolf Trax in various capacities over the past eight years, including managing sales territories in Ontario, the Maritimes, the mid-west, California, Arizona, the Pacific north-west, and western Canada. Brenda is involved in managing sales for PROTINUS, an innovative seed-applied fertilizer, and DDP Micronutrients. Before joining Wolf Trax, Brenda spent over a decade in the animal health business working with feed companies and livestock producers in Manitoba and Saskatchewan. Brenda, an avid traveller and golfer, lives in Winnipeg.
Time:12/1/2011 10:10:00 AM Session: 6f 1 SW CEU	<u>Mapping With Coils: How Are You "Conducting" Your Soil?</u> - Mike Catalano - <i>Senior Technical Sales Associate</i> Speaking on behalf of: Geonics Abstract: Geonics Limited has been manufacturing electromagnetic instruments to measure soil conductivity for almost 50 years. Electromagnetic Induction is a non-invasive non-destructive sampling method, which requires no probes, no ground contact and is therefore suited to be used on a variety of field conditions in a variety of times during the year. It gives the user a very quick and inexpensive look at soil conditions. It is only over the last few years that studies by various researchers and the USDA have shown the impact of this geophysical mapping technique for things such as crop yield, soluble salts, soil moisture, topsoil depth in claypan soils, sand deposition after flooding, herbicide degradation, general soil textural changes and crop productivity. Soil conductivity is now widely accepted across the Precision Agriculture industry as one of the primary properties of soil to map. This technique has grown in use within the Agricultural community, in part due to the increasing efficiencies of accessories used to collect data and the drive by farmers to become more productive. This talk will serve as both an introduction to the operating principles, for those new to the technology of electromagnetic soil conductivity, and a review of the variety of uses the system has in the field of Precision Agriculture. Several case histories covering a broad range of crops will be presented. Biography: Mike has a Bachelor of Science specialist degree in geophysics from the University of Toronto. He has worked for the Ministry of Transportation of Ontario, Canada in the geotechnical department and has been with Geonics Limited since 1993. Presently responsible for the North American market his duties include instrument training, technical and software support, as well as general sales and marketing for the company. He has been an annual trainer for the last 16 years at the University of Waterloo geophysical field school and an invited lecturer at the University of Tennessee (TINGS program). He has conducted training sessions and workshops in Canada and the US including the US DOD, EPA, DND Canada, DCC, US Army Corps of Engineers, Navy, Army, Air Force and various educational institutions.
Time:12/1/2011 10:10:00 AM Session: 6g 1 CM CEU	<u>Profitable Pastures</u> - Steve Kenyon - <i>Agronomist</i> Speaking on behalf of: Agri-Trend Agrology Abstract: Steve believes that to be profitable in the long term, you must use sustainable agriculture practices. You have to work with Mother Nature, not against her. Greener Pastures is an environmentally sustainable ranch that improves the land. The focus is to maintain an effective water cycle, carbon cycle, nitrogen cycle and mineral cycle. Our wildlife habitats and riparian areas need to be preserved. The health of our soils and our soil organisms needs to be understood and protected in order to ensure that our agricultural businesses remain profitable and sustainable Biography: Steve Kenyon runs a custom grazing business in the Westlock area under the name of Greener Pastures Ranching Ltd. He currently runs just over 1000 head of livestock on 3000 acres of leased land. By using extended grazing techniques, he is able to pasture cattle year round. This is done by using a combination of intensive cell grazing, dormant season grazing, swath grazing, crop residue grazing and bale grazing. Steve has become well respected in the agriculture community for his business management and innovative ideas. The Mission statement of Greener Pastures is "Economic Sustainability for Generations". It is important to Steve to provide an enjoyable, profitable and sustainable business for future generations.
Time:12/1/2011 10:10:00 AM Session: 6h 1 CM CEU	<u>Canola: Where to from here?</u> - Phil Thomas - <i>Senior Agri-Coach</i> Speaking on behalf of: Agri-Trend Agrology Abstract: Everything you need to know about current and future developments in canola and should be afraid to ask - Gleanings from the 13th International Rapeseed Congress, Prague, Czech Republic June 2011

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Session Speaker - Title

Biography: Until August 2001, Mr. Thomas, served as the Provincial Oilseed Specialist with Alberta Agriculture, Food and Rural Development with responsibilities for oilseed technology transfer. He was responsible for the development, implementation, co-ordination and administration research and technology transfer programs in oilseed production. Mr. Thomas advised the oilseed industry (producers, researchers, processors, commodity groups, government staff, agri-business and individuals) on oilseed production. His experience is internationally recognized. He has served as a consultant for: CIDA projects in India; the North American Trade Express Inc. in Sri Lanka; Mitsubishi in China, and the Rockefeller Foundation & White Eagle Industries in Poland.

