

#AG40



Challenge
Advisory

Modernizing U.S. Agriculture

Ag 4.0

4th & 5th December 2019

Monterey Conference Center, California | USA

Ag 4.0

Modernizing U.S. Agriculture

Multi-sector strategy consultancy Challenge Advisory is delighted to welcome you to Ag 4.0 – a two-day workshop designed to support the Fourth Industrial Revolution (4G) of US agriculture through digital technologies.

This workshop is especially designed for leading farmers, cooperatives, agtech companies and other industry stakeholders.

Challenge Advisory has sourced over 50 expert speakers, who will gather to debate the key issues facing the ag industry today, including modern farming practices and challenges.

Taking place in California, the main agricultural state of the US, Ag 4.0 is designed around 8 core topic streams and will also be featuring 8 networking breaks, as well as 20 workshops and numerous keynote addresses undertaken by Forbes influential industry leaders.

Put together via extensive research on the main challenges U.S. agriculture and its farmers are facing today, the event will provide a platform for farmers to inform agtech companies on what they think is needed for the industry.



Confirmed Partners



Confirmed Speakers



Amy Wu

Founder & Chief Content Director
From Farms to Incubators



Clark T Bell

CEO & Co-Founder
Aquayield



Doug Standley

Founder & CEO
niolabs



Henry Gordon Smith

Founder & Managing Director
Agriecture Consulting



Ian Swanson

CFO
Delicato Family Vineyards



Jonathan C. Baer

Managing Partner
Threshold Ventures



Matthew Ashton

Sr. Vice President
Central Valley Ag Cooperative



Steve Ela

Partner
Ela Family Farms



Kasey Bamberger

Partner
Bryant Agricultural Enterprise



Roger Wyse

Managing Partner
Spruce Capital Partners

Topics

Technologies to Help Growers



Berries



Citrus



Nuts



Cannabis



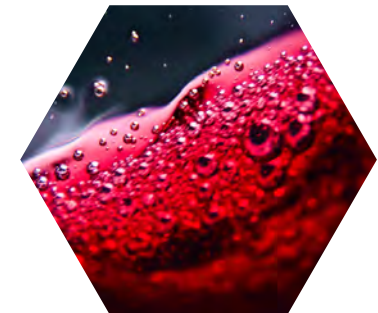
Fresh Produce



Orchards



Stone Fruit



Vines

Audience Network with:

- Growers and Packers

- Distributors and Wholesalers

- Co-operatives

- Government and Academia

- Vineyards

- Retailers and Restaurants Chains

- Agribusinesses



Areas of Focus

Streams

- **Technology to support Labour Shortages**
- **Shaking up the supply chain**
- **Traceability**
- **Precision Agriculture**
- **Investigating the latest technology for Water**
- **Data**
- **Biotechnology**
- **Technology Vs ROI**



Workshops

What is Happening



Round Tables



Tech Demos



Farmer Q+A's



**Business
Development**



**Working with
Cooperatives**



Conference



Exhibition



1-2-1 Meetings



Field Trials



Meet the Grower

Innovation Showcase

Pitching-For-Investment

Early to mid-stage agtech start-ups showcase their technologies for 10 minutes to an investment community audience. Each company delivers a presentation, highlighting the most innovative aspects of their technology and business model, and outlining their go-to-market strategy. They then take questions from our panel of investors and from our audience.

The following Venture Capital Firms will be panelists in the workshop:



Fall Line Capital



FINISTERE
VENTURES, LLC



ULTRA CAPITAL



STANFORD
TECHNOLOGY
VENTURES PROGRAM



BASF
We create chemistry



**Paine Schwartz
Partners**
SUSTAINABLE FOOD CHAIN INVESTING

Testimonials

What People are Saying

"Ag 4.0 was an excellent opportunity to connect with a wide range of professionals, growers, entrepreneurs, and executives at ag companies, to discuss some of the most pertinent issues agriculture faces today include a severe labor shortage, water and land supply shortages, climate change, and gender gap.

The discussions - especially in the break out workshops - were lively and in-depth. I would highly recommend this Summit to those passionate about ag and agtech."

Amy Wu

Founder & Chief Content Director
From Farms to Incubators

"Ag4.0 was such a fruitful event highlighting the latest technologies in agriculture today and the direction the industry is headed. They did an excellent job bringing together presenters with diverse backgrounds and varied perspectives. As a panelist, I benefitted from making connection across the industry, as well as getting the pulse on the latest and greatest.

I'll certainly look forward to future events hosted by Challenge Advisory."

Carley Corrado

Founder & Chief Strategist
Enliven Leadership

"I wanted to thank the organizers of Ag 4.0 for bringing together both agricultural scientists and various technology group to talk about the potential for new technology and its use in agriculture. We need more of these types of meetings to ensure that technologies are appropriate for agriculture and that we ensure that sound science backs up the potential of these promising technologies. I look forward to seeing some of these in farmer's fields in the future as part of a comprehensive farming program that ensures a clean, safe, abundant and profitable future."

Jeffery Dahlberg

Center Director
Kearney Agricultural Research & Extension

Get in Touch

We'd Love to Hear From You

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