



SOUTHWEST AG SUMMIT

FEBRUARY 19-22, 2019

Arizona Western College • YUMA, ARIZONA



OFFICIAL PROGRAM

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Welcome!

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. We are excited to include the Latino Farmer Symposium this year to the Summit Agenda. This outreach initiative will bring together the Latino farming community, the agriculture industry, agricultural extension, advocates for management of natural resources and agricultural production, conservation, and sustainability, for agricultural education workshops.

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 honored to be working collaboratively this year to bring you greater presentation diversity throughout our four-day schedule. We build on the strength of the past 71 years of Yuma Fresh Vegetable Association's membership as well as the Yuma County Farm Bureau's general agricultural leadership. United, we have 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 are well aware that the Summit would not be possible without our sponsors, community partners, media partners and many more that come together to ensure its success. I hope you will take advantage of all the Summit has to offer. I look forward to seeing you all throughout our four day event.

Cory Mellon,
President
Yuma Fresh Vegetable Association



SOUTHWEST AG SUMMIT *Schedule of Events*



TUESDAY, FEBRUARY 19, 2019

Jacob Louis Daily Memorial Golf Tournament
Mesa Del Sol Golf Club | 11:30 a.m. - 5:00 p.m.

WEDNESDAY, FEBRUARY 20

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

Basic Field Assessment Training
Ag Classroom, AWC | 9:00 a.m. & 1:00 p.m.

Field Demonstration Lunch
11:30 a.m. - 1:00 p.m.

Latino Farmer Symposium
3C Conference Center, AWC | 2:00 p.m. - 5:00 p.m.

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

THURSDAY, FEBRUARY 21

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

Continental Breakfast and Registration
Arizona Western College | 6:30 a.m. - 7:30 a.m.

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

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

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

Lunch and Afternoon Keynote Speaker
Afternoon Keynote Panel | Arizona Western College
11:45 a.m. - 1:30 p.m.

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

Harvest Dinner
Colorado River State Historic Park | 6:00 p.m.

FRIDAY, FEBRUARY 22

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

KEYNOTE SPEAKERS



AM

Morning Keynote
Thursday, February 21

React, Respond, or Initiate?

Speaker: Tim York, Markon Cooperative (AWC)



PM

Lunch Keynote
Thursday, February 21

Top Trends in Fresh

Speaker: Rick Stein, Fresh Foods



2019 LATINO FARMER SYMPOSIUM

for Hispanic farmers, including new and beginning farmers, aspiring farmers, and young farmer entrepreneurs.

**Wednesday,
February 20, 2019**

2:00pm-5:00pm

3C -Conference Center



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WORK



2019
F150



2019
F250



2019
F350

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TUESDAY AGENDA - FEBRUARY 19

11:30-5:00 **Jacob Louis Daily Memorial Golf Tournament** Presented by **Wilbur Ellis** (Mesa Del Sol Golf Club)



WEDNESDAY AGENDA - FEBRUARY 20

7:00-8am **CEU Sign-up, Breakfast Burritos** from **Keithly-Williams Seeds** (AWC Land Lab)



8:00-3:00 **Field & Classroom Demonstrations Event** (3 CCA and 3 CA/AZ PCA CEUs) presented by **Booth Machinery** (AWC Lab 101 & AWC Land Lab)



11:30-1:00 **Field Demonstration Lunch**



2:00-5:00 **Latino Farmer Symposium** (3C Conference Room, AWC)

5:30-8:30 **Opening Reception** presented by **Lee Farms, Yuma County Farm Bureau & Mellon Farms** (AWC)



THURSDAY AGENDA - FEBRUARY 21

6:30-7:30am **Breakfast** sponsored by **BASF** (3C Conference Room, AWC)
Opening Remarks Cory Mellon, President, Yuma Fresh Vegetable Association



7:30-8:30 **Morning Keynote: React, Respond, or Initiate?** (AWC) Presented by **RDO Water** Tim York, Markon Cooperative



8:30-9:30 **Trade Show** (1 CA CEU)

BREAKOUT 1

Integrated Pest Management Regulatory Update

(2 AZ/CA PCA and CCA CEUs)



Location: Francis Morris Board Room

9:30-10:30 **California Pesticide Regulatory Update** Renee Pinel, Western Plant Health Association