Time:12/1/2011
11:10:00 AM

Increasing Your ROI With The Use Of Fungicides - Trevor Glas - Bayer Crop Science Market Development team

Speaking on behalf of: Bayer CropScience

Session: 7a
1 PD CEU

Abstract: Trevor will summarize a 4 year research project from across western Canada showcasing the positive effects of various fungicides at various crop development stages and how these trials impact a growers bottom line profitability

Biography: Trevor joined Bayer CropScience in August 2008. While working for BCS one of his key objectives has been increasing cereal fungicide awareness. He acquired his Bachelor of Science from the College of Agriculture in 2003 with a major in Crop Science. Prior to joining Bayer CropScience Trevor spent 4 years in the retail business with an independent retailer in south east Saskatchewan.

Time:12/1/2011
11:10:00 AM

The Big Payback - David Larsen - Agronomist

Speaking on behalf of: SeedMaster

Session: 7b
1 NM CEU

Abstract: The results are in! SeedMaster will show you how our seeding system with cutting edge and affordable technology like the UltraPro Canola Meter and Zone Command can give a producer a BIG Payback! SeedMaster's innovative engineering and sound agronomy will not only save you money and give you bin-busting yields, but also, this technology will pay for itself! Let us show you how! SeedMaster has blended the agronomy of both the UltraPro and our Zone Command overlap control system, with some solid number crunching to show you how a SeedMaster seeding system can pay for itself!

Biography: David Larsen is SeedMaster's resident agronomist. Over the past year, he's been conducting trials with a number of farmers from across Saskatchewan - analyzing field scale results of the UltraPro Canola Meter and digging into research data on the benefits of overlap control systems.

Time:12/1/2011
11:10:00 AM

Beyond Better Sex in Wheat - Mike Dolinski - Senior Agri-Coach

Speaking on behalf of: Agri-Trend Agrology

Session: 7c
1 PM CEU

Abstract: Improving wheat production encompasses use of many agronomic strategies. To apply these strategies, agronomists must understand how a wheat plant grows and reproduces. This presentation will focus on a detailed description of the critical growth and reproductive stages in wheat plants as per the BBCH growth stage system. Detailed close-up photographs will be used to describe these growth stages. Application of management strategies to improve wheat production through these growth stages will be discussed. Come and really look at how a wheat plant grows and reproduces, if you already know, this will be a good review.

Biography: Mike brings 30 years of expertise in entomology extension and integrated pest management along with 10 years of organic production, marketing, and industry development to Agri-Trend after retiring in mid-July from his roles as Provincial Entomologist and Organic Specialist with Alberta Agriculture, Food, and Rural Development. In addition to his ongoing role as Provincial Entomologist, he was also responsible for, laboratory diagnostics and research services, apiculture, plant pathology and vertebrate pest management programs, including the rat control program keeping Alberta rat free. As the first Provincial Organic Specialist in Canada, he was responsible for developing programs to increase awareness of organic agriculture at the government consumer levels, and expand business opportunities for organic producers and processors. He was also very involved in development of National Organic Standards and national and provincial industry infrastructures.

Time:12/1/2011
11:10:00 AM

ADSPRO And The Farmer - A COACH -

Speaking on behalf of: Agri-Trend Data Solution

Session: 7d
1 PD CEU

Abstract:

Biography:

Time:12/1/2011
11:10:00 AM

Application Technology – Making Crop Protection Work Better For Your Farm - David Forster - Genetic Project Lead

