



POGA'S 20th ANNUAL CONFERENCE

Thursday, December 7, 2017
Alberta/ New Brunswick room
Banff Springs Hotel, Banff, AB

Agenda *

- 8:00am **Registration and Free Hot Breakfast**
- 8:45am **Welcome and Introduction** – Art Enns, POGA President
- 9:00am **What's Driving North American Agriculture in the Year Ahead?** Mike Pearson, Market to Market host, Writer of Weekly Journal of Rural America and co-host of Ag News Daily podcast.
- 10:00am **Results from Two Years of Oat Variety trials in Westlock and Falher, AB . . . Spoiler Alert: the Best Variety was not Morgan in Year One; We'll Have to Wait and See for Year Two!**
Sandeep Nain, General Manager, Gateway Research Organization
- 10:30am Coffee Break
- 11:00am **POGA Annual General Meeting** – Art Enns, POGA President
- 11:15am **USA Oat Marketing Campaign: What's happened in the First 6 months and What's the Future Plan?** Jody Dundas, Partner and Chief Strategist, Suckerpunch Creative
- 12:00pm **Soup and Sandwich Lunch** – Tour the Sponsor's Displays
- 1:00 pm **What is the State of the Canadian Transportation Industry Right Now?** Mark Hemmes, President Quorum Corporation
- 1:30 pm **China: Progress on POGA's Application to Allow Canadian Oats into China for Food and Feed Use!** Robynne Anderson, President, Emerging Ag
- 1:40pm **The Oat Superstars, a Few Activities the POGA Directors and Staff have been Involved in.**
- 2:00 pm **Ways the University of Alberta is Developing Oats for End Uses and Utilizing the Total Oat to get more Value for Them,** Dr. Lingyun Chen, Ph. D. , Professor, University of Alberta
- 2:45pm **The Updated POGA Grower Manual, How it Can Help Producers and Breeding Results from Oat Advantage,** Jim Dyck, Owner and Private Oat Breeder, Oat Advantage
- 3:15pm Coffee Break
- 3:45pm **Oat Market Outlook,** Randy Strychar, President, Oatinformation.com
- 4:45pm **Wrap-up and Adjourn** –Art Enns, POGA President
- 5:45pm **Social Hour** at the Banff Springs Hotel
- 6:30pm **Dinner and Speaker: What Makes Consumers Tick,** Carman Allison, VP of Consumer Insights, Nielsen (Additional Cost: \$50)
- 8:00pm Adjourn

Daytime seminars, breakfast and lunch \$20.00 (\$25 at door) Optional Evening Banquet \$50.00 (\$60 at door)

**Times and agenda topics subject to change. For updates, pre-registration and credit card payments visit poga.ca*

Note: For those arriving on December 6, there will be a meet and greet beginning at 8pm in Mount Stephen Hall of the Banff Springs Hotel