

## 2017 Quantified Farm Conference “The Spirit of Farm Innovation”

December 6 - 7, 2017  
The Rimrock Resort Hotel in Banff, AB  
<http://www.quantifiedfarm.ca>

### Day 1: December 6, 2017

<b>8:30 - 9:00</b>	<b>Pre-Conference Workshop Registration</b>
<b>9:00 - 12:00</b>  <i>*There will be a scheduled break from 10:30-10:45</i>	<p><b>Risk Management 101: What You Need to Know to Become a Successful Crop Marketer – Richard Jelinek, VP of Global Education at INTL FCStone, Matthew Snell, Senior Risk Manager, INTL FCStone Financial Inc., FCM Division and Natalie Benjamin, Risk Management Contractor, INTL FCStone Financial Inc., FCM Division</b></p> <p>Topics covered:</p> <ul style="list-style-type: none"> <li>• What Are My Risks as a Canadian Producer? <ul style="list-style-type: none"> <li>○ Importance of Risk Management</li> <li>○ Types of Risk Exposure &amp; Knowing Your Delta</li> </ul> </li> <li>• Intro to Futures, Cash Markets &amp; Basis <ul style="list-style-type: none"> <li>○ Brief Refresher &amp; Comparison of Futures &amp; Cash Contracts</li> <li>○ Brief Basis Theory</li> </ul> </li> <li>• How Basis Impacts Your Margins <ul style="list-style-type: none"> <li>○ Practical Applications of Basis</li> <li>○ Pertinent Canadian Basis Charts/Tables</li> <li>○ Impact of Currency on Basis</li> </ul> </li> <li>• Basics of Hedging <ul style="list-style-type: none"> <li>○ Basic Theory</li> <li>○ Long &amp; Short Examples</li> </ul> </li> <li>• Introduction to Commodity Options <ul style="list-style-type: none"> <li>○ Terminology &amp; Concepts</li> <li>○ Option Pricing &amp; Delta's Impact on the Canadian Customer</li> </ul> </li> <li>• Managing Your Farm Data <ul style="list-style-type: none"> <li>○ Importance of Market Information</li> </ul> </li> </ul>

<b>12:00 - 12:45</b>	<b>Conference Registration &amp; Lunch</b> <i>*Lunch is included if you've registered for a morning workshop</i>
<b>12:45 - 14:45</b>	<b>Risk Management Workshop (Intermediate/Advanced): Take Your Crop Marketing Knowledge to the Next Level – John Snell, Senior Vice President at INTL FCStone, Richard Jelinek, VP of Global Education at INTL FCStone and Matthew Snell, Senior Risk Manager, INTL FCStone Financial Inc., FCM Division</b>  Topics Covered: <ul style="list-style-type: none"> <li>• Option Strategies: Utilizing Puts and Calls Effectively</li> <li>• Spread Trading</li> <li>• Cross Hedging</li> <li>• Effectively Trading Basis</li> <li>• Short Dated &amp; Flex Options</li> <li>• OTC Products &amp; Benefits</li> <li>• Understanding &amp; Utilizing Structured Products</li> <li>• Technical Indicators &amp; Analysis</li> </ul>
<b>15:00 – 17:00</b>	<b>Bonus Education Session: Market Outlook &amp; New Tools for Your Crop Marketing Plan – John Snell, Senior Vice President at INTL FCStone, Matthew Snell, Senior Risk Manager, INTL FCStone Financial Inc., FCM Division, Mike O'Dea, Risk Management Consultant, INTL FCStone Financial Inc., FCM Division, and Neil Wortmann, VP Grain &amp; Merchants Execution, INTL FCStone Merchant Services, LLC</b>  Topics covered: <ul style="list-style-type: none"> <li>• Grain Outlook: What to Watch in 2018</li> <li>• Key Game Changers: Managing Your Currency Risk</li> <li>• New Choices for Your Financial Toolbox: Physical Embedded, Merchants Plus &amp; Margin Products</li> <li>• Know-Risk Crop Marketing – What's New &amp; Market Intelligence App</li> </ul>
<i>*Conference reconvenes on Thursday morning</i>	

