

# 2011 AGENDA

AGRI-TREND

2011

FARM FORUM EVENT

TUESDAY NOVEMBER 29, 2011

7:00 - 10:00 PM

PATTISON LIQUID MIXER  
Sponsored by: PATTISON LIQUID SYSTEMS  
and  
AGRI-TREND GROUP OF COMPANIES



Welcome to Farm Forum 2011

7:45 - 8:30 PM  
Keynote 1



LEONA DARGIS  
2011 Nuffield Scholar

WHAT I LEARNED FROM TOP FARMERS AROUND THE WORLD ON MY NUFFIELD TOUR

WEDNESDAY NOVEMBER 30, 2011

7:00 AM

BREAKFAST - CENTENNIAL HALL



8:00 - 9:00 AM  
Keynote 2



JEFF THURSTON  
Co-Founder and Editor EMEA

FARMING 3.0 – INTEGRATION OF MAN, MACHINE AND DATA



SALON A

SALON D

BLAIR NELSON

GALLERY A

GALLERY B

GALLERY C

GALLERY D

GALLERY I - NEW TECH

SESSION I  
9:10 - 10:00 AM

Monsanto

Weed Resistance

Dr. Hugh Beckie

Agri-Trend Marketing

Is The Canadian Farm Competitive? The World's Grain Markets Confront Canadian Agriculture

Marlene Boersch

Ag Leader

The Value of Data-Beyond The Savings

James Luke

Agri-Trend Agrology

What You Should Know About Mg in Canadian Soils

Patterson/ Granse/ Chambers

Agri-Trend Agrology

The Coming Wireworm Plague-Are We Screwed Or What?

Dr. Bob Vernon  
Mike Dolinski

Nufarm Agriculture

How You Can Clean Up Your Dirtiest Fields While Seeding Flax, Peas, Chickpeas and Sunflowers

Greg Tittlemore

Morris Industries

Are All Double Shoot Openers Equal?

Greg Tittlemore

eWeather Risk Inc.

Hedging Frontiers ... Effectively Managing Your Weather Exposure

Brian O'Hearne

10:00 - 11:00 AM

Networking - Visit the Tradeshow and spend time with The Industry Partners!



SESSION II  
11:10 - 12:00 PM

Bayer CropScience

Clubroot: What You Should Know

Clint Jurke

Bunge

Canadian Crush Industry Meets Changing Global Demand

Nick Hoyt

BEST Environmental Technologies

Managing Your Soils Today For Tomorrows Returns

Dr. Martin Doki

Agri-Trend Agrology

Why You Should Know About Mg

Cakmak/ Pielt/ Rosanoff/ Solberg

Agri-Trend Agrology/ Bourgault

Nutrient Management Under Saturated Soil Conditions

Garry Meier/ Dr.Geza Racz/ Ron Curtis Tag Team

Scoular

US Global Perspective; Grain Markets, The Economy And Your Farm

Garry Williams

AquaCheck

Camera..Check, Probe...Check, Aqua...Check?

Brad Rathje

Global Ag Risk Solutions

The Production Cost Solution™ Multi-Peril Revenue-Based Margin Insurance

Grant Kosior/ Clark Coulson

NOON

LUNCH - CENTENNIAL HALL



12:45 - 1:45 PM  
Keynote 3



MOE RUSSELL  
President of Russell Consulting Group of Panora, Iowa

THE DNA OF A SUCCESSFUL FARMER



Sponsored By RBC Royal Bank®

SESSION III  
2:10 - 3:00 PM

ATPNutrition

Chemtritionm-Making The Complex... Simple

Jarrett Chambers

Tri Star Farm Services

The Real Story About Vertical And Surface Tillage

Kellen Huber/ Todd Botterill

Agri-Trend Aggregation

Changes And Additions To Agricultural Carbon Offset Opportunities For Producers

Bill Dorgan

Agri-Trend Geo Solutions

The "Tiles" And Tribulations Of Field Drainage

Simon Knutson/ Jim McComb

ScotiaMcLeod

Risk and Reward In The Grains And Oilseeds

Jamie Wilton

Agri-Trend Agrology/ Keg River

Back To Elementary School- Learnings From The Sulphur

Brooke Bateman/ Elston Solberg/ Glyn Evans TagTeam

Pattison Liquid Systems

Liquid Fertilizer 101- Back To The Basics

Rick Pattison

Sourcing People

Recruitment: Today's Big Challenge

Leah Knibbs/ Dawn Hillrud

3:00 - 4:00 PM

Networking - Visit the Tradeshow and spend time with The Industry Partners!

