

Crop Intelligence ANNUAL SUMMIT • 2023

December 13 & 14, 2023

The DoubleTree Hotel, 1975 Broad St, Regina, SK S4P 1Y2



View map

This year's Summit will feature lessons and experiences in dryland agriculture, and the importance of data-driven insights to provide accurate yield gap analysis, help optimize water use efficiency, and enable operational improvements.

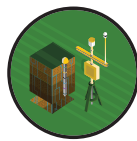
Conference attendees are farmers and agronomists driving change in agriculture across Western Canada. It's an opportunity for you to learn from industry experts, network and exchange information with other producers, vendors, and agronomy partners.



PLANNING



SEEDING



APPLICATION



HARVEST



PREPARATION

To view any changes or updates to the schedule, please visit Summit.CropIntel.ca

DAY 1 DECEMBER 13

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Time	Presentation	Location
8:00 am–8:45 am	BREAKFAST/REGISTRATION	Capital Ballroom
8:45 am–9:00 am	WELCOME ADDRESS The Crop Intelligence team	Capital Ballroom
9:00 am–10:30 am	KEYNOTE SPEAKERS Understanding and Measuring Crop Water Use Efficiency and How it Varies on the Canadian Prairies CEUs Available: 1.5 Soil and Water Management Philip Harder Research Associate, Centre for Hydrology, University of Saskatchewan Mike Ferguson Farmer Advisor Read session info	Capital Ballroom
10:30 am–10:45 am	BREAK	
10:45 am–11:45 am	BREAKOUT SESSION Crop Intelligence: Back to Basics CEUs Available: 1.0 Soil and Water Andrea De Roo M.Sc. P.Ag. CCA - @ACDeRoo6 Director of Agronomy, Crop Intelligence Read session info	Capital Ballroom
	BREAKOUT SESSION There is Always Next Year – Opportunities for Capturing Water CEUs Available: 1.0 Soil and Water Management Mike Palmier @MikePalmier Owner and Operator, Max Ag Consulting Read session info	Prince Albert Room
	BREAKOUT SESSION Crop Nutrition Impact on Soil Moisture Uptake CEUs Available: 1.0 Nutrient Management Delaine Mandziak @DMandziak, @yara Regional Market Development Manager, Yara International Read session info	Qu'Appelle Room

DAY 1 DECEMBER 13

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Time	Presentation	Location
11:45 am–12:45 pm	LUNCH	
12:45 pm–1:45 pm	BREAKOUT SESSION Crop Intel - All In CEUs Available: 1.0 Crop Management Jason Holland Farm Manager Read session info	Capital Ballroom
	BREAKOUT SESSION The Role of Improved Irrigation Systems Technology on the Future of Sustainable Irrigation in Saskatchewan CEUs Available: 1.0 Soil and Water Management Jillian Brown @ISaskatchewan Executive Director, Saskatchewan Irrigation Projects Association Read session info	Prince Albert Room
	BREAKOUT SESSION Cereal Cultivar Performance and Management Strategies: A Comprehensive Analysis Using Soil Moisture Data CEUs Available: 1.0 Crop Management Justin Ritco @JustinFilipRitc Agronomic Manager, Condie Seed Dustin Klym Managing Director, Condie Seed Read session info	Qu'Appelle Room

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Time	Presentation	Location
1:45 pm–2:00 pm	BREAK	
2:00 pm–3:30 pm	WORKSHOP Crop Intelligence Andrea De Roo M.Sc. P.Ag. CCA - @ACDeRoo6 Director of Agronomy, Crop Intelligence Tammy Oliver Crop Intelligence Administrator Read session info	Capital Ballroom
	WORKSHOP Farmgate Features Alana Serhan B.Envr AAgr - @alana_serhan Territory Business Agronomist, Crop Intelligence Brandon Tooke App & Web Developer, Crop Intelligence Read session info	Prince Albert Room
	WORKSHOP Advanced Agronomy Ryan Hutchison @rhutchsce Business Development Lead, Crop Intelligence Elston Solberg M.Sc., P.Ag Agronomist; Co-Founder Crop Intelligence; Earth Dirt Soil Read session info	Qu'Appelle Room

