WORKING WITH AGRICULTURAL DATA: *CURRENT PRACTICES.*

DATE: *THURSDAY, APRIL 4, 2024*
LOCATION: *PLATFORM CALGARY, 407 9 AVE SE, CALGARY, AB.*

AGENDA. *(Mountain Time.)*

Time.	Activity	Speakers	Location
7:45am	Arrival & Light breakfast		West Hall
8:15 – 8:25am	Welcome & Introductions	Guillaume Lhermie, Director of the Simpson Centre.	KPMG Pitch Stage
8:25- 9:25am (1 hour)	AM Panel	Moderator: Gary Bobrovitz Speakers: Joy Agnew (Olds College). Shea Ferster (MNP Digital Ag). Mark Olson (Flokk). Chris Bunio (Theory Mesh).	KPMG Pitch Stage
9:25 – 9:55am (30 mins)	Q&A Discussion		KPMG Pitch Stage
9:55 – 10:10	*Participants move to Breakout Rooms – coffee is available (balcony of Pitch Stage)*		
10:10 – 11:10am (1 hour)	Workshops	Show & Tell #1 with Facilitator & Notetaker	Rooms 1 - 6
11:10 – 11:20	*Participants move to KPMG Pitch Stage*		
11:20 – 11:50am (30 mins.)	Workshop Summary	A volunteer from 3 breakout sessions presents a summary of their discussion and observations to the wider audience.	KPMG Pitch Stage
12pm – 12:50pm	Lunch & Networking		West Hall

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Time.	Activity	Speakers	Location
12:50 – 1:50pm (1 hour)	PM Panel	Moderator: Gary Bobrovitz Speakers: Élise Legendre (AAFC). Omar Youssouf (Statistics Canada). Ana-Maria Tomlinson (CSA Group). Dan Lussier (EMILI Canada).	KPMG Pitch Stage
1:50 – 2:20pm (30 mins)	Q&A. Discussion		KPMG Pitch Stage
2:20 – 2:30pm	*Participants move to Breakout Rooms*		
2:30 –3:30pm (1 hour)	Workshops	Show & Tell #2 with Facilitator & Notetaker	Rooms 1 - 6
3:30 – 3:45pm	*Participants move to KPMG Pitch Stage – coffee is available (balcony of Pitch Stage)*		
3:45 – 4:15pm (30 mins.)	Workshop Summary	A volunteer from 3 breakout sessions presents a summary of their discussion to the wider audience.	KPMG Pitch Stage
4:15 – 4:25pm	Closing Remarks	Martha Hall Findlay. Director, School of Public Policy, University of Calgary.	KPMG Pitch Stage
4:30pm	Event Ends		

WORKSHOP PRESENTERS.

Demonstrations
Jody Bell – Flokk
Andrew Van Os – MNP Digital
Vincent Pang – TelusAg
Roland Kroebel – Government of Canada
Dan Lussier – Innovation Farms
JP Brouwer – Sunalta Farms Inc.

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SPEAKER BIOGRAPHIES.

JOY AGNEW

Joy grew up on a grain farm near Prince Albert, Saskatchewan and earned her doctorate in Ag/Bio Engineering at the University of Saskatchewan. She joined Olds College of Agriculture and Technology in 2019 where she oversees the applied research portfolio and smart farm operations. Applied research at Olds College is focused on crop and livestock production with a specialty in technology integration and data utilization to improve productivity and sustainability of food production. Joy also has a leadership role in the development of the College's Smart Ag Ecosystem, bringing together the academic programming, applied research, strategic partnerships, smart farm operations, and extension & communication activities to help the College meet its goal to be a leader in Smart Agriculture. In 2021, Joy was named one of Canada's top 50 most influential people in Canadian Ag by Canadian Western Agribition and has a passion for telling the story of Canadian agriculture.

