

Visions 2017 ~ Agriculture: Increasing Diversity of Purpose and Function

Visions 2017
Conference

April 27-28
2017

Sheraton
Hotel
Red Deer, AB
3310 - 50th Av.

Conference Program April 27th ~ 28th, 2017 Sheraton Hotel - Red Deer - AB

Thursday, April 27th

8:00 - 8:20 AM	Registration Location – Monaco Room
8:20 - 8:30 AM	Opening Remarks - AAEA Vice President (acting President) Catalina Solano and REESSA Chair Claire Doll Location – Monaco Room

AAEA Session 1: Climate, Carbon and Agriculture

Session Chair: Hawley Campbell
Location – Monaco Room

8:30 - 9:00 AM	Tom Goddard – Senior Policy Advisor, Alberta Agriculture and Forestry Climate markets – clear sailing or stormy seas?
9:00 - 9:30 AM	Keith Degenhardt – Farmer; Vice-President of Alberta Federation of Agriculture; Vice Chair of Western Grains Research Foundation Carbon reduction: Opportunities and challenges for agriculture producers
9:30 - 9:45 AM	Claire Doll – Student, University of Alberta Can energy crops compete with traditional agriculture? A real options approach to landowner returns
9:45 - 10:00 AM	Stephanie Le – Student, University of Alberta What are the trade-offs between reducing greenhouse gas emissions and the efficiency of dairy farms in Alberta?
10:00 - 10:15 AM	Nutrition Break

REESSA Session 1: Agricultural Supply Chains

Session Chairs: Todd Godfrey and Anna Kauffman
Location – Marseille Room

8:30 - 8:50 AM	Jolien Witte – Student, University of Alberta The use of market intelligence and decision-making as a driver of industry competitiveness: A producer's perspective on the Western Canadian and Irish beef industries
8:50 - 9:10 AM	Jiaping Fan – Student, University of Alberta Exchange-rate effects on the price pass-through in the Canadian beef industry
9:10 - 9:25 AM	Yanan Zheng – Student, University of Alberta The role of pig diseases in structural change in the Canadian pig industry
9:25 - 9:45 AM	Yuxi Li – Student, University of Guelph Destination-specific export competitiveness of the Canadian beef sector



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AAEA Session 2: Technology and Disruption in Agriculture

Session Chair: Ellen Goddard
Location – Monaco Room

10:15 - 10:50 AM	Todd Ormann – Vice President of Product, Farmers Edge Data and decision in agriculture
10:50 - 11:25 AM	Elaine Nsoesie – Assistant Professor of Global Health at the Institute for Health Metrics and Evaluation, University of Washington Using internet data for monitoring unsafe foods
11:25 - 12:00 PM	Henry Kim – Associate Professor of Decision Technologies, Schulich School of Business, York University Blockchain: An emerging technology for supply chain traceability
12:00 - 1:00 PM	Lunch

REESSA Session 2: Preference and Potential for Change

Session Chairs: Apryl Bergstron and Shuo Wang
Location – Marseille Room

10:15 - 10:35 AM	Ewa Zawojkska – Student, University of Alberta Open-ended format in contingent valuation: Additional evidence for the new hope
10:35 - 10:55 AM	Zhaochao Lin – Student, University of Alberta Public willingness-to-pay to increase BMP adoption in livestock operations in South Saskatchewan Region
10:55 - 11:10 AM	Meng Yang – Student, University of Alberta Gift giving with coercion in rural communities of Tanzania
11:10 - 11:25 PM	Marina Malzoni – University of Sao Paulo The competitiveness of Brazilian international green coffee trade: 1989-2016

AAEA Session 3: Marketing of Genetically Modified Products

Session Chair: Dawn Trautman
Location – Monaco Room

1:00 - 1:20 PM	Neal Carter – President & Founder, Okanagan Specialty Fruits Inc. Labels on the table
1:20 - 1:40 PM	Andreas Boecker – Associate Professor, University of Guelph Damned if you do, damned if you don't? GMO labelling, online information and confirmation bias
1:40 - 2:00 PM	Melanie du Croix – Regulatory Affairs Manager, Monsanto Marketing of genetically modified products: Gaining public trust – the regulations and the rhetoric
2:00 - 2:30 PM	Panel Discussion
2:30 - 2:45 PM	Nutrition Break

