



2022 Annual Conference Agenda with Descriptions

This content is current as of **10 November 2022**. Items may change, so check back prior to conference.

Room is not available
Room is available for a session
Closed session (talk to leader if you would like an invite)
Tentative

Monday, November 14th				
Time	Session 1	Session 2	Session 3	Session 4
7:00 am	Registration Desk Opens			
7:45 – 8:45 am	Grab and Go Breakfast			
8:00 – 8:30 am	AgGateway Essentials Recommended for new members and first-time attendees, but all are welcome to attend! This session provides an introduction to AgGateway activities and how we operate. <i>Presented by: AgGateway Member Services Program Manager Chris Crutchfield</i>	Gateway to Ag Careers Orientation (Invitation Only) This session is for the students that were selected for the Gateway to Ag Careers (GTAC). This session will provide them with a background on AgGateway and the Annual Conference.	Reserved for Quick Connect Meetings	ADAPT Serialization Workshop A spinoff from the ADAPT Standard effort, this will be a working session for the ADAPT Serialization Working Group. The session will focus on moving the effort to have a standardized way to serialize ADAPT Standard-conformant data.
8:30 – 9:00 am				
9:00 – 9:30 am	How We Collaborate at AgGateway: Wiki 101 / MyAgGateway 101 Your contributions to the AgGateway mission will be easier and less stressful when you understand how we use the two key tools of collaboration: the AgGateway Wiki and MyAgGateway. The Wiki houses all the key organizational resources, and in the first half of this session you will learn how to find what you are looking for. This will include learning how to create meeting agendas, add meeting minutes, copy pages, view page history, import documents, link to documents, add dynamic content, and more. The second half of this session will focus on AgGateway's member management system, MyAgGateway. Topics covered will include how to access the member directory, how to update your profile, how to review and pay an open invoice, and much more. <i>Presented by: AgGateway Member Services Program Manager Chris Crutchfield and Director of Member Relations Leslie Hedges</i>	Executive Committee (Invitation Only) Closed session to the Executive Committee.	Reserved for Quick Connect Meetings	<i>Facilitated by: Chris Ruttencutter and Stuart Rhea</i>
9:30 – 10:00 am				
10:00 – 10:30 am	Break - Join us for some refreshments!			
10:30 – 11:00 am	AGIIS 101 This education session will provide an overview of the AGIIS functionality and services provided. We will also discuss any new enhancements and modifications made in 2022. This session is recommended for individuals that are new to Ag Industry Identification System and are looking to increase their knowledge of entity and product identification. <i>Presented by: AGIIS Product Manager Josh Wall</i>	Executive Committee Meeting continued (Invitation Only) Closed session to the Executive Committee.	Reserved for Quick Connect Meetings	ADAPT Serialization Workshop continued
11:00 – 11:30 am				
11:30 – 12:45 pm	First Time Attendees Luncheon (Invitation Only) Are you new to the Annual Conference? This exclusive luncheon event provides you with the information and contacts you will need to make your first AgGateway Annual Conference a high-value experience. Please be sure to register as a first-time attendee so you will automatically receive an invitation.	Lunch on your own - Enjoy lunch in the hotel or nearby restaurants. See AgGateway's lunch recommendations in the event app!		
1:00 - 3:00 pm	Opening General Session <ul style="list-style-type: none"> Presented at the 2019 Annual Conference, AgGateway 2020 introduced a new approach to addressing challenges and streamlining work processes to achieve goals and meet the needs of members. President and CEO Brent Kemp discusses how this new approach is helping AgGateway move the needle on its "Create, Engage, Grow" mandate, and shares key priorities for the year ahead. Keynote - Advancing Agribusiness: Embracing the Challenges Ahead Jeff Blair is excited about the future of agriculture. As President and CEO of GreenPoint Ag, a retail operation with more than 1,000 employees serving farmers across 10 southern states, he believes the agribusinesses must aggressively face challenges and pursue opportunities in the crop production 			



