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