SHEA FERSTER, CPA, CA

Shea Ferster, CPA, CA is a Business Advisor with MNP's Agricultural Services team and the leader of the Firm's AgTech initiative. Based in Saskatoon, Shea has 24 years of public practice experience and is actively involved in the operation of his family farm. He works primarily with owner-operated agriculture businesses, including livestock intensive farms.

Drawing on his extensive knowledge of agriculture, his knowledge of technology and the various farm income programs available, Shea helps clients manage their risk and identify unique opportunities for increased success. His aim is to help create customized solutions for Ag producers so that they can positively impact profitability and achieve their business and personal goals.

Shea was designated a Chartered Professional Accountant (CPA), and Chartered Accountant (CA) in 2002 after graduating from the University of Saskatchewan with a Bachelor of Commerce degree.

MARK OLSEN

Mark is the founder and President of Flokk Systems, an Alberta AgTech company bringing to market a solution that digitizes traceability, sustainability, and management of livestock herds.

Mark is a senior manager and practitioner in project management, information technology, and agri-business. Mark has experience in direct operation of small and medium size businesses, as well as operations and projects in large, complex, regulatory intensive organizations.

Mark lives and works in rural Alberta, and has a lifetime's experience in primary Agriculture.

CHRIS BUNIO

Chris Bunio is a Co-founder and the CEO of TheoryMesh, a Winnipeg, MB based company focused on agriculture and food supply chains. Chris operationalized TheoryMesh in 2021 to develop technology for traceability solutions leveraging blockchain and machine learning. TheoryMesh is at the leading edge of delivering transparency and sustainability solutions which connect farms, food companies and consumers.

Chris has been active in the technology industry for nearly 30 years. Prior to founding TheoryMesh, Chris spent 18 years with Microsoft, leading strategy, sales and business development globally as a Senior Director. Chris primarily covered Public Sector industries, including Government, Healthcare and most recently Higher Education while being based in Jordan, UK, Turkey and the US. Chris has deep experience in solution architecture, software development and global business development.

Returning to Winnipeg, Canada after nearly 20 years abroad, Chris has been actively engaging in the technology ecosystem in Canada. Chris is a board member at TechMB and has actively engaged with EMILI, Protein Industry Canada and other Canadian organizations to accelerate strategic development of the tech industry and capacity building.

Chris completed his degree in Physics at the University of Manitoba focusing on theoretical physics and computational methods.

ÉLISE LEGENDRE

Élise was appointed Agriculture and Agri-Food Canada's (AAFC) Chief Data Officer in the summer of 2021. She leads a small, passionate team of policy and IT professionals dedicated to harnessing and unleashing the power of data to improve service delivery and to support the sector's sustainable growth.

In 2003, after having worked in strategic marketing in the private sector for nearly 12 years, her career with the federal public service began as a Commerce Officer with AAFC. She has since held positions in several branches, including Strategic Policy, Corporate Management and Programs. She is passionate about the role of government and the impact it can have to improve the quality of life for Canadians.

Élise holds a Master's in Business Administration from Simon Fraser University (Vancouver, BC) and a bachelor's degree in Arts, major in Political Sciences from Laval University (Sainte Foy, QC).

ANA-MARIA TOMLINSON

Ana-Maria is the Director of Strategic and Cross-Sector Initiatives at CSA Group. In her role, Ana-Maria leads the development of two new standards sectors, in the areas of Transit and Passenger Rail, and Agriculture and Agrifood. In the agriculture sector, she overseeing work around food loss and waste, regenerative agriculture, as well as data and automation. To drive and inform new standards development work, Ana-Maria builds collaborative relationships with a broad range of public and private organizations, including academia, government and industry, and coordinates high-impact standards-related research activities. Prior to her current role, Ana-Maria supported the establishment of new standards initiatives within climate change adaptation and resilience, natural and nature-based solutions, low carbon construction, and genomics.

Ana-Maria has been with CSA Group for 10 years. She holds a PhD in Chemical Engineering from the University of Edinburgh, and a Bachelor of Applied Science and Engineering from the University of Toronto.