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	<p>channel that allow farmers to reap more value and find new ways to grow and thrive. Blair shares his vision for customer relations and channel collaboration in this inspiring keynote presentation, and encourages everyone to 'climb aboard.'</p> <ul style="list-style-type: none"> Following the Keynote, attendees will meet the new leaders serving on the 2023 AgGateway Board of Directors, review election results for the leaders on our 2023 North American Steering Committee, and recognize the leaders serving on the 2023 Europe and Latin America Steering Committees. 			
3:00 - 3:30 pm	Break - Join us for some refreshments! Sponsored by SSI			
3:30 - 4:00 pm	Portfolio Management Center Update This review will include a recap of work completed and digital resources submitted to the Digital Resource Center, work activities underway, and a look at what's next from AgGateway's current Working Groups. <i>Presented by: AgGateway Portfolio Manager Ben Craker</i>		Reserved for Quick Connect Meetings	
4:00 - 4:30 pm				
4:30 - 5:00 pm		Traceability API Working Group The next working group identified by the Data Linking subcommittee will focus on modeling the Critical Tracking Events (CTE) and Traceable Resource Units (TRU) as components in Score, leveraging prior work like CART (Commodity Automation for Rail and Truck) and research by Kansas State and Texas State University. This will define the traceability components needed for an Open API interface between partners to support container-to-container transfer events of commodity during farm/field operations (planting, harvest, load of semi-trailers) and transport events into the supply chain (deliveries, scale tickets). <i>Facilitated by: Scott Nieman</i>	Reserved for Quick Connect Meetings	AgGateway Board of Directors (Closed) – The incoming 2023 AgGateway Board of Directors will meet.
5:00 - 5:30 pm	Meet & Greet (Invitation Only) This is a short session for first-time attendees and new members to have a small gathering prior to the large networking session.			
5:30 - 7:00 pm	Opening Networking Reception - Don't miss this opportunity to network with other members, vendors, customers, and staff! Sponsored by Proagrica			

Tuesday, November 15th				
Time	Session 1	Session 2	Session 3	Session 4
7:00 am	Registration Desk Opens			
7:45 – 8:45 am	Grab and Go Breakfast (sponsored by BASF)			
8:00 - 8:30 am	ADAPT Last year we previewed what the next generation of ADAPT might look like and gave a broad outline of our plans moving forward. Join us for a discussion on the current state of ADAPT, the ADAPT Standardization project, and other related workstreams. <i>Facilitated by: Stuart Rhea and Kelly Nelson</i>	Crop Protection Roundtable AgGateway's WG16 CP Product Identification group will meet to review and finalize documentation to submit to the Portfolio Management Center for turnover to the Digital Resource Center. We'll also identify additional topics for work in the coming year, including presentation on the planned Ag Retail Connectivity Education sessions in January and February. Finally, we'll set our meeting cadence for the remainder of 2022 and into 2023. <i>Facilitated by: AgGateway CEO Brent Kemp</i> Sponsored by AgVantage Software	Ag Laboratory Data Standardization Working Group WG04 has been focused on enhancing the widely used MODUS framework used to communicate lab test results. The focus of this session will be to review the digital resources developed by the working group to review with interested organization to initiate implementation efforts. <i>Facilitated by: Andres Ferreyra and Aaron Ault</i>	
8:30 - 9:00 am				



