

**The Quantified Farm Conference
The Farm Ecosystem
December 5 & 6, 2018 at the Rimrock Resort
Presented by Decisive Farming**

Wednesday December 5: Workshops

7:30 - 9:00 am **Registration and Breakfast**

9:00 - 10:30 am **Workshop A: Risk Management 101 – The Foundation for Crop Marketing Success**

Presented By:

Matt Snell, Senior Risk Manager, INTL FCStone Financial Inc., Chicago, Illinois

Rich Jelinek, Vice President Global Education, INTL FCStone Financial Inc., Chicago, Illinois

Section 1: Building Blocks to Become a Successful Crop Marketer

- a. What are my risks as a Canadian producer?
 - What is the importance of risk management
 - What's the best market – cash, futures, options or OTC?

- b. Highlights of cash markets
 - Know and track your basis
 - Enhance your alternatives

- c. Highlights of futures
 - The “true” hedge concept
 - Long and short examples

- d. Highlights of options
 - Rights versus obligations
 - Put versus call
 - Losing can be profitable for Canadians
 - Serious flexibility to meet your needs

- e. Highlights of OTC
 - Benefits to the Canadian producer
 - What's a Swap
 - Accumulate what?
 - Tailored versus standard fit

Section 2: Tools to Help You Become a Successful Crop Marketer

- Timing and expectations for risk management tools
- Designing a methodical approach to crop marketing
- Alternative physical marketing tool basics

9:00 - 10:30 am **Workshop B: Decisive Farming Croptivity™ App Features and Benefits**

Presented By:

Kayla Marshall and Riley Hole, Customer Success Representatives at Decisive Farming

Learn how to leverage the power features in Croptivity™ to make data collection and farm management more efficient. Key areas covered will include:

- Inventory management
- Task management
- Scouting
- Scheduling a to-do
- Capturing applications
- Recording field weather
- Setting up your service provider with a connection license

9:00 - 10:30 am

Workshop F: Effects of pH on Our Soil Nutrients

Presented By:

Garth Donald and Andrea Bilodeau, Agronomy Team at Decisive Farming

This discussion will be around how pH affects phosphate, how the new product Crystal Green can address some of those answers, as well as how pH affects nitrogen availability to our crops.

10:30 - 11:00 am

Networking Break

11:00 - 12:30 pm

Workshop C: Risk Management Workshop (Intermediate/Advanced) – Take Your Crop Marketing Knowledge to the Next Level

Presented By:

John Snell, Senior Vice President, INTL FCStone Financial Inc., Chicago, Illinois

Matt Snell, Senior Risk Manager, INTL FCStone Financial Inc., Chicago, Illinois

- Grain outlook: what to watch in 2019
- Utilizing puts and calls effectively
- Spread trading
- Effectively trading basis
- Managing your currency risk
- Margin awareness and committing to a proactive marketing strategy
- Understanding and utilizing structured products (Including short dated and flex options)
- Understanding and utilizing alternative physical marketing tools

11:00 - 12:30 pm

Workshop D: How to Make Better Informed Nutrient Decisions

Presented By:

Markus Braaten, CCA, Crop Manager – Canola, Yara, Kalispell, Montana

Informed decisions in the Information Age. In this presentation we will look at how crop nutrition, augmented by information and technology, can drive grower profitability and sustainability through researched agronomic practices, the use of digital tools, and the application of quality nutrients. Growers are able to improve operational efficiency, yield, and quality of crops, all while reducing environmental impact and increasing profitability.

