



The VISION Conference 2022—Voices Driving Change in Agriculture

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The only conference convening the strategic leaders advancing interconnected agri-food technology solutions returns in person at a more critical time than ever before.

PHOENIX, Ariz. – The way we produce and supply food around the world with smarter utilization of scarce resources, a lighter environmental footprint, and complete transparency, is rapidly evolving. The voices driving this change—leaders on the forefront of agriculture and technology integration—are gathering at The 2022 VISION Conference, January 18 -19, at the Renaissance Phoenix Glendale Hotel & Spa in Arizona.

The 2022 VISION Conference, now in its 5th year, engages leaders throughout the agricultural technology ecosystem to address the dynamic recent advances in technology, systems, and platforms enabling interconnected solutions from farm to retail. The world of data and technology continues to advance rapidly since VISION last convened in 2020. The 2022 VISION Conference has a broader scope and wider perspective mapping the exciting new future for agriculture.

“The development and adoption of regenerative agriculture practices, responsive to consumer and societal demand, are accelerating. New capabilities to aggregate and curate data to create a ‘proof of practice’ for cropping systems to document stewardship, regenerative practices, carbon capture and more offer great promise. Autonomous equipment, along with expansion of rural broadband and power of handheld devices, will accelerate real progress,” says Eric Davis, Managing Director. “The 2022 VISION Conference provides an in-person forum to connect and engage with the innovators leading these industry advancements.

Agribusiness is Mainstream

Consumers are driving food trends, and manufacturers are responding with new best practices, technologies, and production systems. “A couple years ago, the industry was focused on technologies that could be deployed to boost efficiencies within ag production. Today, the landscape has expanded significantly as agribusiness has moved into the mainstream media and new voices now have a direct impact. The entire food value chain needs to be responsive, integrating new systems and capabilities, to meet heightened consumer expectations,” says Richard Jones, Meister Media Worldwide Corporate Content Director and VISION Conference Chair.

Consumers want to know how their food was grown, tracking it from farm to fork. Major food retailers implementing technologies to meet these demands on quality assurance and traceability now require agribusiness to have the new capabilities to meet and prove they are compliant with these new, high standards. “Eyes are on the agribusiness industry now more than ever, and the 2022 VISION Conference will address this whole new world with an expanded perspective, from crop production to the consumer,” Jones says.

Accelerating Connected Solutions—From Farm to Consumer

The 2022 VISION Conference features one main track of programming, expertly focused on the timely top priorities for agriculture and technology: regenerative agriculture, automation, connectivity, and transparency. Attendees will engage with a mix of expert presentations, panel discussions, active Q&A and debate, small group roundtables, and high-value networking.

“The 2022 VISION Conference continues a strong legacy as the event that is leading agriculture forward by capitalizing on the power of new technologies that are grounded in the realities of agriculture. Space is limited so early registration is encouraged,” says Katie Smith, VISION Conference Show Director.

Register for The 2022 VISION Conference at TheVisionConference.com/Register.

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Continued Next Page

About the VISION Conference

The VISION Conference is the only platform that convenes leadership across industry sectors with aligned partners to shape a forward-looking, strategic roadmap for integrating innovations. VISION takes a focused look at ways data and tech trends will change our operations in the near future. Importantly, VISION engages voices from across the food value chain—from allied constituents to other industry representatives, and early-adopting agribusiness professionals. The VISION Conference is the only event in the world that leverages Meister Media Worldwide's global agriculture and horticultural market experience and legacy of leadership in precision agriculture. This is North America's definitive precision agriculture and digital farming event.

About Meister Media Worldwide

Meister Media Worldwide offers business solutions designed to cultivate a sustainable world through the power of knowledge. It accomplishes this through a host of integrated print, digital and data product offerings, and a variety of in-person events with a singular focus: to further specialized agriculture globally. In addition, its business services division utilizes Meister Media's wealth of knowledge, combined with the latest technology, to develop strategic business services from concept planning through development and delivery. An industry leader, Meister Media's mission is to be your trusted partner, empowering the business of global agriculture to grow a better world. With headquarters in Willoughby, Ohio, Meister Media Worldwide was founded in 1932 and operates out of offices throughout the United States and around the world. MeisterMedia.com