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9:00 - 9:30 am		<p>Crop Nutrition Roundtable AgGateway's WG18 group will meet to review business message rule modifications in order to finalize documentation on the Third-Party Product Management guideline. We'll also identify additional topics for work in the coming year, including presentation on the planned Ag Retail Connectivity Education sessions in January and February. Finally, we'll set our meeting cadence for the remainder of 2022 and into 2023.</p> <p><i>Facilitated by: AGIIS Product Manager Josh Wall</i></p>	<p>Quick Start Guide to AgGateway Resources You're new to the B2B supply chain team and you've just been told by your manager that you need to integrate with a trading partner using AgGateway standards. Where do you start? What resources are available to you? Where do you go with questions or for advice? If this describes you or anyone in your organization, this session is for you. Come with your questions and your laptop for a hands-on workshop. We'll cover the resources and repositories for standards, guidelines, and reference data, and walk through the tools you need to connect for business efficiency.</p> <p><i>Facilitated by: AgGateway CEO Brent Kemp</i></p>	
10:00 - 10:30 am	<p>Break - Join us for some refreshments! Sponsored by BASF</p>			
10:30 - 11:00 am	<p>Field Boundaries Use Cases & Terms Working Group This will be a working session focused on reviewing the use cases gathered to date by the working group and identify any gaps, as well as common terms requiring definitions.</p> <p><i>Facilitated by: AgGateway Portfolio Manager Ben Craker</i></p>	<p>Member Advisory Panel All members are encouraged to participate in this interactive session that will focus on how AgGateway can better engage and communicate with its members.</p> <p><i>Facilitated by: AgGateway Director of Member Relations Leslie Hedges</i></p>	<p>Reserved for Quick Connect Meetings</p>	
11:00 - 11:30 am				
11:30 - 1:00 pm	<p>Lunch on your own - Enjoy lunch in the hotel or nearby restaurants. See AgGateway's lunch recommendations in the event app!</p>			
1:00 - 2:00 pm	<p>PAIL: Irrigation Standard Working Group The WG12 PAIL team has been working on establishing a global standard around irrigation data. The three-part standard is making its way through the ISO organization and this session will provide an update on the status and review how people can begin to implement.</p> <p><i>Facilitated by: Charles Hillyer</i></p>	<p>Seed Meet Up Come see what is new in the seed industry. Join in to discuss solutions that Seed retailers and manufacturers are facing today.</p> <p><i>Facilitated by: Ann Vande Lune</i></p>		
2:00 - 3:00 pm	<p>Data Linking Subcommittee The Data Linking Subcommittee provides guidance and prioritization for efforts related to data linking or traceability. This session will focus on a strategic review of accomplishments so far and lay out a plan for what areas make sense to focus on next.</p> <p><i>Facilitated by: Evan Wallace</i></p>	<p>Ag Retail Meet Up Ag Retail will be firing up discussions around moving the ball forward. We want to push connectivity and standards. We need to get more retailers and partners at the table to drive the work that has been completed. Join in for discussion, action, and what's next!</p> <p><i>Facilitated by: Natasha Lilly</i></p> <p>Sponsored by The Equity</p>		
3:00 - 3:30 pm	<p>Break - Join us for some refreshments! Sponsored by BASF</p>			
3:30 - 5:00 pm	<p>General Session and AgGateway Awards AgGateway is pleased to honor members who have made consistent, substantial contributions to the work of digital connectivity in agriculture during this final general session of the Annual Conference.</p> <p>Day 2 Keynote: Data and the State of Food: Downstream Trends, Upstream Impacts Rapidly changing consumer preferences and geopolitical uncertainty is driving transformative momentum across the food system. Innovative food options, production techniques, a push to sustainable and "clean" foods, and new regulation will require agriculture to deliver consistent, accurate, and interoperable data. Rob Dongoski, Global Food and Agribusiness Leader at consulting firm EY, has been immersed in identifying and projecting food and agriculture trends from</p>			



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	myriad perspectives for more than two decades. In this keynote presentation, he shares key insights into important downstream trends and how they will likely impact the crop production channel, while also demonstrating the importance of our work at AgGateway.
5:00 - 6:30 pm	Networking Reception - Don't miss this opportunity to network with other members, vendors, customers, and staff! Sponsored by TELUS Agriculture

