

AGENDA

2024
Potato Sustainability Alliance
Summer Symposium

Day 1

TUESDAY, JULY 9

11:30 - 12:45 PM

Registration & Check-In

1:00 PM

Welcome

Tracy Shinnery-Carnelley, *PSA Board Chair*

Peak of the Market Ltd.

1:10 PM

The Why

John Mesko

Potato Sustainability Alliance

1:50 PM

2023 Potato Sustainability Insights

Natalie Nesburg

Potato Sustainability Alliance

2:30 PM

Break

2:45 PM

Keynote Address: Advances in Soil Health - The Foundation for Regenerative Agriculture

Dr. Wayne Honeycutt

Soil Health Institute

3:35 PM

Regenerative Agriculture: Is it sustainable?

Panel Discussion

4:05 PM

Welcome to McDonald's

4:15 PM

McDonald's Headquarters Tour

5:00 - 6:30 PM

PSA Happy Hour

Day 2

WEDNESDAY, JULY 10

7:30 AM

Breakfast

8:05 AM

Kick-Off

Natalie Nesburg

Potato Sustainability Alliance

8:10 AM

Industry Sustainability Panel

8:55 AM

Sector Breakout Sessions & Networking

9:40 AM

Break

10:00 AM

The Cool Farm Tool: PSA Recommendation & Cropwise™ Sustainability Integration

Natalie Nesburg PSA

Jeff Lail Syngenta

10:30 AM

Telling Your Sustainability Story:

Tools, Resources and Value for Growers & Corporate Members

12:00 PM

Lunch

1:00 PM

Water Stewardship Framework

Mike Nemeth

Nutrien

1:50 PM

Balancing Biodiversity and Pollinator Conservation with Plant Protection

Dr. Russell Groves

University of Wisconsin-Madison

2:40 PM

Break

3:00 PM

PSA Program: Continuing Education Framework

4:00 PM

Listening Session

5:00 PM

Final Thoughts & Adjourn

Day 3

THURSDAY, JULY 11

7:30 AM

Breakfast

8:30 AM

Board of Directors Meeting

12:00 PM

Adjourn

For more information and to register, please visit potatosustainability.org