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Time	Presentation	Location
3:30 pm–3:45 pm	CLOSING REMARKS	
5:30 pm–6:30 pm	COCKTAILS	
6:30 pm–7:30 pm	DINNER	
7:15 pm–7:45 pm	WELCOME ADDRESS Honourable David Marit Minister of Agriculture, Government of Saskatchewan	Capital Ballroom
8:00 pm–9:15 pm	BANQUET KEYNOTE The Miracle of Incremental Progress Jake Leguee @JakeLeguee 3rd Generation Farmer Read session info	Capital Ballroom
9:15 pm–10:30 pm	NETWORKING	

DAY 2 DECEMBER 14

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Time	Presentation	Location
8:00 am–8:45 am	BREAKFAST/REGISTRATION	Capital Ballroom
8:45 am–9:00 am	WELCOME ADDRESS The Crop Intelligence team	Capital Ballroom
9:00 am–10:30 am	KEYNOTE SPEAKER Data Triggers for Applied Agronomy CEUs Available: 1.0 Nutrient Management and 0.5 Integrated Pest Management Ken Coles M.Sc., P.Ag, CCA – @killerkencoles Executive Director, Farming Smarter Read session info	Capital Ballroom
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	BREAKOUT SESSION The Solution is the Solution CEUs Available: 1.0 Nutrient Management Steven McQueen CCA-ON, 4R NMS Agronomy Manager, NACHURS ALPINE Solutions Owner of McQueen Custom Farm Work Ltd. Read session info	Qu'Appelle Room
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1:45 pm–2:00 pm	BREAK	

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2:00 pm–3:30 pm	WORKSHOP Farmgate Features Alana Serhan B.Envr AAg @alana_serhan Territory Business Agronomist, Crop Intelligence Brandon Tooke App & Web Developer, Crop Intelligence Read session info	Prince Albert Room
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3:30 pm–4:00 pm	CLOSING REMARKS	

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➤ WELCOME ADDRESS

8:45 am–9:00 am | Dec. 13 | Capital Ballroom

The Crop Intelligence team welcomes everyone for the day.



➤ KEYNOTE SPEAKERS

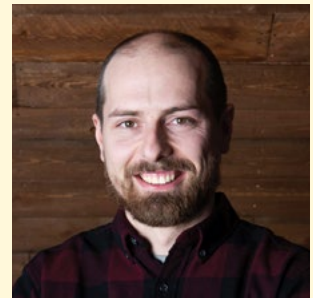
9:00 am–10:30 am | Dec. 13 | Capital Ballroom

CEUs Available: 1.5 Soil and Water Management

Understanding and Measuring Crop Water Use Efficiency and How it Varies on the Canadian Prairies

Water use efficiency (WUE), the relationship between crop productivity and water use, is a key metric to describe the relationship between environmental conditions and agricultural production in Canadian prairie agricultural. Despite the importance of WUE, especially in water limited situations, there are significant challenges in defining and accurately measuring it. This presentation will dive into how we can measure WUE, how much and why it varies, and ultimately how we can use increased knowledge of metrics like WUE to understand and manage production risks and improve economic outcomes.

Mike Ferguson will end this session with his presentation – Water: Hate It or Love It, You Decide. In his presentation, Mike will talk about his work and experiences in Regenerative Ag through the General Mills Northern Plains project. In this presentation, Mike will also provide examples using Crop Intelligence data to drive decisions and tell his story of sustainability.



Philip Harder

Research Associate, Centre for Hydrology, University of Saskatchewan

[Read bio](#)



Mike Ferguson

Farmer Advisor

[Read bio](#)

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➤ BREAKOUT SESSION

10:45 am–11:45 am | Dec. 13 | Capital Ballroom
CEUs Available: 1.0 Soil and Water

Crop Intelligence: Back to Basics

In 2023, Crop Intelligence marked 10 years of supporting soil moisture probes and 7 years of Water Driven Yield Potential (WDYP). Years of farm feedback and reading soil moisture graphs have driven these evolutions and shown us a new language below ground. Walk back in time to how WDYP came to be, how it has evolved, and where it is going next.



Andrea De Roo

@ACDeRoo6
M.Sc. P.Ag. CCA
Director of Agronomy,
Crop Intelligence

[Read bio](#)

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10:45 am–11:45 am | Dec. 13 | Prince Albert Room
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There is Always Next Year - Opportunities for Capturing Water

Giving agronomy advice in the heart of a drought over the last 3 years has been challenging at the best of times, but Mike has chosen to use these tough conditions to understand how to build better resiliency in our crops. He firmly believes that we can't control the weather, but that we can control what we do with it. He will share some of these learnings from this time with you to better understand how we can setup ourselves up to succeed in the future in moisture limiting dryland agriculture.



