

IFAO Conference 2009



Wednesday and Thursday, February 18 and 19, 2009
Best Western Lamplighter Inn, 591 Wellington Road, London ON
“Keeping Pace in a Fast-Changing Farm World”



Conference Moderator - Archie Wilson
General Manager C&M Seeds/Palmerston Grain

We are pleased to welcome Archie back for the third year as IFAO Conference Moderator. As General Manager of C&M Seeds / Palmerston Grain, Archie is charged with responsibility of further enhancing the market development & performance of both businesses. C&M Seeds is a leader in delivering wheat genetics to Ontario farmers.

Palmerston Grain is an innovator in developing new value added markets for Ontario's grain & oilseed producers. Raised outside Grand Valley, Ontario on a dairy farm, Archie spent 17 years in the Farm Supply & Grain business at various locations across south-western Ontario. Archie, an active CCA, and a former facilitator of Commodity Marketing courses, is also actively involved in the Canadian Seed Trade Association.

Day 1, Wednesday, February 18, 2009



Dr. Vern L. Pierce, University of Missouri
9:10 – 10:00

Formalizing Your Business Vision for Tomorrow's Marketplace

Competitiveness and Profitability are two words that are thrown around the farming world with great frequency and disturbingly little understanding. In the past, our industry has forgiven adequacy with margins just high enough to allow managers to stay in business. The marketplace of tomorrow will not be as forgiving. This session will explore ways to give you the tools to begin making substantially more money in your business. You will leave this session with a specific plan to begin your route to greater financial success. Some people are born successful, the rest just get the opportunity.

Breakout Session – Strategic Farm Planning with Dr. Vern Pierce

Dr. Vern L. Pierce is the Beef & Dairy Economist with the Commercial Agriculture Beef and Dairy Focus Team and Associate Professor of Agricultural Economics with the University of Missouri. He specializes in strategic planning through identifying, measuring, and interpreting business efficiency. He has been a frequent columnist in Feedstuffs, The Angus Journal, Beef Today, The Western Livestock Journal, and Feedlot Magazine. He has taught undergraduate and graduate courses and conducted research in marketing, futures and options, finance, international marketing and farm management



Stacy Brownridge, Saskatchewan

10:00 – 10:50

Managing People in Your Operation

Recruiting labour is a tough job - but managing and retaining that labour on your farm operation is even more difficult. Challenges such as: expectations, training, recognition and discipline will be discussed.

Breakout Topic : **Selecting Good Employees for Your Operation with Stacy Brownridge**

Stacy Brownridge is a leader in providing practical Human Resource solutions to small and medium agricultural businesses. For the past 12 years she has been involved with hiring, firing, motivating and retaining employees for companies such as Bayer CropScience, Case New Holland, SaskTel and James Richardson International. Stacy's passion for agriculture and human resources and her extensive background in providing solutions to agriculture businesses has lead her to form her own company, Hire Yield HR Solutions.



Matt Hagny, Salina, Kansas

1:00 – 1:50

Benefits & Challenges of Long-Term No-till

Benefits to soils, crops, and profitability accrue under continuous no-tillage systems if management is sufficient, including balancing soil water storage and extraction by vegetation (proper cropping intensity and cover crops), supplying all necessary nutrients, attaining adequate stands, and achieving vigorous crop growth.

Matt Hagny is a consulting agronomist with Pinnacle Crop Tech, founder & President of Exapta Solutions, a seeding equipment mfg. and editor-in-chief of Leading Edge. He has 15 years experience in no-till systems



Breakout Topic - **Long-Term No-Till – The Ontario Perspective with Greg Stewart**

Greg Stewart was born and raised on a farm near Peterborough, Ontario. He attended the University of Guelph and completed an MSc which focused on tillage and soil compaction. Greg joined OMAFRA as the Corn Specialist in 1998



Phil Needham, Calhoun, Kentucky

1:50 – 2:40

Producing High Yielding Wheat

Phil will deliver a fast-paced, practical presentation to help growers understand and identify weak links within their wheat production systems. Once identified, such weak links can be reduced or eliminated to take yields and profits to the next level. Some of the most common weak links may include: fertility management, stand uniformity problems, excessive canopy densities, product application timing, plus insects and diseases. All of these are good examples of weak links which can be strengthened, many without additional input expenses.