12:30 - 1:00 pm

Lunch

1:00 - 2:30 pm

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- Setting up your service provider with a connection license

2:30 - 3:00 pm

Networking Break

3:00 - 4:30 pm

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Workshop E: Decisive Farming My Farm Manager™ Training on Budgets and Annual Setup

Presented By:

Trinia Broeckel and Leanne Zukowski, Customer Success Representatives at Decisive Farming

Key areas covered will include:

- How to make budget setup easy
- Crop plan setup
- Key reports that save you time
- Setting up farm staff with access and permissions
- Connecting My Farm Manager™ to other hardware and software

5:00 pm

Dinner on your own

Thursday December 6: Quantified Farm Conference

- 7:30 - 8:30 am** Registration and Breakfast
- 8:30 - 8:45 am** Opening Remarks – Rémi Schmaltz, CEO, Decisive Farming
- 8:45 - 9:25 am** **The Futurology of Food and its Impact on Our Agri-Food Sector Over The Next 25 Years.**
Presented By:
Sylvain Charlebois, Professor, Faculty of Management, Dalhousie University, Dartmouth, Nova Scotia
- The Canadian agri-food landscape is continuously changing to remain competitive. Disruptions in how Canadian consumers shop and buy food are a constant in today’s fast changing world. Consumers today do not appear to enter the experience looking for a radical new way to shop, but they seem to be influenced by several aspects of their daily lives. Some aspects are obviously more predictable than others, but how will these influence managerial practices in the future? How will a grocery store look 25 years from now? As the line between food service and retailing blurs, how will this impact agriculture and farming in general? By examining food cultures and trends more closely, along with technology-driven solutions emerging, Sylvain Charlebois will engage in an open dialogue about the futurology of food systems.
- 9:25 - 9:45 am** **The Importance of Bin Monitoring When Connecting Producers With Customers**
Presented By:
Mike Simon, Owner, .5 Inspections LLC, North East Iowa
- Prepare for the future and retain value today. Learn why it is so important to build infrastructure now, to meet the needs of the end user. Consumer expectations are changing, and producers are being required to do things differently. Learn how you can differentiate yourself to get the most value for your commodity.
- Sponsored by OPIsystems Inc.
- 9:45 - 10:05 am** **Trade Wars and Trade Agreements – Repercussions for Agriculture**
Presented By:
Alison Coughlin, Commodity Research and Product Development, CME Group, Chicago, Illinois
- Join CME Group’s Alison Coughlin, as she discusses the latest in international agricultural trade, including implications for the US-Canada relationship in the face of USMCA negotiations and how China has the power to shift commodity flows. The discussion will look at changes to historical trade patterns and where global agriculture can go from here.
- 10:05 - 10:30 am** **Networking Break**
- 10:30 - 11:10 am** **Can Western Canada be a Global Leader in Plant-Based Proteins and Specialty Food Ingredients?**
Panel Members:

Allison Ammeter, Chair, Plant Protein Alliance of Alberta, Red Deer County, Alberta
David Dzisiak, North America Commercial Director for Grains and Oils, Corteva Agriscience, Calgary, Alberta
Bob Tyler, Professor, College of Agriculture and Bioresources, University of Saskatchewan, Saskatoon, Saskatchewan

The Protein Industries Canada (PIC) supercluster has been awarded \$153 million by Innovation, Science and Economic Development Canada through the Innovation Superclusters Initiative. Western Canada is known worldwide for producing a diverse array of high quality, protein crops – what will it take to become a global leader in plant proteins and other value-added ingredients?

11:10 - 11:30 am

Tech Talk – Managing the Farm Ecosystem

Presented By:

Mike Coolidge, Head of Product Creation, Decisive Farming

The farm is a complex organism with multiple factors at play. Most people will say that it's getting tougher to stay on top of the changing landscape: new technologies, higher input costs, environmental pressures, and an increasingly competitive supply chain. This talk will explore some guiding principles that can be used to help Growers navigate complexity and manage the Farm Ecosystem.

11:30 - 12:00

4Rs and Enhanced Efficiency Fertilizers (EEFs); Where is the Fit On Your Farm?

Presented By:

Adam Newstead, Strategic Account Manager – Alberta & BC, Koch Fertilizer Canada, ULC, A Representative of Koch Agronomic Services, LLC, Camrose, Alberta

This discussion will cover 4R protocols, myths and facts, to better help you manage fertility on your farm operation.

