



June 3, 2024

Second Annual Ag Connections Conference presented by MNP announced for Nov. 20

CYPRESS COUNTY, Alta. – The 2024 Ag Connections Conference, presented by MNP, is set to take place on Wednesday, Nov. 20 at the Medicine Hat Exhibition and Stampede Grounds. This year's event continues to support primary producers and builds on the success of the inaugural 2023 conference, which sold out with 337 attendees. Early bird tickets go on sale July 2 at cypresscountybusiness.ca.

The conference will feature two keynote speakers: Robert Saik, Professional Agrologist, entrepreneur, and international consultant, who will present "Winds of Change: Managing Turbulent Times," and Mokah Shmigelsky, CEO and board chair of OneCupAI. Shmigelsky will discuss "AI in Agriculture," focusing on BETSY, an AI-powered, facial recognition, tracking, and surveillance platform for the ranching industry. The keynote by Robert Saik is funded by the Labour Market Partnerships Grant, a partnership between the Province of Alberta and the Government of Canada to provide employment support programs and services.

Breakout sessions will cover a range of pertinent topics including the Sustainable Canadian Agricultural Partnership, value-add opportunities, succession planning, forage and grazing, labour attraction, drones, and more.

Organizers are currently accepting speaker applications for breakout sessions. Agriculture leaders and experts are invited to present on topics relevant to primary cattle and crop producers. Interested parties can apply at cypresscountybusiness.ca.

In partnership with Tourism Medicine Hat, the event will kick off with a pre-reception on Nov. 19.

In a significant expansion, the 2024 event will partner with the Medicine Hat Exhibition and Stampede to accommodate up to 500 attendees. This year also marks a new collaboration with Palliser Economic Partnership, which will help to increase the scope and impact of the conference, reaching more primary producers across southeastern Alberta. The partnership aims to support the region's agricultural community by providing valuable insights, networking opportunities, and practical solutions to the challenges faced by producers.

This event is made possible through the generous support of our sponsors. Sponsorship opportunities are still available. For more information, please email agconnections@cypress.ab.ca.

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For more information on the event, please contact Beth Cash (Cypress County) at agconnections@cypress.ab.ca or 403-866-1052, or Barb Kulyk (Palliser Economic Partnership) at 403-878-2347.

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