REESSA Session 3: Resource Management

Session Chair: Roxana Orellana and Geoffrey Durocher
Location – Marseille Room

1:00 - 1:15 PM	Anna Kauffman – Student, University of Alberta Landholder participation in reverse auctions for wetland restoration
1:15 - 1:35 PM	Alemu Nenko – Student, University of Alberta How to build a better public advisory committee for public forest governance in Canada: Analysis of survey data from public forest advisory committee members
1:35 - 1:55 PM	Todd Godfrey – Student, University of Alberta Mining and alcohol consumption: New evidence from Northern Canada
1:55 - 2:15 PM	Qin Xu – Student, University of Guelph Water use efficiency in Ontario agriculture using a spatial stochastic water use agent-based simulation (SSWUABS) model

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AAEA Session 4: Market Investment & Consumer Intentions

Session Chair: Mike Vorona
Location – Monaco Room

2:45 - 3:15 PM	Jeewani Fernando – Provincial Consumer Market Analyst, Alberta Agriculture and Forestry Understanding consumer trends to innovate and invest
3:15 - 3:45 PM	Warren Bergen – President, AVAC Ltd. Venture capital and entrepreneurship – The importance of being better
3:45 - 4:15 PM	Selim Schoepp – President, Young Farmers and Ranchers of Alberta A team approach for building a value chain for small/start-up farms
4:15 - 4:30 PM	Arenna Bu – Student, University of Alberta Consumer purchase intentions for carnosine-enhanced pork – A functional food

REESSA Session 4: Changing Perceptions

Session Chair: Lusi Xie and Alemu Nenko
Location – Marseille Room

2:45 - 3:00 PM	Apryl Bergstron – Student, University of Alberta Teaching sustainability 101: The purpose and practice of introductory sustainability courses
3:00 - 3:20 PM	Nathaniel Whittingham – Student, University of Guelph Differences between consumers with regard to GMO risk perception and social media communication
3:20 - 3:40 PM	Emilie Bassi – Student, University of Alberta Exploring the role of emotions in negotiating animal welfare practices and industrial production in Alberta's cattle industry
3:40 - 4:00 PM	Neal Spicer – Student, University of Alberta Perceived water security for Northern Canadian First Nation communities

Thursday Evening Schedule

4:30 - 5:30 PM	AAEA Annual General Meeting Location – Monaco Room
5:30 - 6:30 PM	Reception / Poster viewing / Networking Location – Santano Room
6:30 - 7:30 PM	Buffet Dinner Location – Santano Room
7:30 - 7:45 PM	Student Poster Award Winners Presentation Location – Santano Room

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Friday, April 28th

7:30 - 8:15 AM

Breakfast

Location – Monaco Room

AAEA Session 5: Preparing for (and the Effect of) Natural Disasters

Session Chair: Emilie Bassi

Location – Monaco Room

8:15 - 8:45 AM

Bob Burden – Serecon

Impact Modelling Tool (IMT) for the Livestock Market Interruption System (LMIS)

8:45 - 9:15 AM

Brad Andres – Director of Emergency Management Services, Alberta Agriculture and Forestry
Animal disease and economics

9:15 - 9:45 AM

Randy Smith – Fire Chief and Director of Emergency Management, Rocky View County
Rural emergency preparedness – neighbours helping neighbours

9:45 - 10:15 AM

Caroline McDonald-Harker – Sociologist and Assistant Professor, Mount Royal University
Understanding the effects of disasters on individuals, families, and communities impacted by the 2013 High River Alberta flood:
Resources, supports, and recovery

10:15 - 10:30 AM

Nutrition Break

AAEA Session 6: Are Trade Patterns Changing?

Session Chair: Catalina Solano

Location – Monaco Room

10:30 - 11:00 AM

Donna Mauro – Senior Trade Policy Analyst, Alberta Agriculture and Forestry
2017: Moving forward with Alberta and the US trade partnership

11:00 - 11:20 AM

Shuo Wang – Student, University of Alberta
Maintaining Canadian lumber trade competitiveness through genomic technology

11:20 - 11:35 PM

Closing Remarks - AAEA President, REESSA Chair

1:30 - 4:30 PM

Optional Farm Tour (details to come)

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