Speaking on behalf of: Syngenta

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<u>Session</u>	<u>Speaker - Title</u>
Session: 7e 1 PM CEU	<p>Abstract: Application technology plays an important role in the performance of crop protection products, more so than we realize. Various aspects of the spraying operation can add to, or even interfere with the desired level of control. Choosing the best product for the task at hand is half the battle, but by far the most important. We will show and review impacts of changing other components like speed, boom height, water volumes and nozzles, while showing the importance of fine-tuning your own operation. These “real farm” examples are something that every grower can relate to.</p> <p>Biography: Dave grew up on a mixed beef, swine and grain farm in southern Manitoba. He attended the University of Manitoba receiving a BSc in Agronomy and an MSC in Plant Science writing a Thesis exploring the rotational benefits of forages in crop rotations. In 1999, Dave moved to Saskatoon where he started working with Syngenta Crop Protection Canada, Inc. as a Field Biologist with the R&D Department. Over the last several months, Dave has transitioned into a new role as an Agronomic Services Rep covering the area of northern Saskatchewan. Dave lives in Warman, SK with wife and newborn daughter. When not working, he enjoys any activities outdoors, and especially golfing, gardening, and fishing.</p>
Time:12/1/2011 11:10:00 AM Session: 7f 1 PD CEU	<p><u>Tag Team Your Farm Profits: Grain Marketing, Futures And Risk Management</u> - Derrick Squair / Jamie Wilton TagTeam -</p> <p>Speaking on behalf of: Agri-Trend Marketing / Scotia McLeod</p> <p>Abstract:</p> <p>Biography: Derrick Squair is President of Agri-Trend Marketing/Jamie Wilton is Senior Commodity Futures Specialist with Scotia McLeod</p>
Time:12/1/2011 11:10:00 AM Session: 7g 1 PD CEU	<p><u>Facilitating Retained Ownership Program</u> - Dr. Troy Drake, DMV - Cow/Calf Health Management Services</p> <p>Speaking on behalf of: Agri-Trend Agrology</p> <p>Abstract: Cow/Calf Health Management Services (CCHMS), like its name, is a cow/calf health and management services company located near Kathryn, Alberta, Canada, which is about 20 km north east of the city of Calgary. CCHMS is a privately owned company and is focused entirely on helping our clients produce the safest and highest quality beef possible. Each client is enrolled on a yearly program with an emphasis on disease prevention, nutrition management and the detailed collection and analysis of individual animal data. This approach allows us to assume a more proactive role with each of our clients and as a result, we become more involved and invested in the producer's entire beef cattle operation. This helps ensure that our clients produce beef that meet all food safety and traceability criteria. With all the issues and challenges that constantly surround our beef industry, CCHMS responsibly accepts that our services are more valuable and essential today than ever before.</p> <p>Biography: In 1994, I started my own veterinary services company (Drake Veterinary Services Ltd.) and began a cow/calf health program where the goal was to minimize the effect of disease and maximize the production potential within each cow/calf herd. The business model was based on a fee/cow/year in return for a variety of pre-established service provisions. This fundamentally changed the paradigm of a traditional reactive veterinary service to a sustained proactive partnership where the focus was on the prevention of disease and not just on the treatment. In 2005, we changed our business name to Cow/Calf Health Management Services (CCHMS) so that the name could better reflect the type of services our company offered. We were no longer only providing veterinary services! The business focus has now evolved into an ongoing commitment between CCHMS and our clients to produce safe-traceable-high quality beef.</p>
Time:12/1/2011 11:10:00 AM Session: 7h 1 PD CEU	<p><u>Update on the Mg/Glyphosate Issue and What You Should Know About Selenium</u> - Dr Don Huber / Dr Jim Beaton / E Solberg - Senior Agri-Coaches</p> <p>Speaking on behalf of: Agri-Trend Agrology</p> <p>Abstract: It's Movember....mustache season all geared towards raising awareness and financial support for mens health, in particular prostate cancer. Dr Jim Beaton will discuss the importance of selenium in the prevention of this and several other cancers.</p> <p>Biography:</p>
Time:12/1/2011 2:10:00 PM Session: 8a 1 PD CEU	<p><u>DOUBLE TROUBLE – Politics & Pulse Crops: How Global Volatility Affects Your Bottom Line</u> - Martin Chidwick - Senior Vice President Canada</p> <p>Speaking on behalf of: Bissma Pacific</p> <p>Abstract:</p> <p>Biography: Martin Chidwick is Senior Vice President Canada and International Operations at Bissima Pacific. Martin has been in this industry for close to 30 years. Formerly with Berger (becoming Conagra), and Xcan Grain (evolving into Agricore United), Martin is passionate about Canada, and excited for Bissma's increasing role in agricultural world trade. Currently privileged to be Executive Vice President to CICILS/IPTIC and is a past president of Canadian Special Crops Association. (CSCA) In his 4th year with Bissma Pacific Inc.</p>
Time:12/1/2011	<p><u>Tractor: “Can Anybody Hear Me?” – Slingshot: “Loud And Clear Good Buddy!”</u> - Tim Ottenbreit / Josh Skanderup - Raven Canada Sales Manager/Slingshot Deployment & Training</p>

