



Water Resources Research Center

Brown Bag Seminars



COLLEGE OF
AGRICULTURE
& LIFE SCIENCES

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Tuesday, October 17, 2017



Presentation: Yuma Agriculture and the Yuma Center of Excellence for Desert Agriculture

Speaker: Paul E. Brierley, Executive Director, Yuma Center of Excellence for Desert Agriculture

Time: 12:00 – 1:15 p.m.

Location: WRRC Sol Resnick Conference Room
(350 N. Campbell Ave.)

Yuma agriculture is in the top 0.5% of U.S. Counties in agricultural crop production, producing nearly 90% of North America's winter leafy greens, but it is always striving to overcome challenges and be even more productive. What makes it such a top producer? And how does the Yuma Center of Excellence for Desert Agriculture (YCEDA) support this amazing industry?

YCEDA is a public-private partnership between the Ag industry and the University of Arizona's College of Agriculture and Life Sciences. Guided by industry stakeholders, YCEDA brings together researchers and funding for projects ranging from irrigation and salinity management to disease mitigation, and from wildlife deterrence to drones and remote sensing.

Paul was raised on a family farm in California. After earning a computer engineering degree, he worked in telecommunications research before returning to his agricultural production roots – first in production Ag, then at the Arizona Farm Bureau. With a background in agriculture, research, leadership, and politics, Paul became the inaugural Executive Director of the Yuma Center of Excellence for Desert Agriculture in 2014.

Remote Attendance via GoToWebinar:

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