Wednesday, November 16 th				
Time	Session 1	Session 2	Session 3	Session 4
7:00 am	Registration Desk Opens			
7:45 – 8:45 am	Grab and Go Breakfast			
8:00 – 9:00 am	GTAC Student Presentations Our Gateway to Ag Careers Student Delegates discuss their studies and professional pursuits and take your questions during this special session. Sponsored by AgCIO Roundtable, DXC Technology and Syngenta	Reserved for Quick Connect Meetings	Field Boundaries Subcommittee Following up on discussions from last year’s Annual Conference and efforts of an initial Working Group developing use cases and terms and definitions, this inaugural meeting of the Field Boundaries Subcommittee will begin to set the course for future work on field boundary standardization, including the development of plans for Working Groups needed to complete this initiative. <i>Facilitated by: AgGateway EVP/COO Jeremy Wilson</i>	
9:00 – 10:00 am		Scale Ticket Working Group This working session will meet to discuss progress to date on the scale ticket effort and continue to work on developing a standardized, digital scale ticket. <i>Facilitated by: Phil Kubesh</i>	AgriSemantics Subcommittee Common meaning is fundamental to sharing information between parties, this session will focus on the processes and interaction with other working groups, subcommittees and AgGateway digital resources pertaining to semantics. <i>Facilitated by: Andres Ferreyra</i>	
10:00 – 10:30 am	Break - Join us for some refreshments! Sponsored by Corteva			
10:30 - 11:00 am	Quick Connect Task Force Come hear about the AgGateway Connectivity Roadshow that will be traveling the Midwest promoting e-connectivity. Learn how you can be a part of the roadshow and help retailers connect with their suppliers. We will also discuss how the Quick Connect meetings went this week. <i>Facilitated by: Ann Vande Lune</i>	Product Catalog Meet Up This session will review the background and latest version of the catalog. The team will provide an update regarding Product Catalog enablement of Ecommerce, GTIN implementation, and Closed Loop Spray project. The session will conclude with a call to action. <i>Facilitated by: Joe Gifford and Scott Nieman</i>	AGIIS Directory Oversight Committee The Directory Oversight Committee (DOC) is charged with establishing policies and procedures in the operation of AGIIS, the industry recognized repository of common entity and product information. This includes evaluating, prioritizing and executing enhancements; responding to subscriber and project requests; and overseeing the maintenance and care of the data in the directory. At this meeting, we will review the status of the directory and provide a training session to new DOC Members. <i>Facilitated by: Chair Darlene Gibson</i>	Trends in Ag Internet of Things: Edge-Fog-Cloud and QoS Demands for Networking This talk will introduce a new engineering research center funded by the U.S. National Science Foundation: The Internet of Things for Precision Agriculture. We will also review research in communications and networking, which forms one of three pillars of the new ERC. <i>Presented by: Professor James V. Krogmeier, Purdue University</i>
11:00 - 11:30 am				Infrastructure for Data Harnessing and Analytics for Multi-agent Autonomous Ag Applications Dr. Sharda will lead a discussion around infrastructure/architecture for data communications, edge computing, and knowledge graphs for data



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				integration, reports, analytics and diagnostics. <i>Presented by: Dr. Ajay Sharda, Kansas State University</i>
11:30 - 1:00 pm	Networking Lunch - Come and network with others while enjoying lunch!			
1:00 – 2:00 pm	Conference Committee We will discuss plans and next steps for the 2023 Mid-Year Meeting in Altoona, Iowa and the 2023 Annual Conference in Glendale, Arizona. All individuals interested in helping to improve our face-to-face meetings are welcome to join us! <i>Facilitated by: Chair Scott Meredith</i>	Standards & Guidelines Committee The Standards and Guidelines Committee will process any proposed digital resources. Any remaining time will be spent discussing Standards & Guidelines processes. <i>Facilitated by: Chair Charles Hillyer</i>	The Future of Digital Payments in Agriculture: A FinTech Panel When was the last time you wrote a check? Or got paid by a check? So why does the grain supply chain stubbornly hang on to paper check methods? Agriculture is one of the last great digital frontiers. Digital payment apps like Venmo and Zelle have become ubiquitous for day-to-day money transfers, therefore training millions of people how to move money digitally – and easily. This panel discussion examines the question, how do we set up the ag supply chain to more efficiently and effectively move money? <i>Moderator: Mary Tangen</i> <i>Panelists: Jeremy Wilson, Jeff Griffeth</i>	
2:00 – 3:00 pm	Communications Committee Weigh in on the 2023 communications plan and help prioritize messages, methods, and strategies for the year ahead. Bring your perspective on what we can do more effectively. <i>Facilitated by: AgGateway Director of Marketing & Communications Paul Schrimpf</i>	Architecture Committee The Architecture Committee will review architecture-related concerns that apply across two or more working group activities. <i>Facilitated by: AgGateway CTO Jim Wilson</i>	North America Steering Committee (Closed)	
3:00 – 5:00 pm	AgGateway Board of Directors (Closed) - The incoming 2023 AgGateway Board of Directors will meet.		AgCIO Roundtable Session 1 of 2 (Invitation Only)	
6:00 – 8:30 pm			AgCIO Roundtable Dinner (Invitation Only)	
Thursday, November 17th				
7:30 am - 11:00 am	AgCIO Roundtable Session 2 of 2 (Invitation Only)			