

AgXperience- Industry Room Guide

Your Role: You represent the broader agricultural system that supports farmers through technology, research, markets, communication or infrastructure. You will help students think beyond the farm and explore how industry can help scale solutions.

What to Expect:

- Students will be assigned a crop (corn, soybeans, grapes, almonds, or rice) and asked to act as an industry team developing a solution to support climate resilience.
- Students will arrive with initial proposals from their Sunday prep session. These range from seed development to technology adoption to consumer engagement. They will spend today refining and finalizing their strategies to ensure they are both realistic and impactful.
- During this time, please circulate between groups and share insights into their ideas.
- After 10 minutes of finalizing their strategies, each group will have 3 minutes to present their solutions with all the industry representatives.
- Your role is to provide feedback, challenge their thinking and share how your side of the system navigates climate adaptation.

Examples of Solutions to Share:

- A company offering cover crop insurance discounts or carbon credits.
- A co-op piloting low-water-use varieties through farmer field trials.
- A processing company building incentives for sustainable sourcing.
- Tech firms using satellite data to help farmers manage drought risk.
- Partnerships between startups and universities to fast-track crop trials.

Great Questions to Ask Students:

- "How would this idea be funded or scaled across regions?"
- "What kind of partnerships might support your plan?"
- "What challenges could farmers face in adopting your solution?"
- "How could your company measure the climate impact of this solution?"