



2015 Decisive Farming Conference
The Quantified Farm
December 1-3, 2015

Updated event information available online: www.decisivefarming.com/2015-conference

Pre-Conference Tuesday, December 1, 2015 The Rimrock Resort Hotel, 300 Mountain Ave, Banff, AB	
1:30 - 5:00 pm	<p>Price Risk Management: An Important Key to Success <i>Hawthorn Room</i></p> <p>Do Canadian producers know where their grain & input prices are headed? No one knows for sure, but many know how to manage that uncertainty. Attend this introductory level interactive session to receive a comprehensive overview of price risk management, including strategies for your products and inputs. Topics will include futures, options, OTC structured products and cash market alternatives.</p> <p>Workshop featuring Richard A. Jelinek, VP Global Education, INTL FCStone</p>
5:00 - 7:00 pm	<p>Conference Pre-Registration (Optional) <i>Wildrose Prefunction Space</i></p> <p>Once you've checked in to your hotel room, grab your name badge and your conference bag so you're ready to go in the morning.</p>

Day 1 - Wednesday, December 2, 2015

The Rimrock Resort Hotel, 300 Mountain Ave, Banff, AB

7:45 - 9:00 am	Registration & Breakfast <i>Wildrose Prefunction Space & Hawthorn Room</i>
9:00 - 9:15 am	Welcome <i>Wildrose Ballroom</i> Featuring Remi Schmaltz, CEO and Co-Founder, Decisive Farming
9:15 - 9:55 am	Opening Keynote: The Quantified Self for the High Performance Farm <i>Wildrose Salon</i> Featuring Kip Fyfe, Founder and CEO, 4iiii Innovations Inc.
9:55 - 10:20 am	Scouting the Quantified Farm <i>Wildrose Salon</i> Today, most scouting decisions are based on a scouts walking fields and making observations that lead to a decision to spray or not to spray. In this presentation we will explore what scouting of the future might look like, where the data is derived, as well as how the data will be interpreted, displayed and acted on. Featuring Tasha Schmaltz, Chief Product Officer, Decisive Farming
10:20 - 10:45 am	Refreshment & Networking Break <i>Hawthorn Room</i> Sponsored by Agrimatics
10:45 - 11:10 am	Food (Minus-Minus): The Growing Consumer Demands Relating to Perceived Food Quality <i>Wildrose Salon</i> Producers have to continue to be vigilant and manage all of the traditional risk factors associated with running a successful farm business. As always, they have to manage all production and marketing risks; They have to be aware of the potential for interest rate change and the impact on their cost of capital. But now, they also have to focus on the exploding consumer demands on perceived food quality and the potential significant impact on the commodities they produce. This presentation will explore those growing demands and impacts. Featuring Ed Knash, Vice President of Agriculture, ATB Financial

<p>11:10 - 11:35 am</p>	<p>Reinventing the Ag Dealer <i>Wildrose Salon</i></p> <p>In this presentation, Rocky Mountain Equipment will discuss the role the dealer plays in the world of agriculture and how the use of specialty services will help producers with their technology needs.</p> <p>Featuring Jim Wood, Vice President of Agriculture, Rocky Mountain Equipment</p>
<p>11:35 am - 12:00 pm</p>	<p>Your Crop Marketing Plan: Achieving Your Goals Through a Structured, Quantifiable Strategy <i>Wildrose Salon</i></p> <p>Planning ahead is key in today's volatile price marketplace. John Snell from INTL FCStone will guide you, step by step, on how to methodically map out your crop marketing strategy and compartmentalize the process through board, basis and storage, integrating price and time triggers based on margin goals, cash flow timing and seasonality.</p> <p>Featuring John Snell, Senior Vice President, INTL FCStone</p>
<p>12:00 - 1:00 pm</p>	<p>Lunch <i>Hawthorn Room</i></p> <p>Sponsored by A&L Canada Laboratories Inc.</p>
<p>1:00 - 1:25 pm</p>	<p>Quantifying the World's Emerging Markets & Their Impact on Agriculture <i>Wildrose Salon</i></p> <p>Financial events around the world have implications for agricultural markets. Erik Norland from the CME Group will discuss some of the significant economies and macro events around the world, as well as related observations around agricultural supply and demand.</p> <p>Featuring Erik Norland, Senior Economist and Executive Director, CME Group</p>
<p>1:25 - 1:55 pm</p>	<p>Lessons Learned: Straight-cut Canola Harvesting Equipment Research Trial <i>Wildrose Salon</i></p> <p>During this presentation, you'll hear a summary of the lessons learned about straight-cut canola harvesting practices and equipment from a replicated 3-year, multi-site, equipment evaluation research trial based</p>

