

CONFERENCE AGENDA



INVESTIGATING Specialty Crops Challenges and Solutions

Thursday, December 3

7:30-8:00 am	Registration & Refreshments
8:00-8:15 am	Opening Remarks - Bob Seem , Welcome and Explanation
8:15-8:35 am	SCRI Program Director of USDA, Dan Schmoltdt
8:35-9:00 am	Challenges facing specialty crops (big picture overview)
9:00-9:30 am	Technology solutions I - Guy Blissett , IBM
9:30-10:00 am	Networking break/ Vendor Break
10:00-10:30 am	Technology solutions II - Jim Chambers , Deere Corp.
10:30-11:00 am	Tech Driven Retail: forces behind tracing, sustainability, acquisition - Matt Kistler , Walmart
11:00-11:30 am	Social Networks and Trans-Disciplinary Innovation: Applications to Specialty Crops - Stephan Goetz , Penn State
11:30 am	Lunch
12:00 pm	Keynote speaker
12:30-1:00 pm	Trade Show
1:00 pm	Setting the stage - Charge to the breakout groups
1:15 pm	Break Out #1: By Commodity

Topic 1: Tree Fruits & Nuts

Challenges include: labor; greater efficiency and lower waste in production, handling and shipping; sustaining quality in the post-harvest environment; improved genetics of crop; assessment of product health and quality (sensor systems); pest management and application technology; optimal harvesting; soil pest management

Topic 2: Grapes & Berries

Sample challenges include: Mechanization of cultural practices; waste stream management; crop development forecasting; site selection and management; energy use/capture/renewal; water and pest management and application technology.

Topic 3: Vegetables

Sample challenges include: growing season extension; improved healthful benefits; diversity of production systems; inventory and post-harvest management; pest management and application technology; water management; site selection/site rotation; product handling; quality preservation.

Topic 4: Green House and Ornamental Horticulture

Sample challenges include: ACESys (automation, culturing, environment) systems that include monitoring, decision support, and chemical application systems; inventory control; enterprise automation from production to consumer; standardization (container); renewable resources for containers; energy use and management

2:30-2:55 pm Trade Show Time / Break

3:00 pm Break Out #2: Technology

Topic 5: Production and Protection

Sample technologies: extending the growing season; pest resistance detection; water management; precision agriculture and mechanization; site specific weather forecasts, sustainability tracking and reporting, automated pest detection; precision spray application; in-field wireless networks; sensors and integration/reporting systems.

Topic 6: Safety, Traceability, Packaging

Sample technologies include: smart packaging; automated pathogen detection; alternative antibiotics (silver and zinc); field-to-fork product traceability; consumer access to product traceability; minimal/green packaging; traceability to international standards; worker handling; sensors and integration/reporting systems.

Topic 7: Automation & Mechanization (aka Precision Ag)

Sample technologies include: robotic harvesting; precision agriculture; product tracking at production site; automated quality assessment; self-contained production systems (hydroponics or biotrons).

Topic 8: Distribution & Logistics

Sample technologies: Real-time product tracking; logical consolidation; just-in-time distribution of perishable commodities; integrations with other distribution systems.

4:30 pm Closing remarks for the day

5:00 pm Networking Reception (w/cash bar)
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Friday, December 4

7:30 am	Breakfast
8:30 am	Group Reporting Commodity Priority Issues versus Technology Issues
9:30 am	
	Topic 9: Retail and Product
	Issues include: Marketing; creating a product niche; local foods vs. large production; organic vs. conventional; individual vs. cooperative; e-commerce and rural broadband access; green and sustainable.
10:15 am	Networking break / Vendor Break (snacks/beverages provided)
10:45 am	Commissioners of Agriculture, NY, PA, NJ SCRI Activities in each state and forward-looking strategies
11:45 am	Closing Remarks
12:00 pm	Adjourn