Breakout Topic – **Intensive Wheat Management – Control Costs: Boost Yields and Profit**

With his extensive knowledge from research from around the world, Phil will “drill” down into the nuts and bolts of intensive wheat management to show ways to control costs, but boost yields and profits.

Phil Needham is the owner of Needham Ag Technologies, LLC., a family owned agri-business and agronomic consulting company based near Calhoun, KY. Needham also has professional experience working with dealers, farmers and manufacturers in Canada, Mexico, England, Holland, France, Germany, Sweden, China, Romania, Russia, Ukraine, Australia, Moldova, New Zealand and South America. Needham has written 4 different intensive wheat management books.



Andy Sherwood, A. Sherwood and Associates, Mississauga, Ontario

4:15 – 5:00

Organize or Agonize – Time Management for the 21st Century

Andy Sherwood will show, in one hour, how to plan, communicate and work more effectively with others, learn to delegate, the value of planning, feel less stressed, and reduce crisis management at the same time increase productivity in your business

Andy Sherwood has trained, mentored and assisted individuals across North America improve their performance & attain personal growth & success through a variety of adult educational programs. Andrew has trained over 30,000 individuals in the past 23 years. In addition he was also responsible for the development and growth of future entrepreneurs within the Priority Management™ network, a global Canadian company with 200 offices worldwide.



Robert Saik, Alberta

7:10 – 8:10

Banquet Speaker – Using Innovation to Match Market and Trend

Robert Saik, CEO of the Agri-Trend Group of Companies will explore factors impacting agriculture and discuss how innovation and technology can be adopted to help farmers manage in these turbulent market times. He will discuss "Red Box - Green Box" policies and look at new emerging markets for farmers ranging from carbon to bio-energy. Additionally he will examine how farmers can adapt to high input prices by tapping into both high tech and low tech ideas.

Robert Saik is a Professional Agrologist and a Certified Agricultural Consultant. He is the founder and CEO of the Agri-Trend Group of Companies and the creator of The Strategic Crop Plan™ which is an agronomic leadership program delivered to farmers through their nation-wide Network of professional Agri-Coaches™. His technical strength lies in the areas of soil science, plant physiology and crop nutrition. Robert has travelled extensively in North America as well as the UK, Europe, New Zealand, Australia, Peru, the Middle East and Ukraine where he has been involved in a variety of projects and speaking engagements.

Day 2, Thursday, February 19, 2009



Dr. Sven Dutzi, Amazone Werke, Germany

9:00 – 9:50

Innovative Tillage and Planting Technology - A European View

Dr. Dutzi will discuss current tillage and planting trends in Europe. Partly due to government support and economic pressure a lot of arable land has been transformed into some kind of conservation tillage systems. This generated the need for the development of new and innovative tillage and sowing equipment and also new technologies to meet and overcome problems arising from the transition from clean till with the plough. The statements are backed up by results from the intense field projects Amazone implemented longer than a decade in Germany and also Europe. Comparisons of the yield, fuel and time consumption of different crop production systems will be discussed.

Dr. Sven Dutzi is head of product management with Amazone Werke of Germany. Amazone is a family owned company founded in 1883 and produces sprayers, fertilizer spreaders, passive and active tillage equipment, drills and air precision planters. Offering a complete range for efficient crop production from planting to harvest for all farm sizes, Amazone is one of the leading manufacturers with factories in Germany, France and Russia



Mike Cleveland Great Plains Mfg. Salina, Kansas

10:20 – 11:15

Innovative Tillage and Planting Technology - A North American View

Mike will review the innovative planting technology in North America in the last 10 years. He will discuss seedbed preparation including Vertical Tillage and No Till as it effects crop emergence and emergence as it affects yields. Other topics in his presentation are precision seed placement and precision seed spacing as it effects yields, and modern Twin Row technology in corn.

Mike Cleveland was born and raised on a grain and livestock farm in North Central, Kansas and is still active in the family farm. After graduating with a degree in Agricultural Economics from Kansas State University, Mike spent 18 years in both sales and agronomy in the hybrid seed business. He has spent 17 years in Sales and Marketing with Great Plains mfg., Salina, Kansas, and has been National Sales Manager for Great Plains since 1999. Mikes responsibilities include duties for U.S. and Ontario.

Farmer to Farmer Discussions

Day Two : 11:15, 11:45 and 1:15

Farmer to Farmer Discussions are 30 minutes long, running concurrently 3 times on Day Two. The moderators of these sessions were chosen according to their expertise on the respective session topic. The discussions weill be in a round table setting with little or no presentations. Participants are encouraged to share their experiences, knowledge and challenges at each session they attend.

