



FOR IMMEDIATE RELEASE

The VISION Conference 2022—A Take-Action Agenda Addressing All Interconnected Segments of the Food Value Chain

PHOENIX, Ariz. – The VISION Conference is back and better than ever—and the actionable learning brings together voices from across the entire food value chain with an engaging, diverse, and robust agenda.

In its fifth year, The VISION Conference 2022 will take place in-person January 18-19 at the Renaissance Phoenix Glendale Hotel & Spa.

Amid dynamic, recent advances in technology, systems, and platforms, VISION will convene strategic leaders who are advancing interconnected agri-food technology solutions. The event format encourages participation through active Q&A, polling, and ongoing discussion. Education is built around a single track with four key pillars: regenerative agriculture, automation 2.0, connectivity, and transparency.

“VISION delegates will gain actionable insight on how the industry is responding to social, cultural, and environmental forces,” says Richard Jones, Conference Chair. “Forward-thinking professionals in across all crop production channels will not want to miss exciting keynotes, roundtables, networking opportunities, and sessions that address change happening now that will impact operations in the not-so-distant future.”

Keynote addresses include **Land O'Lakes Chief Technology Officer and Senior Vice President, Teddy Bekele**. He will share how a scientific crop management approach and harvesting data can drive on-farm efficiency and profitability while supporting sustainability. **Brett Sciotto, CEO of Aimpoint Research**, who will share how business intelligence, tech adoption, psychographics, decision-making, and other key measures can determine which farmers will succeed amid changing food dynamics.

Other VISION agenda highlights include: Sustainability, From Promise to Progress; Move the Meter on Carbon; a Modern Equipment Roundtable; AgTech & FoodTech Investment Update; Data and Sustainability; Blockchain Today; the Future of Food, and more.

Delegates are encouraged to tap into high value networking opportunities at meals, breaks, and at lively cocktail receptions. “The highlight of a back-in-person event is the opportunity to share a meal, conversation, and ideas with other agribusiness professionals,” says Eric Davis, Commercial Chair. “Valuable sidebar conversations happen during these times that build long-lasting alliances and partnerships.”

Learn more about The VISION Conference 2022 Agenda, who's attending, and what you'll take away from the event. Richard Jones says, “You'll be in the room with all the voices across the food value chain,”

Check out the [VISION Conference](#) today and [register](#) to save your spot.

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

Contact:

Christina Lograsso | Events Marketing Manager

Email: clograsso@meistermedia.com | Phone: 440-602-9159

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