

2016 Quantified Farm Conference – “The Next Generation of Farming”

December 7-9, 2016

The Rimrock Resort Hotel, Banff | AB

<http://www.quantifiedfarm.ca>

Day 1 – December 7th

09:00 – 12:00 Risk Management 101 – What You Need to Know To Become a Successful Crop

Marketer

- What Are My Risks as a Canadian Producer?
- Intro to Futures, Cash Markets & Basis
- How Basis Impacts Your Margins
- Basics of Hedging
- Introduction to Commodity Options
- Managing Your Farm Data

12:00 – 12:45 Networking Lunch

12:45 – 14:45 Intermediate Workshop: Diving Deeper into Options and OTC Markets

- Option Pricing & Delta’s Impact on the Canadian Customer
- Option Strategies: Utilizing Puts and Calls Effectively
- ABCs of OTCs
- Utilizing OTC Strategies

14:45 – 15:00 Refreshments & Networking Break

15:00 – 17:00 Advanced Workshop: Take Your Crop Marketing Knowledge to the Next Level

- Spread Trading
- Cross Hedging
- Effectively Trading Basis
- Understanding & Utilizing Structured Products
- Technical Indicators & Analysis
- Managing Your Currency Risk
- Canadian Customer OTC Testimonial
- Know-Risk Program & Summary

Day 2 – December 8th

07:30 – 08:30 Registration & Networking Breakfast

08:30 – 08:45 Welcome & Opening Remarks – Remi Schmaltz, CEO & Co-Founder, Decisive Farming

08:45 – 09:45 Panel Session – Evolution: Advanced Agronomy & Precision Farming

Everyone understands yield is an important factor in crop production but the heart of the matter is to understand how environmental conditions affect your end yield compared to your yield goal. Engage our panel of experts on how agronomy services can impact your operations and what the evolution of precision agronomy has in store.

Panelists:

Garth Donald, Manager of Agronomy, Decisive Farming

Dan Clarke, Executive Vice President, A&L Labs

09:45 – 10:15 Industry Presentation – CME Group

10:15 – 11:00 Refreshments & Networking Break

11:00 – 12:00 Technology Showcase – Emerging Innovations on the Horizon

Getting tech savvy and staying on top of new developments is not easy. Explore the future of ag technologies and learn which ones are going to have a positive impact on your business. Our Tech Showcase features short format presentations from a cross section of interesting emerging technology companies that growers will want to know about.

12:00 – 13:00 Networking Lunch

13:00 – 14:00 Keynote Speaker – Warren MacDonald, World Renowned Entrepreneur, Adventurer, Motivational Speaker & Survivor

"The Challenge of Change: Finding Opportunity in Adversity"

We've all heard it a million times; "change is constant", "the only certainty in life is change", "change or perish". We all know it; what we need is for someone to show us how to deal with it. Warren explains how the challenges brought on by change hold endless opportunities for innovation and personal and professional growth, and that it's the challenges we face that build the resilience we need as we're asked to do more, with less. Warren is living proof that it is possible to not just survive, but to thrive despite adversity.

14:00 – 14:45 Networking Break

14:45 – 15:15 Industry Presentation – INTL FCStone

John Snell, Senior Vice President

15:15 – 15:45 Industry Presentation – TD Bank

Kevin Werner, Vice President Agricultural Services

"The Future of Farming: Sustainability, Connectivity, Profitability"

15:45 – 16:15 Industry Presentation – PARK Distillery

Stavros Karlos, Councillor, Banff | Part Owner, PARK Distillery

16:15

Day Two Wrap Up

Remi Schmaltz, CEO and Co-Founder, Decisive Farming

18:30 – 00:00 **Eat, Drink & Connect – PARK Distillery**

219 Banff Avenue, Banff | AB

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Day 3 – December 9th

08:00 – 09:00 Networking Breakfast

09:00 – 10:00 Panel Session - Strategic Succession Planning

At the heart of setting up the next generation of farmers lies nurturing a love of growing food and developing skills in all things farming. Farming is also a business, and to be successful there is a wider skills set that needs to be honed to stay viable for the future. This expert discussion panel dissects many of the tripwires and pitfalls along the way to demystifying this pillar of inter-generational continuity.

Gord Colledge, Mediator and Farm Advisor, Advance Communications Ltd., CAFA

Paul McLaughlin, Partner, Turning Point Law, CAFA

Allan Sawiak, Partner, Kingston Ross Pasnak LLP, CAFA

Jonathan Small, Farm Management Consultant, MNP LLP, CAFA

Bob Beach, Founder, Bob Beach Insurance Inc., CAFA

Moderator: TBD

10:00 – 10:30 Speaker - Steve McQueen, President, Emerald BioAgriculture Corporation, CAFA
“From Toys to Tools: Turning Raw Data into Actionable Knowledge on the Farm”

10:30 – 11:15 Refreshments & Networking Break

11:15 – 11:45 Industry Presentation – Rocky Mountain Equipment

Jim Wood, Vice President of Agriculture, RME

“True Sustainability – What it Means and How to Achieve It”

The growing consumer demands relating to environmental sustainability are well known and have been well communicated by the media. Now, producers also have to focus on all three of the core elements of real sustainability - the environmental, financial, and social elements. This presentation will explore awareness, knowledge, planning, and action strategies for growers.

11:45 – 12:45 Networking Lunch

12:45 – 13:15 Industry Presentation – ATB Financial

David Hirsch, Director of Products and Pricing

13:15 – 14:15 Panel Session - Environmental & Market Drivers for Whole Farm Sustainability

Over 70% of the environmental footprint of agricultural products is attributed to the primary production and ag-level processing portion of the supply chain. Nearly 80% of GHG emissions occur before they leave the farm gates. Consumers are demanding more sustainably sourced food at the grocery store, and food traceability is quickly becoming a major topic of interest. How do you balance the reward with the economic risk? Is it worth it in a fluctuating commodity market? Expert panelists discuss what you can do to leverage these change forces into increased profits and a more sustainable farm for the future.

Dr. Bronwynne Wilton, Synthesis Agri-Food Network

Fran Burr, Executive Director, Canadian Roundtable on Sustainable Agriculture

Erin Gowriluk, Alberta Wheat Commission

Paul Watson, Environmental Farm Plan Alberta
John Snell, Executive Vice President, INTL FCStone

14:15 – 14:30 Closing Remarks – Remi Schmaltz, CEO & Co-Founder, Decisive Farming

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