- 1) Fine tuning planters - Matt Hagny
- 2) Euro and American planting technology - Sven Dutzi and Mike Cleveland
- 3) Strategies for buying farm inputs – Ken McEwan, Ridgetown College
- 4) Use of fungicides in field crops – Merv Erb
- 5) RTK and autosteer workshop - Larry Prong and Murray Hall, Halltaech
- 6) Managing employees – Stacy Brownridge

Ontario Farmer Panel

1:45 – 3:00

Coloured Beans - Reduced Tillage

Experienced Ontario growers will share their concept of growing coloured beans under reduced tillage conditions. Different approaches and technologies being used will be presented in an effort to overcome the obstacles arising under varying environments. An open discussion will allow the exchange of ideas and answer specific questions.

Farmers on Panel

Ken Nixon, Ilderton, Tom Hayter, Dashwood and Rick McCracken, Melbourne

Other Panel members to be announced as they are confirmed.



Moderator for Ontario Farmer Panel: Mervyn Erb

Merv Erb is an independent certified professional crop consultant, providing comprehensive nutrient management planning, integrated pest management and full service production advice on corn, soybeans, white beans, kidney beans, wheat, canola, small grains, mustard, garlic, forages and cover crops. Merv has provided crop consulting services since 1988. Merv is a Certified Crop Advisor, and a graduate of Centralia College, Ontario.

Multiple Breakout Sessions enable participants to interact with all keynote speakers with a smaller audience as well as well as get the Ontario perspective on many main issues.

CEU'S PENDING: NM 2.5, CM 4.5, PD 5.0, SWQ 1.5 – to be updated once confirmed
“Keeping Pace in a Fast-Changing Farm World”

NO SURPRISES!
 Your Registration fee covers ALL REFRESHMENT BREAKS, BANQUET TICKET, 2 LUNCHES AND BREAKFAST OF DAY 2!

Conference Fees Before Jan 17, 2009
 IFAO Member \$140
 Non-Member \$215
 Student \$85

Jan 18 to Feb 12, 2009
 IFAO Member \$170
 Non-Member \$245
 Student \$85

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This conference could not have taken place without the generous support of the following partners:



Walk-ins (after Feb 12, 2009)

Member and Non-Member \$250
 Student \$100

PLEASE ADD 5% GST TO ALL REGISTRATION AND MEMBERSHIP FEES. GST 895443042

Accommodation Information:
 Rooms are available at discounted rates, starting at \$119 plus taxes, at the **Best Western Lamplighter Inn**, conveniently located in the same building as the conference centre.
 This special conference rate is subject to availability after **January 18, 2009**. To reserve your room please call: 1-888-232-6747 or 1-519-681-7151
 591 Wellington Rd. London, ON
 www.lamplighterinn.ca

About Innovative Farmers Association of Ontario

OUR VISION: Agriculture is an economically and environmentally sustainable industry that is a benefit to the people of Ontario.
OUR MISSION: to facilitate a forum to identify innovative agricultural ideas and to transfer new information.
ACTIVITIES OF INNOVATIVE FARMERS IN 2008
 IFAO conference; Summer Ag Tours; Marketing Meetings; BASF/IFAO Innovative Farmer of the Year Award; co-sponsors of: *Doug Robinson Award, Peter Lewington Award*
IFAO IS REPRESENTED ON THE FOLLOWING COMMITTEES
 Ontario Weeds Committee; Greenhouse and OFEC Climate Change Working Group; Soil Conservation Council of Canada; Ontario Field Crop Research Coalition (OFCRC)
IFAO RESEARCH PROJECTS IN 2007/8
 Problem Weeds Project; Ontario Tillage Database Research Project

IFAO CONFERENCE 2009 REGISTRATION FORM – Fax 519-769-2777

NAME _____ MEMBER ____ NON-MEMBER ____

ADDRESS _____ WOULD LIKE TO BECOME A MEMBER OF IFAO ____

ADDRESS _____ AMOUNT ENCLOSED _____ \$CAD (+ 5%GST)

CITY _____ PROV _____ PC ____ - ____ PAYMENT: CHEQUE ENCLOSED ____ VISA__ MC__

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NO. OF ACRES FARMED _____ NO. OF ACRES REDUCED-TILL/NO-TILL _____