



Agriculture NOW

Cutting edge agriculture development and industry outlooks for the next 10 years. Panel reviews impact of current trends in industry settings home and abroad.

Service Area:

Agriculture

Panelists/Businesses Featured:

- Cory Lundgren, Technical Agronomist, NEW Cooperative, Phone #515-571-2370, clundgren@newcoop.com
- Doug Frodl, Sales & Talent Manager, Northern Country Coop, Stacyville, Iowa
Phone #507-402-0222, dfrodl@ncountrycoop.com
- Ben Poutre, President, Hagie Manufacturing, Clarion, Iowa Phone #319-493-0891
PoutreBenoit@johndeere.com

Audience:

9-12th Grade Agriculture Students

State Standards Covered:

- ABS.05.01 Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing sales
- CS.01.02 Examine technologies and analyze their impact on AFNR systems
- CS.01.01 Research, examine, and discuss issues and trends that impact AFNR systems on local, state, national and global levels.

Example Assessments:

Two optional example assessments:

1. Students will create a short (3-5 fictitious or live tweets) twitter feed to summarize their takeaways from the panel discussion. #AgricultureNOW
2. Students create an artifact of instructors choosing to demonstrate 3 things that made an impact on them.

Business Ask:

- Review the panel Discussions prior to the event.

Questions for the Panel:

1. Introduction including: title, company, and products/services offered.
2. How has your organization adjusted in the past (and projecting forward) to meet the changing needs of agriculture?
3. Biggest shift you see coming to how business is conducted day-to-day?
4. What effects will international trade have on your company?
5. What skills would you recommend students arriving to your place of work with?

Role of the Lead Intermediary:

- Schedule Zoom Event
- Follow-up that Intermediaries connect/provide business
- Reach out to panelists to provide questions ahead of time. Ideally, hold a brief 'practice' ahead of time.
- Open Zoom Event early to establish settings (no video, all are muted, no name changing)
- Find an Intermediary to co-host (back-up in the event of tech/Internet issues) and monitor chat.