Mike Palmier

@MikePalmier
Owner and Operator,
Max Ag Consulting

[Read bio](#)

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CEUs Available: 1.0 Nutrient Management

Crop Nutrition Impact on Soil Moisture Uptake

Water drives crop nutrition. Do you ever wonder if your fertilizer applications are having an impact? The soil moisture probe data can help us measure the positive effects on water use with complete nutrition. Enhanced root development and activity has been measured with complete nutrition provided at seed timing as well as foliar fertility. No matter what the environmental conditions are, having a superior root structure will improve water use and yield. Learn how to use the soil moisture probe data to recognize the impacts of your fertility decisions and make in-season fertility decisions.



Delaine Mandziak

@DMandziak, @yara
Regional Market
Development Manager,
Yara International

[Read bio](#)

➤ BREAKOUT SESSION

12:45 pm–1:45 pm | Dec. 13 | Capital Ballroom
CEUs Available: 1.0 Crop Management

Crop Intel - All In

Jason will be sharing his experience in learning how Crop Intelligence has evolved a large-scale farm's approach to fertility and crop management. As well as ways to use the tool to quantify success and failure.... "learning opportunities".



Jason Holland

Farm Manager

[Read bio](#)

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➤ BREAKOUT SESSION

12:45 pm–1:45 pm | Dec. 13 | Prince Albert Room
CEUs Available: 1.0 Soil and Water Management

The Role of Improved Irrigation Systems Technology on the Future of Sustainable Irrigation in Saskatchewan

Improvements in irrigation systems technology supports sustainable Saskatchewan agriculture. This presentation will highlight changing trends in water allocation policy and irrigation enterprise risk management in Saskatchewan and discuss how these trends rely on irrigation systems technological capacity.



Jillian Brown
@JSaskatchewan
Executive Director,
Saskatchewan Irrigation
Projects Association

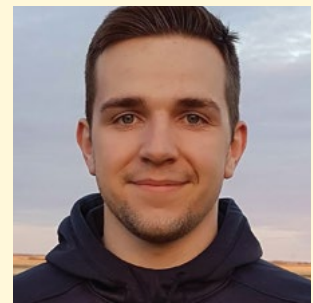
[Read bio](#)

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12:45 pm–1:45 pm | Dec. 13 | Qu'Appelle Room
CEUs Available: 1.0 Crop Management

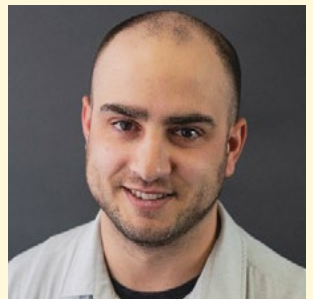
Cereal Cultivar Performance and Management Strategies: A Comprehensive Analysis Using Soil Moisture Data

Condie Seed along with Crop Intelligence has developed a structured research project identifying relevant local seed varieties and developing management practices for its customers. This session reviews the methods and procedures used to determine Condie Seed insights. We aim to provide growers with usable information that can be applied to their own farm.



Justin Ritco
@JustinFilipRitc
Agronomic Manager,
Condie Seed

[Read bio](#)



Dustin Klym
Managing Director,
Condie Seed

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➤ WORKSHOP

2:00 pm–3:30 pm | Dec. 13 | Capital Ballroom

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Andrea De Roo

@ACDeRoo6

M.Sc. P.Ag. CCA

Director of Agronomy,
Crop Intelligence

[Read bio](#)



Tammy Oliver

Crop Intelligence
Team Administrator

[Read bio](#)

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Farmgate Features

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Alana Serhan

@alana_serhan
B.Envr AAg
Territory Business
Agronomist, Crop Intelligence

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Brandon Tooke

App & Web Developer,
Crop Intelligence

[Read bio](#)

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Advanced Agronomy

Soil tests, tissue tests, soil moisture and weather data; how do we take all that information to the next level on the farm? Utilizing automated in season and agronomy reports as well as other features in the system to demonstrate that value of these tools. This session is for farmers and agronomists looking to advance their understanding of combined agronomic insights within Crop Intelligence.

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Ryan Hutchison

@rhutchsce
Business Development Lead,
Crop Intelligence

[Read bio](#)



Elston Solberg

M.Sc., P.Ag.
Agronomist; Co-Founder
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Earth Dirt Soil

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➤ WELCOME ADDRESS

7:15 pm–7:45 pm | Dec. 13 | Capital Ballroom

David Marit was elected MLA for Wood River on April 4, 2016. Born and raised in the area, he has very strong ties to his community.

