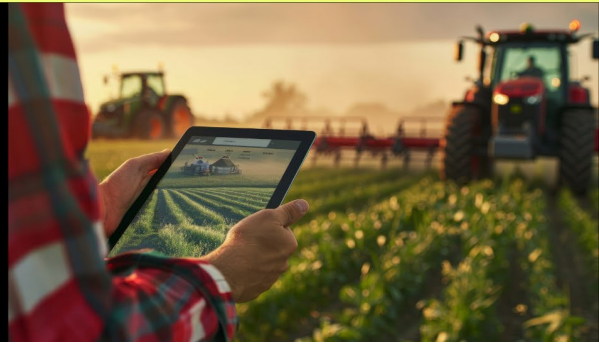


The Desert Difference: A Showcase of AgTech Opportunities for Growing in the Desert

November 13 & 14, 2024



Day 1 (Nov 13) Agenda:

Location: Yuma Agricultural Center (6425 W. 8th Street)

7:30 – 8:30 am Registration, Breakfast Burritos & Coffee
8:30 Welcome
8:45 – 12:30 pm In-Field Demonstrations -- lineup coming soon

Day 2 (Nov 14) Agenda:

Location: Yuma Civic Center (1440 W. Desert Hills Drive)

7:30 - 8:15 am **Registration & Breakfast Buffet**

8:15 am: **Welcome**-Tanya Hodges, Executive Director, Yuma Center of Excellence for Desert Agriculture (YCEDA), University of Arizona

8:30 am: **Panel Discussion**

Yuma County Leads in Smart Farm Technologies

Moderator: Paul Brierley, Director, Arizona Department of Agriculture

Synopsis: *What is AgTech, what are the opportunities it brings to desert agriculture, and how is Yuma becoming a global center for AgTech development.*

9:20 am: **Lightning Talks**

Synopsis: *Companies present their newest innovations in a 5-minute lightning talk.*

9:50 am: **Networking Break**

10:20 am: **Breakout Session 1**

Breakout Room A

Growing AgTech in the Desert: Lessons in AgTech and AgTech Adoption

Moderator: Ben Palone, Sr. Director of Automation & Commercialization, Western Growers Association

Synopsis: *What are the challenges of building AgTech for the desert and how operations in the desert are successful at adoption and implementation.*

Breakout Room B

How the Regulatory Environment Impacts Autonomous Equipment Development

Moderator: Walt Duflock, VP of Innovation, Western Growers Association

Synopsis: *Experts discuss the regulatory environment in Arizona and California and how it helps or hinders tech development and implementation.*

11:20 am: **Breakout Session 2:**

Breakout Room A

The future of automated harvesting: are we getting close?

Moderator: Kristen Eshaya, President, JV Smith Companies

Synopsis: *How close are we to automating harvesting? In this panel we discuss progress, challenges and opportunities for harvesting automation for produce.*

Breakout Room B

A Global Perspective on AgTech

Moderator: Dennis Donohue, Director, Western Growers Center for Innovation

Synopsis: *AgTech is a global movement. Hear from a panel of experts who will talk about the trends and priorities they see in other countries.*

12:15 pm: **Lunch** (provided)

12:45 pm: **Fireside Chat**

What is AI and What Can it Do for My Farming Operation?

Matt McGuire, Chief Agricultural Officer, JV Smith Companies

Megan Nunes, Founder and CEO, Bountiful

Synopsis: *This fireside chat will help demystify artificial intelligence (AI) and its practical applications in agriculture through a dialogue between a farmer and an agriculture technology expert.*

1:30 pm: **Lightning Talks**

Synopsis: *Companies present their newest innovations in a 5-minute lightning talk.*

2:00 pm: **Networking Break**

2:30 pm: **Panel Discussion:**

A Glimpse into a Future Smart Farm

Moderator: Derek Masseth, Executive Director, Sun Corridor Network

Synopsis: *How do we go from sensors in the field to a genuine Smart Farm? Experts discuss what makes a farm 'smart' including infrastructure, data handling, costs, labor, equipment, and instruments.*

3:25 pm: **Panel Discussion:**

The Wave of AgTech

Synopsis: *For this session the audience becomes the panel. We end the conference with a discussion on what is on the horizon, what is emerging, what is at its peak and what are the disappearing trends in AgTech.*

4:20 pm **Closing Remarks**