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DAN LUSSIER

Dan Lussier leads the Canadian Agri-Food Data Initiative at EMILI which is part of its mission to support the development and adoption of digital agriculture technologies. Through a unique combination of applied research and training programs the Data Initiative is driving collaboration across the value chain to strengthen the data governance capacity of the Canadian agri-food sector.

Prior to working at EMILI, Dan worked as a policy advisor and director of policy for the Canadian federal ministers of agriculture and international trade and as a researcher in advanced manufacturing at the

University of British Columbia. He holds a mechanical engineering degree from the University of Manitoba and a doctorate in engineering science from the University of Oxford.

OMAR YOUSSOUF

With over a decade of public service experience, Omar Youssouf is a leader at Statistics Canada, where he holds the pivotal roles of Chief of Commodities and AgZero within the Agriculture Division. His career is distinguished by his commitment to enhancing agricultural statistics through innovative methodologies and collaborative efforts.

In his capacity as Chief of Commodities, Omar is responsible for overseeing essential agriculture surveys on crops, horticulture, grain marketing, and livestock, providing critical insights for the agricultural sector and informing policy decisions. Simultaneously, as the leader of the Ag-Zero initiative, he pioneers the modernization of agricultural data collection. Omar aims to reduce response burdens and improve the precision and efficiency of agricultural data analysis. Prior to his role as Chief, Omar has held various positions in the Agricultural Division providing key leadership to increase data literacy and capacity within the Division, improve data quality and reduce data gaps as well simplifying reporting by promoting innovation using Artificial Intelligence and Machine Learning methods.

Omar's dedication to fostering collaboration is exemplified through his active involvement in the federal-provincial-territorial committee on agriculture statistics and the advisory committee on Agriculture Food Statistics. These positions enable him to work closely with key industry partners, such as the Canadian Pork Council and crop insurance agencies, to enhance the scope and accuracy of agricultural statistics.

Further amplifying his influence in the field, Omar has contributed his insights to the wider community through appearances on the Real Agriculture Podcast and features in numerous Western Producer articles, discussing AgZero and various survey programs.

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EVENT DESCRIPTION.

"In the not-so-distant past, digitally based decision-making may have been viewed as helpful, but optional. However, today, and looking to the future for both crop and livestock systems, digital agriculture and advanced analytics will increasingly become essential in all aspects of agricultural production."

- Ernie Minton, Eldon Gideon Dean, College of Agriculture and Director, K-State Research and Extension

In this 1-day workshop and panel discussion, we'll explore the possibilities of data-driven decision making by looking at various datasets that companies and farmers are using to support their operations. Data-driven decision making involves collecting, analyzing, and interpreting data to identify patterns and insights that can be used to make better decisions. In this workshop, we'll explore the potential of data and technology on the farm to give access to previously inaccessible, relevant, and accurate information.

We'll showcase what can be done with data today, in its current state, recognizing that we're still enhancing our technology and ability to harness the potential of good data. The most impactful takeaway that participants will gain from this workshop is the practice of querying data – asking questions of the data, filtering and sorting it – to unearth new patterns that hold significance for their businesses. Speakers and demonstrations will explore what we know and don't know about our data. The digitalization of agriculture is a test ground for innovation that is not organized in clear-cut product categories with simple benefits. Companies and businesspeople are working diligently to collect, clean, analyze, and test data that could be relevant to their farm operations. We'll set up scenarios for how people are working with data to derive useful information for decision-making in agriculture.

ABOUT THE SIMPSON CENTRE.

The Simpson Centre mobilizes research for better policymaking and decision-making to realize a more sustainable agricultural industry. Strengthening the sustainability of agri-food and agribusiness means increasing food production to feed a growing global population, while attending to social and health impacts and the natural environment. We connect researchers, everyday people, industry stakeholders and government actors to scientific issues critical to the future of Canada's agricultural and food system.

To learn more, visit the Simpson Centre website at: https://www.simpsoncentre.ca/

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