



## SAVANNAH'S SOUTHERN CHARM

# THE 2019 FERTILIZER OUTLOOK AND TECHNOLOGY CONFERENCE

SAVANNAH, GA // NOVEMBER 19-21, 2019



The 2019 Fertilizer Industry Round Table portion of the Fertilizer Outlook and Technology Conference is focused on the impact of digital technology on agriculture and the fertilizer industry. Digital technology is dramatically impacting production agriculture bringing new challenges to every element of the supply chain. Our industry is transforming itself from a commodity driven market... to an information and technology driven market. How are new data streams impacting every element of our industry? How do we make sense of massive data bases that are already available in the supply chain ...from growers to basic manufactures and from equipment suppliers to those creating new science based plant nutrient products? How can we utilize digital technology effectively... yet keep things simple for our customers?

These are just a few of the questions that will be addressed by our Round Table discussants and technology speakers will address on November 20-21 in Savannah.

Our 'Round Table' discussants on Wednesday afternoon, will include perspectives from:

- Dr. William Wu, a data scientist who spoke to our conference in 2016 has been brought back by popular demand. Dr. Wu continues his quest for answers to Africa's soil and human health challenges through his work with the Bill and Melinda Gates foundation.
- Dr. Allan Gray, an agribusiness strategy professor at the Center for Food and Agricultural Business at Purdue University will share his perspective on how technology is rapidly impacting agribusiness strategies in both North and South America.

- Dr. Michael Swanson, an agricultural economist and consultant with Wells Fargo Bank, working with a wide range of food and agribusinesses, brings a lenders perspective to the discussion.
- Dr. Fred Below, a nationally known and respected Agronomist from the University of Illinois, will provide a critically important agronomic perspective.

The following morning, other industry leaders will deepen our understanding of how developing technologies are impacting our industry.

- Mike Frank, Executive Vice President of Nutrien Retail will provide an overview of how Nutrien is investing in and developing a digital technology platform for its rapidly expanding distribution system to farmers in seven countries.
- Geraldo Mattioli, an executive with Yara's North American Business Unit, will share their new partnership with IBM to develop a global digital farming platform. This initiative is designed to provide digital solution for both professional and smallholder farmers to optimize farming practices and increase yields in a sustainable way.
- Dr. Paul Patterson, Dean of the Auburn College of Agriculture and Dr, Beth Guertal, Professor of Soil Science, Auburn University will introduce the newly formed Center for enhanced Nutrient Efficiency based at Auburn University can add significant to serious agronomic research for our industry.

**More details, including TFI's Outlook program details and registration is available online at [TFI.org/FOTC](http://TFI.org/FOTC)**

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## Reception and Heavy Hors D'oeuvres Wednesday Evening at Ships of the Sea Maritime Museum

7-9PM // 41 MARTIN LUTHER KING JR BLVD, SAVANNAH, GA 31401

**Sponsored by:**



Built in 1819 in for William Scarborough, an early American shipping magnate, The Scarborough house has served as residence for the mastermind behind the SS Savannah (the first steamship to cross the Atlantic), an orphanage, and a public school. In 1972 this beautiful Greek revival was taken over by the Historic Savannah Foundation, restored, and turned into the Ships of the Sea Maritime Museum. Full of Savannah's history, a wealth of info about Savannah's shipping lines, model ships, and southern charm, the reception promises to be an eventful evening with a glimpse into the heart of Savannah's culture.

Chef Nick Mueller - voted many times over as best caterer in Savannah - will be catering the event, and Jeremy Davis and the Equinox will be providing entertainment. Led by Jeremy Davis on the sax, they are perhaps Savannah's most beloved orchestra band. We look forward to seeing everyone there!

**More at: [ShipsOfTheSea.org](http://ShipsOfTheSea.org) // [EquinoxOrchestra.com](http://EquinoxOrchestra.com) // [Facebook.com/ChefNickMueller](https://Facebook.com/ChefNickMueller)**