



AgTech Investing Conference 2015
Investing in Commercial Scale CEA Technologies
Ohio Agriculture Research & Development Center, Wooster, Ohio

Wednesday, October 21, 2015

5:30 – 7:00 PM **Opening Reception at The Hilton Garden Inn**

Thursday, October 22, 2015

7:30 - 8:00 AM **Breakfast at Ohio Agriculture Research & Development Center**

8:00 – 9:00 AM **Welcome and Introductions**
Dr. Sue Raftery, CEO, AGROWN
Dr. Steven Slack, Director, OARDC

In this rapid-fire session, attendees will briefly introduce themselves and share what phase of Ag/CEA Investing they in, and one issue that keeps them up at night.

9:00 –10:15 AM **From Exuberance to Economics: Why Controlled Environment Agriculture (CEA)? Why Now?**

Given the need use natural resources more judiciously, mitigate extreme weather conditions such as the California drought, or reduce food waste, CEA is a scalable, sustainable, and profitable industry. However, over exuberance of potential profits often cloud decision-making if one is to be successful in building and operating successful CEA commercial scale systems. This session will provide pragmatic, profit-driven insights to the potential growth and current limitations of CEA in the U.S.

Panel Moderator: Beth Anne Scheckelhoff, Ph.D., OSU Extension Educator – Greenhouse Systems

Panelists

Dr. Gene Giacomelli, Director, Controlled Environment Agriculture Center, University of Arizona
Meiny Prins, CEO, Priva Holland

10:15 – 10:45 AM **Break**

Thursday, October 22, 2015 (continued)

10:45 AM-12:15 PM **Getting Inside CEA – Part I**

This session will be held in OARDC CEA research and OSU Agricultural Technical Institute (ATI) greenhouse on the OARDC campus where participants will be able to see examples of the technology used for research on campus, including the modern structural, environmental control and nutrient delivery systems.

Panel Moderator: John Juhasz, Systems Engineer, NASA Consultant

Panelists

Dr. Luis Canas, Associate Professor & Extension Specialist, Department of Entomology, OSU/OARDC

Dr. Michelle Jones, Professor and D.C. Kiplinger Floriculture Endowed Chair, Department of Horticulture and Crop Science, The Ohio State University

Dr. Peter Ling, Associate Professor & Extension Specialist, Department of Food, Agricultural and Biological Engineering (FABE), OSU/OARDC

Beth Scheckelhoff, PhD, Extension Educator - Greenhouse Systems, College of Food, Agricultural, and Environmental Sciences OSU Extension

12:15 – 1:30 PM

Lunch

The California Drought and Opportunities for Distributing Agriculture

Dr. Jay Famiglietti came to the attention of many in the U.S. when he made the bold statement in March 2015 that California would run out of fresh water within the year. He joins the conference to give us the latest forecasts for California's drought, water availability, and how it is impacting the fresh produce industry in the nation's "salad bowl."

Dr. Jay Famiglietti, University of California Irvine and Chief Water Scientist at the NASA Jet Propulsion Laboratory at the California Institute of Technology.

1:30 – 3:00 PM

Getting Inside CEA – Part II

Building upon the morning tour, this session is designed to take a deeper "dive" into the factors that drive ROI and ROIC in a CEA commercial growing facility – the need for training a skilled workforce, energy sources and costs, structure and systems designs, and production management. We'll break up into groups and discuss production scale vs. field grown and common risks that need to be mitigated, and other topics to be a successful CEA commercial scale grower.

Thursday, October 22, 2015 (continued)

Getting Inside CEA – Part II

Panel Moderator: Ray Beach, NASA Engineer

Panelists

Dr. Luis Canas, Associate Professor & Extension Specialist, Department of Entomology, OSU/OARDC

Dr. Gene Giacomelli, Director, Controlled Environment Agriculture Center, University of Arizona

John Hoogeboom, Greenhouse Designer, Rough Brothers

Dr. Michelle Jones, Professor and D.C. Kiplinger Floriculture Endowed Chair, Department of Horticulture and Crop Science, The Ohio State University

Dr. Peter Ling, Associate Professor & Extension Specialist, Department of Food, Agricultural and Biological Engineering (FABE), OSU/OARDC

Meiny Prins, CEO, Priva Holland

Beth Scheckelhoff, PhD, Extension Educator - Greenhouse Systems, College of Food, Agricultural, and Environmental Sciences OSU Extension

3:00 – 3:30 PM

Break

3:30 – 5:00 PM

Logistics: The Integration of Marketing and Sales in the Distributed Agriculture Model

Distributed CEA agriculture not only changes how and where fresh produce crops can be grown, it will also be disruptive to existing market logistics – that is, getting the crop to market. CEA operations need to be cognizant of both B2B and B2C marketing and sales. The retailers need to understand the “value” that local/regional CEA grown crops can bring in terms of high quality, food safety, and reducing shrink. Consumers want a “brand” in fresh produce that has the taste and nutritional value, as well as a consistency of always being available where they shop. All of these factors have revenue implications for the grower, the marketer, the retailer, and the consumer.

Panel Moderator: Nate Rudy, Executive Director, Waterville Creates! and AGROWN Board Member

Panelists

Ron Pelger, President and CEO, RonProCon

Anthony Totta, Consultant, FreshXperts; Founder, CEO and Produce Consultant, Grow My Profits LLC

Thursday, October 22, 2015 (continued)

5:00 – 5:30 PM **Summary of Day One Presentations and a Bridge to Day Two**

Col. Mark Mykleby, (USMC Ret) Founding Co-Director of the Strategic Innovation Lab, Case Western Reserve University

6:30 – 10:00 PM **Dine Around Wooster Tour (included)**

The group will be departing from the Hilton Garden Inn to enjoy an evening exploring the culinary delights Wooster has to offer.

Friday, October 23, 2015

7:30 - 8:30 AM **Breakfast at Ohio Agriculture Research & Development Center**

8:15 – 8:30 AM **Welcome back – Day 2 overview**

8:30 – 10:00 AM **Step 1: Different Stages, Different Investment Strategies: Laying the Groundwork**

The web is inundated with resources for investors and start-ups. But where do investors turn to learn about CEA? Wherever you are in the CEA investment process – seed funding, early stage, or expansion – our panelists have been there! Part presentation/part collaboration, we'll hear from presenters and break up into groups to dissect critical steps at each level.

Panel Moderator: Dr. Sue Raftery, CEO, AGROWN

Panelists:

Marc Ferguson, Hungary Planet Farms, Austin, TX

Gordon Garrett, SBA State of Kentucky

Gary Jirks, South Valley Angels, Silicon Valley

10:00 – 10:30 AM **Break**

10:30 – 11:45 AM **Building your Investment Blueprint! Now it is Your Turn**

We want to provide, a collaborative and thought-filled plan of action for YOU, the investor. Expanding on the previous session, we'll leverage the collective knowledge, experience and creativity of conference presenters and participants to build the first CEA Investor Blueprint. Our aim is to give you the confidence and network to help you propel forward as an active investor in the North American CEA industry.

Panel Moderator: Dr. Sue Raftery, CEO, AGROWN

11:45 AM-12:15 PM **Wrap Up Day/Next Steps**

12:15– 1:30 PM **Lunch (optional)**