SESSION IV  
4:10 - 5:00 PM

FBSciences

How Does A Plant Spell "RELIEF"? R E L E A F... For Stress Relief

Bill Zimmer/ Dr.Bill Hamman/ Terry Aberhart TagTeam

Agri-Trend Marketing

Is The Canadian Farm Competitive? The World's Grain Markets Confront Canadian Agriculture

Marlene Boersch

Alpine Plant Foods

Alpine's Phazed Nutrition Program: Reducing Risk While Optimizing Returns

Terry Good

Seed Hawk Inc.

On Farm Results: Comparing Seed Placed And Side Banded Phosphate

Chris Bettschen/ Darren Skjerven

Omex Agriculture

Stress Has No Mercy For The Crop: What's In The Nutritional Line Of Defense?

Dr.Abdel El Hadrami

Agri-Trend Data Solution

ADSPRO And The Farmer

Coach

Raven Industries

Tractor: "Can Anybody Hear Me?" -Slingshot: "Loud And Clear Good Buddy!"

Tim Ottenbreit/ Josh Skanderup

eWeather Risk Inc.

Hedging Frontiers... Effectively Managing Your Weather Exposure...

Brian O'Hearne

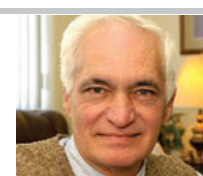
5:00 - 6:00 PM

BEERS OF THE PRAIRIES

6:00 - 8:00 PM

THE FARM FORUM EVENT BANQUET - CENTENNIAL HALL  
Robert Saik, CEO, AGRI-TREND GROUP

8:00 - 9:00 PM  
Keynote 4



LOWELL CATLETT  
Professor - Ag Economics

THE FUTURE WORLD OF AGRICULTURE

9:00 - 10:30 PM

CASINO: BIG FUN.... BIG PRIZES!



Sponsored By Dell The power to do more

# 2011 AGENDA

AGRI-TREND

2011

FARM FORUM EVENT

THURSDAY DECEMBER 1 2011

7:00 AM

BREAKFAST - CENTENNIAL HALL  
Casino Draws

Sponsored By  
 City of Saskatoon

8:00 - 9:00 AM  
Keynote 5



**TYSON KOOPMAN**  
Regional Director  
DELL Computers

**THE COMPUTER – THE MOST POWERFUL MACHINE ON THE FARM!**

Sponsored By  
 The power to do more

SALON A

SALON D

BLAIR NELSON

GALLERY A

GALLERY B

GALLERY C

GALLERY D

GALLERY I -  
NEW TECH

SESSION V  
9:10 - 10:00 AM

**J.R. Simplot**

AVAIL- Phosphate For  
The 21st Century!  
NEW Phos  
Enhancement

Dr. Galen Mooso

**ATPNutrition**

Bigger, Better Crop  
Harvests- BBCH: Better  
Staging, Better  
Decisions, Bigger  
Returns

**Jarrett Chambers/  
Mike Dolinski/ Grant  
Michelson TagTeam**

**Agri-Trend  
Aggregation**

Changes And Additions  
To Agricultural Carbon  
Offset Opportunities  
For Producers

Bill Dorgan

**Nufarm  
Agriculture**

New Ways To Control  
RR Canola Volunteers  
Before Seeding Canola

Boyd Bergstrom

**Agri-Trend  
Agrology/ Dow  
AgroSciences**

Nexera Canola/ Omega-  
9 Oil- "creating New  
Opportunities For The  
Canola Industry"

Tyler Groeneveld/  
John Mayko Tagteam

**Scoular**

US Global Perspective;  
Grain Markets, The  
Economy And Your  
Farm

Garry Williams

**Agri-Trend  
Agrology**

Agri-Trend, Improving  
Livestock Profitability

Jen Larsen

**Global Ag Risk  
Solutions**

The Production Cost  
Solution™ Multi-Peril  
Revenue Based  
Margin Insurance

Grant Kosior/ Clark  
Coulson

SESSION VI  
10:10 - 11:00 AM

**Bayer  
CropScience**

Clubroot: What You  
Should Know

Clint Jurke

**Omex  
Agriculture**

Stress Has No Mercy  
For The Crop: What's  
In The Nutritional  
Line Of Defense?