	<p>in Saskatchewan. Nathan Gregg will discuss performance comparisons of combine header types based on harvest shatter loss, yield, and other seed quality factors.</p> <p>Featuring Nathan Gregg, Project Manager of Applied Agriculture Services, Prairie Agricultural Machinery Institute</p>
1:55 - 2:20 pm	<p>Predictive Analytics: The New Livestock Frontier <i>Wildrose Salon</i></p> <p>Alison Sunstrum will discuss GrowSafe’s intelligent IOT measurement, monitoring and management platform that acquires data from individual animals and their environment. You’ll learn how this big data platform is improving efficiency and farm profitability, reducing the environmental impact of livestock production and providing novel insight into animal health and well-being.</p> <p>Featuring Alison Sunstrum, CEO, GrowSafe Systems Ltd.</p>
2:20 - 2:45 pm	<p>The Optimize RX Report Card <i>Wildrose Salon</i></p> <p>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. Garth Donald will demonstrate the power of the yield report card and the impact it can have in making decisions on your farm.</p> <p>Featuring Garth Donald, Manager of Agronomy & Co-Founder, Decisive Farming</p>
2:45 – 3:10 pm	<p>Refreshment & Networking Break <i>Hawthorn Room</i></p> <p>Sponsored by Agrimatics</p>
3:10 - 3:35 pm	<p>Unleash The Power of Agronomy: CX-6 SMART Seeder™ <i>Wildrose Salon</i></p> <p>Join Colin Rosengren from Clean Seed for an in depth discussion surrounding the near limitless usage potential and in-field benefits of the CX-6 SMART Seeder™ and the related SeedSync™ Software Platforms. Clean Seed is at the forefront of a shift into the digital age of agriculture and its award winning SMART Seeder™ unleashes agronomy practices like never before.</p>

	Featuring Colin Rosengren, Vice President, Agronomic Practices and Protocols, Clean Seed
3:35 - 4:25 pm	<p>Changing an Industry: Next Generation Precision Farming Technologies Are Here <i>Wildrose Salon</i></p> <p>Panel featuring:</p> <ul style="list-style-type: none"> • Colin Rosengren, Vice President, Agronomic Practices and Protocols, Clean Seed • Vern Anderson, Precision Farming Specialist, CNH • Tasha Schmaltz, Chief Product Officer, Decisive Farming • Kyle Herperger, Herperger Farms Ltd. • Rod Merryweather, CEO, FP Genetics <p>Moderated by Remi Schmaltz, CEO and Co-Founder, Decisive Farming</p>
4:25 - 4:55 pm	<p>Closing the Loop from Farm to Farm <i>Wildrose Salon</i></p> <p>During this closing presentation, you'll learn the proprietary enviro-process behind Banff-based Park Distillery's grains and spirits. Stavros Karlos will share how the distillery sources its grain, its unique production process, and how its grains are turned into fertilizer upon completion.</p> <p>Featuring Stavros Karlos, Councillor, Banff & Part Owner, Park Distillery</p>
4:55 - 5:00 pm	<p>Day One Conclusion <i>Wildrose Salon</i></p> <p>Featuring Remi Schmaltz, CEO and Co-Founder, Decisive Farming</p>
5:15 - 7:00 pm	<p>Banff ROAM Bus to Downtown Banff (Optional)</p> <p>The public transit bus will leave the Rimrock Resort Hotel every 40 minutes at the following scheduled times: 5:15 pm; 5:55 pm; and 6:35 pm. Note: the transportation fee is \$2.</p> <p>Get off at Caribou Street East Side and walk towards the Park Distillery located at 219 Banff Avenue.</p> <p>Alternatively, you can call a cab from Taxi Taxi at 403-762-0000.</p>

7:00 pm – 12:00 am	<p>Eat, Drink & Connect <i>Park Distillery, 219 Banff Avenue, Banff</i></p> <p>Sponsored by INTL FCStone & WeatherFarm</p> <p>Complimentary dinner and beverages for conference attendees.</p> <p>Note: You must wear your conference badge to gain access to this private event.</p>
--------------------	--

