



Silicon Valley AgTech Program + Conference

How Digital Technology is Transforming AgTech

April 18 – 21st, 2016 | Silicon Valley, California

ABOUT THE PROGRAM:

Silicon Valley Forum is thrilled to welcome you to the 2016 AgTech Immersion Program. Be prepared for an informative program where you'll learn about some of the hottest topics in the agriculture industry today, including Big Data, Connected Farm, Precision Agriculture and much more. The activities will be held on April 18 - 21 and include 4 days of inspiring and engaging networking activities with leading technology companies that are pushing the envelope within the agriculture technology space. By participating in the activities, you will have the opportunity to meet with fellow peers, prospective clients and industry experts. We conclude the immersion program with the Silicon Valley Forum AgTech conference, organized in association with Callaghan Innovation, New Zealand and Wharf42, '[How Digital Technologies are Transforming AgTech](#),' which will bring together industry leaders to discuss the outlook and potential of AgTech with an emphasis on future technologies and the impact of digitalization.

PROGRAM INCLUDES:

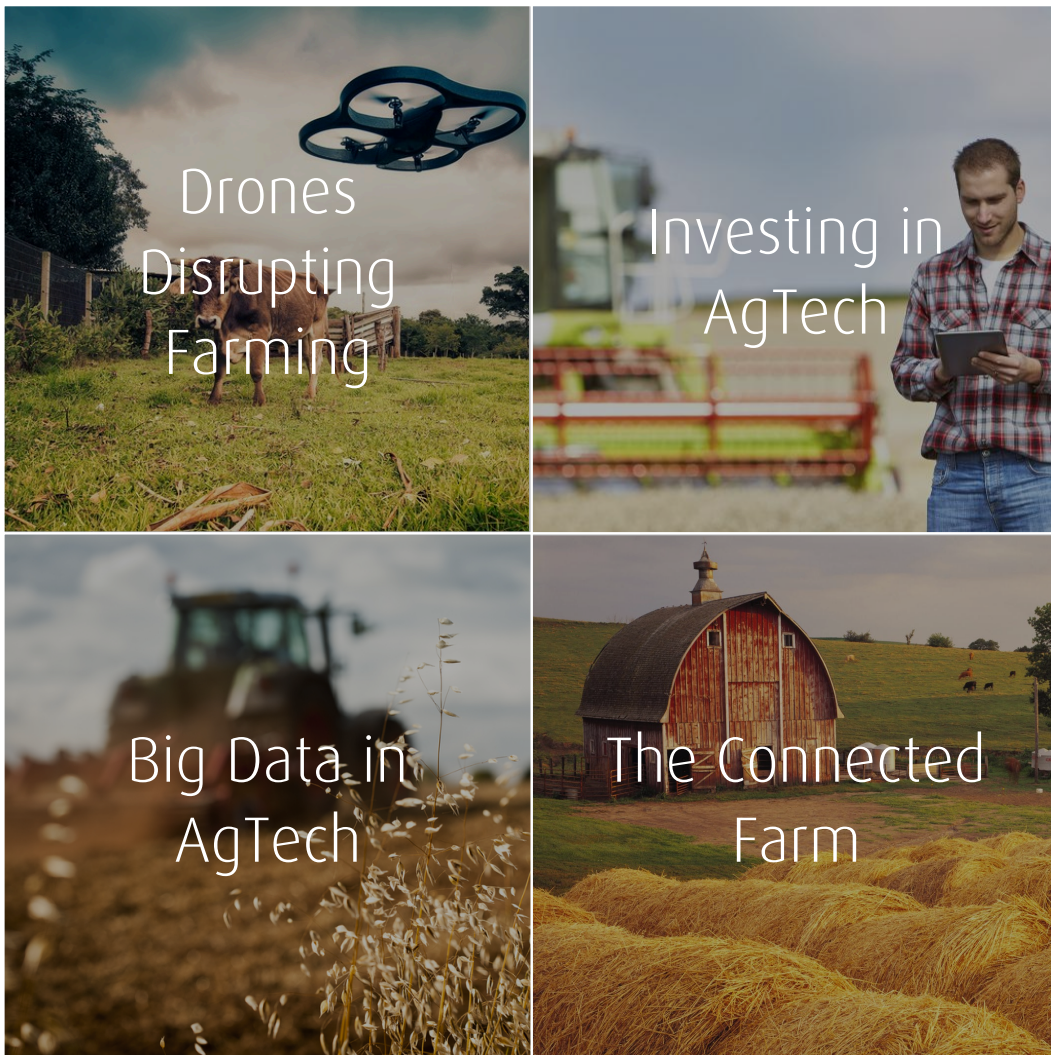
- 9-12 pre-arranged activities (visits/talks/meetings)
- Transportation to all locations (San Francisco, Napa Valley & Salinas)
- Lunch and snacks during the immersion days
- Admission to full day AgTech conference
- Last but not least, ample opportunity to network over wine tasting and dinner in Napa Valley! (not included in fee)

