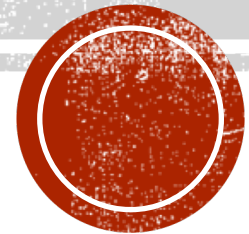


ENABLING NEW TECHNOLOGIES – AN INNOVATOR'S PERSPECTIVE

**Leah Olson-Friesen, MBA and MPPPA
@olsonleah
Cell: 306.570.7138**





MY ROOTS:

**FARMER FIX
SET GLOBAL
HITCHING
STANDARD**

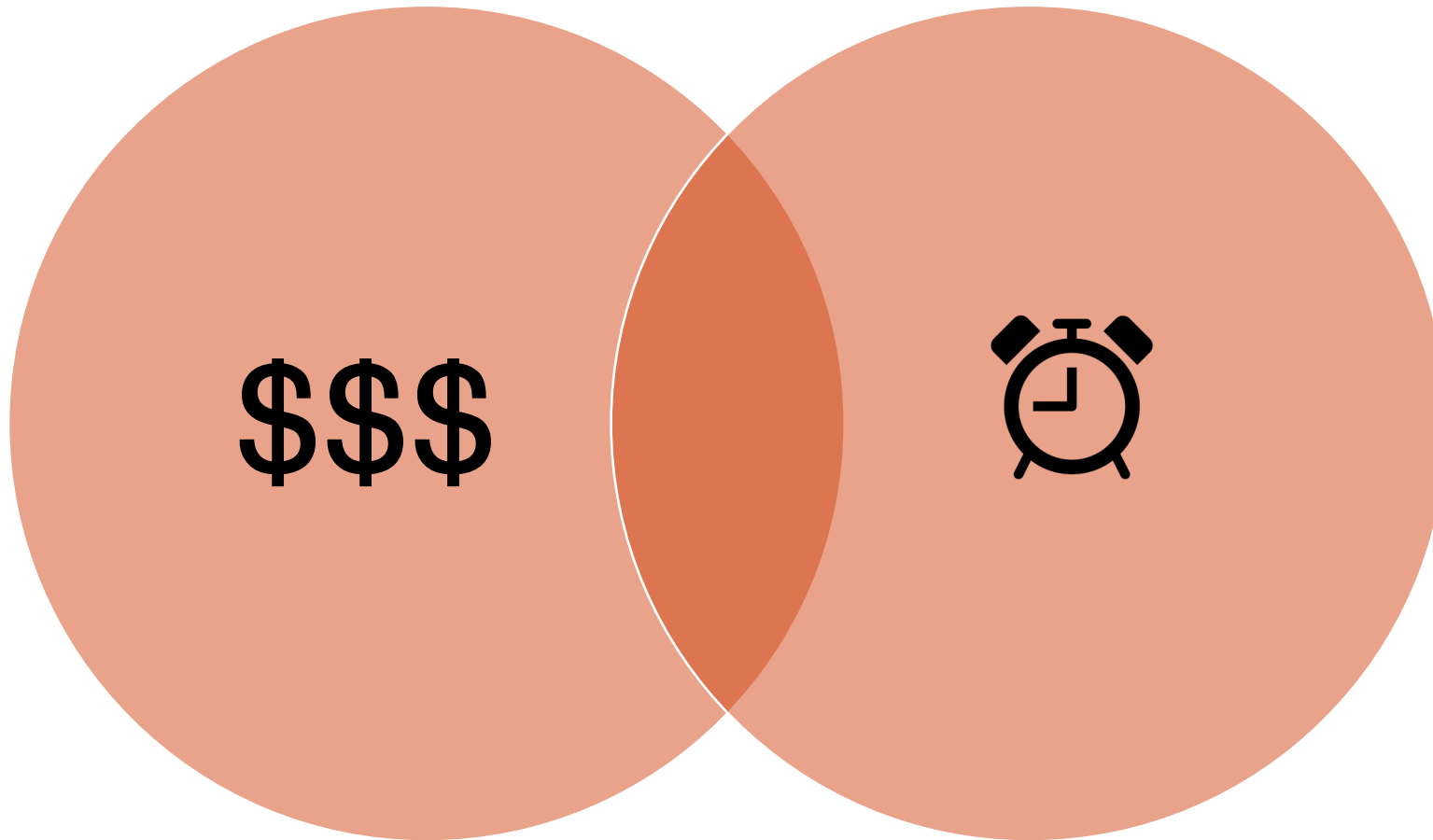
INTRODUCTION: BUSINESS & THE USE OF ARTIFICIAL INTELLIGENCE

- Businesses have opportunity to (Marr 2019):
 1. Change the way they understand & interact with customers;
 2. Offer more intelligent products & services; and,
 3. Improve & automate business processes.

KEY CHALLENGES: INCORPORATING ROBOTICS & AI IN AGRICULTURE

- Innovation Pathway
- Regulatory Uncertainty
- Resourcing & Financing
- Fear of Robotics/AI/Machine Learning

ENABLING: INNOVATION PATHWAY – WHY NEW TECHNOLOGY?



AGTECH LANDSCAPE 2019

IN-FIELD SENSORS & SYSTEMS

POST-HARVEST MONITORING & EFFICIENCY



VALUE CHAIN ENABLERS






**EMERGING
ISSUES – WE
CAN SOLVE
WORLD
HUNGER, BUT
WILL WE BE
PERMITTED
TO DO SO?**



EMERGING ISSUES – SKILLS OF TOMORROW'S FARMERS & INNOVATORS

 Innovation, Science and
Economic Development Canada Innovation, Sciences et
Développement économique Canada

#SUPERCL #SUPERGRAPP

EMERGING ISSUES – PUBLIC POLICY, & REGULATIONS

CONCLUDING THOUGHTS: INCORPORATING ROBOTICS & AI IN AGRICULTURE

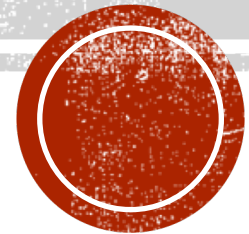
- Innovation Pathway: failure inevitable but good overall
- Regulatory Uncertainty: work w/ innovators of all levels/ages to develop framework for AI nationally; technology evolving quickly, will Canada be a leader?
- Resourcing & Financing: tax incentives should promote innovation & strong businesses
- Fear of Robotics/AI/Machine Learning: will compliment human skills providing better but different jobs, are we comfortable with this evolution?



THANK YOU!

ENABLING NEW TECHNOLOGIES – AN INNOVATOR'S PERSPECTIVE

**Leah Olson-Friesen, MBA and MPPPA
@olsonleah
Cell: 306.570.7138**



CHALLENGE TO AGRICULTURE INDUSTRY OVERALL (FAO)

- Current world population 7.5B – forecasted to increase to 9B by 2050
- Will require a 70% increase in amount of food currently produced
- Labor shortages in agriculture – in Canada ~>\$2B in lost revenues according to Canadian Agriculture Human Resources Council (2019)
- Arable land for agriculture is declining
- Will Canada be a global leader?