

BREAKING NEWS FROM THE SOUTHWEST'S PREMIER AG INDUSTRY EVENT

THE **Insider** JANUARY 2019

**Featured
Keynote Speakers:**

TIM YORK, *Markon Cooperative*
and RICHARD STEIN, *Fresh Foods*

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SOUTHWEST AG SUMMIT
FEBRUARY 19-22, 2019
YUMA, ARIZONA

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SWAG 2019



On behalf of the Yuma Fresh Vegetable Association, Arizona Western College Foundation, University of Arizona Cooperative Extension, and Yuma County Farm Bureau, we welcome you to the Southwest Agriculture Summit. We hope you will take advantage of all the Summit opportunities beginning with the Jacob Louis Daily Memorial Golf Tournament and ending with the Advanced Agriculture Tour.



SOUTHWEST AG SUMMIT

FEBRUARY 19-22, 2019
Arizona Western College
YUMA, ARIZONA

REGISTER TODAY

REGISTRATION & FEES \$100
(\$125 after 1/2/19)

INCLUDES:

Field Demonstrations
Evening Reception
Keynote Presentations
Breakout Sessions
Exhibitor Show and Lunch
CA/AZ Continuing Education Credits

Register online at
SWAGSummit.com

Southwest Ag Summit
P.O. BOX 1647 Yuma, AZ 85366

For more information, please call 928-783-9355

The success of the summit has always been a result of a collaboration among our agricultural industry leaders, University research, teaching and extension faculty. We are excited to be working collaboratively this year to bring you greater presentation diversity throughout our four-day schedule. We continue to build on the strength of the past 72 years the Yuma Fresh Vegetable Association has existed as well as educational knowledge and research from both the University of Arizona and Arizona Western College. This partnership along with the Yuma County Farm Bureau's general agricultural leadership has created the premiere agricultural event that encompasses virtually every aspect of scientific, technical and practical crop production and related fields.

Yuma agriculture recognizes the unique role that the Arizona Western College and the University of Arizona play in both preparing students for the workplace and enhancing the skills of professionals already on the job. In this light, we will welcome local students to our 2019 conference, as well, and invite them to see for themselves, that agriculture is certainly more than farming. We hope you will participate in our annual event, network with colleagues, learn from a breakout forum or panel discussion, tour the vendor trade show, celebrate our industry at the Harvest Dinner, take a tour led by a Yuma agriculture expert, build new relationships, and enjoy the experience.

We look forward to seeing you in February.

Sincerely,
Cory Mellon, President
Yuma Fresh Vegetable Association



COLLEGE OF AGRICULTURE AND LIFE SCIENCES
Arizona
Experiment Station
Yuma Agriculture Center



KEYNOTE SPEAKERS



AM Morning Keynote • Thursday, February 21

TIM YORK

President, Markon Cooperative

Mr. York has over forty years' experience in the produce and food service industries. Mr. York was instrumental in bringing buyers and sellers together in 1996 to address the food safety crisis and has been a strong advocate for specific, measurable, and verifiable food safety programs.



PM Lunch Keynote • Thursday, February 21

RICHARD (RICK) STEIN

Vice President, Fresh Foods

Rick has spent over 35 years in a wide range of retail grocery merchandising and marketing responsibilities for companies such as Fresh Foods and Safeway Stores, Inc. He has experience in virtually every facet of the retail food business and helped lead companies to achieve operational excellence and increased market share and revenues.

SNEAK PEAK 2019 Breakout Sessions



- Integrated Pest Management Regulatory Update
- Integrated Pest Management in Vegetable Crops
- Strategies for Adapting to Warmer Winter Production Seasons
- Innovations in Desert Fertilizer Management
- Addressing Water Challenges in the Western United States
- New Technologies for Vegetable Crop Production
- The Current Water Situation in Arizona- An Update
- Efficiencies in Handling Field Food Safety Observations, Inspections, and Corrective Actions
- Improving Traceability with Technology and Data Management
- Using GIS and GPS to Aid in Food Safety Sampling, Monitoring and Harvesting
- Risk Management

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2019
F150



2019
F250



2019
F350

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FIELD DEMO DAY 2019



ARIZONA WESTERN COLLEGE
FEBRUARY 20, 2019
 7:00am - 3:00pm

Field demonstrations & tours

Hands-on opportunities to see systems and strategies

Practical usages & field applications

New technologies

Crop protection

Crop variety selection

Field Assessment Training

Irrigation and water delivery approaches

Land leveling and tillage equipment



CEU'S AVAILABLE *at the Southwest Ag Summit*

2019 Southwest Ag Summit is a fitting venue for continuing education. We have applied for 15 AZ/CA PCA and CCA CEUs. The University of Arizona's Yuma County Cooperative Extension Service has been a tremendous asset to our team. They have worked diligently throughout the years to ensure that we present relevant, current topics for our educational programs and have repeatedly brought in renowned speakers from across the country. CEUs will be available for the field demonstration day, trade show, the morning keynote panel and the breakout sessions. As we work to create an event that is beneficial for every registrant, we are confident that this year's breakout sessions will offer something for everyone.