10:30-11:30 **Arizona Pesticide Regulatory Update** Jack Peterson, Arizona Department of Agriculture

Moderator: Chris Denning, Gowan Company

BREAKOUT 2

Addressing Water Challenges in the Southwestern United States

(2 CCA and AZ/CA PCA CEUs)

Location: AS 112



9:30-10:00 **Salt Risks Ultimately Become the Limit to Improved Irrigation Efficiency in Arid Land Vegetable Cropping Systems**

Dr. Charles A. Sanchez, Department of Soil, Water, and Environmental Sciences. University of Arizona

10:00-10:30 **Estimating Water Use by Important Crops in the Lower Colorado River Region**

Dr. Andrew French, USDA-ARS Arid Land Research Center

10:30-11:00 **Emerging Opportunities for Space-based Sensor Technologies for Agriculture Water Management**

Dr. Pierre Guillevic, University of Maryland

11:00-11:30 **Challenges and Opportunities for Re-Use Water in the Arid Southwestern United States**

Dr. Clinton Williams, USDA-ARS Arid Lands Research Center

Moderator: Charles Sanchez, University of Arizona

BREAKOUT 3

Advanced Ag Technologies

(1 AZ/CA PCA and 2 CCA CEUs)

Location: AS 113



9:30-10:00 **Autonomous European Robots for Vegetable Production**

Simon Belin, Naïo Technologies, Robotics Technical Specialist

10:00-10:30 **Agmechtronix Automatic Weeding Machine**

Ryan Herbon, President and CEO, Agmechtronix

10:30-11:30 **Meet Four Ag-Tech Startups... Hear about Cutting-Edge Technologies, Challenges, Solutions and Adoption!**

Martha Montoya, President, AgTools
Manu Pillai, Founder, WaterBit
Sean Lyle, President and CEO, PowerGrow
Anthony Zografos, Ph.D., CEO, SafeTraces
Panel Moderator: Dennis Donohue, Innovation Lead, Western Growers Center for Innovation & Technology

Moderator: Mark Siemens, University of Arizona

BREAKOUT 4

Climate Change and Desert Weather

(2 CCA CEUs)

Location: AS 105



9:30-10:10 **Winter Temperature Trends in Yuma County**

Paul Brown, Extension Specialist, University of Arizona

10:10-10:50 **Agricultural Weather Forecasts**

Melissa Wagner, Forecaster, Weather Mission, Inc.

10:50-11:30 **Climate Modification Using Water**

Charles Sanchez, Professor & Research Scientist, University of Arizona

Moderator: Paul Brown, University of Arizona

BREAKOUT 5

Business Session

9:30-11:30 **Risk Management**

Location: AS 106

Ken Kotch, Esq. National Practice Leader
Ryan LLC Captive Insurance Consulting Practice



BREAKOUT 6

Food Safety

(2 CCA CEUs)

Location: East Meeting Room



9:30-10:10 **Efficiencies in Handling Field Food Safety Observations, Inspections, and Corrective Actions**

Paul Mondragon, Ag Partners Southwest
Vicki Scott, Arizona LGMA

10:10-10:50 **Food Safety Training – Meeting FSMA Requirements with Time-Saving Apps**

Sergio Nieto-Montenegro, Food Safety Consulting & Training Solutions;
Mike Villaneva, California LGMA

10:50-11:30 **Improving Traceability with Technology and Data Management**
TBA

Moderator: Yuma Safe Produce Council

Lunch and Keynote Speaker

Location: 3C Conference Center



11:45-1:30 **Top Trends in Fresh**

Rick Stein, Fresh Foods



BREAKOUT 7

Integrated Pest Management in Vegetables

(2 AZ/CA PCA and CCA CEUs)

Location: Frances Morris Board Room



1:30-2:00 **Velum One Application Parameters in Vegetable Crops**

Hank Mager, Tech Service Rep, Bayer Crops Science, Fountain Hills, Arizona

2:00-2:30 **Salibro™, a Novel Nematicide Powered by ReKlemel™ Active**

Jess Richardson, Integrated Field Scientist, Corteva Agriscience, Mesa, Arizona

2:30-3:00 **Getting to know Sefina® and Versys®: Overview of BASF's Newest Insecticides**

