



FARMSMART

AGRICULTURAL  
CONFERENCE

PRESENTS

# CEREALSMART

## Friday, January 17, 2020

RIM Park, Manulife Financial  
Sportsplex, Forbes Hall, 2001  
University Ave. E., Waterloo, ON



**Featuring: Phil Needham,  
Needham Ag Technologies, KY**

Why cereals? CerealSmart will focus on the production of winter and spring cereals with emphasis on advanced cereal agronomy and technology. Key topics that will be covered include:

- Creating and keeping winter wheat yield potential
- The latest in equipment technology and how to incorporate on your farm
- Maximizing your weed control investment
- A changing seed industry that will enhance profitability
- The profitability and sustainability of spring cereals

Helping you “up the management” on cereals so they perform for you! Making cereals an integral part of your cropping system creates “wins” all around.



Phil Needham is a native of the United Kingdom and grew up on the family farming operation. He studied agriculture and soil science at agricultural college and university in England. He moved to the United States in 1989 to help expand a European crop management system called Opti-Crop and became manager in 1995. Phil started his own company Needham Ag Technologies in 2005 and consults directly with farmers, dealers and equipment manufacturers.



**OSCIA Members \$105  
Non-members \$145**

**(includes 1 year membership)**

**Registration closes January 13, 2020**

**Pre-registration only, NO WALK-INS**

**REGISTER NOW!**

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1-877-424-1300

@FarmSmart20

# 2020 Cerealsmart Program

8.50	<b>Introductions</b>		
	MC - Joanna Follings, OMAFRA Cereals Specialist		
9.00	<b>Advanced Winter Wheat Agronomy: Creating the Potential</b>	Creating the potential starts with seeding. Tillage vs. no-tillage, drill setup, seeding depths, seeding rates, seeding dates and stand counts. A look at where to start.	<b>Phil Needham</b> , Needham Ag Technologies, KY
10.00	<b>Break</b>		
10.15	<b>Advanced Winter Wheat Agronomy: Protecting the Potential</b>	Tiller management, nitrogen, sulphur, fungicides, PGR's and more! Secrets to keeping that yield potential right through to harvest.	<b>Phil Needham</b> , Needham Ag Technologies, KY
11.15	<b>Maximizing return on investment – weed control in cereals</b>	Cereals provide an opportunity to manage several challenging weeds, a benefit that can be observed throughout a cropping rotation. Mike will share stories that demonstrate where weed management has the most value in cereals, when this critical management window occurs and whether it make more sense to get the job done in winter wheat during the fall or early spring.	<b>Mike Cowbrough</b> , OMAFRA
11.45	<b>Seed Synergy</b>	A broad industry collaboration to create the seed industry of the future to position producers, innovators, and ultimately the entire agricultural value chain in a position to succeed in a highly competitive and innovation-based global marketplace. What does it mean for you?	<b>Ellen Sparry</b> , C&M Seeds, ON
12.15	<b>Lunch</b>		
	MC - Ian McDonald, OMAFRA, Crop Innovation Specialist		
1.00	<b>Advanced Winter Wheat Agronomy: Equipment Technology</b>	The latest equipment for high wheat yields. Residue management, drill selection, tramlines, sprayer selection and more.	<b>Phil Needham</b> , Needham Ag Technologies, KY
2.00	<b>Spring Cereal Management Strategies for Profit</b>	The system that will optimize spring cereals for profit and sustainability.	<b>Deb Campbell</b> , Agronomy Advantage, On.
2.45	<b>Break</b>		
3.00	<b>Building a Crop Canopy for Maximum Yield Potential</b>	Insights from Michigan and how planter technology can help you build a crop canopy that will maximize yield potential.	<b>Dennis Pennington</b> , MSU
	Moderator Grower Panel and Question Period - Peter Johnson, Agronomist, Real Agriculture		
3.45	<b>Ontario Grower Panel</b>	Practical experiences that have made cereals a key component of the grain production enterprise on these operations.	<b>Jenn Doelman</b> , Douglas, ON; <b>Andreas Thomsen-Jung</b> , Caledonia, ON; <b>Sara Wood</b> , Mitchell, ON
4.15	<b>Q&amp;A</b>	All Speakers for a conflag of questions raised over the day.	
5.00	Safe Travels Home (see you tomorrow at FarmSmart)		

