

**#AG40**



**Challenge**  
Advisory

**Modernizing U.S. Agriculture**

# **Ag 4.0**

**17<sup>th</sup> December 2019**

**Monterey, 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 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  
Agritecture Consulting



**Ian Swanson**

CFO  
Delicato Family Vineyards



**Jonathan C. Baer**

Managing Partner  
Threshold Ventures



**Matthew Ashton**

Sr. Vice President  
Central Valley Ag Cooperative



**Mark Young**

CTO  
The Climate Corporation



**Gabriela Burian**

Global Director | Sustainable Agriculture  
Bayer Crop Science



**Kasey Bamberger**

Partner  
Bryant Agricultural Enterprise



**Roger Wyse**

Managing Partner  
Spruce Capital Partners



**Steve Ela**

Partner  
Ela Family Farms

# Topics

## Technologies to Help Growers



**Berries**



**Citrus**



**Nuts**



**Cannabis**



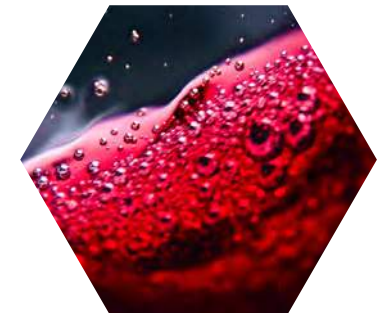
**Fresh Produce**



**Orchards**



**Stone Fruit**



**Vines**

# Audience Network with:

- Growers and Packers

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- Distributors and Wholesalers

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- Co-operatives

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- Government and Academia

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- Vineyards

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- Retailers and Restaurants Chains

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- Agribusinesses

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# 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



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

### Carine Bosch

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