Day 2 - Thursday, December 3, 2015

The Rimrock Resort Hotel, 300 Mountain Ave, Banff, AB

8:00 - 9:00 am	<p>Breakfast <i>Wildrose Prefunction Space & Hawthorn Room</i></p>
9:00 - 9:15 am	<p>Welcome Back <i>Wildrose Ballroom</i></p> <p>Featuring Remi Schmaltz, CEO and Co-Founder, Decisive Farming</p>
9:15 - 9:45 am	<p>Information Overload: How to Decode and Quantify the Wheat & Ag Markets <i>Wildrose Salon</i></p> <p>Producers today are faced with the challenge of information overload and can feel buried in market analysis, government issued reports, and statistics. How can we quantify and decode this information in the most efficient way possible?</p> <p>Featuring Mike O'Dea, Risk Management Consultant, INTL FCStone</p>
9:45 - 10:25 am	<p>Quantified Farm: Metrics of a Healthy Farm Today and in the Future <i>Wildrose Salon</i></p> <p>Panel featuring:</p> <ul style="list-style-type: none"> • Ed Knash, Vice President of Agriculture, ATB Financial • Dan Clarke, Executive Vice President Business Development & Agronomy, A&L Canada Laboratories Inc. • Michael Lockerbie, President, Bitstrata Systems Inc • Reint Boelman, Agriculture Manager, CIBC <p>Moderated by Michael Coolidge, Lead Designer, Products & Marketing, Decisive Farming</p>
10:25 - 10:50 am	<p>Refreshment & Networking Break <i>Hawthorn Room</i></p> <p>Sponsored by GrowSafe Systems Ltd</p>
10:50 - 11:15 am	<p>Weather Data: A Decision Tool <i>Wildrose Salon</i></p> <p>WeatherFarm is a network of weather stations across western Canada. Data collected from stations can be used for alerts and alarms and</p>

	<p>worked into crop models for better decision making. During this session, we'll discuss examples of how this works.</p> <p>Featuring Ian Nichols, Founder and CEO, Weather INnovations Consulting LP</p>
11:15 - 11:40 am	<p>LandViewer: A Multi-resolution, Multi-tool Approach to Yield Prediction <i>Wildrose Salon</i></p> <p>Featuring Ken Copenhaver, Partner, CropGrower LLC</p>
11:40 am - 12:05 pm	<p>The Agricultural Equipment Industry and the Changing Landscape of Precision Farming <i>Wildrose Salon</i></p> <p>During this presentation, Vern Anderson will discuss the evolution of precision farming landscape of the technologies of today and tomorrow.</p> <p>Featuring Vern Anderson, Precision Farming Specialist, CNH</p>
12:05 - 1:05 pm	<p>Lunch <i>Hawthorn Room</i></p> <p>Sponsored by ATB Financial</p>
1:05 - 1:30 pm	<p>Crop Production Analytics <i>Wildrose Salon</i></p> <p>In today's crop production environment, we are advancing beyond utilizing simple soil analysis and choosing the latest hot seed variety. To advance into the future, we need to collect, measure, analyze and implement all the data available to push the crop production envelope. We now have the ability to measure crop performance like never before.</p> <p>Featuring Dan Clarke, Executive Vice President Business Development & Agronomy, A&L Canada Laboratories Inc.</p>
1:30 - 1:55 pm	<p>The Quantified Farm According to Bitstrata <i>Wildrose Salon</i></p> <p>We consider the strengths and weaknesses of modern cloud-based farm management solutions, and explore a new era of interoperability and openness that is becoming a reality today.</p> <p>Featuring Michael Lockerbie, President, Bitstrata Systems Inc.</p>

<p>1:55 - 2:20 pm</p>	<p>Vertical Tillage Decisions on the Farm <i>Wildrose Salon</i></p> <p>This session will share what you need to know about the different types of tillage equipment, including the pros and cons of using vertical tillage on your farm.</p> <p>Featuring Garth Donald, Manager of Agronomy and Co-Founder, Decisive Farming</p>
<p>2:20 - 2:45 pm</p>	<p>Tectonic Food Plates: The Shifting Pressures and Growing Opportunities for Farm Level Sustainability in Agricultural Supply Chains <i>Wildrose Salon</i></p> <p>According to recent Life Cycle Assessment (LCA) studies applied to the agricultural sector, more than 70% of the environmental footprint of agricultural products is attributed to the primary production and ag-level processing portion of the supply chain. Similarly, other studies show that nearly 80% of GHG emissions occur before they leave the farm gate. These findings are causing a shift towards greater focus on measuring and managing sustainability at the farm level.</p> <p>Featuring Alastair Handley, President, Carbon Credit Solutions</p>
<p>2:45 - 3:10 pm</p>	<p>Refreshment & Networking Break <i>Hawthorn Room</i></p> <p>Sponsored by GrowSafe Systems Ltd.</p>
<p>3:10 - 4:25 pm</p>	<p>Roundtable Discussion: The Future of Ag Tech at Your Fingertips <i>Wildrose Salon</i></p> <p>During the first part of this interactive session, you'll learn more about data management platform My Farm Manager and its software development process. During the second half, you'll be given an opportunity to share your thoughts on the future of ag tech as well as provide your recommendations on future developments for My Farm Manager.</p> <p>Featuring Tasha Schmaltz, Chief Product Officer, Decisive Farming</p>
<p>4:25 - 4:30 pm</p>	<p>Day Two Conclusion <i>Wildrose Salon</i></p> <p>Featuring Remi Schmaltz, CEO and Co-Founder, Decisive Farming</p>

4:30 - 7:30 pm

Cocktail Tradeshow
Wildrose Pre-function Space
Sponsored by CME Group