**Arrangement and payment of hotel accommodation is the responsibility of the participants*

WHY PARTICIPATE?

- **Learn** about the latest tech trends in AgTech
- **Meet** key industry stakeholders
- **Gain** connections to the Silicon Valley ecosystem
- **Compare** notes with fellow peers, sharing insights and business cards!
- **Listen** to prominent speakers in the field of AgTech innovation

PROGRAM TOPICS:



PRICING & REGISTRATION LINK:

The total cost of the program is \$1,295* and it includes all of the above i.e. the three-day immersion program and the conference ticket. You can reserve your seat on the following link: <http://bit.ly/1LkbwvC>. **Please note that the seating is limited to 50 people and you are advised to purchase tickets in advance!**

Also note that you can buy **SIX tickets at the price of **FIVE** (Group Discount)*

For questions related to the program, please contact klaus@svforum.org

AGENDA: IMMERSION PROGRAM

Silicon Valley AgTech Immersion Program 2016			
	San Francisco	Napa / Sonoma	Salinas / Los Gatos
Time/day	April 18 (DAY 1)	April 19 (DAY 2)	April 20 (DAY 3)
8:00am - 8:30am	Pickup from hotel	Pickup from hotel	Pickup from hotel
8:30am - 9:00am	Travel to The Climate Corporation	Travel to UC Davis	Travel to (location TBC)
9:00am - 9:30am	How Big Data is Disrupting AgTech The Climate Corporation Speakers: Mark Young, CTO Erik Andrejko, VP Science John Ethington, VP Product 201 3rd Street Suite, SF	Hacking For Food @ UC Davis UC Davis - Mixing Bowl Speaker: Rob Trice 1 Shields Ave, Davis	Connecting the Dots Visit to farm using IoT technology (TBC) Salinas
9:30am - 10:00am			
10:00am - 10:30am			
10:30am - 11:00am			
11:00am - 11:30am	Travel to DLA Piper	Travel to Ranch Systems	Travel to Driscoll's
11:30am - 12:00pm	The State of AgTech and Where to Invest? @ DLA Piper Rob Leclerc, AgFunder 555 Mission St #2400, SF	Systematically Helping Farms to Conserve Water Ranch Systems Speaker: Jacob Christfort 37 Commercial BLVD., Novato, CA	Solving the Labor Challenge Driscoll's Speaker: Nolan Paul & Nathan Dorn 345 Westridge Drive, Watsonville
12:00pm - 12:30pm			
12:30pm - 1:00pm			
1:00pm - 1:30pm			
1:30pm - 2:00pm	Travel to Granular Inc.	Travel to (location TBC)	Travel to Taylor Farms
2:00pm - 2:30pm	Accounting at the Soil Type Level Granular (TBC) Speaker: Christopher Seifert, Director of Data Science 425 2nd Street, SF	Arial Imagery Bringing Farmers to New Heights Visit to farm using drone technology (TBC) Sonoma Country / Napa Valley	Connecting Growers with Technology Taylor Farms @ their innovation house 911 Blanco Cir # B, Salinas
2:30pm - 3:00pm			
3:00pm - 3:30pm			
3:30pm - 4:00pm			
4:00pm - 4:30pm	Travel to Kiwi Landing Pad	Travel to (location TBC)	Travel back to hotel
4:30pm - 5:00pm	The Future of AgTech presented by New	WINE TASTING @ Vineyard (TBC)	

