



Davos on the Delta

Field Day at Agricenter International and Ducks Unlimited
May 13, 2019

Join us and other Davos on the Delta participants for an exclusive Field Day event, during which you'll tour both the national headquarters of Ducks Unlimited as well as Agricenter International, complete with an authentic Southern Catfish lunch and in-field demos featuring innovative agtech startups.

Ducks Unlimited: The World's Leader in Wetlands and Waterfowl Conservation

Ever since it began in 1937, during the Dust Bowl when North America's drought-plagued waterfowl populations had plunged to unprecedented lows, Ducks Unlimited has been committed to habitat conservation and protecting the continent's waterfowl. Thanks to decades of abiding by that single mission, Ducks Unlimited is now the world's largest and most effective private waterfowl and wetlands conservation organization.

10:00 am: Buses load at the Peabody Memphis Hotel and head to Ducks Unlimited/Agricenter International.

10:45 am: Arrival. Bussed participants will be joined by those who come by car.

11:00 am: Tour Ducks Unlimited

Agricenter International: Research. Education. Conservation

Agricenter International, the education, agribusiness, research and agricultural hub of the Mid-South, has a \$524 million annual economic impact on the region, hosts over 1.3 million visitors annually, and educates over 10,000 students annually. Agricenter provides a forum for unbiased research of the most advanced technologies and the 1,000-acre campus includes a new 40-acre research park ideal for agribusinesses.

11:50 am: All Participants Reboard buses (leaving personal vehicles at DU) and drive to Agricenter Hospitality Room

12:00 pm: Authentic Southern Catfish lunch at the Hospitality Room

12:20 pm: Welcome and Vision — **John Butler, President, Agricenter International**

12:25 pm: Archer Acre: how a 200-person advertising agency partners with Agricenter to operate their own farm — **Fred Nichols, VP, Account Director, Archer Malmo**

12:30 pm: AgLaunch, its Mission and its Work with Agricenter International — **Pete Nelson, President, AgLaunch**

12:35 pm: **Charlie Hatcher, Commissioner, TN Department of Agriculture**

12:45 pm: Moderated Discussion with a select group of In-Field Automation/Robotics Startups — **Dan Harburg, Sr. Director, Innovation, Indigo**

The discussion will focus on: *Depressed commodity prices have elevated the importance to growers of reducing input costs while simultaneously boosting yields and looking for new ways to market crops. Increasingly, producers are utilizing new technologies that promise to reduce fertilizer, herbicide, water use by detecting and dealing with issues through automated and precise methods. These technologies are shifting the traditional role of the farmer and the labor employed in farm operations as robotics and sensors become mainstream. How will these technologies change America's heartland and the profitability and sustainability of farm operations?*

1:15 pm: Participants head to view In-Field Demos featuring:

Autonomous Pilot Aware Vehicles Earth Sense GroGuru PheNode Rabbit Tractors Sentera Shepherd

3:15 pm: Return to DU for personal vehicles and others board buses for return to the Peabody Memphis Hotel

5:30 pm: Davos on the Delta Opening Reception at Old Dominick Distillery, 305 S Front St., Memphis

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REGISTRATION

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