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<u>Session</u>	<u>Speaker - Title</u>
<p>2:10:00 PM Session: 8b 1 SW CEU</p>	<p><i>Specialist</i> Speaking on behalf of: Raven Industries Abstract: OmniSeed: OmniSeed is an advanced air-seeder system recently introduced by Raven. Powered by the Viper Pro field computer, OmniSeed uses an advanced hydraulic motor-clutch for variable rate seeding, down pressure monitor, seed blockage monitoring, and allows for multiple product control, including fertilizer applications with automatic sectional shut-off. The most advanced, yet simple to use air-seeder system on the market today. Slingshot is a revolution in wireless technology for precision ag. Slingshot delivers RTK corrections via cellular technology, utilizing the most robust wireless technology available today, providing for a reliable connection, and maximizing the range at which we can deliver RTK corrections, eliminating line-of-sight issues. Slingshot also allows for wireless data transfer in near real-time, high-speed internet access, basic fleet management and remote support. Biography: Tim was born and raised in Broadview, SK and currently resides just outside of Melville, SK. Tim attended Kelsey SIAST in the Computer Systems Technology Program, and immediately after, he began working for Raven as a Precision Ag Specialist and is currently the Raven Canada Sales Manager. Tim has been with Raven for 6 ½ years. Josh resides in Red Deer, Alberta. Prior to joining the team at Raven, Josh worked with wireless cellular applications in oil and gas, transportation, public utilities, survey and construction, and other industries where high reliability and availability are required. Josh has helped deploy Slingshot cellular RTK in several countries, including Australia, South Africa, various regions in South America and Europe.</p>
<p>Time:12/1/2011 2:10:00 PM Session: 8c 1 CM CEU</p>	<p><u>Don't Judge A Book By It's Cover: Getting The MOST From Your SEED!</u> - Bruce Carriere - <i>Owner, Discovery Seed Lab</i> Speaking on behalf of: Discovery Seed Labs Ltd Abstract: What each test means and how to put the results of your tests to use, to get the most from your seed and a good night's sleep. Biography: Bruce attended the U of M and left in 1982 to start with Oliver Chemical in Brandon. Bruce worked as a distributor sales rep for 11 years selling chemicals and seed treatments to the independent chemical dealerships and seed growers across Manitoba and Saskatchewan. In 1985, he was transferred to Saskatoon. Bruce, along with his wife Leona, started Discovery Seed Labs in 1993. They started with a staff of three including Bruce & his wife in 1400 sq feet. They now have a staff of 12 in Saskatoon in 4500 sq ft as well as 2 staff at the National Research Council in a 1000 sq ft. research facility. He credits the success of Discovery Seed Labs to their commitment to quality and education and having the support of a first class and knowledgeable staff.</p>
<p>Time:12/1/2011 2:10:00 PM Session: 8d 1 CM CEU</p>	<p><u>In The Zone: Championship Precision Plays!</u> - Terry Aberhart / Justin Cleaver - <i>Agri-Coach, Farmer/Geo-Coach</i> Speaking on behalf of: Agri-Trend GeoSolutions Abstract: Put your farm team in championship contention with an advanced agronomic and precision playbook. Learn how utilizing precision tools and agronomy can help give your farm team the competitive edge. See in depth analysis of Variable Rate applications and Precision Field Trails that can help your farm team learn how to out-think , outplay and outperform the rest, with lower risk and higher profitability on your farm. Don't be satisfied with average performance, take the step up to Agri-Trend performance, and stack your team with the top players and strategies to bring home the Grey Cup of farm performance! Biography: Terry Aberhart - Terry grew-up on his family farm near Langenburg, Saskatchewan and has been involved in agriculture all his life. He worked several years in the agriculture industry, before returning to his family farm and currently runs a 10000-acre grain farm with his father Harvey. Terry is very passionate about agriculture and precision agriculture has been a key to the farms success. Justin Cleaver – Justin was raised on a farm outside of Carberry, Manitoba. Earning a GIS degree from Assiniboine Community College, Justin has combined his skills and passion for precision agriculture with Sure Growth Technologies as one of the first Geo-Coaches. His exemplary technical skills and open-minded work ethic have led to discoveries and research results for VRT programs in fertilizer and pesticide. Both Terry and Justin work together for farm clients as an Agri-Coach and Geo-Coach team in the East Central SK area.</p>
<p>Time:12/1/2011 2:10:00 PM Session: 8e 1 PM CEU</p>	<p><u>Dr Copper and his Wonderful Bag of Tricks!</u> - Dr Ieuan Evans - <i>Senior Agri-Coach</i> Speaking on behalf of: Agri-Trend Agrology Abstract: Dr Evans will discuss clubroot, copper, ergot, FHB, Sclerotinia and more. There's bound to be a nugget or two nin here somewhere! Biography: Dr. Evans' undergraduate work in chemistry and soil science was done at the University of Wales with his graduate and Ph.D. being granted at the University of Florida. He has been involved in projects throughout North America, including a 5 ½ year term as faculty member and assistant professor at the University of Guelph.</p>
<p>Time:12/1/2011 2:10:00 PM</p>	<p><u>Soil Sulphur Deficiency and Factors Influencing Plant Available Sulphur</u> - Wesley Haun - <i>Reseach Agronomist</i> Speaking on behalf of: TigerSul</p>

