



## 2024 AFA Technology Institute Agenda

Thursday, February 29 - Saturday, March 2, 2024

AFA Technology Institute: Hotel TBD

**Commodity Classic:** George R. Brown Convention Center, 1001 Avenida De Las Americas, Houston TX 77010

AFA Technology Institute is hosted in conjunction with Commodity Classic

*\*Schedule is subject to change, for the most up to date schedule, please see the institute app.*

### Thursday, February 29

10:00 a.m. **Mix and Mingle Registration**

10:45 a.m. **Welcome and Orientation** with 2024 Student Advisory Team

Prepare for day one of AFA Technology Institute and Commodity Classic with Student Advisor Hosts.

11:45 a.m. **Break and walk** to George R. Brown Convention Center for Commodity Classic

12:00 p.m. **Lunch at Commodity Classic**

1:00 p.m. **Commodity Classic Booth Tours**

Learn from AFA Partners about new technologies and innovative solutions they are bringing to growers, agricultural retailers and other agribusiness units. This will be a guided tour experience with opportunity for exploring the Commodity Classic Trade Show at the conclusion of tours.

2:30 p.m. **Commodity Classic Trade Show Exploration**

Take in the Commodity Classic Trade Show — one of the United States' largest agriculturally focused trade shows — and explore booths and companies present.

4:00 p.m. **Break and walk** back to AFA Hotel for AFA Sessions

5:00 p.m. **Kickoff Speaker: AgTech 101**

Get down to basics on the agriculture technology space. Understand the trends and challenges innovators face within large companies and small startups as they address the issues agriculture retailers, equipment operators, farmers and ranchers face.

**Agriculture Future of America**

11500 NW Ambassador Drive, Suite 306 | Kansas City, MO 64153

- 5:45 p.m.      **What's Your Perspective: Executive Panel Discussion**
- Gather insight from executives who represent unique and important players in the agriculture technology space. This will provide an opportunity to ask individual questions of company leaders who are developing the future solutions in the animal, crop and equipment sectors.
- 6:45 p.m.      **Student Reflection** with 2024 AFA Student Advisory Team
- 7:00 p.m.      **Industry & Delegate Networking**
- Network with professionals and peers in an informal setting.
- 7:30 p.m.      **Dinner with Industry Guests and AFA Alumni attending Commodity Classic**
- 8:30 p.m.      **AFA Alumni Social** \*invite only\*
- 8:30 p.m.      **Technology Institute Delegate Networking**

## Friday, March 1

- 7:00 a.m. **AFA Breakfast and Morning Welcome** with 2024 AFA Student Advisory Team  
Prepare for day two of AFA Technology Institute and Commodity Classic with Student Advisor hosts.
- 8:00 a.m. **Break and walk** to George R. Brown Convention Center for Commodity Classic
- 8:30 a.m. **Commodity Classic General Session**  
Attend one of the most highly-rated experiences during America's largest farmer-led, farmer-focused agricultural and educational experience – Commodity Classic.
- 11:00 a.m. **Lunch and Free Time at Commodity Classic**
- 12:00 p.m. **Option 1: Commodity Classic Agriculture Technology Learning Block**  
Design your own learning block within the agriculture technology industry through two opportunities:
- Exploring Trade Show booths and learning from experts and representatives about their products and organizations.
  - Attending Commodity Classic's Education sessions that cover issues, topics, technology and innovation that are important to farmers and farm success.
    - o Education sessions available to attend include:
      - Main Stage in Trade Show
      - Learning Center
- 12:00 p.m. **Option 2: AFA Plugfest Experience**  
AFA Technology Institutes delegates join Association of Equipment Manufactures for a tour through their bi-annual event, Plugfest. Plugfest brings technical teams from ag equipment manufactures to test equipment compatibility.
- 3:00 p.m. **Break and walk** to AFA Hotel for AFA Sessions
- 3:45 p.m. **Careers in Technology Roundtables**  
Discuss career paths and opportunities with a variety of industry professionals from the agriculture technology community who will share their insight and advice.
- Career Roundtable Topics:**
- |                          |                              |
|--------------------------|------------------------------|
| Data Science             | Automation Farming           |
| Precision Agriculture    | Technology Sales             |
| Research and Development | Animal Technology            |
| Biotechnology            | Artificial Intelligence      |
| Policy                   | Marketing and Communications |
| Academia and Extension   | Education and Advocacy       |
- 5:00 p.m. **Student Reflection** with 2023 AFA Student Advisory Team
- 5:30 p.m. **Explore Houston & Student Dinner on Own**  
Explore Houston and get a taste of the local flavor with other AFA Technology Institute delegates.

## Saturday, March 2

8:00 a.m.      **Partner Breakfasts**

Hear from AFA Partner Companies regarding career opportunities and innovative products and solutions they are bringing to the industry.

9:00 a.m.      **Networking Break**

9:15 a.m.      **Technology Table Topic Discussions**

Description: Students will preference and experience three roundtables to learn more about information in technology in food, agriculture and natural resources. Two or more professionals in each area will share additional information and perspectives around the topics including current issues and innovation.

Technology Roundtable Topics:

Climate Action Technology  
Bringing the Lab to the Field  
How Engineering Plays a Role in Ag Technology  
How are Automated and Robotic Systems used in Agriculture?  
Animal Industry Meets Technology  
Digging into Marketing and PR of Ag Technology  
The Importance of Data Collection and Validation  
Drones vs. Satellites  
Food Industry Meets Technology  
Conservation and Stewardship Meets Technology

10:30 a.m.      **Networking Break**

10:45 a.m.      **Final Reflection** with 2024 AFA Student Advisory Team

11:15 a.m.      **Lunch and Departure**