David was an active producer all his life until 2019 and is still a current landowner. David began serving on RM Council in 1993 and in 1999 was elected to the SARM Board as Director for Division 2. He would go on to serve as SARM Vice President, and eventually President until winning the nomination for the Saskatchewan Party.

In 2016, David was appointed Minister of Highways and Infrastructure and was later given the added responsibility of serving as Ministers responsible for SaskBuilds and Priority Agency.

In 2018, he was appointed Minister of Agriculture and Minister responsible for Saskatchewan Crop Insurance Corporation. He is also Minister responsible for the Water Security Agency.

He and his wife Lois have a son, and their late daughter blessed the family with two granddaughters and one grandson.



➤ BANQUET KEYNOTE

8:00 pm–9:15 pm | Dec. 13 | Capital Ballroom

The Miracle of Incremental Progress

We often think great change happens through sudden revolution. Usually, though, the greatest changes happen through the slow march of incremental progress. It's easy to miss the astonishing changes that can occur as the years go by, but if we take the time to set goals and celebrate our achievements, we will accomplish more while having greater satisfaction with our lives – both as individuals, and as a broader society.



Jake Leguee

@JakeLeguee

3rd Generation Farmer

[Read bio](#)

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➤ WELCOME ADDRESS

8:45 am–9:00 am | Dec. 14 | Capital Ballroom

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➤ KEYNOTE SPEAKER

9:00 am–10:30 am | Dec. 14 | Capital Ballroom

CEUs Available: 1.0 Nutrient Management and 0.5 Integrated Pest Management

Data Triggers for Applied Agronomy

Ken will discuss a number of agronomy-based research projects completed and underway at Farming Smarter. While the farming world is exploding with data-based initiatives it's important to pair data with reliable and scientifically sound agronomic practices. The great thing about data is that it leads to questions and motivates innovation. Practical applied research can help build knowledge that supports practices that add true value. Ken will discuss concepts and results from trials including deep banding immobile nutrients, the use of precision planters and strip tillage, electrical conductivity soil mapping and variable rate nitrogen application, night spraying herbicides and fungicides, hail recovery, and spore trapping. He will also discuss key observations from a recent Nuffield experience looking at farm focused innovation from global travels to Europe, Zimbabwe and New Zealand.



Ken Coles

M.Sc., P.Ag, CCA –
@killerkencoles
Executive Director, Farming Smarter

[Read bio](#)

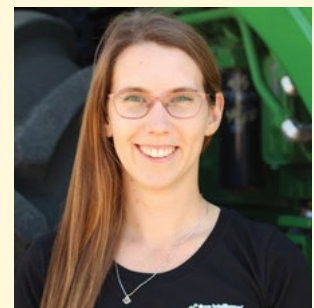
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➤ BREAKOUT SESSION

10:45 am–11:45 am | Dec. 14 | Qu'Appelle Room
CEUs Available: 1.0 Nutrient Management

The Solution is the Solution

Knowing that plants can only utilize nutrients and crop protections that are in solution, I believe that discussing solubility based on water availability and uptake will allow us to present crop intelligence true value.



Steven McQueen

CCA-ON, 4R NMS
Agronomy Manager,
NACHURS ALPINE Solutions
Owner of McQueen Custom
Farm Work Ltd.

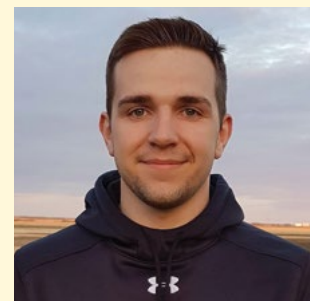
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10:45 am–11:45 am | Dec. 14 | Prince Albert Room
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Regional Market
Development Manager,
Yara International

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➤ BREAKOUT SESSION

12:45 pm–1:45 pm | Dec. 14 | Prince Albert Room
CEUs Available: 1.0 Soil and Water Management

An irrigators experiences with Crop Intelligence

In this breakout session, we will discuss how we use data to make irrigation decisions. Combining the information from the weather station with what the crops' needs are, we can decide when to water and when not to water. This allows us to maximize our crops potential while ensuring we are not using more water than we need.