**Day 2: December 7, 2017**

<b>7:30 - 8:30</b>	<b>Registration &amp; Networking Breakfast</b>
<b>8:30 - 8:45</b>	<b>Opening Remarks – Remi Schmaltz, CEO at Decisive Farming</b>
<b>8:45 - 9:15</b>	<b>Opening Keynote – Farmer-driven Innovation and Autonomous Agriculture, Norbert Beaujot, Founder and President at SeedMaster</b>
<b>9:15 - 10:00</b>	<b>Panel Session – Debate on the Future of Technology on the Farm</b>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>- Colin Rush, COO, Clean Seed Agricultural Technologies</li> <li>- Chris Claeys, Technology Integration Specialist, MLC Claeys Inc.</li> <li>- Cameron Schuler, Executive Director, Alberta Machine Intelligence Institute</li> </ul>
<b>10:00 - 10:30</b>	<b>Refreshments &amp; Networking Break</b>
<b>10:30 - 10:50</b>	<b>Presentation – Understanding and Measuring Soil Health, Dan Clarke, Executive VP Business Development &amp; Agronomy at A&amp;L Canada Laboratories</b>  Soil Health is the current buzz word in crop production. Through new technologies we are now able to measure soil health and identify opportunities to make management decisions to increase yields.
<b>10:50 - 11:30</b>	<b>Panel Session – Food Sustainability and the Future of Farm to Fork moderated by Trish Meyers, Knowledge and Innovation Manager at Federated Co-operatives Limited</b>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>- Earl Greenhough, Equipment Solutions Advisor at Koch Fertilizer Canada</li> <li>- Eric Jackson, Chief Executive at Pipeline Foods</li> </ul>
<b>11:30 - 11:50</b>	<b>Presentation – Paul Johnston, NZ Arable Specialist at Yara Fertilizers (NZ) Limited</b>
<b>12:00 - 13:00</b>	<b>Networking Lunch</b>

13:00 - 13:30	<p><b>Presentation – Framing Global Economic Challenges for 2018, Blu Putnam, Chief Economist at CME Group</b></p> <p>Join CME Group's Chief Economist, Blu Putnam, as he discusses potential global economic challenges for 2018 in markets from interest rates, FX and commodities as well as the interplay of debt, taxes, trade, and demographics works to constrain the ability of Governments in mature economies to boost economic activity &amp; growth.</p> <p>Interest Rates: Lessons learned from the decade of Quantitative Easing (QE) and implications for central banks' role in economic management going forward</p> <p>FX: The future of the US dollar as a reserve currency in the <i>Era of Transition to a Multi-Power World</i></p> <p>Commodities: Market outlook and key risks, from oil to gold to grains</p>
13:30 - 13:50	<p><b>Presentation – Your Farm = Your Investment, John Snell, Senior Vice President at INTL FCStone</b></p> <p>When it comes to crop marketing, your farm is your investment. The process of securing favorable returns for your farm should be similar to how you invest your retirement funds and savings. John will walk you through the similarities of processes and demonstrate how your crop marketing strategy should parallel a text book financial investment strategy.</p>
13:50 - 14:30	<p><b>Presentation – Evolution of Decisive Farming, Tasha Schmaltz, Chief Product Officer &amp; Director at Decisive Farming</b></p>
14:30 - 15:15	<p><b>Refreshments &amp; Networking Break</b></p>

15:15 - 15:35	<p><b>Presentation – SMART Seeder™ - At the forefront of innovation in precision agriculture, Colin Rush, COO at Clean Seed Agricultural Technologies</b></p> <p>Colin Rush of Clean Seed Agricultural Technologies will present on how Clean Seed's industry changing innovation, the SMART Seeder™, sets new benchmarks in precision seeding for today's farmer.</p> <p>Unleash the power of agronomy: Targeting increased yields, reduced input costs and maximizing every square foot of every field – ONLY on SMART Seeder™.</p>
15:35 - 15:55	<p><b>Presentation – How Technology is Impacting the Optimization of Farm Machinery. A Review of the Importance of Calibration in Equipment Data Collection, Chad Moskal, Manager, AOS, at Rocky Mountain Equipment</b></p>
15:55 - 16:15	<p><b>Presentation – Agriculture Education – Teaching Innovation, Stuart Cullum, President at Olds College</b></p> <p>As the agriculture sector responds to accelerating advancements in science and technology, while also responding to the pressures of the market, the environment and society – education and training institutions are being asked to focus more on developing graduates who can respond with an innovative mindset. In this presentation, Stuart will review the competencies that are viewed as relevant to an innovative mindset and how those are being taught within agriculture education and training programming.</p>
16:15 - 16:45	<p><b>Closing Keynote – The Mystique of Innovation, Kevin Swan, VP at Solium</b></p> <p>We often look at large leaps in innovation as somewhat magical occurrences. We envision scientists in a lab at a university working on the next breakthrough technology. We hold innovators like Tesla, Jobs or Musk as idols. But, how does innovation actually occur? What can history and more recent times teach us about innovation?</p> <p>In this talk we will look at the forces behind some of the innovations that changed our world and what we might expect in the future. We will also investigate how we should react in light of the innovations that may change our current industries; for better or worse.</p>

16:45 - 17:00	Closing Remarks – Remi Schmaltz, CEO at Decisive Farming
18:30 - 22:00	Eat, Drink & Connect at PARK Distillery