Kevin R. Caffrey, Tech Service Rep, BASF, Clovis, CA

3:00-3:30 **PQZ, A New Insecticide for the Control of Piercing and Sucking Insects in Desert Crops**

Pedro Hernandez, Product Development Rep, Nichino America, Woodlake, CA

Moderator: Dr. John Palumbo, University of Arizona

BREAKOUT 8

Fertilization Management in Desert Cropping Systems

(2 CCA CEUs)

Location: AS 112



1:30-2:00 **Budgeting for Efficiency**

Eric Ellison, Koch Biological Solutions, LLC

2:00–2:30 **Water and Management for Cotton production in the Southwestern Desert**
Kevin Bronson, USDA ARS Arid Land Research Center

2:30-3:00 **OneUp - A Promising Bio-Stimulant for SW Vegetable Production**
Galen Mooso, JR Simplot Company

3:00-3:30 **Variable Rate Management for Desert Vegetables**
Charles A. Sanchez, University of Arizona

Moderator: Charles Sanchez, University of Arizona

BREAKOUT 9

The Current Water Situation in Desert Agriculture



(2 CCA CEUs)

Location: AS 113

1:30-2:10 **The Current Water Situation in Arizona**
Paul Brown, Soil, Water and Environmental Science Dept., University of Arizona

2:10-2:50 **Growing Field Crops with Less Water**
Mike Ottman, School of Plant Sciences, University of Arizona

2:50-3:30 **Growing Vegetables with Less Water**
Michael Cahn, Monterey County, University of California Cooperative Extension

Moderator: Barry Tickes, University of Arizona

BREAKOUT 10

Cotton Production & Protection



(2 AZ/CA PCA and CCA CEUs)

Location: AS 105

1:30-2:00 **New Technology for Cotton Weed Control**
Bill McCloskey, Extension Weed Specialist, University of Arizona

2:00-2:30 **University Cotton Variety Testing Results and Texas Root Rot Management Update**
Blase Evancho, Assistant in Extension, Pima/Pinal Counties, University of Arizona

2:30-3:00 **Biological Control and Selectivity of Insecticides in Cotton**
Isadora Bordini, Naomi Pier, Alfred Fournier, Steve Naranjo, Peter C. Ellsworth, University of Arizona

3:00-3:30 **Weather Considerations for 2019 Production Season**
Paul Brown, Extension Specialist, Biometeorology, University of Arizona

Moderator: Blase Evancho, University of Arizona

BREAKOUT 11

Marketing Strategies for Arizona - Grown Medjool Dates

Location: AS 106

1:30-2:10 **Perception of Arizona-Grown Medjool Dates**
Carola Grebitus, Renee Shaw Hughner and Ellen J. VanLoo, Morrison School of Agribusiness, Arizona State University

2:10-2:50 **Target Marketing for Medjool Date Consumer Segments**
Carola Grebitus and Renee Shaw Hughner, Morrison School of Agribusiness, Arizona State University

2:50-3:30 **Biological Control and Selectivity of Insecticides in Cotton**
Isadora Bordini, Assistant in Extension, Maricopa Ag Center, University of Arizona

3:00-3:30 **Identifying Food Marketing Strategies: A hands-on guide on how to reach your target consumer using market research**
Carola Grebitus and Renee Shaw Hughner, Morrison School of Agribusiness, Arizona State University

Moderator: Carola Grebitus, Arizona State University

6:00-10:30 **Harvest Dinner** (Sold Out)
Colorado River State Historic Park
201 N. 4th Avenue, Yuma, Arizona

FRIDAY AGENDA - FEBRUARY 22

8:00-11:30 **Advanced Ag Tour**
Location: Departing Holiday Inn Express
Tour Guide: Matt McGuire, General Manager, JV Farms