5:00pm - 5:30pm	Zealand delegation Kiwi Landing Pad 185 Clara St, SF	(attendees are to pay themselves)	Attendees can rest before the conference
5:30pm - 6:00pm		Travel to (location TBC)	
6:00pm - 6:30pm		DINNER @ Restaurant (TBD)	
6:30pm - 7:00pm			
7:00pm - 7:30pm	Travel back to hotel	(attendees are to pay themselves)	
7:30pm - 8:00pm			
8:00pm - 8:30pm		Travel back to hotel	
8:30pm - 9:00pm			

**Please note that the agenda is subject to change due to speaker availability and last minute changes in the program.*

MEET THE SPEAKERS:



Rob Leclerc
CEO and Co-Founder, AgFunder
[@robleclerc](#)



Nathan Dorn
CEO and Co-Founder, Food Origins
[@FoodOriginsCo](#)



Jacob Christfort
CEO, Ranch Systems



Mark Young
CTO, The Climate Corporation
[@climatecorp](#)



Nolan Paul
R&D Strategy & Emerging Tech, Driscoll's
[@driscollsberr](#)



Rob Trice
Co-founder, The Mixing Bowl
[@Mixingbowlhub](#)



Jim Ethington
VP, Product
[@climatecorp](#)



Erik Andrejko
VP, Science
[@climatecorp](#)

AGENDA: CONFERENCE (DAY 4)

Silicon Valley Forum AgTech Conference

Held in association with Callaghan Innovation, New Zealand and Wharf42
- *How Digital Technologies are Transforming AgTech*

8:30 am	Registration and Networking
9:00 am	Opening Remarks
	Denyse Cardozo, SVForum President and CEO
9:10 am	Opening Keynote
	<i>Topic: AgTech innovation through collaboration</i>
9:45 am	PANEL DISCUSSION "How to achieve sustainable productivity through automation"
	<i>The challenges and opportunities facing the agriculture sector with the growth of intelligent robotic technologies</i>
10:30 am	PRESENTATION – Case Study
	<i>Plus Group: How Robotics will change the world of horticulture harvesting & pollination</i>
10:50 am	PANEL DISCUSSION: IoT connectivity and sensing technology helping to meet increasing food demands
	<i>Using sensor technology to increase food production by 70% to meet the needs of the world's growing population by 2050.</i>
11:35 am	PRESENTATION – Case Study
	<i>New Zealand Case Study - TBC</i>
12:00 pm	LUNCH, PECHA KUCHA PITCHES, DEMO SHOWCASE, & NETWORKING
1:45 pm	PANEL DISCUSSION UAV adoption in precision agriculture & the regulatory challenges faced in getting there