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<u>Session</u>	<u>Speaker - Title</u>
<p>Session: 8f 1 NM CEU</p>	<p>Abstract: Sulphur is an essential secondary nutrient which has significant impact on crop growth and productivity. It has dynamic and complex interactions in the soil environment and within the plant. Many factors affect the reactivity of sulphur in the soil and plant availability; therefore, the need exist for wisdom to accept those which we have no control of and knowledge to manage those factors which we can influence. A greater understanding of sulphur and its influence on soil fertility and plant growth will enhance the opportunity for more informed nutrient management decisions.</p> <p>Biography: Wesley Haun is Tiger-Sul Products' new Research Agronomist. Haun conducts research on sulphur bentonite applications and presents the research domestically and internationally. Haun joins TigerSul from Ohio State University Extension where he was an Extension Educator and oversaw applied research and educational programs in crop production, farm management and pesticide applicator training. In this role, he planned, organized and conducted on-farm research projects associated with crop production. He also served as a source of agronomic and horticultural information for the State of Ohio. Prior to Ohio State University Extension, Haun was an Agronomist & Precision farming Manager for Champion Landmark, Inc., a crop consultant in Ohio. He received a Bachelor of Science in Agriculture from the University of Tennessee as well as a Master of Science concentrating in Plant and Soil Science.</p>
<p>Time:12/1/2011 2:10:00 PM Session: 8g 1 CM CEU</p>	<p><u>On Farm Results : Comparing Seed Placed And Side Banded Phosphate</u> - Chris Bettschen / Darren Skjerven - Territory Sales Agronomist</p> <p>Speaking on behalf of: Seed Hawk Inc.</p> <p>Abstract: Good agronomic practice states that Phosphate needs to be as close to the seed as possible. The caveat "As long as it's not causing the seed any harm" should be added to that statement. The industry has been recommending seed placed phosphate for many years, backed by private and public research. Many of the recommendations for seed placed P are due to machine limitations, not crop requirements. The benefits of early Phosphate availability are well known, but what if that Phosphate is causing irreparable yield loss too? Fertilizer damage to seeds and seedlings can be seen in any year, if rates and conditions are right for it. When the plants are stressed, fertilizer damage happens quicker and causes more harm. Stress can come from many sources - Drought, High Moisture, Cold Soils, Disease, Insect Damage etc. These stresses can compound in a cool wet spring or very dry spring and drastically increase the amount of damage that seed placed fertilizer can cause. This session will focus on field results from 2011 concerning the placement of fertilizer relative to the seed. We will look at results from placement comparisons as well as other field observations from across Western Canada.</p> <p>Biography: Chris Bettschen PAg. – Chris is a Territory Sales Agronomist with Seed Hawk Inc. based out of Regina SK. A UofS grad, Chris covers Saskatchewan and Manitoba for Seed Hawk Agronomy, as well as south central SK sales. Darren Skjerven AIT. – Darren is also a Territory Sales Agronomist based out of Edson AB. A UofS grad, Darren supplies Agronomic services for all of Alberta. He also runs the Northern Alberta sales territory.</p>
<p>Time:12/1/2011 2:10:00 PM Session: 8h 1 PM CEU</p>	<p><u>Phones And Tablets: Help Or Hindrance On The Farm?</u> - Shaun Haney - Owner - Haney Farms</p> <p>Speaking on behalf of: Real Agriculture</p> <p>Abstract: Communications technology is incorporating into our daily lives at a rate that can be very intimidating for many of us. Trying to use phone and tablet devices to become more productive instead of being a hindrance can be a challenge. Shaun will discuss the challenges and opportunities on the farm and how you can steer this intimidating area. Shaun will discuss apps like, Twitter, Evernote, and much more.</p> <p>Biography: Shaun Haney is the founder of RealAgriculture.com and the owner of Haney Farms. With his unique combination of media and primary agriculture, Shaun strives to ensure that farmers from across Canada have the information they need to be successful on their farms.</p>