Art Ward

Operator, Prairie Moon
Acres Inc

[Read bio](#)

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Mike Palmier

@MikePalmier
Owner and Operator,
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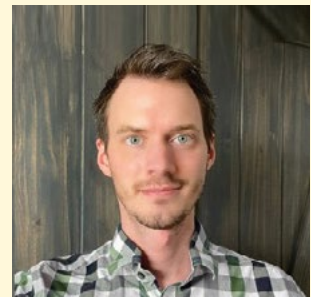
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M.Sc. P.Ag. CCA

Director of Agronomy, Crop Intelligence

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Tammy Oliver

Crop Intelligence
Administrator

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Business Development Lead,
Crop Intelligence

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Elston Solberg

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[Read bio](#)

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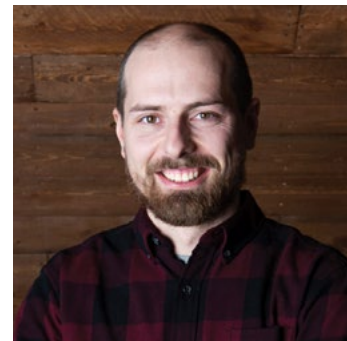
Knowledge grows

Speaker Biographies

➤ **PHILLIP HARDER** @Harder_water

Research Associate, Centre for Hydrology, University of Saskatchewan

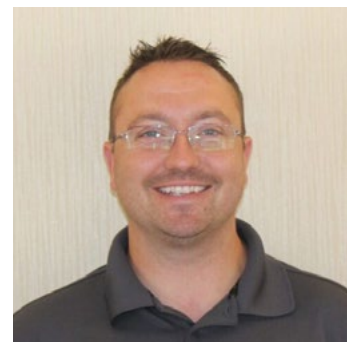
Phillip Harder is a Research Associate at the Centre for Hydrology at the University of Saskatchewan. He grew up on a family farm near Saskatoon and earned a PhD in Hydrology in 2018. His research is focused on understanding the relationships between hydrology and agriculture on the Canadian Prairies, and to answer these questions uses intensive weather and soil moisture field observations, drone remote sensing, and modeling approaches. The overarching motivation of his work is to develop tools, and communicate the science behind agriculture and hydrology interactions, to support improved agricultural outcomes and reduce water related risks for Canadian Prairie producers.



➤ **MIKE FERGUSON**

Farmer Advisor

Mike is a dedicated father, forward-thinking farmer, and passionate steward of the land. With a solid background in business and accounting, he seamlessly combines his entrepreneurial spirit with a love for agriculture. Mike's expertise extends to grain marketing, where he coaches fellow farmers to optimize their strategies for success. His commitment to sustainable farming practices reflects his deep respect for the environment and a desire to leave a lasting legacy. As a visionary in both agriculture and business, Mike embodies the perfect blend of family values, agricultural innovation, and financial acumen, making him a trusted leader in his community.



➤ **DELAINE MANDZIAK** @DMandzaik, @yara

Regional Market Development Manager, Yara International

Delaine Mandziak is the Regional Market Development Manager in Western Canada, supporting the Yara Sales team. Delaine has spent 28 years working in the agriculture industry with crop protection, seed as well as in the Ministry of Agriculture prior to joining Yara three years ago. Along with a career in agriculture, Delaine grain farms with her husband in East Central Saskatchewan.



Speaker Biographies

➤ **ANDREA DE ROO** M.Sc. P.Ag. CCA @ACDeRoo6

Director of Agronomy, Crop Intelligence

Andrea De Roo is the Director of Agronomy for Crop Intelligence and a 4th generation farmer in southeast Saskatchewan. She obtained her Bachelor of Science in Agriculture in 2013 and her Masters in Plant Science in 2016 from the University of Saskatchewan. She is also a designated Professional Agrologist with SIA, and a Certified Crop Advisor and 4R Nutrient Management Specialist with CCA. Her and her husband live near Indian Head with their two dogs and 3.5 horses. In her spare time, you will find her doing something outdoors, or volunteering in the community.



➤ **MIKE PALMIER** @MikePalmier

Owner and Operator, Max Ag Consulting

Mike was raised on a mixed cattle/grain farm near Lafleche in south central Saskatchewan, and now resides on an acreage southwest of Plenty with his wife and co-owner Shannon and their three daughters: Elliot, Olivia, and Emma. Mike graduated from the University of Saskatchewan with a degree in AgBusiness and is a Practicing Agrologist with the Saskatchewan Institute of Agrologists. Mike has a wealth of knowledge gained through roles in grain marketing, sales, and agronomy over 15 years working in the agriculture industry.