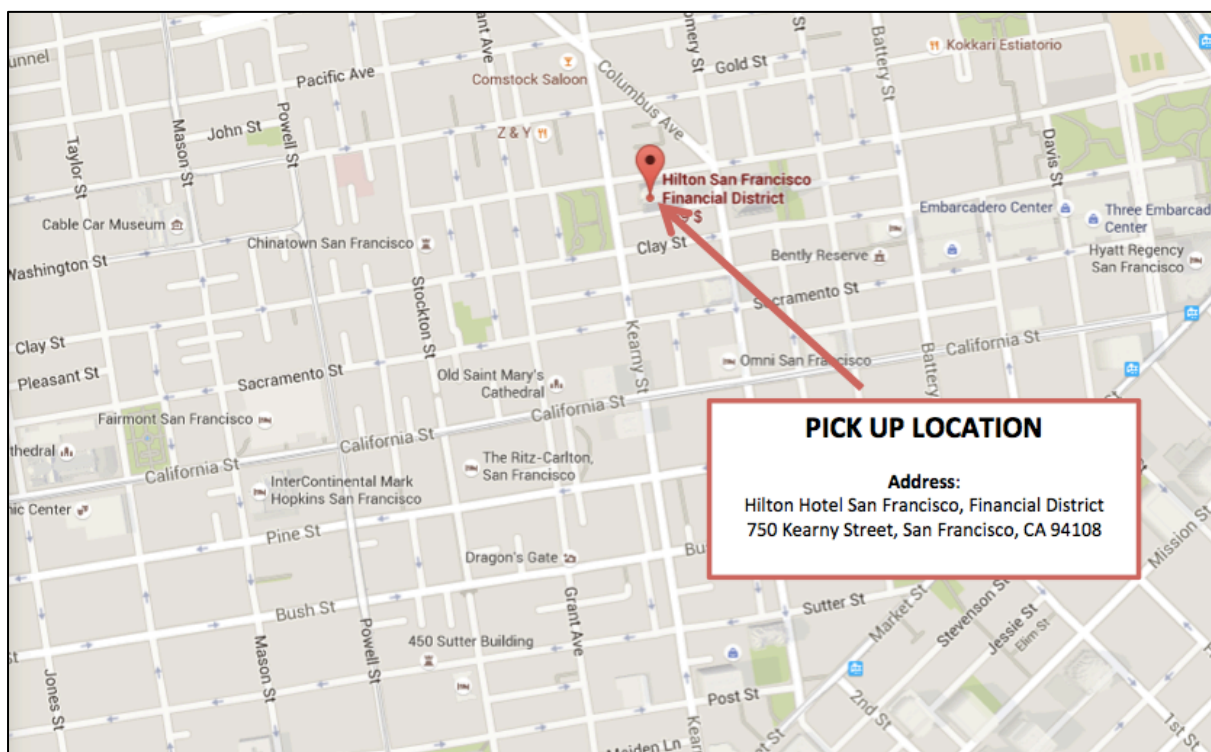
	<i>Focusing on the use of UAV technology in precision agriculture and a comparison between the regulatory environments in NZ and USA.</i>
2:30 pm	PRESENTATION – Case Study
	<i>Ian Yule, Massey University, thought leader in the application of hyperspectral imaging for precision agriculture.</i>
2:45 pm	Second Keynote
	<i>Topic: How Improved Farm Management Processes Can Increase Agriculture Production in an environmentally sustainable way</i>
3:30 pm	AFTERNOON BREAK
4:00 pm	PANEL DISCUSSION The role of Big Data Analytics in the AgTech space
	<i>How can big data analytics from multiple AgTech sources and platforms be delivered to farmers in an actionable format</i>
4:35 pm	PRESENTATION – CASE STUDY
	<i>New Zealand Case Study - TBC</i>
5:00 pm	FIRESIDE CHAT AgTech & the Investment Opportunity. Trends to look out for over the next 5 years
5:30 pm	Closing Remarks Opportunities to collaborate with NZ, including: Mystery Creek Fielddays, Lincoln Hub, working with Callaghan Innovation, NZTE, and our start-up community.
6:00 pm – 8.30pm	RECEPTION AND NETWORKING

**Please note that the conference agenda is under development and is subject to change due to speaker availability and last minute changes in the program.*

ACCOMODATION RECOMMENDATIONS:

For your comfort and convenience we recommend booking hotel rooms close to the pickup location at the Hilton Hotel, Financial District in downtown San Francisco. The bus will leave ON TIME, so we kindly advice you to be punctual. Below, please find our top three hotel recommendations as well as a map (with address) showing the pickup location on all four days.

1. Hilton San Francisco Financial District on 750 Kearny Street, San Francisco (1 minute walking distance to pickup location)
2. Grand Hyatt San Francisco on 345 Stockton Street, San Francisco (12 minutes walking distance to pickup location)
3. San Francisco Marriot Union Square on 480 Sutter Street, San Francisco (13 minutes walking distance to pickup location)



PROGRAM SPONSORS:

CallaghanInnovation

wharf42

PROGRAM HOSTS:

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 **DLA PIPER**

 **Granular**

 **Kiwi Landing Pad**

Ranch Systems ^{LLC}