12:00 - 1:00 pm

Lunch

1:00 - 1:20 pm

Communication: It's Not About You

Presented By:

Tara L. Williams, Instructor, Division of Business, Medicine Hat College, Medicine Hat, Alberta

So many issues in business, and in life, are a result of miscommunication. There are a number of strategies that can be used to help better manage interactions with customers, staff and suppliers. This talk will provide you with tools to better strategize your communication to get the best results possible.

Sponsored by FCL

1:20 - 1:40 pm

The Lighter Side of Farm Safety

Presented By:

Donna Trottier, Managing Director, AgSmart, a division of Tatonga Consulting Group, Red Deer, Alberta

Identifying your motivation for farm safety is the key to establishing a safety culture in your operation. Donna will talk about her experiences with farm safety incidents and help identify the game changers for the farm managers who she has coached in farm safety planning.

1:40 - 2:00 pm

How Precision Farming Can Influence Soil Health

Presented By:

Greg Patterson, P.Ag., Certified Crop Advisor, CEO and Founder A&L Canada Laboratories East, Inc., London, Ontario

How precision farming and strategically placed soil amendments have proven with our research, that it is the right thing to do for profitability and overall soil health.

2:00 - 2:25 pm

Fraud Awareness

Presented By:

*Kelly Toft, District Manager Agriculture Services – Alberta South, TD Bank, Lethbridge, Alberta
Mary-Lynn Butler, Manager Global Security & Investigations – Prairie Region, TD Bank, Calgary, Alberta*

How to protect your farm and yourself.

2:25 - 2:55 pm

Networking Break

2:55 - 3:15 pm

Plant Breeding Innovations: Opportunities and Challenges in Delivering New Tools to Farmers

Presented By:

Ian Affleck, Vice-President, Plant Biotechnology, CropLife Canada, Ottawa, Ontario

Plant breeding innovations like gene-editing and CRISPR hold great promise for supporting Canadian farmers in their drive to sustainably feed the world and grow the economy but bringing new product to market always comes with unique challenges in a global trade environment. This presentation will provide an overview of what these innovations are, what solutions they can provide and what hurdles must be crossed to make them a reality.

3:15 - 4:00 pm

Ensuring Sustainability and Profitability for Your Farm Through Optimized Crop Marketing

Moderators:

Matt Snell, Senior Risk Manager, INTL FCStone Financial Inc., Chicago, Illinois

Natalie Benjamin, Contractor, INTL FCStone Financial Inc., Airdrie, Alberta

Panelists:

Don Kolla, Owner, Kolla Land and Cattle Inc., Cudworth, Saskatchewan

Jeff Page, Owner, Page Ranches Ltd., Strathmore, Alberta

Keith Gaudet, Owner, K. Gaudet Farms, Hoey, Saskatchewan

*Jason Labossiere, Senior Risk Management Consultant, INTL FCStone Financial (Canada) Inc.,
Brandon, Manitoba*

In today's volatile agricultural markets, growers need to become masters at optimizing multiple tools in crop marketing in order to ensure the financial sustainability and profitability of their farm. In this session, we will examine the effectiveness of both data management tools and financial risk management tools available to growers to help maintain the longevity of their farm businesses.

4:00 - 4:30 pm

Alternative Feed and Food Ingredients for a Growing World

Presented By:

Keith Driver, Executive Vice President, Growth, Enterra Feed Corporation, Calgary, Alberta

Keith may be the most unlikely person to ever be considered as a farmer. From insects to aquaculture, Keith spends his time focussed on the more obscure and emerging areas of agriculture. Keith believes that non-conventional, indoor and innovative agriculture offers a healthy part of the solution for meeting the demands to feed a growing population.

4:30 - 4:45 pm

Closing Remarks – Rémi Schmaltz, CEO, Decisive Farming

4:45 - 6:15 pm

Free Time

6:20 pm

Transportation from Rimrock to PARK Distillery

6:30 - 10:00 pm

Eat, Drink & Connect at PARK Distillery – 219 Banff Avenue