Mike established Max Ag Consulting Ltd in the fall of 2019 with the mission of significantly influencing crop production and farm profitability in west central Saskatchewan. In 2023, Max Ag installed and serviced 57 Crop Intel weather stations and moisture probes through their trade area, and through the dry conditions over the last three crop years, they have spent a great deal of time understanding the relationship of plant available water with varying soil characteristics, crop stubble heights and environmental conditions. Mike is very much looking forward to sharing some of this practical information to help others to increase the probability of maximizing crop production regardless of moisture conditions!



Speaker Biographies

➤ JILLIAN BROWN @ISaskatchewan

Executive Director, Saskatchewan Irrigation Projects Association

Jillian Brown took on the role as Executive Director of the Saskatchewan Irrigation Projects Association (SIPA) in January 2022. In addition to her graduate work focusing on the economic impacts of irrigation in Saskatchewan, Jillian has worked throughout Saskatchewan's agricultural industry for more than 10 years. She has experience in developing and evaluating agricultural business and industry health, agribusiness efficiency, risk management and institutional capacity in her previous roles as an agronomist, researcher (University of Saskatchewan), and economic analyst (Saskatchewan Ministry of Trade and Export Development). She has extensive experience in agricultural extensions services, collaboration and relationship management with producers and various levels of the Saskatchewan and Canadian governments.

With SIPA, Jillian is now focused on strengthening membership engagement, advocating for irrigating producer needs and building public trust and knowledge to support the development and expansion of the irrigation industry. She sees her role with SIPA as an opportunity to serve irrigating producers in Saskatchewan, recognizing that irrigated production has a key role to play in the ongoing economic success of Saskatchewan.

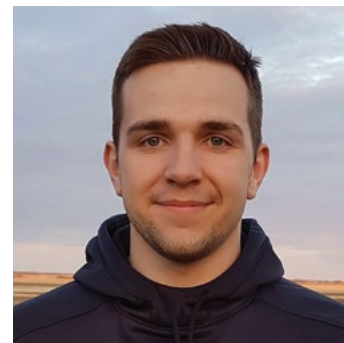


➤ JUSTIN RITCO @JustinFilipRitc

Agronomic Manager, Condie Seed

Justin has a degree in Agriculture, with a major in Environmental Science and a minor in Field Crop Production. With eight years of experience in the agriculture industry, he has a diverse background, working in various roles ranging from agronomy to retail. Currently, he works as the Agronomic Manager for Rolo Farms and Condie Seed. In this role, he oversees agricultural operations, focusing on optimizing productivity and implementing sustainable practices. Additionally, he works as an agronomic consultant for multiple other farms, providing valuable expertise and guidance.

Over the past three years, Justin's attention has been devoted to researching new crop genetics at Condie Seed and advancing variety-based management practices. This work relies heavily on the use of environmental monitoring technology, a pivotal component of the research site, which was established three years ago. As his research continues, he is increasingly excited about the positive impact environmental monitoring advancements will have on the agriculture industry.

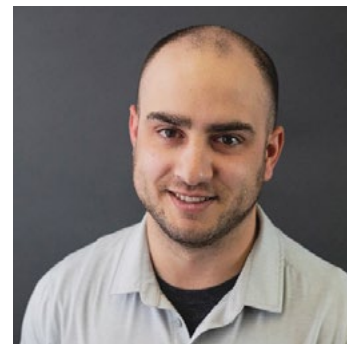


Speaker Biographies

➤ DUSTIN KLYM

Managing Director, Condie Seed

Together with his wife Christie, brother Tyler and parents Lois and Roy, Dustin operates a multi generation pedigreed seed business. Since returning to farm, Dustin has been applying innovation and technology to grow and enhance their product. Condie Seed represents change in the Canadian seed industry; they employ professionals, and deliver quality products coupled with statistical insight. Dustin is excited to lead Condie Seed into the future as they shape the seed industry.



➤ JASON HOLLAND

Jason grew up on a small mixed farm near Avonlea, Saskatchewan. Like many in his generation, after graduating, farming didn't have much to offer. So, either chase oil in Alberta or go to university. Jason graduated from the U of R with a Bachelors Degree in Education. He was an elementary school teacher in Regina for six years, while working towards a Masters degree in Educational Psychology. Eventually, opportunities in large scale agriculture pulled him back to his "roots" and has since been in a farm manager role for the last decade on a couple of large farms. A special personal interest in agronomy motivated him to earn a CCA designation in 2019. Jason has been the farm manager at KF Kambeitz Farms for nine years and helps oversee 65,000 acres of cropland East of Regina.