**Dr. Abdel El  
Hadrami**

**Agri-Trend  
Agrology/ FMC**

Take "Authority" Over  
Your Resistant Weed  
Worries!

**Mike Gerhardt/ Dr.  
Bill Hamman  
TagTeam**

**ScotiaMcLeod**

Succession Planning:  
What Does It Look  
Like In Your Family  
Business?

Trevor Broker

**Wolf Trax Inc.**

Top Ten Ways To  
Make Micronutrients  
Pay On Your Farm  
This Season

Brenda Dubeck

**Geonics**

Mapping With Coils:  
How Are You  
"Conducting" Your  
Soil?

Mike Catalano

**Agri-Trend  
Agrology**

Profitable Pastures

Steve Kenyon

**Agri-Trend  
Agrology**

Canola: Where To  
From Here?

Phil Thomas

SESSION VII  
11:10 - 12:00 PM

**Bayer  
CropScience**

Increasing Your ROI  
With The Use Of  
Fungicides

Trevor Glas

**SeedMaster**

The Big Payback

David Larsen

**Agri-Trend  
Agrology**

Beyond Better Sex In  
Wheat

Mike Dolinski

**Agri-Trend Data  
Solution**

ADSPRO And The  
Farmer

COACH

**Syngenta**

Application  
Technology- Making  
Crop Protection Work  
For Your Farm

David Forster

**Agri-Trend  
Marketing/  
ScotiaMcLeod**

TagTeam Your Farm  
Profits: Grain Marketing,  
Futures And Risk  
Management

Derek Squirr/ Jamie  
Wilton TagTeam

**Agri-Trend  
Agrology**

Facilitating Retained  
Ownership Program

Dr. Troy Drake, DMV

**Agri-Trend  
Agrology**

The Importance  
of Selenium

**Dr. Don Huber/  
Dr. Jim Beaton/  
E Solberg**

NOON

LUNCH - CENTENNIAL HALL

Sponsored By  
 A better way forward

12:45 - 1:45 PM  
Keynote 6



**JOHN FURLONG**  
CEO VANCOUVER  
OLYMPIC COMMITTEE

**THE VISION THAT CHANGED A NATION**

Sponsored By

2:00 - 3:00 PM

**Networking - Visit the Tradeshow and spend time with The Industry Partners!**

SESSION VIII  
3:10 - 4:00 PM

**Bissma Pacific**

DOUBLE TROUBLE-  
Politics & Pulse Crops:  
How Global Volatility  
Affects Your Bottom  
Line

Martin Chidwick

**Raven Industries**

Tractor: "Can Anybody  
Hear Me?" -Slingshot:  
"Loud And Clear Good  
Buddy!"

Tim Ottenbreit/ Josh  
Skanderup

**Discovery Seed  
Labs Ltd**

Don't Judge A Book By  
It's Cover: Getting The  
MOST From Your SEED!

Bruce Carriere

**Agri-Trend Geo  
Solutions**

In The Zone:  
Championship Precision  
Plays!

Terry Aberhart/ Justin  
Cleaver

**Agri-Trend  
Agrology**

Dr Cooper And His  
Wonderful Bag Of  
Tricks!

Dr. Ieuan Evans

**TigerSul**

It's Elemental...  
Sulphur

Wesley Haun

**Seed Hawk Inc.**

On Farm Results:  
Comparing Seed Placed  
And Side Banded  
Phosphate

Chris Bettschen/  
Darren Skjerven

**Real Agriculture**

Phones And Tablets:  
Help Or Hindrance On  
The Farm?

Shaun Haney

4:00 - 5:00 PM  
Keynote 7



**JERRY ROELL**  
Director, FarmSight

**THE OPTIMIZATION OF THE MACHINE – A NEW WAY OF FARMING**

Sponsored By  
 JOHN DEERE

5:00 PM

**FORUM WRAP-UP / CRUISE DRAW (Must be present to WIN!)**



RBC Royal Bank®

