

The Challenges Related to the Adoption of New Technologies

November 5, 1:15pm - 2:30pm



Dr. W.L. (Vic) Adamowicz, Vice Dean of the Faculty of Agriculture, Life and Environmental Sciences, University of Alberta, Canada

Vic Adamowicz is a distinguished university Professor in the Department of Resource Economics and Environmental Sociology, University of Alberta. His research has focused on the economic valuation of environmental amenities and ecosystem services and the incorporation of environmental values into economic analysis. His research also involves the analysis of choice behavior with applications to food demand, recreation, and environmental quality.

The Challenge of Adoption of New Technologies: A Consumer Research Perspective.

This presentation will examine aspects of artificial intelligence (AI) in agricultural and food products from a consumer research perspective. Research from consumer behaviour studies involving new technologies and traits, as well as consumer choice strategies, will be used to reflect on the benefits of AI in agri-food for consumers, as well as some of the potential challenges. The benefits include aspects of production methods / attributes, traceability, preference matching, choice simplification and information provision while the challenges may include concerns about new technologies, privacy and negative externalities.



Daved Meakin, Meakin Industrial Ag Corp

Daved is a 4th generation farmer from Langham Saskatchewan. After completing his degree in Agricultural & Bioresource Engineering at the U of S, he earned his P.Eng designation while working in the farm equipment manufacturing industry. He then returned home in 2004 to continue to build the family farm which now covers 4000 acres, as well as an agricultural contracting business. Daved uses his engineering background to constantly assess which technologies to adopt on their family farm.

Knowing Where to Draw the Line on New Technology - Every Farm has a Different Line



Leah Olson-Friesen, MBA, Director, Ag-West Bio and Intelliconn

Leah Olson is a visionary leader with over 20 years' experience building and leading high performing teams in the private and public sectors across Canada. She was recently recognized as one of Concordia University's top 50 under 50 shaping business for her leadership in technology and entrepreneurship

Her past roles include being: CEO of DOT Technology Corp., CEO of SeedMaster Manufacturing, President of the Agricultural Manufacturers of Canada and Marketing and Communications Lead for Zoetis Canada.

Leah has a MBA from Queen's University and a master's degree in public policy and public administration from Concordia University.

AI & Robotics adoption - A Producer's Perspective