Beware: he is a (self-proclaimed) master of obscure backyard competitions and rumour has it, keeps his farm truck armed with Bocce and horseshoes sets just in case anyone still wants a lesson from the teacher!



➤ ALANA SERHAN B.Envr AA@Alana_Serhan

Territory Business Agronomist, Crop Intelligence

Alana Serhan joined the Crop Intelligence in 2022 and is currently in the role of Territory Business Agronomist covering Western Canada. Alana was born and raised on the farm in small town Saskatchewan and attributes her knowledge and never quit attitude to the time she spent on the farm. She has lived and worked in two of the three prairie provinces and has a vast understanding of Western Canadian agriculture. Away from work Alana is involved in coaching female hockey and is passionate about growing awareness for females in sport.

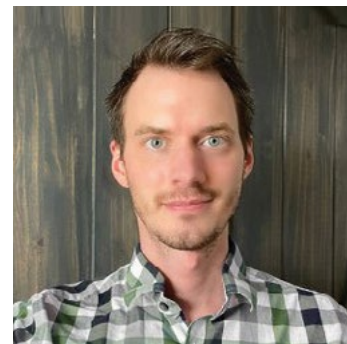


Speaker Biographies

➤ BRANDON TOOKE

App & Web Development, Crop Intelligence

Brandon Tooke joined the Crop Intelligence team in 2017 and is currently the lead in app and web development. Brandon is a software developer who has worked in software and marketing industries since 2004. His knowledge centers around the development of “software as a service” applications in the form of web based products and mobile apps.



➤ JAKE LEGUEE @JakeLeguee

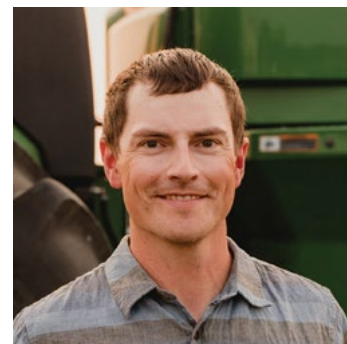
3rd Generation Farmer

Jake is a third-generation farmer from Weyburn, Saskatchewan, Canada, where he, along with several family members, grows a variety of crops. Jake and his wife, Stephanie, have three young sons.

Passionate about advocating for the agricultural industry, Jake writes regularly in his popular blog, A Year in the Life of a Farmer, and has been a speaker at several events. Jake, along with the farm's management team, was selected as Saskatchewan's Outstanding Young Farmer in 2023.

Jake is currently a director and is vice-chair of the Saskatchewan Wheat Development Commission, where he serves as chair of the Canadian Wheat Research Coalition. In 2019, he travelled to several countries promoting Canadian durum, speaking as the farmer representative. He is a member of Bayer's Farmers Who SUSTAIN global advisory council, which has a goal of improving farm policy at the United Nations level. In 2017, he was invited to Des Moines, Iowa to participate in the Global Food Prize with the Global Farmer Network, which he continues to be an active participant in to this day.

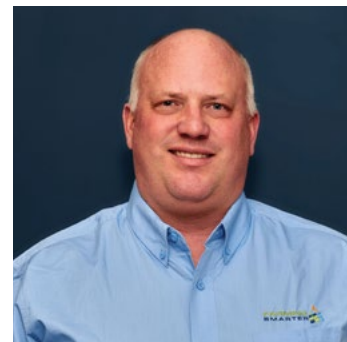
Jake is optimistic about the agricultural industry and believes its future is very bright.



➤ KEN COLES M.Sc., P.Ag, CCA @killerkencoles

Executive Director, Farming Smarter

Ken is a passionate agri-innovator with 27 years in agriculture research and extension in private industry, government, and a non-profit charity, Farming Smarter. Ken has built Farming Smarter into a world class agriculture innovation hub and believes strongly that regionally focused groups are essential to ensure that farms remain competitive and resilient. Ken holds a Bachelor of Science degree from the University of Lethbridge and a Master of Science from Royal Roads University in Victoria, BC. He is a 2022 Nuffield Scholar, a professional Agrologist and certified crop advisor.