Summit Vendor & Exhibitor Map

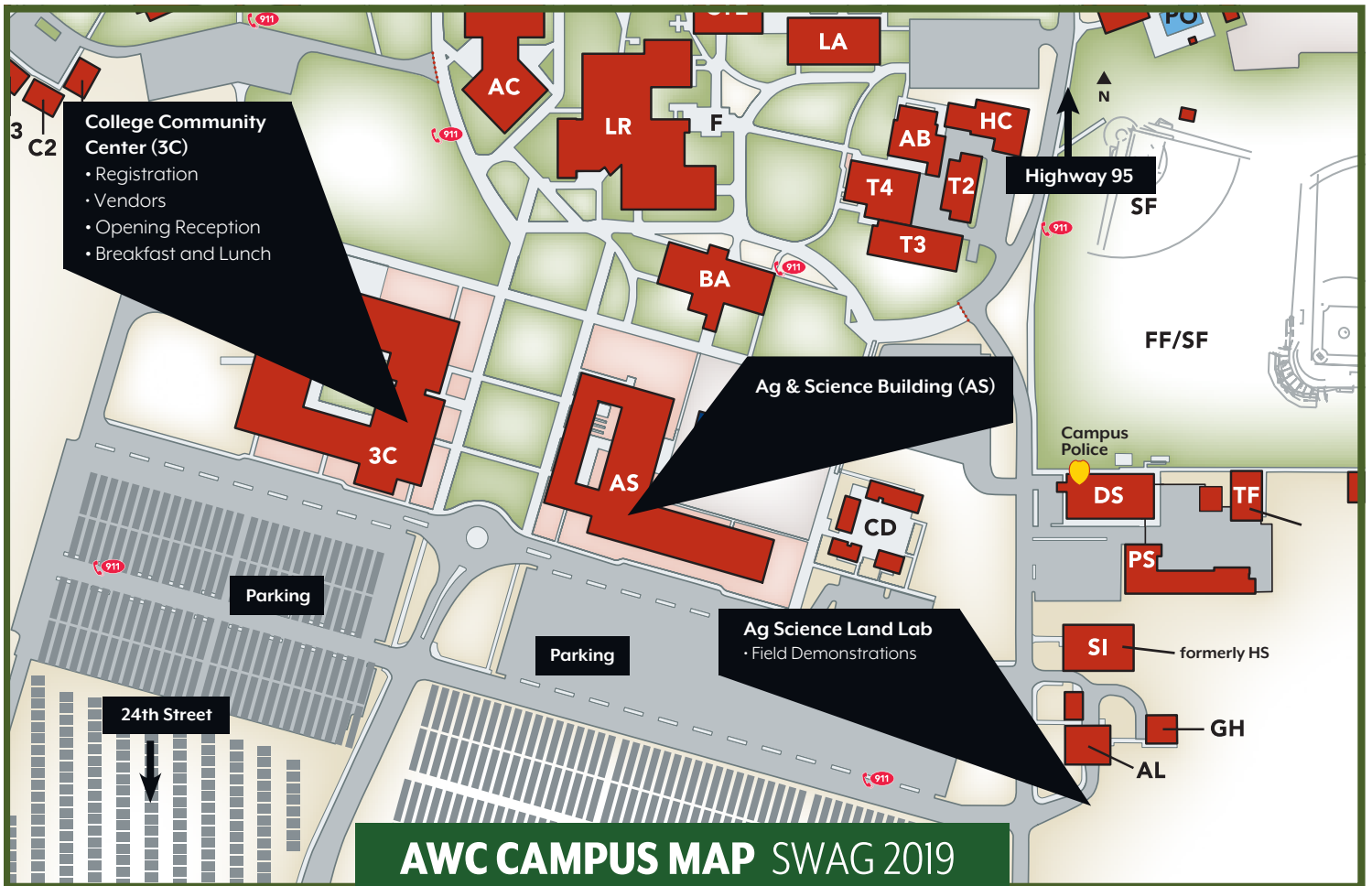
3C BUILDING & COURTYARD

Breakout sessions located in the Agriculture & Science Building



SOUTHWEST AG SUMMIT VENDOR BOOTHS

Agmechtronix.....14	Empire CAT.....57	Laurel Ag.....26	Spragues.....2
ASU Morrison School of	Farm Credit Services Southwest.....36	Mantis Ag Technologies.....70	Syngenta.....52
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The Catalyst Group.....12	Keithly-Williams Fabrication.....39	RDO Water.....22	Agriculture.....27
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East Bay Tire Company.....8	Landoll Corporation.....54	Spragues.....1	



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