Additional Activities

Advanced Ag Tour with Lunch \$50
 February 22, 2019 • 8:00a.m.-11:30a.m.

Transportation to depart from Holiday Inn Express

HOST HOTELS Register with code: SOUTHWEST AG SUMMIT

Candlewood Suites

2036 S Avenue 3 E, Yuma
 (928) 726-2800



Holiday Inn Express

2044 S Avenue 3 E, Yuma
 (928) 317-1400



Historic Coronado Motor Hotel

233 S 4th Ave, Yuma
 (877) 234-5567



JACOB LOUIS DAILY

MEMORIAL GOLF TOURNAMENT

February 19, 2019

Mesa Del Sol Golf Club

-4 person blind draw scramble-

Entry Fee: \$100

(Includes green fees, cart, lunch, and on course beverages)

Shotgun Start | Lunch: 12:00p.m.

REGISTER AT

swagsummit.com | 928-344-1926

SOUTHWEST AG SUMMIT

Schedule of Events

TUESDAY, FEBRUARY 19, 2019

Jacob Louis Daily Memorial Golf Tournament & Lunch
Mesa Del Sol Golf Club | 12:00a.m.-5:00p.m.

WEDNESDAY, FEBRUARY 20, 2019

Field Demonstration and Trade Show (CEU's available)
Breakfast Burritos & Coffee | Arizona Western College | 7:00a.m.-3:00p.m.

Welding: Farm Machinery and Repair
Arizona Western College | 8:00a.m.-12:00p.m.

Field Demonstration Lunch
Arizona Western College | Time TBD

Latino Farmer Symposium
Arizona Western College | 1:30p.m.- 5:30p.m.

Opening Reception and Trade Show
Arizona Western College | 5:30p.m.-8:30p.m.

THURSDAY, FEBRUARY 21, 2019

Trade Show
Arizona Western College | 7:00a.m.-4:00p.m.

Continental Breakfast and Registration
Arizona Western College | 7:00a.m.

Morning Keynote Speaker (CEU's available)
7:30a.m.

Trade Show (1 CEU)
8:30a.m.-9:20a.m.

Morning Breakout Sessions (CEU's available)
Arizona Western College | 9:30a.m.-11:30a.m.

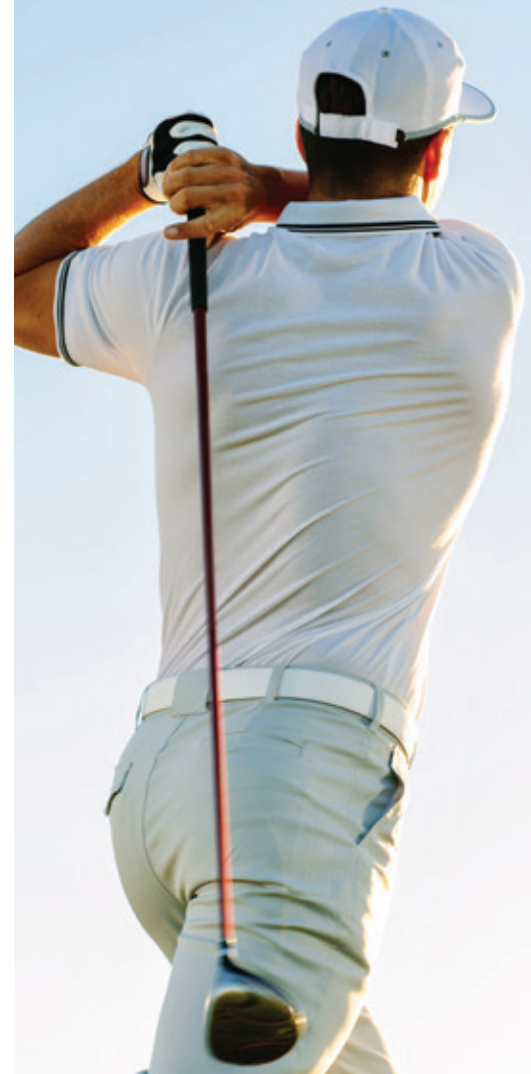
Lunch and Afternoon Keynote Speaker (CEU's available)
Afternoon Keynote Panel | Arizona Western College | 12:00p.m.-1:30p.m.

Afternoon Breakout Sessions (CEU's available)
Arizona Western College | 1:30p.m.-3:30p.m.

Harvest Dinner (Sold Out)
Colorado River State Historic Park | 6:00p.m.

FRIDAY, FEBRUARY 22, 2019

Advanced Agriculture Tour with Lunch
Departs from Holiday Inn Express | 8:00a.m.-11:30a.m.





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Currently, 1/2 page and full page ad space is available. Space is limited.

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Contact: Kristan Sheppard
928-246-9108