Speaker Biographies

➤ TAMMY OLIVER

Crop Intelligence Administrator

After moving from Esterhazy to Regina in 2013, Tammy started to miss small town living, so in 2015, she built in Pilot Butte.

Tammy began her career with South Country Equipment in Oct 2019 as the Administrator in the Integrated Solutions department. Tammy now coordinates all administrative functions for the Crop Intel team, working with vendor partners, customers and the sales team. She has exceptional organization skills and extensive knowledge of internal processes: preparing quotes, managing inventory, processing sales monitoring expenses and revenue for the department.



➤ RYAN HUTCHINSON @rhutchsce

Business Development Lead, Crop Intelligence

Ryan has worked in the Precision Ag industry for over 25 years—with a keen interest in weathers stations and capacitance soil moisture probe technology. Working in this data driven industry, he has long understood the value of good data when it is trusted and put into action. Ryan recognizes the importance of collaboration and working with a strong team. He is often referred to as “Mr Tenacious” for his determination and commitment to the development and success of Crop Intelligence.

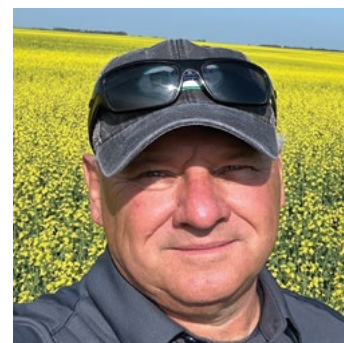


➤ STEVEN MCQUEEN CCA-ON, 4R NMS

Agronomy Manager, NACHURS ALPINE Solutions

Owner of McQueen Custom Farm Work Ltd.

Steve is a proud farmer, small business owner and agronomy manager, who has been invested in safe and sustainable Canadian Agriculture for over 40 years. After completing his education, Steve joined his father who was operating a full-service contract farming and cash cropping business, McQueen Custom Farm Work Ltd. They provided many farmers in our community with a wide range of agricultural services which helped Steve to deepen his understanding and passion for grass roots agricultural practices. Eventually moving on from the custom farm work operation, Steve took on a variety of positions including managing a farm equipment dealership and providing sales leadership and agronomic support at two different crop input businesses. These experiences allowed Steve to work with and learn about the Canadian Agribusiness Industry on many different levels. With a focus on soil and crop health being his true passion, Steve is enjoying his current role as Agronomy Manager with NACHURS ALPINE Solutions. He works alongside our 27 sales managers across Canada, supporting product research and the development and implementation of our new products.



Speaker Biographies

➤ ART WARD

Operator, Prairie Moon Acres Inc.

Arthur Ward operates Prairie Moon Acres Inc., an 8,600 acre farm near Hitchcock Bay, Saskatchewan. Of the 8,600 acres, roughly 1,700 is under irrigation.

Arthur grew up on the family ranch near Chaplin, Saskatchewan and has worked in the agricultural industry for close to 30 years. Most of that time was spent working within the John Deere dealer network. Most recently he was CEO of Pattison Agriculture before joining the Jim Pattison Corporate team. In 2021, he started a new division for the Jim Pattison Group in the form of Prairie Moon Acres. He is married to Kim, and has two adult sons.



➤ ELSTON SOLBERG M.Sc., P.Ag.

Agronomist; Co-Founder, Crop Intelligence; Earth Dirt Soil

Elston grew up on a small dairy farm near Ryley, Alberta where his passions were baseball and hockey as both a player and coach. He has been blessed with four amazing children and five grandchildren (to date). At 65, he is more passionate about the future of agriculture than ever.

His professional life has three distinct chapters:

1. Academic Research - 7 years full time and 8 years part-time with University of Alberta (while working at Alberta Agriculture).
2. Research and Extension - 17 years at Alberta Agriculture.
3. Coaching Growers and Coaches since 2002 as Sun Mountain Inc. - 15 years with Agri-Trend Agrology and 5+ years solo.

Some of his favourite sayings are:

- Learn, UnLearn, ReLearn
- Think Like a Plant
- Balance is the Key
- The Future is Already Here, it's Just Unevenly Distributed
- Sustaining the Resource? NO! The goal is Enhancement of the Resource.

And most importantly,

- K.I.S.S. - Keep It Simple Solberg, where the foundational concepts are 85% correct, is great enough as long as we continually seek incremental improvement, whether we're farming or playing sports.

He is currently immersed in water use efficiency, liming solutions, creation of new nutrient delivery systems and coaching, coaching, coaching.

