



Manitoba SeedLink Conference

Featuring:

SeCan Young Grower Mentor Tour
FP Genetics Shareholder Meeting
CANTERRA Seeds Shareholder Meeting
MSGA 2023 Annual General Meeting

December 5th, 6th & 7th, 2023
Brandon; Clarion

Agenda*****

Tuesday, December 5th

2pm -8pm Young Seed Grower Mentor Tour Hosted by



- Leave Brandon Clarion 2:00 pm
- Tour Royal Artillery Museum at Shilo
- Tour Hulme Agri Seed Plant at MacGregor
- Dinner at The Viking restaurant in MacGregor
- Return to Clarion ~8:00pm




Hospitality Suite Hosted by:

Wednesday, December 6th

Sub Theme Day 1: Technology and its Role in Seed Industry Advancement

EVENT SPONSOR DAY 1



9:00 am Breakfast provided by  Equipment Solutions
FP Genetics closed shareholder session.

10:30 am Coffee Break provided by  2020 Seed Labs Inc.
never stop growing

10:45 am Welcome
Session speaker Topic #1. EMILI Project -Innovation Farm

11:15 am MSGA business

11:30 am **Session Speaker Topic #2 – Nexeed Equipment (Rod Cockerline)**



12:00 noon Lunch Provided by:

1:00 pm Partner Session – Alliance Seeds (open session)

1:30 pm **Session speaker Topic # 3 Cybersecurity Broadview Networks Tyson Choptain**

2:00 pm MSGA AGM

2:30 pm **Speaker Session Topic #4 Seed Specific Software Seedtrakt (Rimmer)**

3:00 pm Coffee break

3:30 pm **Speaker Session Topic #5. Keynote: Robert Saik**

Robert D. Saik is a highly accomplished professional agronomist, entrepreneur, and international consultant. He is the founder of The Agri-Trend® Group of Companies (now part of Trimble Navigation) and the creator of Agri-Prize contest series, a skills-based incentive competition for agriculture. Saik has been recognized for his contributions to the industry, including being named one of Canada's Top 50 Most Influential Agriculture Leaders, awarded Canadian Agri-Marketer of the Year in

2014, and recognized as Distinguished Agrologist of the Year in 2006 by the Alberta Institute of Agrology.

Saik's technical strengths lie in soil chemistry, plant physiology, and crop nutrition, and he has spearheaded several advancements in technology integration in agriculture, including the development of The Agri-Data® Solution. He is the author of several books, including "The Agriculture Manifesto - Ten Key Drivers That Will Shape Agriculture In The Next Decade," which was named an Amazon 2014 Best of Books. Saik is also the publisher of The AgADVANCE Journal, 2014 Western Trade Journal of the Year.


As a passionate keynote speaker, Saik addresses audiences on the importance of modern agriculture, and his 2014 TEDx talk, entitled "Will Agriculture be ALLOWED to feed 9 Billion People," has been viewed over 90,000 times. He is also the Executive Producer of KNOW GMO the MOVIE, a full-feature documentary looking at the advancements of technology use in agriculture. Saik has traveled extensively, working on technology integration and agriculture advancements in North America, South America, the EU, Kenya, Uganda, Nigeria, Australia, New Zealand, the Middle East, Russia, Ukraine, and Kazakhstan. He serves on several boards and is a member of many professional associations.

4:00pm MSGA business

5:00 pm Adjourn for the day

5:30 pm Cocktails Sponsored



6:00 -8pm Banquet provided by: 
Sid Stevenson Section 6 micro brewery
Long Service awards recognized.



8-12pm Hospitality Suite hosted by:

Thursday, December 7th
Sub theme Day 2– Advancing and Promoting the “Blue Tag”
“SeedManitoba” 2024 Launch

EVENT SPONSOR DAY 2:



9:00 am Breakfast provided by Equipment Solutions
Closed session Canterra Breakfast

10:30 am Coffee Break provided by LMC

10:45 am **Speaker Topic #6. (panel discussion)**
Facilitator Marc Zienkiewicz SeedWorld
“Certified Seed, Engaging the Consumer”
Adam Dyck Warburtons
Heather Hill Research Manager RRC
Peter Entz Richardson

12:00 pm **Speaker Topic #7 Canadian Seed Growers’ Association (Doug Miller)**



12:30 pm Lunch. Sponsored by

1:30 pm **Speaker Topic # 8 Seeds Canada (Lorne Hadley & Roy vanWyk)**



2:00 pm **Speaker Topic #9. Roxane Lieverse**

Roxane Lieverse is a banking leader, with over 20 years of finance and banking experience. Growing up on a cow/calf operation in Northern Alberta, Roxane has points to her time in 4-H as being foundational in developing her leadership and passion for the agricultural community. In 2022 Roxane was appointed the first EVP and Head of Canada, for Rabobank’s Agricultural Banking expansion. In her role she is responsible for the implementation of the bank’s “farm table” banking approach, and drive to provide innovative financing solutions to support Canadian producers. Roxane holds an MBA from Dalhousie University, is a Certified Financial Planning Professional, and currently pursuing a Master of Law from Osgoode Hall at York University. When

she is not visiting customers and her team, Roxane is a proud mother of 6th year old twins, 2 dogs, 4 cats and a supportive husband. As a family they enjoy skiing, cooking and traveling.

2:30 pm **Speaker Topic #10. Keynote Speaker Gair Maxwell**

Gair Maxwell is a highly sought-after speaker across North America. Most notably he has been a recent contributor on RealAg with Shawn Haney. Gair has worked with some of the world's most dynamic companies, such as Mitsubishi and the Apple Specialist Marketing Group and was named as the 2012 "Canadian Speaker of the Year" by TEC Canada, the country's largest CEO organization.

Named part of the adjunct faculty at world-famous Wizard Academy out of Austin, Texas, he is also affiliated with several marketing firms in different parts of North America, including Razor Creative, based in Moncton, NB as they work on helping companies sharpen their message and anchor their story.

Beginning in 2006 when Maxwell's counter-intuitive theories on "Branding With Distinction" were first applied, some independent business owners were astounded to see their enterprises grow more than 10-fold over a 5-year period. His story is one of going from flat-broke to earning national awards and sharing conference stages with business superstars such as Richard Branson and Gene Simmons. Maxwell's personable and uplifting delivery will captivate your audience while providing innovative researched strategies from North America's top brands and marketing campaigns. Maxwell's presentations focus on business strategy, business reinvention, disruption, customer service, sales, branding, marketing, telling your story, business growth, change management and innovation. Gair has adapted all his presentations to include strategies in how organizations and individuals can be more effective and gain access to new markets in an economic downturn.

3:30 pm Coffee Break provided by LMC

3:45 pm Bear Pit Session

~4:30 pm Closing remarks & Adjourn

***** Agenda subject to change.