

# WORKING WITH AGRICULTURAL DATA: CURRENT PRACTICES.

**DATE:** THURSDAY, APRIL 4, 2024

**LOCATION:** Platform Calgary. Approx. 60 people.

## **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 is a process that 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 technology on the farm to give access to previously inaccessible, relevant, and accurate information. Witness the synergy of on-farm data integrated with insights from various sources to unveil more revealing patterns and trends. This synthesis catalyzes strategic decision-making, paving the way for enhanced profitability.

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.

## **EVENT FORMAT.**

Panel Discussions – “TED Talk” format. 3 presentations in the morning + 3 presentations in the afternoon. “Show & Tell” workshops with datasets. 6 unique datasets presented, followed by questions from participants.

HYBRID event. We encourage in-person attendance. Special guest speakers will join from across Canada.

## **AUDIENCE.**

Targeting approx. 60 participants total. Mostly Albertan stakeholders. Producers + technology + policymakers + researchers. *Guest Speakers:* mix of industry, research, policy.

## GUEST SPEAKERS & PRESENTERS.

AM Speakers	PM Speakers
Joy Agnew – Olds College (research)	Élise Legendre – AAFC (agricultural data)
Shea Ferster – MNP Digital Ag (finance)	Omar Youssouf – Statistics Canada (AgZero)
Mark Olson – Flokk (livestock – data collection)	Ana-Maria Tomlinson– CSA Group (data)
Chris Bunio – Theory Mesh (efficiencies in supply chain)	Dan Lussier – EMILI Canada (data)

Presenters for 'Show & Tell'
Jody Bell – Flokk (livestock)
Shea Ferster – MNP Digital (finance)
Vincent Pang – TelusAg (crops)
Roland Kroebele – Research AAFC, Holos model (GHGs)
Dan Lussier – Innovation Farms (grains & oilseeds)
JP Brouwer – AB Milk

## AGENDA. (Mountain Time.)

Time.	Speaker.	Description.
7:45am	Arrival	Light breakfast. <i>Meeting is open for attendees.</i>
8:15 – 8:25am	Welcome & Introductions	Guillaume Lhermie, Director of The Simpson Centre. Penny Werthner, Provost at University of Calgary.
8:25- 9:25am (1 hour)	Agricultural Industry, Research, Government.	TED-talk style presentations with different perspectives on the potential for digitalization in agriculture and the current state of data sets to support decision making.  Moderator: Guillaume Lhermie, The Simpson Centre. Speakers: Joy Agnew (Olds College). Shea Ferster (MNP Digital Ag). Mark Olson (Flokk). Chris Bunio (Theory Mesh).
9:25 – 9:55am (30 mins)	Q&A. Discussion	
9:55 – 10:10am	<i>Participants move to Breakout Rooms – coffee is available (balcony of Pitch Stage)</i>	
10:10 – 11:10am (1 hour)	Workshops (3)	Show & Tell #1 with Facilitator & Notetaker Demonstration of technology & data sets. Asking questions of the data. Filtering and sorting to find patterns. What can we do? What can't we do?

<b>11:10 - 11:20am</b>	<i>Participants move to Main Room</i>	
<b>11:20 - 11:50pm</b> (30 mins.)	Groups to Present (only ½ in the morning)	A volunteer from each of the 4 breakout sessions presents a summary of their discussion and observations to the wider audience.
<b>12pm - 12:50pm</b>	Lunch & Networking	Possible media interviews with guest speakers / presenters.
<b>12:50 - 1:50pm</b> (1 hour)	Agricultural Industry, Research, Government.	TED-talk style presentations with different perspectives on the potential for digitalization in agriculture and the current state of data sets to support decision making.  Moderator: Guillaume Lhermie, The Simpson Centre. Speakers: Élise Legendre (AAFC). Omar Youssouf (Statistics Canada). Ana-Maria Tomlinson (CSA Group). Dan Lussier (EMILI Canada).
<b>1:50 - 2:20pm</b> (30 mins)	Q&A. Discussion	
<b>2:20 - 2:30pm</b>	<i>Participants move to Breakout Rooms</i>	
<b>2:30 - 3:30pm</b> (1 hour)	Workshops (3)	Show & Tell #2 with Facilitator & Notetaker Demonstration of technology & data sets. Asking questions of the data. Filtering and sorting to find patterns. What can we do? What can't we do?
<b>3:30 - 3:45pm</b>	<i>Participants move to Main Room - coffee is available (balcony of Pitch Stage)</i>	
<b>3:45 - 4:15pm</b> (30 mins.)	Groups to Present (½ from the afternoon)	A volunteer from each of the 4 breakout sessions presents a summary of their discussion to the wider audience.
<b>4:15 - 4:25pm</b>	Closing Remarks	Martha Hall Findlay. Director, School of Public Policy, University of Calgary.
<b>4:30pm</b>	Event Ends	

## **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.*